

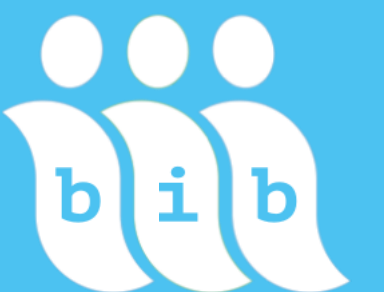


NEIGHBOURHOOD APPROACH AND LOCAL ACTION GROUPS

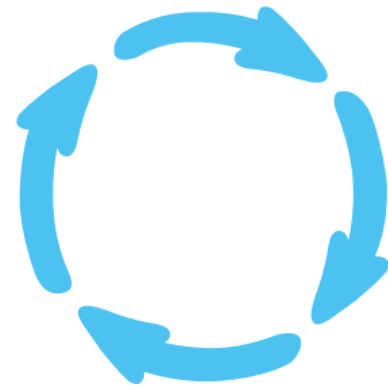
JAN BURKHARDT – KNOWLEDGE MOBILISATION LEAD BIB

KAMMY SIDDIQUE – OPERATIONS DIRECTOR ACTIVE BRADFORD

SONIA FAYAAZ – COMMUNITY ENGAGEMENT MANAGER



JU:MP PLACE-BASED PHYSICAL ACTIVITY



AIM

Step change in physical activity levels of children aged 5 -14 years and their families in socioeconomically disadvantaged area.



APPROACH

Whole systems, collaborative, asset-based, sustainable, behaviour change

Test and Learn Research Programme



OUTCOMES

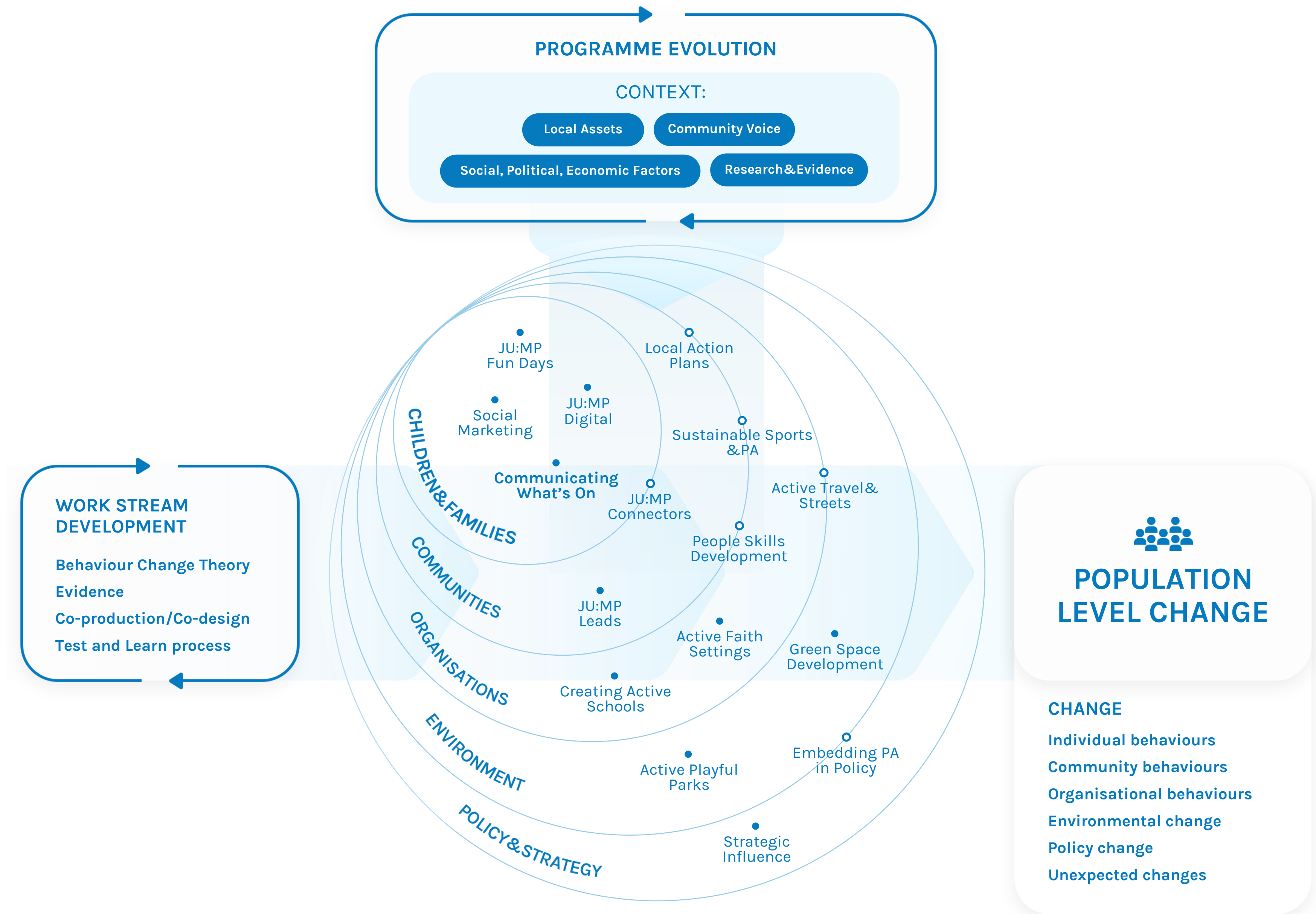
- ✓ Better health
- ✓ Better skills/attainment
- ✓ Safe, clean, active communities

OUR COLLABORATIVE

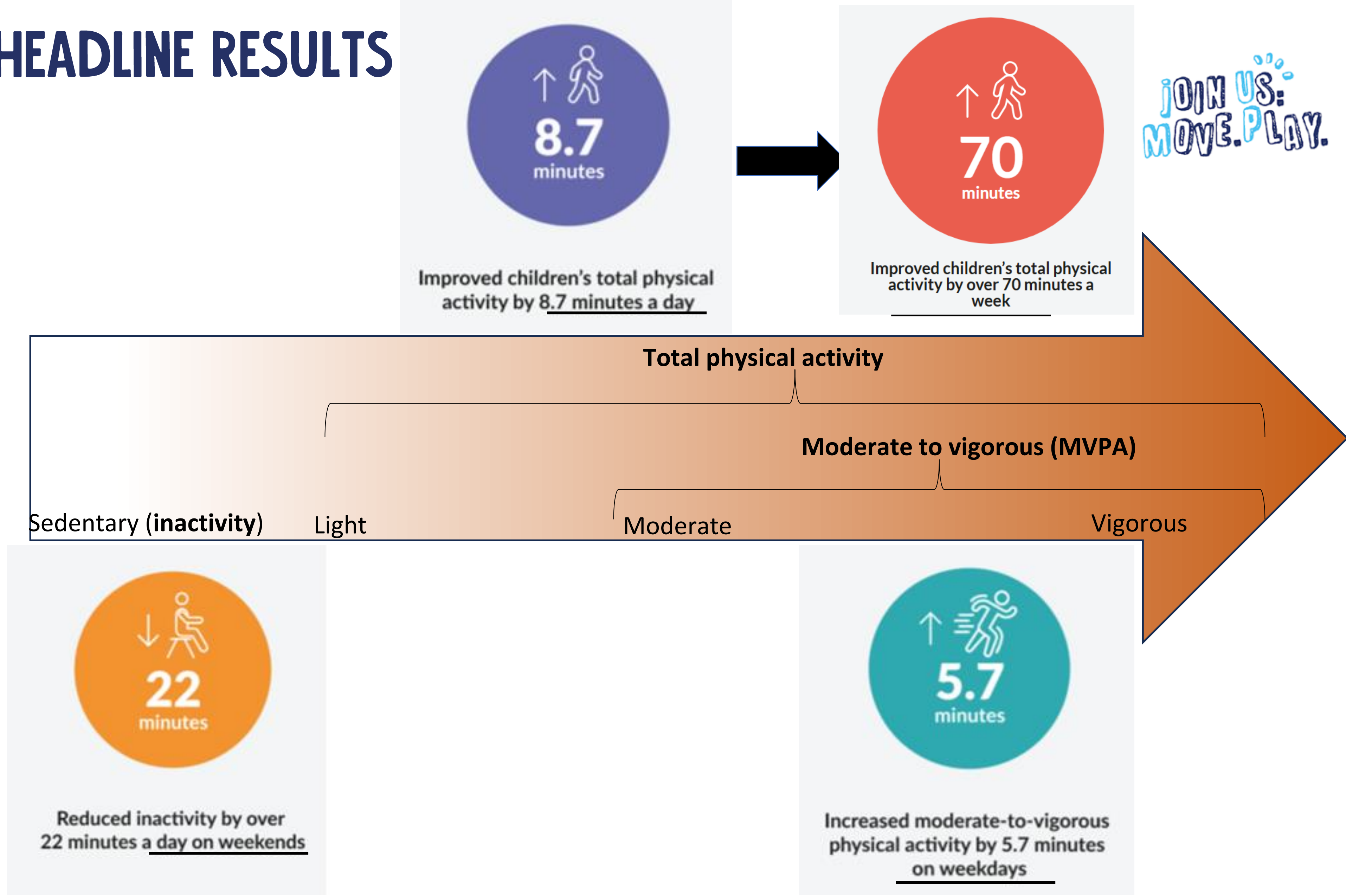




OUR JOURNEY AND THE JUMP CONCEPT



HEADLINE RESULTS



KEY TAKE-HOMES



1. More effective than single or multi-component interventions
2. Fostered longer term change unlike other interventions
3. Emerging evidence: importance of green spaces for improving children MVPA

JU:MP NEIGHBOURHOOD APPROACH



COMMUNITY ENGAGEMENT MANAGER

- Engage and build partnerships, connect the system
- Lead and facilitate the action group to develop and deliver action plan

JU:MP CONNECTORS

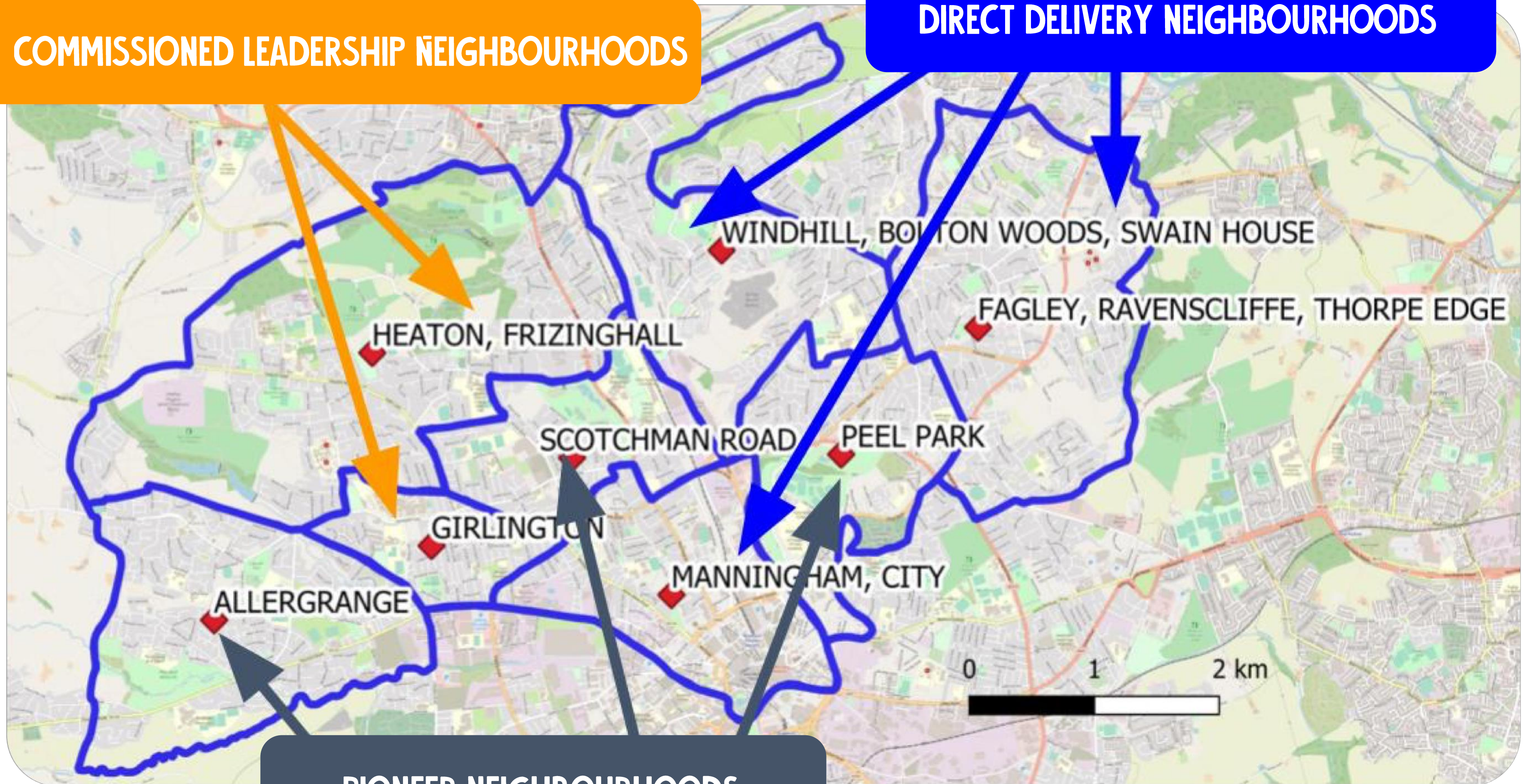
- Build the skills, confidence and motivation of families to be active
- Family engagement in local greenspace and activities
- Build links, connecting schools, community and greenspaces.



JU:MP NEIGHBOURHOODS MAP 2021

COMMISSIONED LEADERSHIP NEIGHBOURHOODS

DIRECT DELIVERY NEIGHBOURHOODS



PIONEER NEIGHBOURHOODS

IDENTIFYING NEIGHBOURHOODS... RECIPE FOR SUCCESS



3-6 MONTHS TO MAP AREAS
& INITIAL RELATIONSHIP
BUILDING

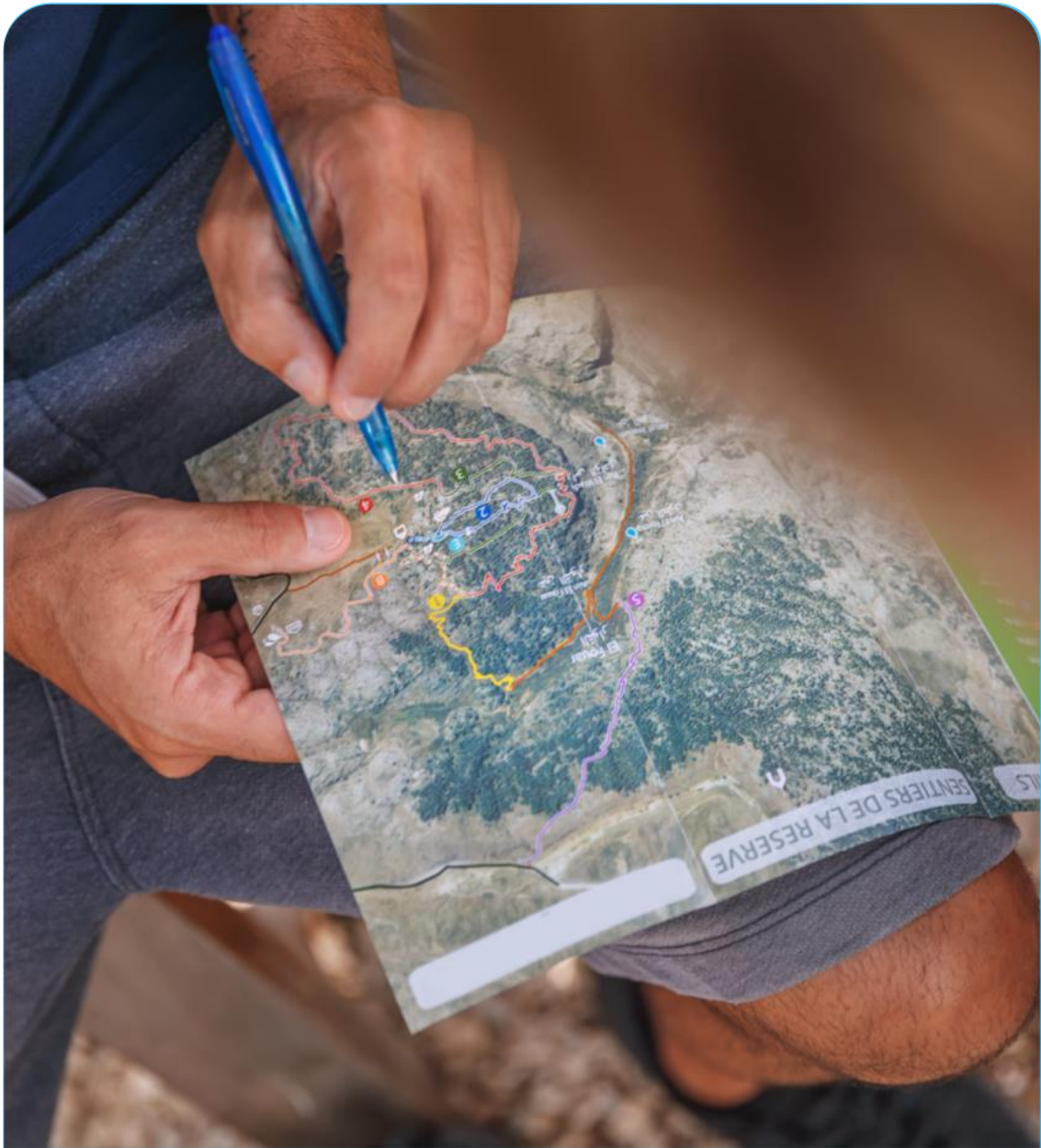


USED IMD DATA TO IDENTIFY
AREAS OF GREATEST NEED



SCOPING GREENSPACE
DEVELOPMENT
OPPORTUNITIES

SETTING THE SCENE WITH MAPPING AND PARTNERSHIP BUILDING



MAPS



ASSETS



PEOPLE

NEIGHBOURHOOD ACTION GROUP PARTNERS INCLUDED:

- Local community & Voluntary sectors
- Local primary schools; Senior leader + frontline staff
- Local faith settings
- Local sports organisations
- Friends of Parks group

LOCAL AUTHORITY PARTNERS

- Ward officers
- Youth workers/managers
- Parks Officers
- Active Travel team
- Councillors

**MEMBERS OF COMMUNITY
AND CHILDREN'S VIEWS FED IN
BY JU:MP TEAM**



JU:MP ACTION GROUPS

- Agreeing partners' responsibility to deliver specific actions within the plan
- Groups met every 6 - 8 weeks
- 2 Year delivery of action plan
- 6 months Embed and Sustain phase



COMMISSIONING AND RESOURCES



COMMISSIONING

- Equitable as possible – local focus key
- Consortium approach – flexible agile and inclusive as possible
- Local track record and long-term commitment to ensure sustainability

RESOURCE ALLOCATION

- Resource helped buy in – schools and VCS
- Action Group Funding – collaborative decision making and equitable inclusive approach

THREE 'CO-DESIGN' WORKSHOPS TO DEVELOP LOCAL ACTION PLAN



WORKSHOP 1

Understanding the
local context



WORKSHOP 2

Idea generation and
prioritisation



In between
workshop 2 & 3:
Rapid reviews of
evidence, completing
proformas

WORKSHOP 3

Refinement & agreement
of ideas for local action
plan



WORKSHOP 1

BUILDING TRUSTED RELATIONSHIPS AND MOTIVATION



KEY MECHANISMS FOR WHOLE SYSTEMS WORKING AROUND PHYSICAL ACTIVITY



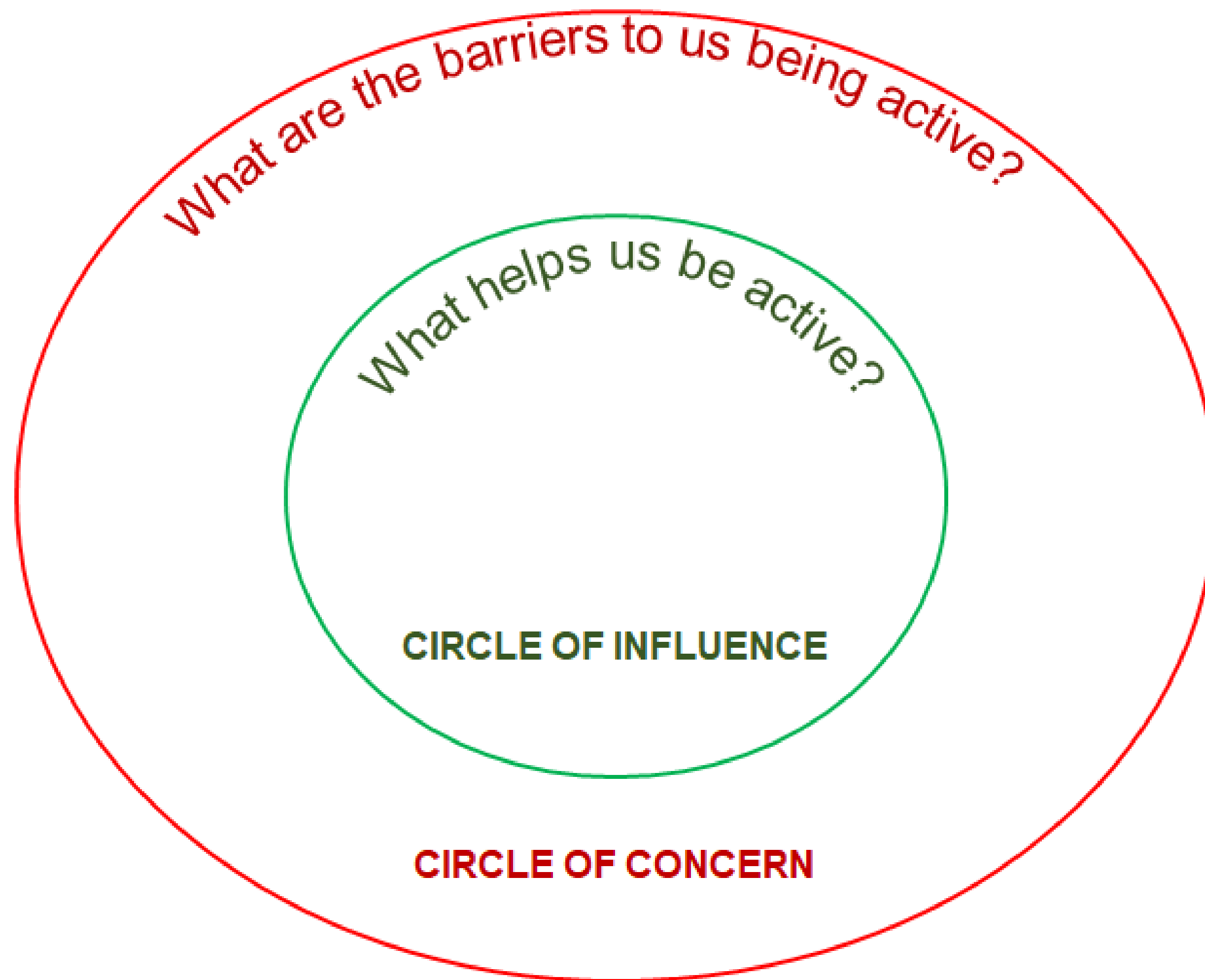
INTRODUCTIONS ACTIVITY:

Group share name, role and one way they enjoyed being active as a child

BUILDING KNOWLEDGE, MOTIVATION AND MODELLING ACTIVITY:

In pairs group share as many of the benefits of being physically active they can think of. Then they feedback actively standing in a circle throwing a ball round the group and each sharing benefits of being active

IDENTIFYING BARRIERS AND ENABLERS & SOLUTION FOCUSSED APPROACH



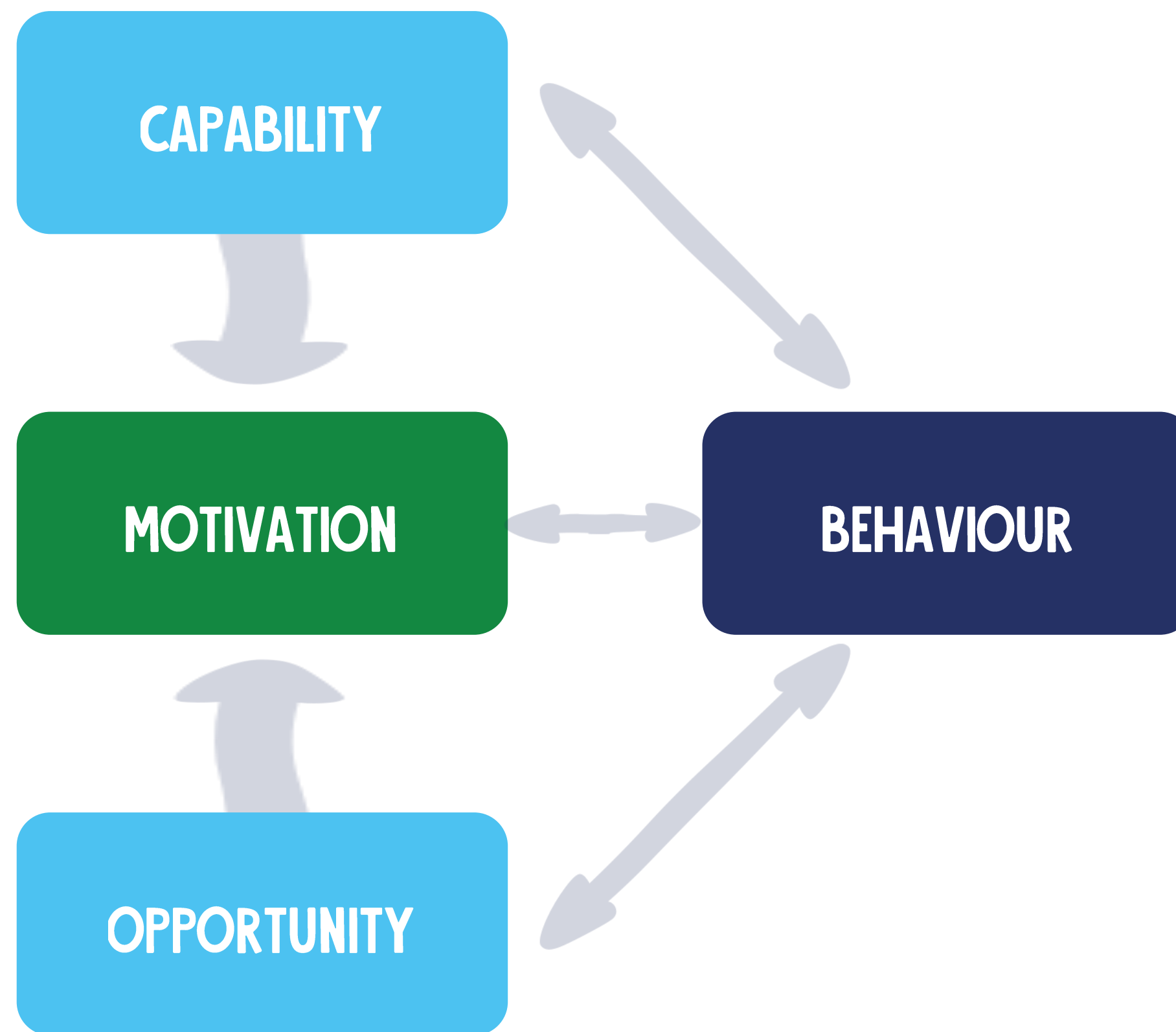
2

WORKSHOP 2 GAINING A SHARED UNDERSTANDING OF BEHAVIOUR CHANGE APPROACH IDEAS FOR ACTION

BEHAVIOUR CHANGE THEORY

The COM-B model explains current behaviour and can be used to encourage behaviour change.

Capability, opportunity and motivation are all needed for behaviour (change) to occur.



3

WORKSHOP 3 EVIDENCE-BASED DEVELOPMENT AND COLLABORATIVE DECISION ON ACTION PLAN



APEASES FRAMEWORK

AFFORDABILITY

PRACTICABILITY

EFFECTIVENESS

ACCEPTABILITY

SAFETY

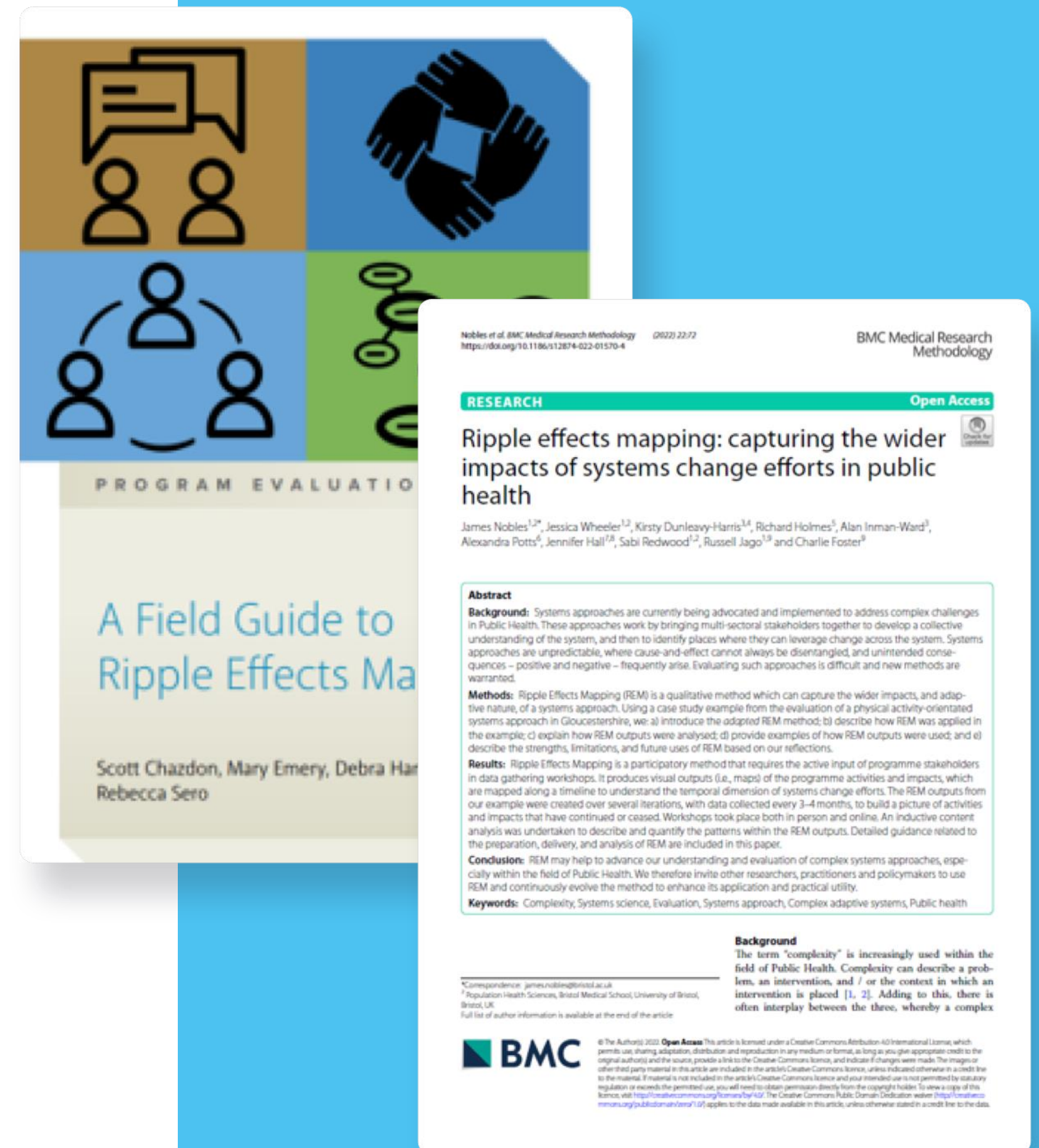
EQUITY

SUSTAINABILITY

RIPPLE EFFECTS MAPPING

- REM originated from Community Development work in USA 2015.
- A way of understanding the **wider, intended and unintended, impacts** of a project or programme over time.
- A qualitative form of impact evaluation **focused on contribution**.
- Takes a **participatory approach** - workshops. Can be used **alongside other methods** (e.g., interviews, surveys, systems mapping).

JOIN US:
MOVE.PLAY.



RIPPLE EFFECTS MAPPING CAN BENEFIT PROJECT DELIVERY VIA:

- ✓ Enhanced motivation and empowerment through realising and celebrating progress and successes
- ✓ Using maps to reflect on what is working well and less well and plan next steps



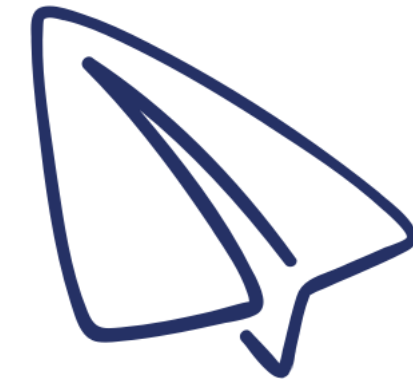
JU:MP ACTION GROUPS **APPROACH**



FACE TO FACE & WELCOMING



NETWORKING TIME



EMAIL UPDATE TO PARTNERS



ENGAGING ETHOS



CELEBRATING SUCCESS



SOLUTION FOCUSED APPROACH

DELIVERY OF ACTION PLAN **KEY INGREDIENTS**



REGULAR MEETINGS



**COMMUNITY OF
LEARNING EVENTS**



BALANCED SCORECARDS



RIPPLE MAPS



RAG RATED ACTION PLAN



ACCESS TO RESOURCES/FUNDING

SUSTAINABILITY

- Behaviour change approach
- Build capability of local people/organisations
- Encourage sharing skills/resources across the group

EMBED AND SUSTAIN PHASE

- Build capability to apply for funding
- Final meeting celebrate successes
- Share an ongoing universal offer
- Partners pledging to ongoing commitment



SUSTAINABILITY IN MANNINGHAM

Capability → Opportunity → Motivation → Sustainable Behaviour Change

Built Capability

Community-led approach

- Supported the development of a **Friends of Group**, enabling residents to take a more active role in shaping local community priorities.

Strong community partnerships

- Established a multi-agency **JAG**
- Led to increased collaboration, shared use of facilities, and delivery of joint events and activities.

Local capacity building

- Enabled and supported the creation of the **Active Travel Hub** at Drummond Field.
- **Manningham Housing Association** - The Connector contract resulted in the recruitment of a full team of community development workers who led efforts to embed physical activity across the community.

Impact: *Communities and partners have greater skills, confidence, and ownership to lead activities and drive local change independently.*



Increased Opportunity

Improved environments

- Enhanced and improved local green spaces to create more opportunities for physical activity, play and active learning.
- Space for schools and faith settings to use outdoor spaces for active learning.

Impact: *More children, young people, and families now have access to inclusive, accessible spaces that support physical activity as part of everyday life.*



Created Motivation

- Increased awareness of the benefits of physical activity for health and wellbeing through the CFPA Training.
- Young people progressed from participants to volunteers, helping to run local sessions and activities.
- Developed local champions who now continue to promote and support physical activity within their community.

Impact: *Young people are not only taking part in activities but are now helping to lead and sustain them locally.*



Built Capability

- Friends of Group established
- JAG partnerships developed
- Active Travel Hub created
- Manningham Housing

Increased Opportunity

- Local greenspace developed and improved
- Schools / faith settings and community use the space regularly for active learning, outdoor play

Created Motivation

- Increased awareness of physical activity benefits
- Young people volunteering and leading sessions
- Residents empowered to take ownership

Result: Behaviour Change

- More children and families physically active
 - Increased community participation
 - Local people leading and sustaining activities
 - Physical activity becoming part of everyday community life.
- 