



Healthy Cities.

From planning to action

INTEGRATED ACTION PLAN BRADFORD

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INTRODUCTION

URBACT HEALTHY CITIES

URBACT Healthy Cities Network

The URBACT programme is a European Territorial Cooperation programme aiming to foster sustainable integrated urban development in cities across Europe. It is co-financed by the European Regional Development Fund, European Union Member States, Norway and Switzerland.

The URBACT programme fosters integrated sustainable urban development in cities across Europe. Its mission is to enable cities to work together and develop integrated solutions to common urban challenges, by networking, learning from one another's experiences, drawing lessons and identifying good practices to improve urban policies. The URBACT method embraces several principles:

Integration: An integrated approach to sustainable urban development which promotes a holistic approach that takes into consideration the physical, economic and social dimensions of urban development, from a sustainable perspective.



Participation: A participative approach based on strong partnerships between public bodies, the private sector, knowledge institutions and civil society (including associations, NGOs, citizens), which is recognised as a cornerstone of local democracy and efficient urban development policies.

Action learning: A structured and facilitated approach to gather knowledge by working with peers and to solve concrete problems by designing tailor-made actions.



The URBACT Healthy Cities Network is part of URBACT III (2014-20 programming period). This Action Planning network aims to deepen the relationship between health and the urban environment, planning actions that focus on improving the population's health, while developing a rigorous health impact assessment around it. Urban Planning can become a health generator on many grounds. This partnership reflects the multiplicity of possible approaches to tackle the issue: green areas, mobility, social cohesion or promotion of sports are some examples.

Integrated Action Plan

The Integrated Action Plan is the main output of cities participating in Action Planning Networks, and is a succinct document defining actions to be implemented, covering the planned timings, implementation responsibilities, costings, funding sources, monitoring indicators and risk assessment of the actions.



PART 1: PRESENTATION OF CONTEXT AND PROCESS

CITY CONTEXT AND DEFINITION OF THE INITIAL PROBLEM/POLICY CHALLENGE

City Context

Bradford is a great northern city in the UK, and an economy of significant scale located within a wider Metropolitan District with a population of over half a million. The district is almost two thirds rural, with large urban towns, smaller market towns and villages, set within the landscape of the southern Pennine hills. It is a beautiful place, with a stunning architectural heritage, home to enterprising and creative people, and strong and productive businesses. Bradford is the youngest city in the UK, and is located at the centre of the Northern Powerhouse economy. We are an influential player in the wider West Yorkshire economy and the Leeds City Region. Bradford is one of the most international cities in the UK, globally connected by businesses trading across the world. Our model for economic growth is inclusive and sustainable, with the opportunity to learn from the innovative 'circular economy' unit at the University of Bradford, as we work to address the climate emergency.



Key Characteristics

Population	542,1200
Density	1,480/km
Demographic Profile	Age 0-15: 23.6% Age 16-64: 61.3% Age 65+: 15.1%
Healthy Life Expectancy	Male:60.1 years Female 60.0 years
Overweight (percentage of adults)	63.2%
Physical Inactivity (percentage of adults)	29.2%



Definition of the Initial Problem and Policy Challenge

In recent years, the population of Bradford District has grown there are more young people, more old people and the city is more ethnically diverse than ever before.

The district has high levels of deprivation, and there is a wide gap between the poorest and wealthiest parts of the district - a child born today in the most deprived part of the district will live on average 7-9 years less than a child born in the most affluent area. More people smoke, particularly in the most deprived areas, including during pregnancy. More people are overweight, exercise less and eat less fresh fruit and vegetables than the national average.

However, personal behaviour is only one aspect of our health and well-being, and not always the most fundamental. Well-being is also shaped and constrained by people's living environment, the quality and affordability of the homes we live in, and our environmental surroundings. The quality and accessibility of public transport and infrastructure to support active modes of travel support or constrain people's ability to be physically active every day. Easy access to attractive open and green space also supports physical activity and helps to reduce social isolation by providing places and ways to see people every day. Bradford is looking to remove the barriers in the urban environment that detract from community health and well-being by creating increasing levels of attractive and accessible green infrastructure.

Ambition and Vision



working and capacity building to ensure a collaborative shaping of the city's future. It is then a bottom-up approach starting with people.

This will involve innovative social engagement with citizens to identify new solutions, develop innovative projects and amplify potential achievements. To address the aging population, the healthy city will be a place that values and supports younger generations, thanks to a child- and young person-friendly city environment. Bradford will embody the principle that a city that is good for children is good for everyone.

Bradford envisions a successful healthy city with a distinctive centre where the urban population can experience an attractive healthy environment. Their ambition is a city centre that is transformed to enable new and sustainable mobility, attractive to all communities, which provides economic opportunities and is the cultural heart of the district. People will be at the heart of this transformation. Innovative design and delivery will be key, as well as collaborative



SETTING OF FOCUS AND OBJECTIVES

Focus of Integrated Action Plan

Bradford's Integrated Action Plan will focus on developing the use of active travel in the community, as a way to develop a healthier lifestyle.

We will develop strategies and deliver interventions that make active travel safer, more accessible and desirable. We plan to make more green space available in our neighbourhoods and to improve infrastructure that promotes walking, cycling and the use of public transport networks, such as School Streets and or Active Travel Neighbourhoods.

Summary of main aspirations and objectives for the Integrated Action Plan

The main aspirations for the Integrated Action Plan are on developing a strategic, integrated and collaborative approach to encouraging active travel and healthy lifestyles through the actions and strategies of Council departments, partner organisations and stakeholders. This will include increasing the amount of urban green and blue infrastructure, improving the connectivity, legibility, safety and accessibility of walking and cycling

routes, making urban environments more ‘playable’, and by engaging and involving people in project planning and delivery, and through good communication and being explicit about the potential for people to improve their physical and mental wellbeing.

The main objectives of the Integrated Action Plan as defined by the local group and set out in the Roadmap document (December 2020) are:

STRATEGY

- Coordination with planning policy, including emerging Local Plan
- Coordination with public health policy
- Coordination between stakeholders

GREEN AREAS, VEGETATION, BIODIVERSITY

- Stimulate biodiversity and climate change mitigation
- A network of blue green infrastructure in our neighbourhoods

CONNECTIVITY AND MOBILITY

- Increase opportunities for active travel
- Increased access to public transport
- Increase access to local play spaces
- Provision of safe, accessible active travel infrastructure

ACCESSIBILITY

- Address inequalities in the public realm

ACTIVITIES AND LIFESTYLE

- Promote active travel in support of healthier lifestyles
- Promote outdoor play for children
- Social Prescribing

COMMUNICATION

- Coordinated communication of public health messages
- Networking with community stakeholders
- High quality education and training available to all active travel users
- Engage the BAME community

HEALTH IMPACT ASSESSMENT

- Data
- Air quality

Summary of how it links to the URBACT network as a whole and how learning from transnational exchange has informed the choice of focus

Bradford’s Integrated Action Plan shares many common threads with other municipalities in the URBACT Healthy Cities Network, and we have been able to share knowledge and explore ideas for actions through the transnational exchanges, which has informed the actions chosen, and the opportunities that will be captured.

The network has explored issues such as green spaces (design, characteristics, uses, vegetation, management, etc.), mobility (city connectivity, relationship with urban planning, active mobility, characteristics of cities that make them more walkable or cyclable, etc.) or the relationship of the urban environment with lifestyles (mix of uses and typologies, quality of public space, street design, etc.).

From transnational exchanges we found that cultural blocks to active lifestyles and the use of active travel are common, and that the historic built environment can be a challenge, but also an inspiration.



With our friends in Vic, Parnu and Senglea

Presentation of strategic goal and vision

The objectives of the Integrated Action Plan clearly link to and support the strategic goals and ambitions of Bradford District. They directly support many of the 7 priorities in the Council Plan 2021-25 including 'Better health, better lives', 'Safe, strong and active communities', 'A sustainable district', and 'An enabling council'. One of the principles that underpins the Council Plan is that, "we will work to make it easier for people in the district to adopt healthier lifestyles".

Sitting underneath the Council Plan are a number of district wide strategies all of which put active travel, health and wellbeing and an expansion of greenspace at the heart of their visions and outcomes. They include:

- the Joint Health and Wellbeing Strategy for Bradford and Airedale 2018-2023
- the Bradford Air Quality Strategy (including 'breathe better Bradford' and a Clean Air Zone to be introduced in 2022)
- the Economic Recovery Plan (published in February 2021 in response to the Covid-19 pandemic)
- a number of strategies to address the climate emergency, including Take Climate Action: Planting a Tree for Every Child, and an emerging Clean Growth Strategy to take forward Bradford's ambitions of positioning itself as the UK's leading clean growth city.

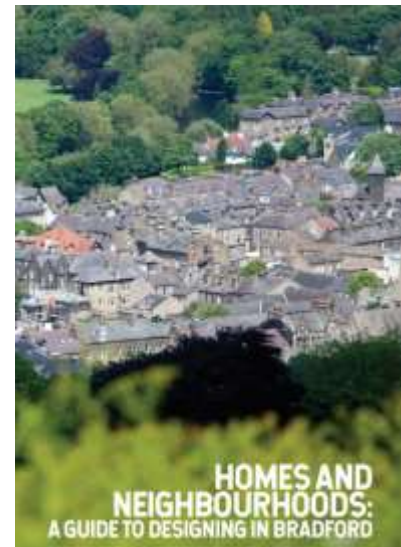


The Bradford Local Plan is currently being prepared by the Council. It will set out how the District will grow sustainably over the next 15-20 years, and identify sites for new development together with a range of policies to help guide and determine planning applications, and new information on open space, green infrastructure and biodiversity. The draft plan (published in February 2021) includes a

new strategic policy 'Creating Healthy Places', and tackling air quality, supporting cycling and walking, making the District a greener place and the regeneration and transformation of the city centre and urban neighbourhoods are central to the emerging plan.

In 2020, the Council adopted a new planning document, 'Homes and Neighbourhoods: a guide to designing in Bradford' which was prepared in collaboration with the Council's Public Health department and local stakeholders including Born in Bradford. It sets out the detail of how to design places to achieve the policies in the Local Plan and is based on a vision of 'Green, safe, inclusive and distinctive neighbourhoods that create healthy communities for all'.

The Council will shortly be commissioning Development Frameworks for a series of strategic growth areas in support of the Local Plan. These include the Southern Gateway on the edge of the city centre which is the preferred location for a new high speed Northern Powerhouse rail station as well as a potential new hospital and health quarter along with major interventions in the public realm to encourage active travel in what is perhaps one of the largest regeneration opportunities in Europe. On the opposite northern side of the city centre there are plans for a new 'City Village' of up to 1000 new homes (including family housing) and associated facilities set in a high quality green and healthy environment.



At the current time the Council is working with partners on various related area-based initiatives, including the Transforming Cities Fund, an £80M project which will see the creation of major new areas of public realm, green infrastructure and cycle routes in the city centre and surrounding neighbourhoods by 2024, as well as pilot projects for Low Traffic Neighbourhoods and School Streets, and the EU Interreg BEGIN programme which is focusing on the creation of Blue Green Infrastructure through social innovation, primarily in the Canal Road corridor area of the city, and the testing of the 'BEST' tool for valuing the benefits of Blue Green Infrastructure.

All of this planned regeneration activity can help transform our cityscape and make positive impacts on public health outcomes.

DESCRIPTION OF THE PROCESS

Composition and role of URBACT Local Group

The composition of the URBACT Local Group is as follows:

- **Coordinating Team** – Saira Ali, Chris Eaton, Michael Ferguson, Richard Middleton
- **Bradford City Council (Planning Transport & Highways)** – Darren Badrock, Andrew Mindham, Stephen Broadbent, Simon D'Vali, Jonathan Dicken, Emma Young
- **Bradford City Council (Public Health)** – Angela Hutton

- **Bradford City Council (Office of the Chief Executive)** – Jamie Saunders
- **Bradford City Council (Sports & Culture)** – Zubay Hamard
- **Well Bradford NHS Foundation Trust** – Zulfi Karim
- **Bradford Teaching Hospitals NHS Foundation Trust** – John Wright, Chris Bem
- **Bradford City Council (Executive)** – Cllr Sarah Ferriby

In addition, Bradford is also collaborating with many local groups and institutions on various ongoing related projects and the URBACT Local Group will work with this local network to deliver the URBACT activities. The network includes stakeholders from health including National Health Service, Well Bradford, Living Well, Active Bradford, with urban transportation bodies such as West Yorkshire Combined Authority Healthy Streets and community groups, resident groups, schools, the university, local ecology groups, local allotment growers, and event organisers for active communities on cycling, running and walking. Of particular relevance to the URBACT programme are:

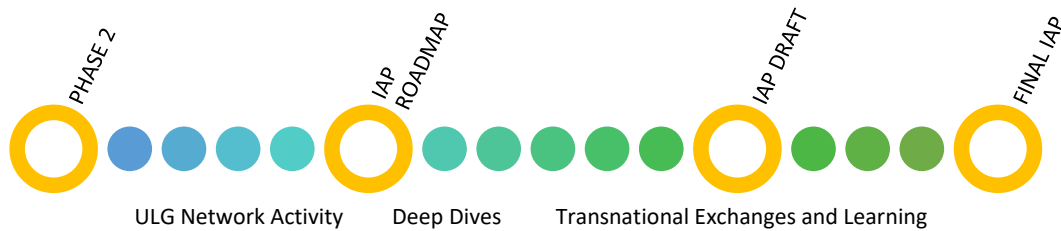
- **Born in Bradford**, Bradford Institute for Health Research's birth cohort study. It is one of the largest research studies in the world, tracking the lives of over 30,000 Bradfordians to find out what influences the health and well-being of families.
- **JU:MP** (join Us: Move Play), a Local Delivery Pilot funded by Sport England aiming to better understand what helps people to be active in their communities.
- **Better Place Bradford**, a programme which is seeking to develop safer and healthier places for expectant parents and families with children under four to play and walk, and increase access to outdoor spaces.



The role of the URBACT Local Group includes:

- Analysing local challenges, seeking solutions and ultimately developing Integrated Action Plans to address these challenges
- Embedding the learning from transnational exchange (practical knowledge, good practices, peer review, etc. from other cities in the network and beyond) into the local policy-making process
- Contributing to the transnational exchange and learning process taking place at transnational level
- Communicating results at local level, and disseminating lessons learnt to the wider community

- Taking part in the URBACT training schemes organised at national and European levels by the URBACT Programme, thereby developing the capacities of local stakeholders



Bradford has been amongst the UK regions most affected by the Covid-19 pandemic. Members of URBACT Local Group were on the frontline of responding to the crisis, making the priorities and practicalities of formal URBACT Local Group meetings impossible. The opportunity to use engagement with the broad range of Bradford District's partners and stakeholders to facilitate progress by the URBACT Local Group, saw the increasing approach of networking to overcome the limitations imposed on social interaction by the pandemic.



Vision concept 'Bradford – The Active District' produced as part URBACT Local Group networking events

Role/impact of transnational exchange and learning

Helping to inform the work of the URBACT Local Group were the transnational exchange events. A series of online Deep Dive session were hosted by the URBACT Healthy Cities Network partners offering thematic analysis of local challenges and seminars produced by experts

Bradford presented an online Deep Dive session in May 2021, which explored the value of co-design and co-creation in engaging communities in active travel. Active travel delivers more than just better public health outcomes. It can help mitigate climate change. No challenge to the use of active travel options cannot be overcome, and innovation is going to offer better solutions.



Delegates from the Bradford URBACT Local Group were able to make transnational exchange visits Alphen aan den Rijn (Netherlands), Vic (Spain), Parnu (Estonia) and Senglea (Malta) to explore their projects and the common vision we share for better mobility, connectivity and lifestyles in our municipalities. Bradford hosted guests for a mid-term network meeting.

The transnational exchanges and learning brought a wealth of knowledge to the Integrated Action Plan. Examples of how to engage communities for whom active travel is not well supported, not because of poor infrastructure, but because of negative cultural and social perceptions around riding bicycles or using public transport. How the historic fabric of urban environments can be a challenge, but also an opportunity. Different approaches in how to design the infrastructure needed to support more active lifestyles. However, the biggest impact from the transnational exchanges and learning events was in how the sharing of knowledge highlighted just what is possible.

PART 2 - ACTION PLAN

Analysis of Planned Actions

Our Planned Actions have been structured into seven thematic categories, each assigned an Action Sheet to set out specific activities, expected outputs, interdependencies and risks assessments. The Action Sheets also indicates who will primary owner of a Planned Actions, who the key stakeholders will be, and sets out key dates for delivery. The Action Sheet Tables are found in the Annex to this document.

ACTION 1 - A strategic, integrated and collaborative approach

This action seeks to align public health, healthcare, land use planning, estates strategies, regeneration programmes, infrastructure schemes, and corporate goals, and work collaboratively with stakeholders to maximise opportunities for active travel and healthy lifestyles.

This action is important in building upon the work in emerging Bradford Local Plan, and embedding a culture that maximises the potential public health and wellbeing outcomes in the strategic planning and delivery of major urban projects. This strategic view sets out how urban planning and development will help shape the future of our cityscape.

ACTION 2 - Prioritise active travel

This action seeks to prioritise active travel by taking decisions and designing places around the needs of people rather than traffic, to make them attractive, safe, walkable and cyclable, with convenient, easy to use, well-connected routes, shade and shelter, places to rest, clear signage and crossing points, and also spreading awareness in local communities of the benefits and opportunities of active travel.

This action looks to develop the infrastructure needed, but also increase the use of active travel options in our urban environment. It links into targeted funding and projects set out for active travel.

Low Traffic Neighbourhoods are being created to where motor vehicle traffic in residential streets is greatly reduced. New and improved cycling infrastructure will be created, and awareness of the benefits of active travel will be promoted



ACTION 3 - Increase the amount of urban green and blue space

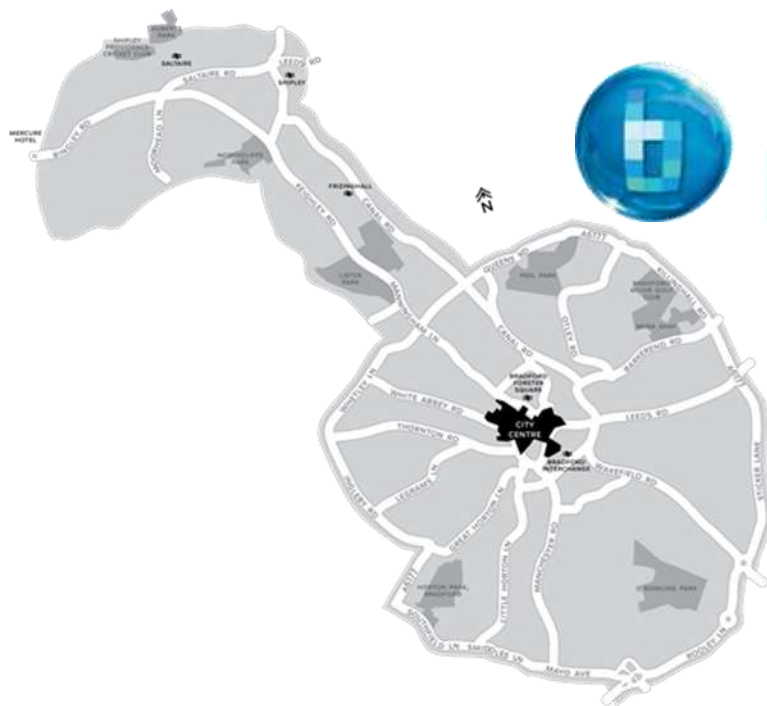
This action seeks to increase the amount of good quality green and blue infrastructure in our urban areas, including green spaces and streets, trees, restored watercourses, sustainable drainage features such as ponds, swales and rainwater gardens, wildlife habitats and corridors, and green roofs.

This action builds upon recent work to increase tree cover in our urban environment, including the current project to plant a tree for every school age child by 2024. This will see 55,000 tree planted. This action also links public health outcomes to the District's Climate Emergency strategies.



ACTION 4 - Improve air quality

This action seeks to Improve air quality in the urban areas of the district to address inequalities and achieve better health outcomes and longer life expectancy for all residents of the District.



This action reflects the delivery of the Bradford Air Quality Strategy, including the 'breathe better Bradford' initiative and the implementation of the Clean Air Zone that will impose a daily charge for most drivers in areas of Bradford and Shipley, if a vehicle does not meet required emission standards.

ACTION 5 - Provide opportunities for play

This action seeks to provide a mix of play opportunities for children of all ages, ranging from 'doorstep play' for young children close to where they live, and for older children the ability to be more mobile and play safely over wider distances and have a varied choice. Children need to be able to play every day to stay healthy.

This action is inspired by the ground breaking research being conducted at the Bradford Institute for Health Research into the health benefits of increasing use and access to green spaces, and how increasing physical activity levels have a positive impact on mental health for mothers and support the health and development of very young children in terms of their physical, social and psychological development.

SCOTCHMAN PLAY PARK

A new and exciting play space and pocket park will be constructed here with adventure play, football goal ends, mounds and tunnels, community allotment and much more.



JOIN US:
MOVE. PLAY.



ju:mp



**Better
Place**

Some successes have already been delivered through the Better Place Bradford and JU:MP programmes, but more play areas are needed.

ACTION 6 - Support healthy and inclusive communities

This action seeks to support healthy, safe and inclusive communities and address social isolation and loneliness by providing public spaces and focal points for people to meet, chat, socialise, exercise, sit and rest, and to grow food, in an environment which is accessible to people from different social groups, ages and communities, and people of all abilities.

This action considers the strategic need to develop more inclusive neighbourhood, town and city centres that connect people and how this relates to social prescribing.

ACTION 7 - Regenerating our urban environment

Bradford envisions a sustainable cityscape where our communities can experience an attractive healthy environment. Through regeneration projects our urban centres will be transformed to enable more blue and green infrastructure, more sustainable mobility, attractive to all communities, which provides economic opportunities and adds to the cultural enrichment for our district.

This action captures the ambitious plans being developed and delivered to regenerate our urban centres. With the support of the Transforming Cities Fund we will reshape the Bradford City Centre to promote active travel solutions and limit vehicles entering, as well as turning over streets to pedestrianised green space.



The town centres of Keighley and Shipley will also be regenerated to promote active travel using Towns Fund resources. Shipley is also the focus of a Streets for People project that will remodel the market square Shipley Streets for People plans to improve Shipley Town Centre with a focus on the market square.



Shipley Streets for People Engagement Report

City of Bradford Metropolitan District Council
November 2001



These proposals seek to reduce road traffic accidents, noise and air pollution. Improve accessibility, seating and shelter to encourage people, particularly our most vulnerable, to get out and about more, enjoying our urban centres is also a priority. Increase footfall for local shops and the market as well as improving links to wider town centre, local amenities and public transport connections. Blue and green infrastructure will make the urban environment more biodiverse and able to mitigate the effects of climate change.

Actions	2022	2023	2024	2025	2026	On
A strategic, integrated and collaborative approach						
Prioritise active travel						
Increase the amount of urban green and blue space						
Improve air quality						
Provide opportunities for play						
Support healthy and inclusive communities						
Regenerating our urban environment						

Small Scale Action

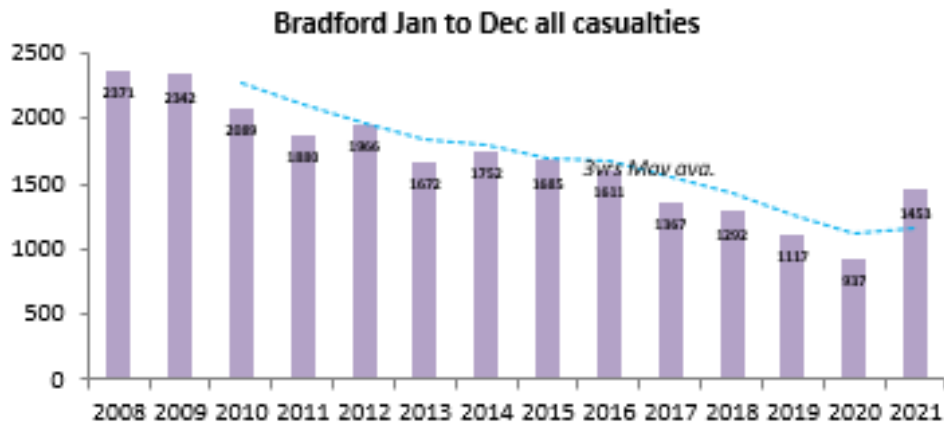
Community Engagement for the proposed Frizinghall Active Travel Neighbourhood

Bradford District is culturally diverse and is globally connected through a long standing history of global migration. 36% of the population is of ethnic origin with over 150 languages/dialects used.

With this cultural diversity, issues around engagement have started to become apparent. Online surveys for project engagement have yielded similar demographics consistently responding whilst others don't. The same can be said for other forms of engagement such as letter drops and public meetings. As a third of the district is made up of inner city suburbs, most of the problems around inequality exist in these locations and comprise of:

- Access to services;
- Higher than the national average obesity rates
- Higher than the national average road casualty rates (20 times more likely to be killed or seriously injured on the network compared to more affluent areas)
- Lack of quality space including play space

Road Safety



All Bradford highway related casualties since 2008. The significant rise in 2021 is due to a new way of accident reporting and traffic increases after the pandemic. Most of the casualty increases have taken place in the more deprived parts of the city where there is low car ownership but significant through traffic, increasing the exposure risk.



Headline in the local paper regarding a collision that occurred in the target area of the Small Scale Action.

Physical Activity

Cultural norms from South Asian and Polish communities have impacted on the propensity for these groups to engage in types of physical activity that have become routine in other, more affluent parts of the district. Organised cycle activity through clubs and other means becomes routine behaviour that then spills over to using walking and cycling as a regular method of travel to work and other trips in more affluent areas populated by white, middle class people. The opposite can be said of South Asian populated areas such as Gillington, Bradford Moor and Barkerend where the cycle is seen culturally as a 'poor mans' mode of transport. The use of the car for short trips has also become a cultural norm that is then passed down to the next generation along with car ownership becoming a status symbol.

The inner city areas have very little in the way of quality recreation space. This then results in children playing on busy streets in an attempt to get some physical exercise. The exposure risk with motorised traffic then increases and results in a higher than national average casualty rate.

With parts of the Polish community in Bradford, there is transient behaviour which lends itself to having no feeling of belonging or even feeling of community or place.

Engagement

The council has installed many measures to aid and prompt physical activity such as footpaths, play areas and cycle lanes. Engagement however, has come from interested groups or stakeholders with a vested interest in the construction, not from the people in the areas that most need it. So we are missing valuable voices at a grass roots level where communities could take more of an active role in what goes on in their areas. Taking ownership of the installation and the choices around what the council delivers, could in turn start to challenge cultural norms and bring about a step change in behaviour regarding travel choice and physical activity.

Active Travel Neighbourhood

In the heart of Frizinghall (Part of the Heaton Ward), there is a proposal to introduce an Active Travel Neighbourhood. This work centres around removing traffic from heavily trafficked neighbourhoods and providing walking and cycling links to assist Active Travel as valid mode of travel. The estate is next to the Airedale Greenway and provides direct access to the City Centre within 10 minutes on a bicycle.

Heaton Ward Map.



This area is traditionally populated by Polish communities. The first migrations took place during the 1940s with Polish families fleeing the occupation of Poland during the war.

Bradford welcomed the migrants and word quickly spread leading to an increase in Polish migration. Despite the language barriers, a symbiotic relationship was formed and work was available in the industrial mills. The Polish communities stayed to this day and the retail outlets reflect this with local shops selling Polish products.

The communities are close knit but this also leads to a lack of integration with the rest of Bradford. Council services have struggled to engage these hard to reach communities. This lack of engagement and integration means services, outputs and outcomes are not tailored to local need. So the communities are not getting the best out of the council at this time.

Location of proposed ATN in Frizinghall. Traffic is controlled with closures that allow movement of pedestrians and cyclists but remove car access. Planters are placed in the highway as shown in the diagram. Through traffic is removed and only local traffic can access properties.

It is essential that we have positive and meaningful engagement with the community to ensure the scheme has public acceptance and the measures are tailored for local need. This requires a two-way flow of information allowing the council to capture local information pertinent to the success of the scheme.



Actions within the Small Scale Action

Our Small Scale Action will look at specific engagement with these hard to reach communities in an attempt to provide meaningful consultation which will in turn allow communities to have more say in what happens in their neighbourhoods. With the design

Activities will include:

- Multi-language engagement material such as leaflets and plans;
- Specific public engagement meetings tailored to that neighbourhood with appropriate interpreters in attendance;
- Tailored Publicity Campaigns through social media, radio and posters;
- Two-way engagement with community stakeholders to ensure vital local information is captured.

Governance of the work sits with the Council's West Area Committee (delegated Highway Authority).

Multi-Language Leaflets and plans: Work with the Communications Team to provide engagement material in Polish. Provide these at local retail outlets, faith establishments and community hubs. Material needs to provide a way of communicating back to the relevant service.

Public Engagement Events: Utilise community hubs to provide drop in sessions with interpreters and the ability to provide feedback either during or after the event. Advertise the event through local channels such as retail outlets, faith establishments and leafleting. The Council's Area Co-ordinators office provide technical support for this.

Publicity Campaigns: Poster design and local radio campaigns. The Communications Team provide the design expertise to produce campaign/poster design.

Outcomes

Public acceptance of the proposals will be an important part of the success of the engagement. For the engagement to have worked, the community must feel appropriately engaged and the Council must strive to support local design change when community feedback is given.

New points of contact within the community have been forged, and champions enabled to help spread the positive messages for the delivery of Active Travel Neighbourhoods

The Small Scale Action has shown the value of having the active travel conversation in different ways, broadening the scope of community engagement. The use of different engagement toolkits and approaches has been effective. One model of consultation does not fit all. Better outcomes are achieved by tailored solutions.

We have learnt that we Need to allow more time for consultation. Assumptions about how quickly successful engagement can be delivered may have limited the quality and scope of community interaction.

It is important to shape the conversation. A lack of focus on the issues that need to be considered, allows the conversation to drift.

Political Interface

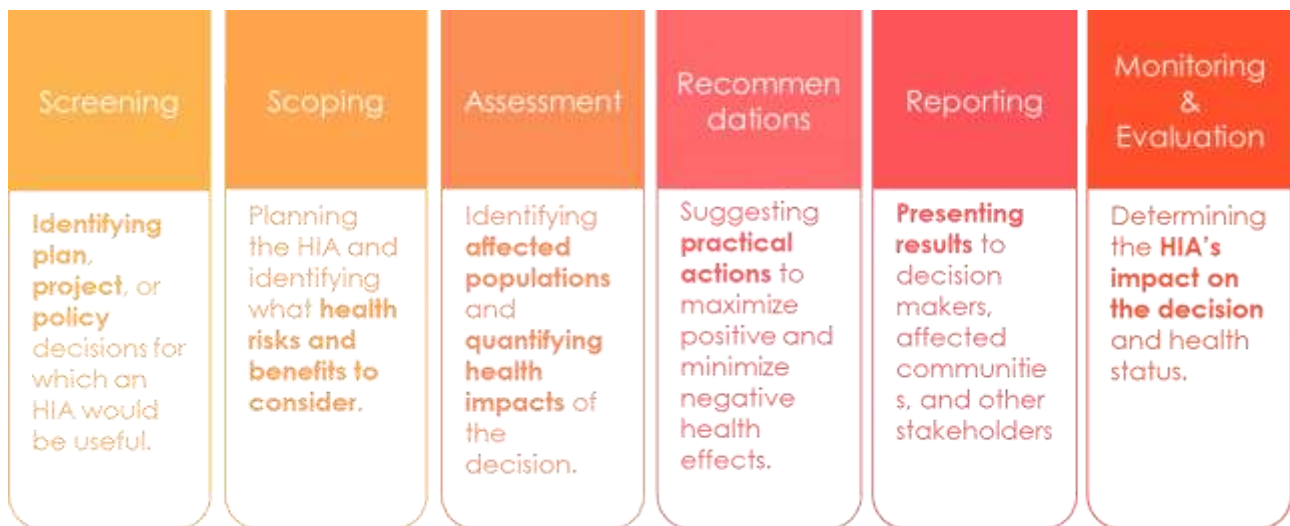
Elected Members have been informed of the Small Scale Action along with an information report to the West Area Committee. Members will have the opportunity to question officers on the proposals and the engagement model.

ANNEX

Health Impact Assessment

Methodology

The methodology for the Health Impact Assessment on our Integrated Action Plan follows a six step process.

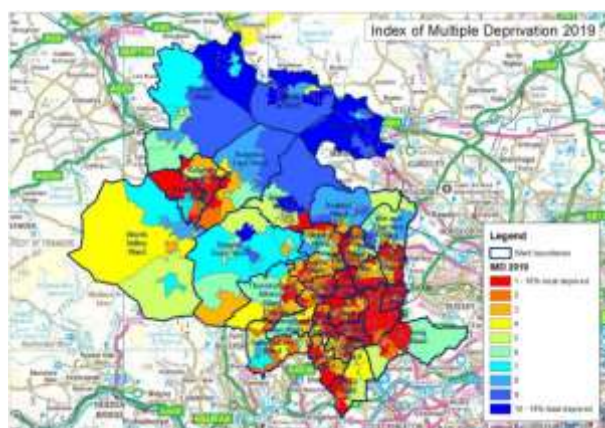


Screening & Scoping

Analysis

Figures published by the UK Government Department for Health about life expectancy in 2018-20 for both males and females at birth shows that the average life expectancy rate at birth for people in Bradford District is higher for women at 81.5 years than for men at 77.3 years. Females born in the most deprived areas can expect to live an average 9 years less than the average and for males it is 11 years less. The urban inner city wards of Manningham, Bradford Moor, City, Keighley Central, Tong and Bowling & Barkerend have the lowest life expectancies, whereas the outer rural wards of Bingley Rural, Worth Valley, Ilkley and Wharfedale have the highest life expectancies.

Bradford is the 5th most income deprived and 6th most employment deprived local authority in England, and more than one-third (34%) of Bradford's 310 neighbourhoods fall within the 10% most deprived in England.



Through our Integrated Action Plan, we are seeking to impact address the health inequalities between our most and least deprived communities, which mirrors the urban and rural geography of the District.

Develop a strategic, integrated and collaborative approach to encouraging active travel and healthy lifestyles. Increase the amount of urban green and blue infrastructure, improving the connectivity, legibility, safety and accessibility of walking and cycling routes, making urban environments more 'playable', and by engaging and involving people in project planning and delivery, and through good communication and being explicit about the potential for people to improve their physical and mental wellbeing.

Governance

Key stakeholders in developing the Integrated Action Plan are the URBACT Local Group, with Bradford Council as the lead. Collaboration has been a key part of the network linking stakeholders from the health care, urban transportation, community and education sectors. Each stakeholder contributes to the Planned Actions and has a role to play in their assessment and monitoring.

Planning and design

The Planned Actions set out in Integrated Action Plan reflect the how it is felt that Bradford District can be shaped moving forward.

At a high level, the need exists to set strategic goals and use plans and policy to ensure change moves in a direction that will achieve better public health outcomes in our urban communities, and to help reduce geographic health inequalities. A key tool will be the Local Plan.

The work of Bradford Institute for Health Research has helped define some Planned Actions. The benefits for better childhood development by providing access to play and nature in our urban environment were designed in. Compatible Planned Actions to increase the amount of blue and green infrastructure also help meet the need for climate change mitigation.

Active travel has been developed as a theme at many levels, from specific pilot projects for low traffic neighbourhoods to shaping major highways schemes. The challenge has been to explore how better public health outcomes could be used to influence major regeneration projects.

The Integrated Action Plan has also been able to capture some pre-existing projects to help quantify how they can assist in modelling our urban environment for better public health outcomes. Principal amongst these is the Air Quality Strategy.

Much of the infrastructure and historic buildings stock that define Bradford District will remain for the foreseeable future, but the opportunity to change the public realm offers the greatest scope for change.

Assessment & Recommendations

In order to identify the health indicators potentially most influenced by the Planned Actions, we used the health impact assessment support tool (Healthy Cities Generator) developed within the URBACT Healthy Cities network.

This tool is based on published scientific evidence linking attributes of the urban environment to health effects. Following a systematic review of the scientific literature published between 2015-2021, it has been possible to define which elements of the urban environment have an impact on health.

		IMPACT ON HEALTH																																				
		HEALTH DETERMINANTS (8)								DIRECT HEALTH OUTCOMES (23)																												
		ENVIRONMENTAL (4)				LIFESTYLE (4)				PHYSICAL HEALTH (10)										MENTAL AND SOCIAL HEALTH (8)								WELL-BEING (2)										
		E01	E02	E03		L01	L02	L03	L04	P01	P02	P03	P04	P05	P06	P07	P08	P09	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23						
		Air pollution	Noise pollution	Insufficient greenery	Physical activity	Sedentary behaviour	Social interaction	Food habits	General physical health										Mental health	Prevention of mortality	Birth outcomes	Type II diabetes	Cardiovascular diseases	Asthma and respiratory diseases	Functional capacity	Accidents and falls	Injury	Pain	Heart stress	Stress	Anxiety	Depression	Life-satisfaction	Emotional well-being	Adaptive health	General Mental health	Perceived safety	Perceived quality of life
URBAN DETERMINANTS OF HEALTH	DENSITY																																					
	01	Population density		2		11111111	111				11	11111	11111					111	11					2														
	02	Business and retail density				11111111	111	2			111	111	111					111	2				2															
	MOBILITY AND TRANSPORT																																					
	03	Street connectivity and intersection density		2		11111111	11				11	11111	111					111	1																			
	04	Connection to relevant places (facilities, green areas, other transport networks)		2		11111111	11				2	1111	1					111	1																			
	05	Cycling infrastructure (safety)				11111111	11				2	1	1																									
	06	Walkability / pedestrian infrastructure				11111111	111				11	111	11111	11	2			11111	2				2															
	07	Availability of public transport				11111111	11				2	111	111																									
	08	Reduce the speed and/or volume of traffic		2	11		11111111	11	2			2	111	11	2			11	111	11				2														
	MIXED USE AND PROXIMITY																																					
	09	Residential proximity to diverse social services and facilities (healthcare, education, cultural and community centres)				11111111	111	1			1111	111	11					111	1				1											1				
	10	Residential proximity to physical and sports infrastructure and facilities				11111111	11					111	11					2	2																			
	11	Residential proximity to recreational amenities, commerce, retail and economic activity				11111111	1111				11	1	111	11				1111	1				1															
	12	Residential proximity to public open spaces and nature areas (proximity to parks, lakes, trails, etc.)		1	1		1111111111111111	111			11111111	11			111	111	11		11111				1				11111	111	111		1	11111111						
	13	Food environment (reduce density of fast-food outlets, increase grocery outlets)					2				111	1	111	111				2	1								1111	1										
	ENVIRONMENT AND LANDSCAPE																																					
	14	Improve/increase green coverage and green visibility (includes all types of greenery: public green areas, private green areas, street tree canopy, etc.)		1	1	11	11111111	1	11			11111111	111	11	111	111		111	111				1				1	1111						11111111				
	15	Improve and increase proximity to and visibility of blue spaces											1																									
	16	Provide different typologies of green areas (neighbourhood-city-regional scale)				1	11	1111	1	1			1	1				1	1	1																		
17	Improve continuity of the green infrastructure				1	1																																
18	Urban landscape and general amenities in public open space (furniture, urban furniture, maintenance, lighting, etc.)				11111111																																	
HOUSING AND ENERGY																																						
19	Measures to improve the quality of housing		11																																			
20	Energy efficiency measures (heating, insulation)																																					

Based on this evidence, a software application has been developed that makes it possible to visualise the health indicators most influenced by a given action, by analysing the elements of the environment that will be modified. This tool has been used to analyse Planned Actions set out in Integrated Action Plan that have an impact on the urban environment. Using the health impact assessment tool (Healthy Cities Generator), we see the following estimated impact on health indicators related to the urban environment, firstly considering which urban determinants of health are addressed by the Planned Actions set out in Integrated Action Plan, then the consequential impact on health indicators achieved.

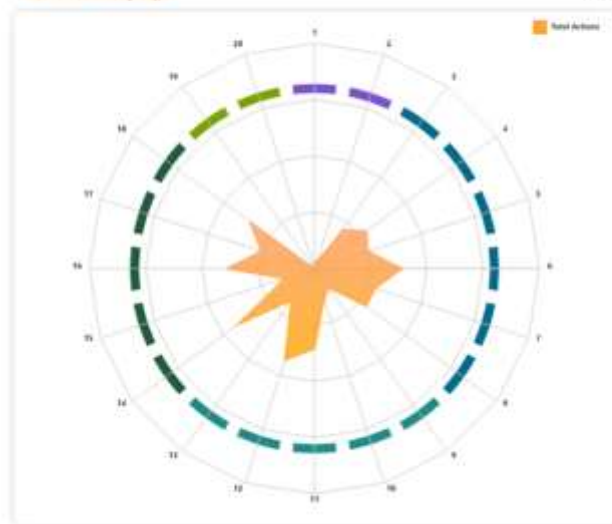


Bradford

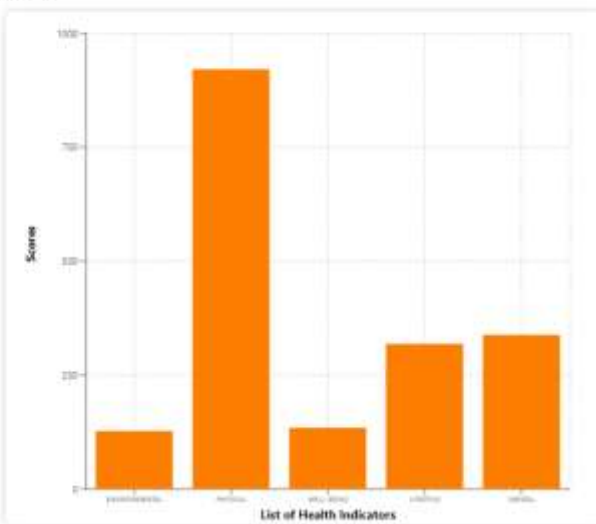


[Back to Planning Page](#)

Final Results

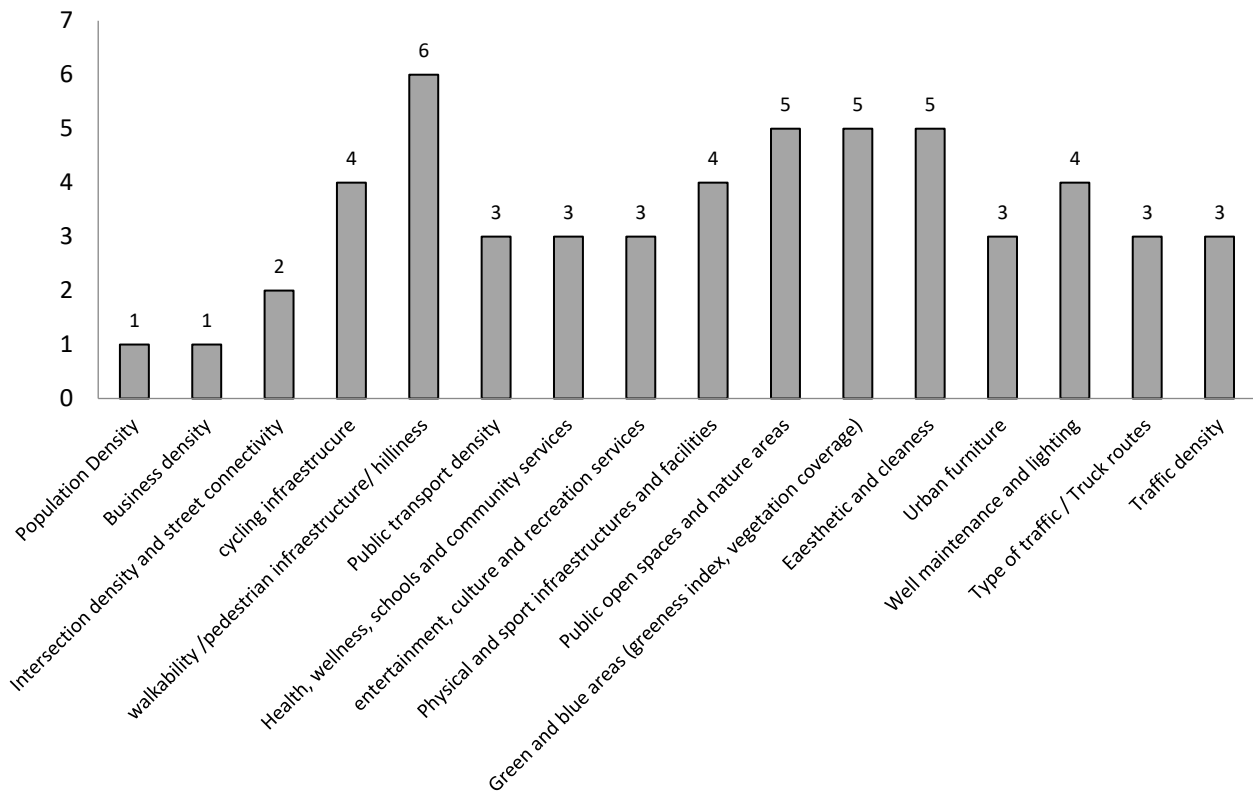


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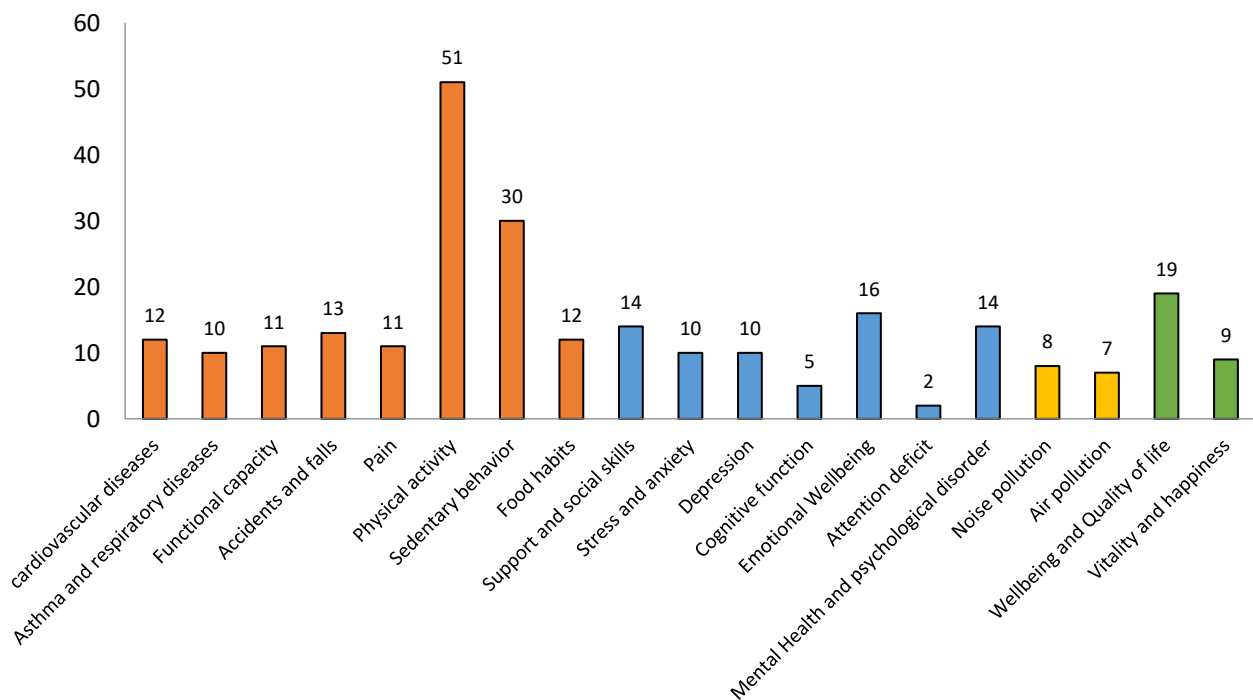


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IMPACT ON URBAN DETERMINANTS OF HEALTH



IMPACT ON HEALTH INDICATORS



Amongst the urban determinants of health, it is noted that there is the least scope to affect population and business density, and the interconnectivity of streets and businesses, as these are shaped by the historic development of Bradford District. The biggest impact will be had on the active travel and the quality of public open space, consequentially delivering the most change in promoting physical activity and combating sedentary lifestyles.

The Health Impact Assessment of the Planned Actions records a relatively balanced outcome that meets the aspirations set out in the Ambition and Vision for the Integrated Action Plan.

Reporting & Monitoring and Evaluating.

Existing public health indicators are recorded at a national level in the Office for Health Improvement and Disparities, Public Health Outcomes Framework, and Ministry of Housing, Communities & Local Government, English Indices of Deprivation. Examples include Healthy Life Expectancy

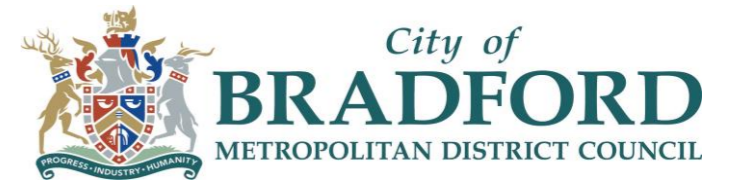
Local public health outcomes are recorded in the Joint Strategic Needs Assessment for Bradford District which informs the Joint Health and Wellbeing Strategy for Bradford and Airedale.

The District Air Quality Strategy has an established evaluation regime with four real time pollution monitoring stations. The station in central Bradford is operated by the Department for Environment, Food and Rural Affairs as part of the Advanced Urban and Rural Air Quality Monitoring Network.

In order to separate the impact of the Planned Actions for other societal changes that affect public health outcomes, it will be important to monitor the physical changes made to the public realm, such as the number of new cycle routes or foot paths created, play grounds created and trees planted. Such data will be recorded by specific Council Departments or Health Care Teams and reported to the Council's Executive.

Some more targeted monitoring and evaluation will remain part of the work undertaken by the Bradford Institute for Health Research.

Action Sheet Tables



ACTION Title: A strategic, integrated and collaborative approach

Typology of Action: Strategic

Link to strategy / Subobjectives: Strategy/Connectivity and Mobility/Accessibility/Community/Health Impact Assessment

Short Description Align public health, healthcare, land use planning, estates strategies, regeneration programmes, infrastructure schemes, and corporate goals, and work collaboratively with stakeholders to maximise opportunities for active travel and healthy lifestyles.	Action Owner CBMDC	Finance / Resources Council alignment of budget
	Stakeholders Public Health Services / Planning / Community Groups	Risks Alignment of corporate priorities with various stakeholders is difficult

CATEGORY OF THE ACTION

GREENING / LANDSCAPE

VEGETATION/BIODIVERSITY

CONNECTIVITY / MOBILITY

ACCESSIBILITY

ACTIVITIES AND LIFESTYLE

COMMUNICATION

HEALTH IMPACT ASSESSMENT

OTHER

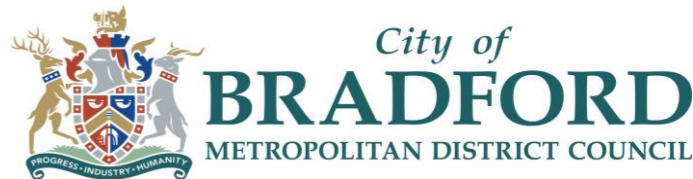
ACTIVITIES

ACTIVITY	Dates	Outputs	Related ACTIVITIES	BLOCKERS / Concerns
Embed active travel and healthy cities objectives within all relevant plans and strategies in the District.	2022/ongoing	Production of Bradford Active Travel Strategy on-going. West Yorkshire transport Strategy underpins all Active Travel work in the district. Policy included in Draft Local Plan.	Working with NHS Born in Bradford to embed findings from their research in policies, strategies and projects.	Other directorates with limited buy in will not help with synergy. Engagement events necessary.
Embed an assessment of public health and wellbeing into all major projects, (potentially using the Health Impact Assessment or building on the BEGIN B&ST tool).	2022/ongoing	The 'Creating Healthy Places' policy in the Draft Local Plan is currently being updated for the final version to include a threshold requiring a Health Impact Assessment for major projects.	Public Health & Environmental Health contribute to major development pre-application meetings	Staff capacity to review health impacts of all major schemes
Build on the role of the Wellbeing Board to ensure plans and strategies are acted upon.	2022-23	Development Frameworks currently being commissioned for regeneration areas in some of the most deprived parts of the District focusing on clean growth, active travel and improving health and air quality - a range of stakeholders will be involved.	Part of a government Design Code Pathfinder programme to produce detailed visual design rules/codes for homes, streets and greenspaces in support of plans and strategies. Currently identifying pilot project for housing retrofit to improve energy efficiency of old housing stock in deprived areas.	Political support necessary. Member buy in is necessary at an early stage
Work collaboratively at all levels, from strategic policy and decision making to detailed design, to ensure objectives are met.	2022/ongoing	Place Department restructure to include new senior roles to enable cross department working and ensure all projects and strategies contribute to Council objectives, including Health and Wellbeing as part of a wider clean growth/sustainability agenda.	Working with NHS Estates on designs for a proposed major new hospital/health quarter in central Bradford.	Other directorates with limited buy in will not help with synergy. Engagement events necessary.

Qualitative Assessment. Certainty of occurrence. Description of impact. Recommendations

As a strategic only action this has no direct impact on the Urban Determinants of Health. Only the outcomes of these strategic actions will affect the Urban Determinants of Health. As such, this action group has not been assessed against the Healthy Cities Generator

This action group is clearly focused on the need for strategies to develop in actionable policies and plan. It is the plans and policies that can affect change on the Urban Determinants of Health, and hence make a positive impact on the public health outcomes. An effective Local Plan can deliver development control that ensures private and commercial enterprises can contribute to a better urban environment. Establishing Health Impact Assessment processes into major projects also informs better public health outcomes. Collaboration is vital for effective delivery.



ACTION Title:Prioritise active travel

Typology of Action:	Strategic/New Infrastructure/Communication
Link to strategy / Subobjectives:	Strategy/Connectivity and Mobility/Accessibility/Activities and Lifestyles/Communication

Short Description Prioritise active travel by taking decisions and designing places around the needs of people rather than traffic to make them attractive, safe, walkable and cyclable, with convenient, easy to use, well-connected routes, shade and shelter, places to rest, clear signage and crossing points, and also spreading awareness in local communities of the benefits and opportunities of active travel.	Action Owner CBMDC	Finance / Resources Central government funding allocations
	Stakeholders Public Health Services / Local Community Groups / Walking & Cycling Groups / Town Councils	Risks Lack of community support / inter departmental agreements on land use for schemes / lack of funds

CATEGORY OF THE ACTION

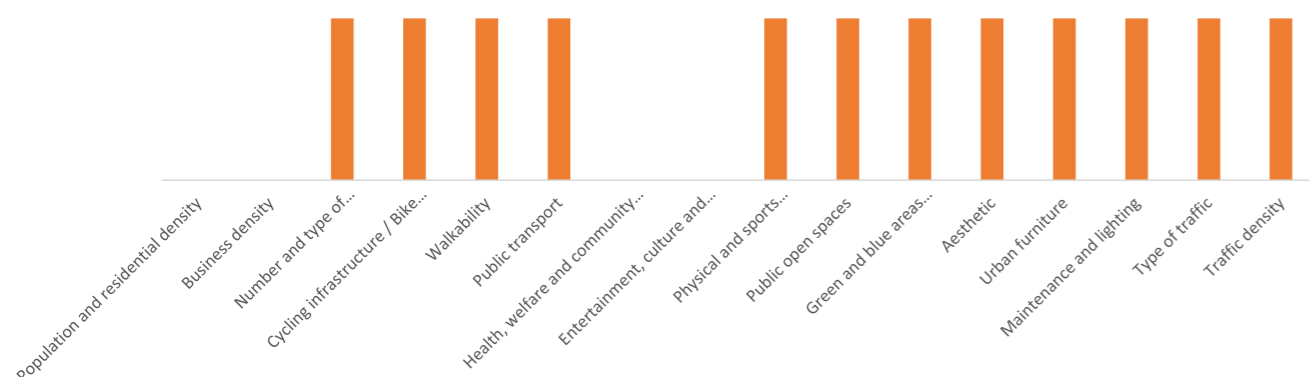
- GREENING / LANDSCAPE
- VEGETATION/BIODIVERSITY
- CONNECTIVITY / MOBILITY
- ACCESSIBILITY
- ACTIVITIES AND LIFESTYLE
- COMMUNICATION
- HEALTH IMPACT ASSESSMENT
- OTHER

ACTIVITIES

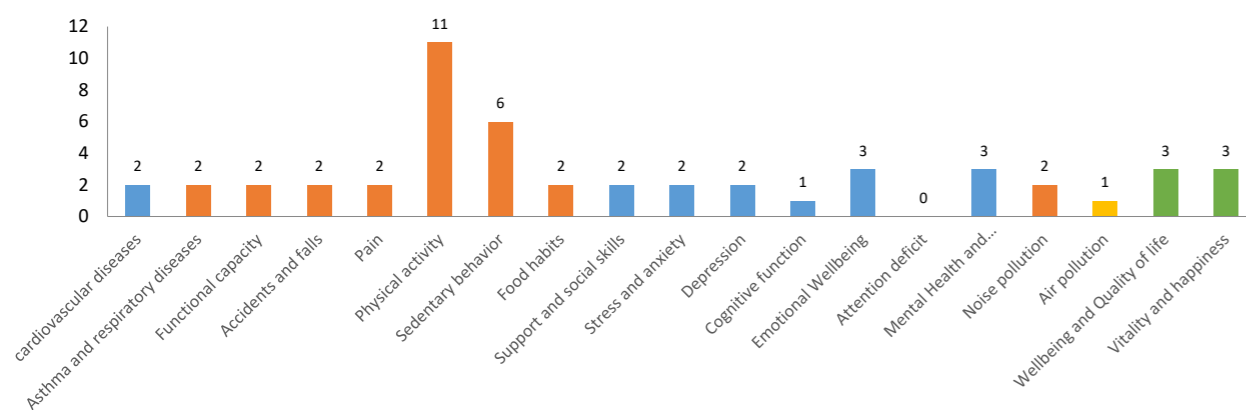
ACTIVITY	Dates	Outputs	Related ACTIVITIES	BLOCKERS / Concerns
Develop a new Active Travel Strategy	2022/ongoing	Active Travel group convened.	Consulted on a Sustainable Transport Strategic Policy in the Reg 18 Local Plan. Active Travel is fundamental in the emerging Transport Strategy to sit alongside the Local Plan Sustainable	May need commissioning capability which will involve establishing governance
Explore how pilot projects for Low Traffic Neighbourhoods and School Streets can be rolled out more widely across the District.	2022	9 pilot school streets delivered and being monitored. 3 Pilot Active Travel Neighbourhoods currently being consulted upon for delivery early 2022	Assessment report back to Council's Executive for a steer on future activity	Political approval required for extension of works/extra finance.
Create more and better space/routes for pedestrians and cyclists, continuing the work of the Transforming Cities Fund (TCF) and Active Bradford.	2020/ongoing	As part of Active Travel Tranche 2 Funding we will be delivering 3km of new and improved footpaths and 2.1km of segregated cycleway. Corridor Improvement Programme will deliver 2.2km of segregated cycleway. TCF will deliver 10km of segregated cycleway. West Yorkshire+ Transport Fund will deliver 4.2km of segregated cycleway (Tong Street and Bradford Shipley Route Improvement Scheme). City Connect - 2km of segregated cycle route and ped/cycle bridge across an A road. Canal towpath improvements	Local Cycling and Waling Infrastructure Plan being developed. CIP Corridor improvements. ATF Tranche 3 delivery	Funding being approved
Raise awareness in local communities of the opportunities and benefits of active travel.	2022-2023	Joint working guidance for social prescribers and active travel professionals. Local events, guided cycling etc. Joint working with the West Yorkshire Travel Plan Network and the West Yorkshire Combined Authority to promote active travel including adult cycle training, community grants for walking and cycling initiatives. Joint working with JU:MP a Local Delivery Pilot Scheme funded by the National Lottery through Sport England to promote active travel to schools	Use learning from Bradford PH led 6 month pilot to apply behavioural insights approach to increase switching to active travel for short journeys	Social prescribing to Active Travel pilot is dependent on outcome of bid to Dept of Transport pilot funding from Active Travel Fund - tranche 3
Ensure that pedestrians and cyclists are prioritised in new development proposals and transport infrastructure schemes.	2022/ongoing	Shared Space provided on access roads on new developments, make pedestrian and cyclists the priority. 20mph default speed limit on all new developments. Equalities impact assessment to include walking and cycling infrastructure as an integral part of any Transport scheme.	New 'Creating Healthy Places' Strategic Core Policy included in Local Plan. Relevant teams (PH/EH/Active travel contribute to pre-planning advice on Major developments)	Commitment at Planning Panel under pressure from Developers to make car parking and car provision the priority. Could require policy change.
Embed active travel and healthy streets principles in the forthcoming Bradford Street Design Guide.	2023	Document to be commissioned. The principle exists (walking/cycling infrastructure on new build, default 20mph zones, less car parking and garage space, well lit accessible footpaths)	New build sites to have strategic links with the walking and cycling network in Bradford.	Developers need to agree with the principals set out in the design guide.

ACTION Title: Prioritise active travel

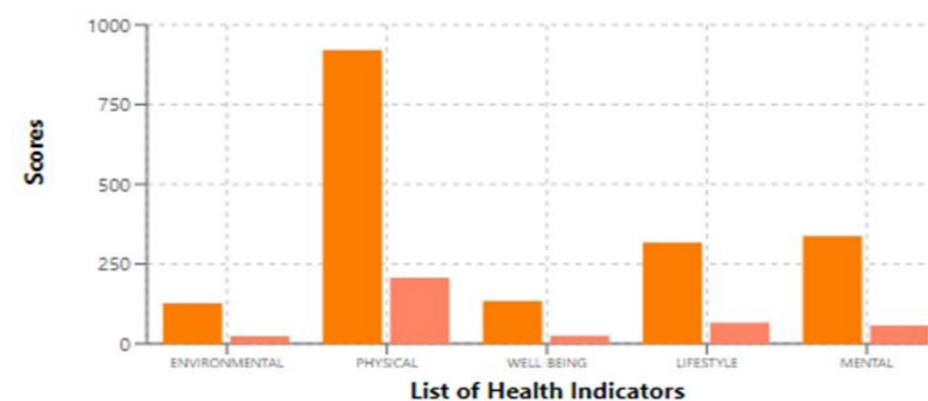
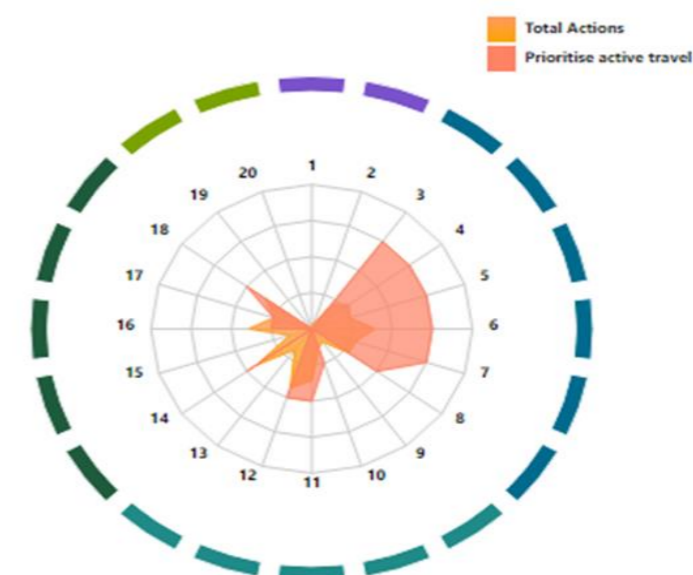
Impact on Urban Determinants of Health



Estimated impact on Health Indicators



Healthy Cities Generator Assessment



Qualitative Assessment. Certainty of occurrence. Description of impact. Recommendations

The delivery of physical interventions to increase active travel infrastructure will only achieve the desired uptake in active lifestyles with successful awareness campaigns that promote the benefits with the urban community. Opportunities to increase active travel infrastructure are currently heavily reliant on funding from central government. These actions can deliver a significant improvement in physical activity and reducing sedentary behaviour.

ACTION Title:

Increase the amount of urban green and blue space

Typology of Action:Strategic/New Infrastructure/Communication

Link to strategy / Subobjectives:Strategy/Green Area Vegetation Biodiversity/Accessibility/Activities and Lifestyles/Communication/Health Impact Assessment

Short Description Increasing the amount of good quality green and blue infrastructure in our urban areas, including green spaces and streets, trees, restored watercourses, sustainable drainage features such as ponds, swales and rainwater gardens, wildlife habitats and corridors, and green roofs.	Action Owner CBMDC and other land owners and statutory bodies	Finance / Resources Council alignment of budget and some external funders
	Stakeholders Statutory bodies / Community Groups / Schools	Risks Landowner agreements / lack of funding / sustainability without maintenance funding

CATEGORY OF THE ACTION

GREENING / LANDSCAPE

VEGETATION/BIODIVERSITY

CONNECTIVITY / MOBILITY

ACCESSIBILITY

ACTIVITIES AND LIFESTYLE

COMMUNICATION

HEALTH IMPACT ASSESSMENT

OTHER

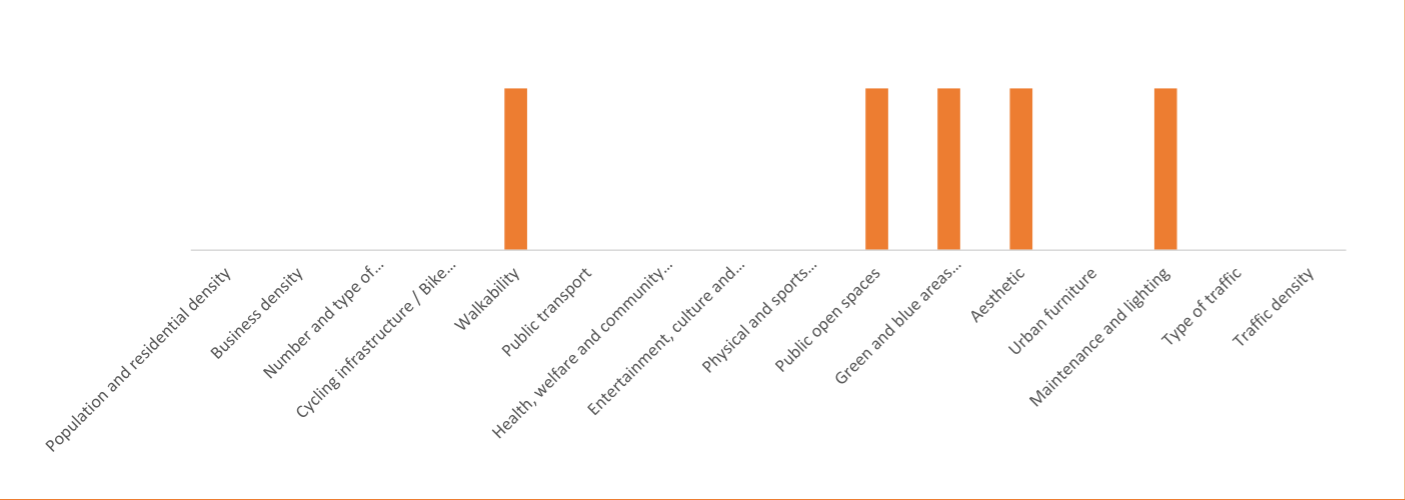
ACTIVITIES

ACTIVITY		Outputs	Related ACTIVITIES	BLOCKERS / Concerns
Ensure that the principles for Green Streets and Spaces in the Homes & Neighbourhoods Design Guide are acted upon through the planning process and supported by policy in the Local Plan.	2022/ongoing	Number of new build sites adhering to the Homes and Neighbourhoods Design Guide. Training and review/visits to completed schemes is planned with planners and members.	Supported by new Creating Healthy Places Strategic Core policy. New Design Code Pathfinder work will apply principles to area types to enable a more streamlined planning process.	Development viability in deprived areas.
Deliver strategies including Planting a Tree for Every Child and Trees for Streets.	2022-2024	55,000 trees planted across the district.	White Rose Forrest Project, the Queens Jubilee Canopy Project	Maintenance budget for street trees.
Apply the B&ST tool for valuing the benefits of Blue Green Infrastructure to all major infrastructure schemes	2022/ongoing	All major projects explore the value of Blue/Green Infrastructure Investment		Budget availability
Explore models for the funding, creation and long-term management of new greenspaces, trees and water features.	2022/ongoing	Number of Bradford's blue/green infrastructure projects that are better maintained.	Food Strategy in development addresses increased opportunities for Community-led Food Growing, developing a pipeline of projects - ready for funding opportunities	Budget availability
Ensure that Development Frameworks and Masterplans for regeneration growth areas plan for new Blue Green Infrastructure at the strategic scale.	2022-2023	Local Plan protects green spaces from development. Development Frameworks and Masterplans currently being commissioned with BGI a key objective of the brief.	Clean Growth Framework currently being prepared looking across policy areas to set high level agenda.	Demand for housing is high in the Local Plan.

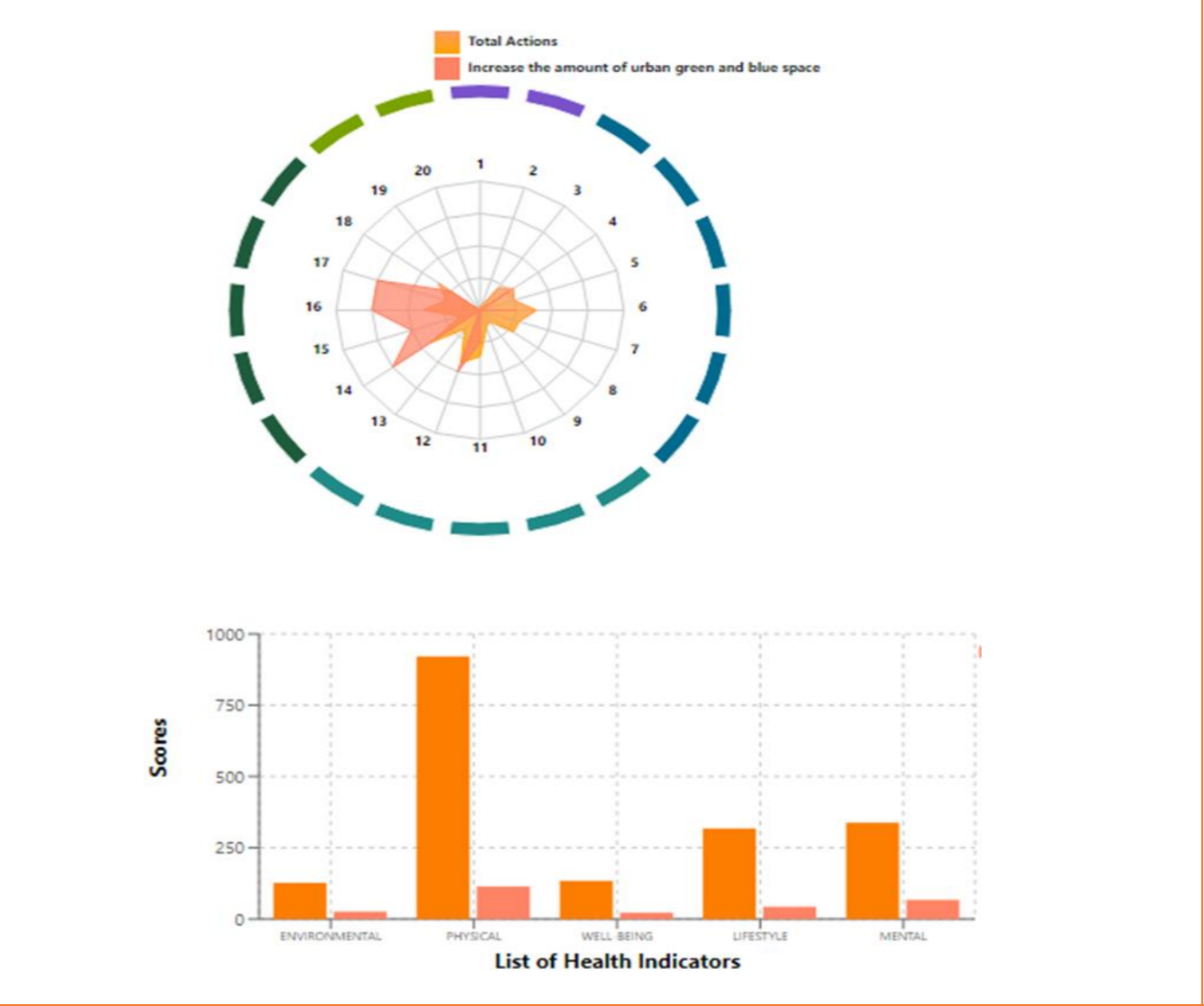
ACTION Title:

Increase the amount of urban green and blue space

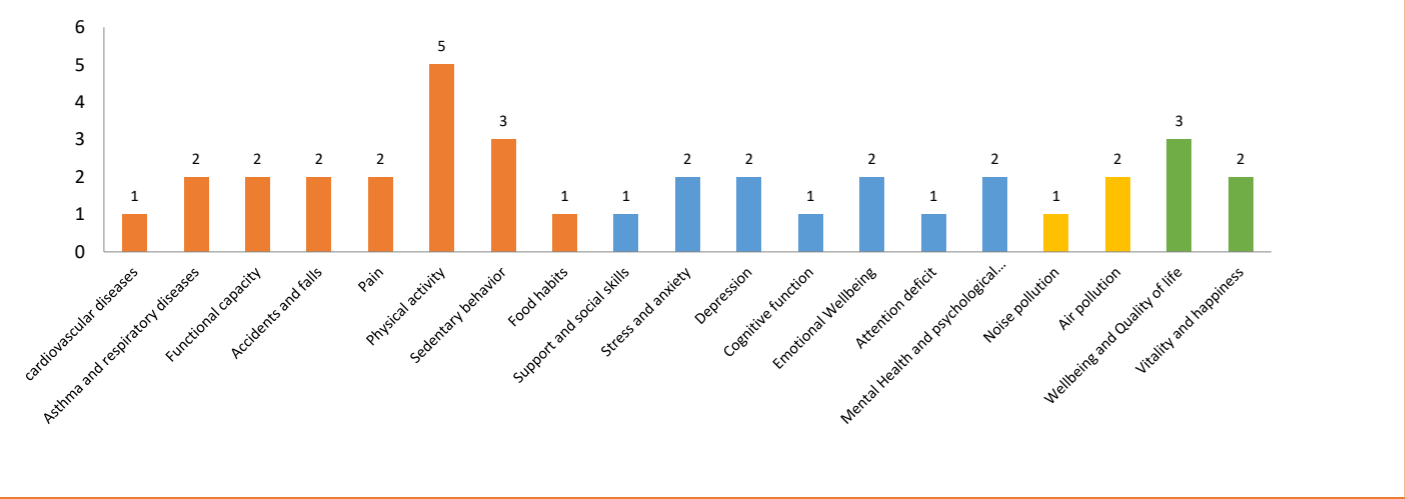
Impact on Urban Determinants of Health



Healthy Cities Generator Assessment

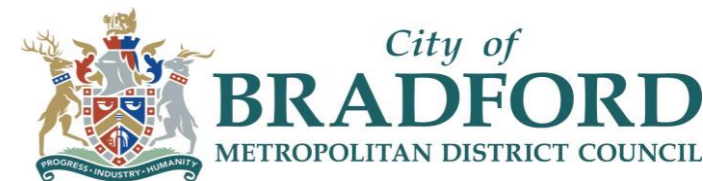


Estimated impact on Health Indicators



Qualitative Assessment. Certainty of occurrence. Description of impact. Recommendations

Close links exist in these actions to the need for mitigating climate change, maintaining biodiversity, and improving air quality. Despite Bradford District being two thirds rural, the urban environment is not consistently well supported with Blue Green Infrastructure. Links exist with *Action 5 - Provide opportunities for play*. Better Blue Infrastructure contributes to a broad range of better public health outcomes, but comes with a wide variety of multi-benefits for urban communities.



ACTION Title:

Improve air quality

Typology of Action:

Strategic/Regulation/Communication

Link to strategy / Subobjectives:

Strategy/Connectivity and Mobility/Accessibility/Communication/Health Impact Assessment

Short Description Improving air quality in the urban areas of the district to address inequalities and achieve better health outcomes and longer life expectancy for all residents of the District.	Action Owner CBMDC	Finance / Resources Council alignment of budget and some external funders
	Stakeholders Local businesses / Public Health Services / Highways Agencies / Community Groups / Schools	Risks Pressure from the business sector to remove clean air zone / resistance to behavioural change

CATEGORY OF THE ACTION

GREENING / LANDSCAPE

VEGETATION/BIODIVERSITY

CONNECTIVITY / MOBILITY

ACCESSIBILITY

ACTIVITIES AND LIFESTYLE

COMMUNICATION

HEALTH IMPACT ASSESSMENT

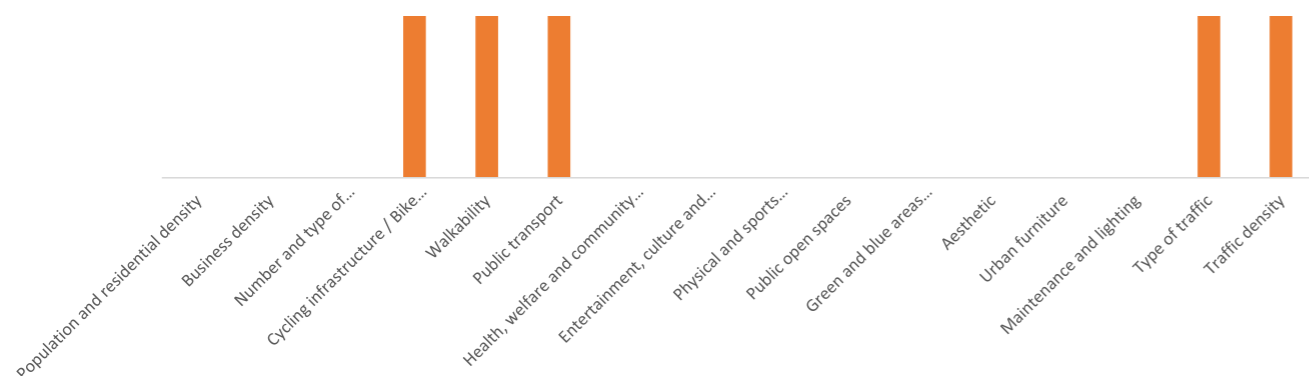
OTHER

ACTIVITIES

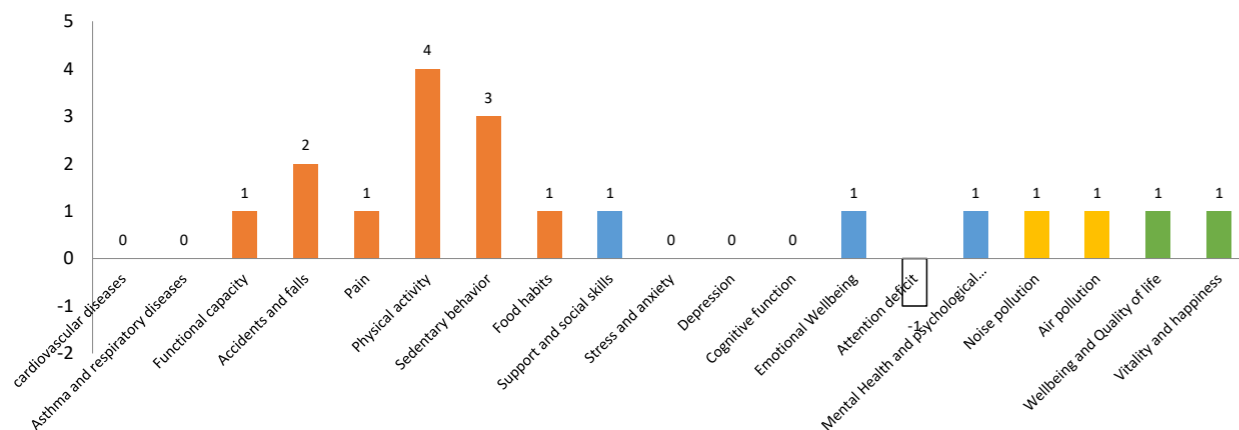
ACTIVITY	Dates	Outputs	Related ACTIVITIES	BLOCKERS / Concerns
Deliver the Air Quality Strategy including breath better Bradford and the Clean Air Zone.	Jun-22	Clean Air Zone in Bradford is implemented.	Deliver on the Air Quality Action Plan.	Public pressure from the business sector to the Political Governance to remove the clean air zone.
Ensure that the Local Plan supports objectives to improve air quality through policy and the location of allocated sites for development	2022	All future outputs support better air quality in Bradford District. A specific Air Quality policy is being included in the Local Plan.	Green Developments - Masterplans are currently being prepared for large allocated sites - includes a focus on minimising the impact of and improving air pollution.	Developers need to be onside and support the updates to the policy.
Ensure that the design of new developments help to improve and minimise the impact of air pollution (in accordance with the Homes and Neighbourhoods Guide).	2022/ongoing	All future outputs support better air quality in Bradford District. Air Quality Officers provide input into major planning schemes and Local Plan Masterplans.	Air Quality assessments being undertaken of key locations in the District to enable better understanding and help inform planning work	Planning Panel decisions reflect the new changes to the Homes and Neighbourhoods guide.
Work with the West Yorkshire Combined Authority and transport providers to deliver effective new transport infrastructure that provides a realistic alternative to the car (e.g. bus, train, tram, cycling and walking).	2022/ongoing	Number of journeys that feature modal shift to sustainable transport methods.	Active Travel infrastructure through Dept of Transport national priorities. Transforming Cities Fund. Mass Transit activity.	Demand for parking still high in housing developments. Incentivise the need for change by use of bus routes and walking/cycling infrastructure.
Raise awareness amongst the public of the importance of improving air quality and reducing emissions.	2022/ongoing	Number of people engaged on the issue.	Online portal for the Transport Strategy	Only reaches a certain engaged demographic.

ACTION Title: Improve air quality

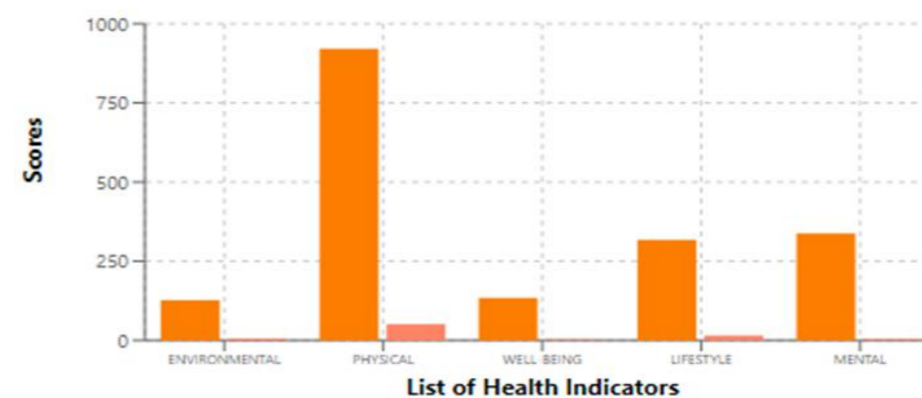
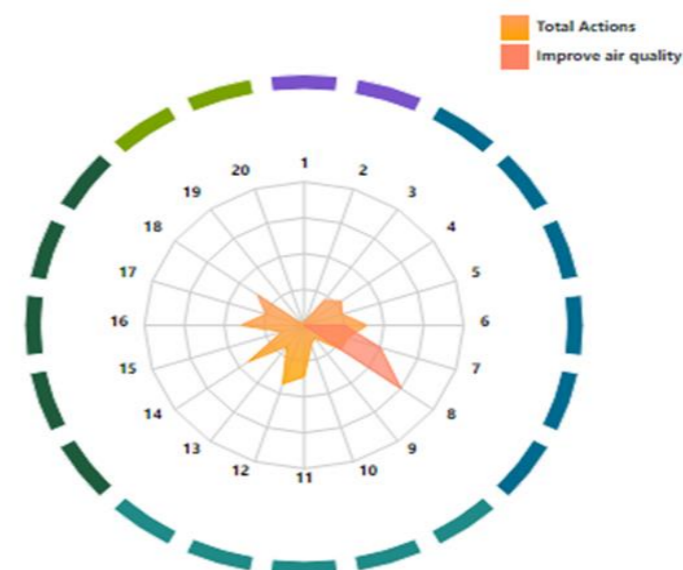
Impact on Urban Determinants of Health



Estimated impact on Health Indicators



Healthy Cities Generator Assessment



Qualitative Assessment. Certainty of occurrence. Description of impact. Recommendations

Bradford District's Clean Air Strategy has been driven by measured failures in urban air quality. A Clean Air Zone introducing charges for polluting vehicles will be criticised by sections of the business community for whom the economic impact will be a concern. This is being balanced by grants for vehicle replacement or improvement. Education in schools on air quality can help to deliver long term change, but also the legislative restrictions on the sale of emission producing vehicles (petrol and diesel) to be enacted in 2030. The effects of poor air quality on childhood development is being studied by the Bradford Institute for Health Research.

ACTION Title:

Provide opportunities for play

Typology of Action:

Strategic/New Infrastructure/Communication

Link to strategy / Subobjectives:

Strategy/Green Areas Vegetation Biodiversity/Connectivity and Mobility/Accessibility/Activities and Lifestyles/Communication

Short Description Provide a mix of play opportunities for children of all ages, ranging from 'doorstep play' for young children close to where they live, and for older children the ability to be more mobile and play safely over wider distances and have a varied choice. Children need to be able to play every day to stay healthy.	Action Owner CBMDC / Public Health Services	Finance / Resources Better Place / JU:MP / new funding programmes
	Stakeholders Community groups / local residents / schools / parks / neighbourhood teams,	Risks Identifying spaces large and small for play / lack of funding

CATEGORY OF THE ACTION

GREENING / LANDSCAPE

VEGETATION/BIODIVERSITY

CONNECTIVITY / MOBILITY

ACCESSIBILITY

ACTIVITIES AND LIFESTYLE

COMMUNICATION

HEALTH IMPACT ASSESSMENT

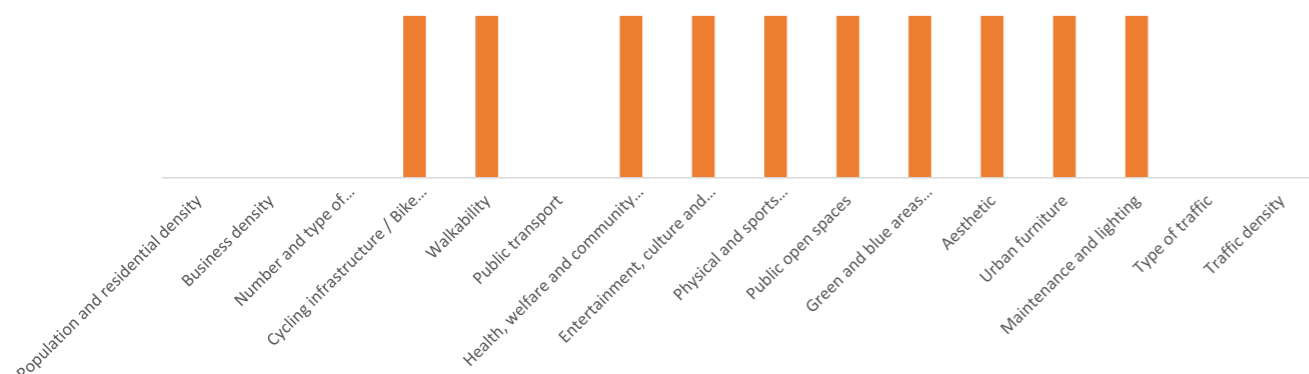
OTHER

ACTIVITIES

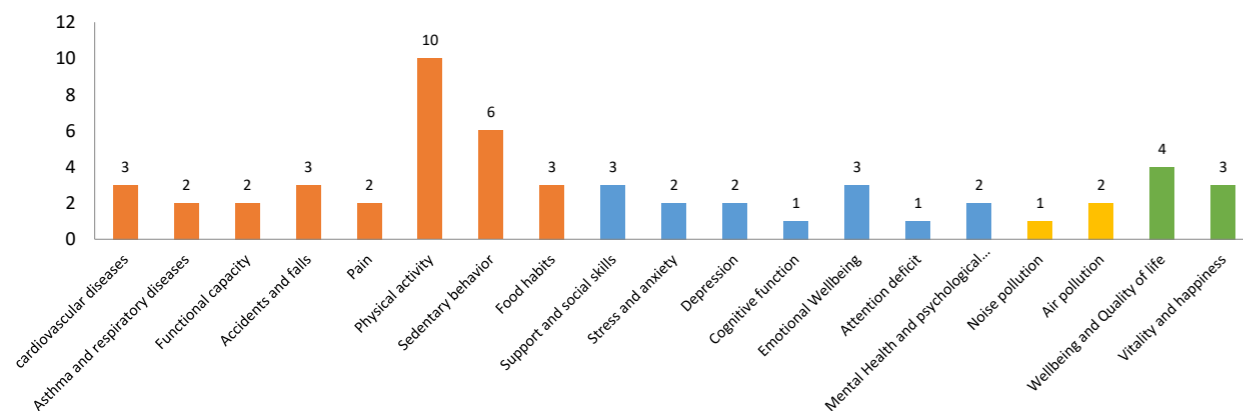
ACTIVITY	Dates	Outputs	Related ACTIVITIES	BLOCKERS / Concerns
Work with Born in Bradford and Act Early (Healthy Places) to look at ways to apply their research in the District.	2022-2025	Additional play spaces created in urban neighbourhoods for mothers and young children	Engagement with Voluntary Sector, Community Groups and other local concerns.	Alignment of priorities between different agencies.
Work with Better Place and JU:MP to look at how their pilot schemes can be rolled out more widely across the District.	2022-2024	Additional play spaces created in urban neighbourhoods for young children and adolescents	Work with WYCA and WY Police on Parks for Women and Girls project	WYCA governance matching the aspiration of the council.
Deliver on the principle for Play in the Homes and Neighbourhoods Design Guide and the new Creating Healthy Places policy in the Local Plan.	2022-ongoing	Additional play spaces created in urban neighbourhoods Public Health (Place) officers provide input on major planning projects.	Work around Sports and leisure development and new parks/recreation space creation.	Extra buy in from other agencies to make routes to play space safe.
Explore innovative ways to engage with and involve young people in the planning and development process, building on the work of the Future Place programme.	2022-ongoing	Engagement with the Young Peoples Forum and other networks. Future projects such as the Development Frameworks and Design Code include a requirement to devise a strategy for engaging with young people.	New Digital 3D Model being prepared in partnership with University of Bradford - could provide opportunities for innovative engagement.	Communication with young people is treated with respect and feeds into processes.

ACTION Title: Provide opportunities for play

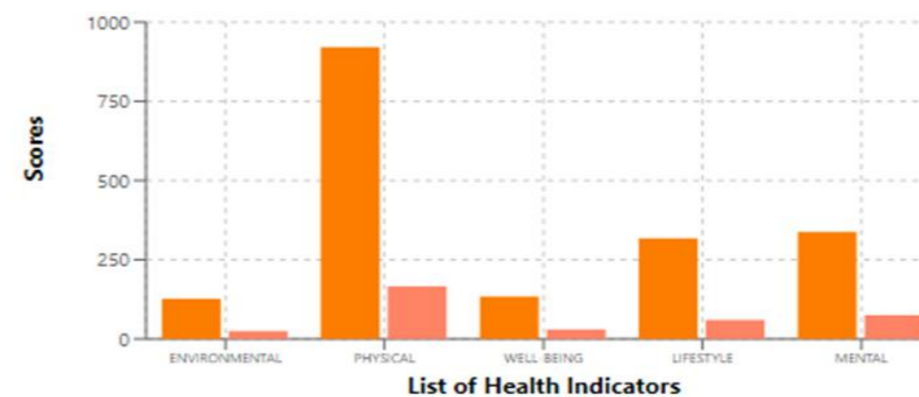
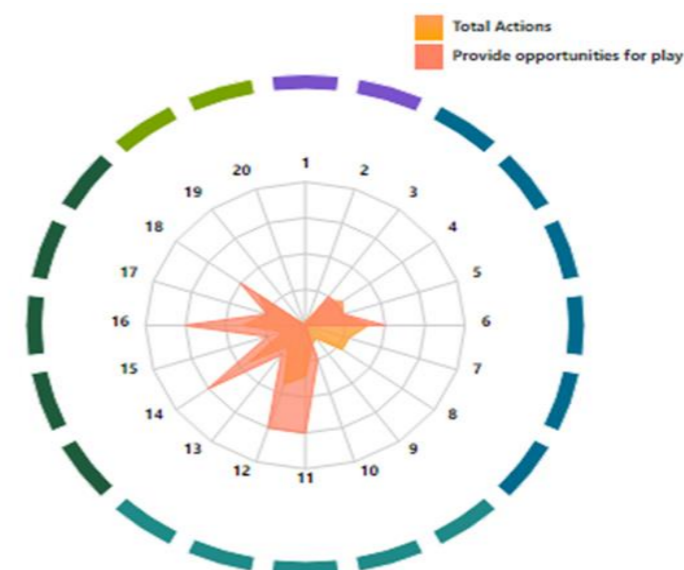
Impact on Urban Determinants of Health



Estimated impact on Health Indicators



Healthy Cities Generator Assessment



Qualitative Assessment. Certainty of occurrence. Description of impact. Recommendations

These actions are led by the research being undertaken by the Bradford Institute for Health Research, which demonstrate that the value of outdoor play in childhood development and hence life long better health outcomes is enormous. The Better Start and JU:MP projects are currently delivered in specific communities. The wider role of the concepts developed in these initiatives is key to achieving outcomes for all Bradford District's urban communities. Funding this expansion in delivery will be a challenge.

ACTION Title: Support healthy and inclusive communities

Typology of Action: Strategic/New Infrastructure/Communication

Link to strategy / Subobjectives: Strategy/Green Areas Vegetation Biodiversity/Connectivity and Mobility/Accessibility/Activities and Lifestyles/Communication

Short Description Support healthy, safe and inclusive communities and address social isolation and loneliness by providing public spaces and focal points for people to meet, chat, socialise, exercise, sit and rest, and to grow food, in an environment which is accessible to people from different social groups, ages and communities, and people of all abilities.	Action Owner CBMDC / 3rd part landowners	Finance / Resources Council alignment of budget / public health resources
	Stakeholders Community / parks and leisure / Sport England / allotment services / Public Health Services / voluntary sector agencies	Risks Lack of resources financial and human / lack of political support / lack of ownership for a scheme

CATEGORY OF THE ACTION

GREENING / LANDSCAPE

VEGETATION/BIODIVERSITY

CONNECTIVITY / MOBILITY

ACCESSIBILITY

ACTIVITIES AND LIFESTYLE

COMMUNICATION

HEALTH IMPACT ASSESSMENT

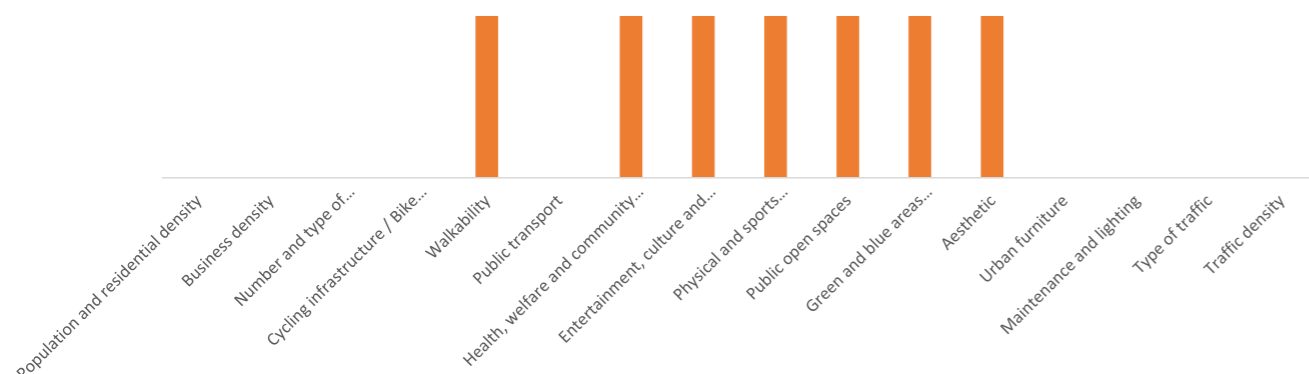
OTHER

ACTIVITIES

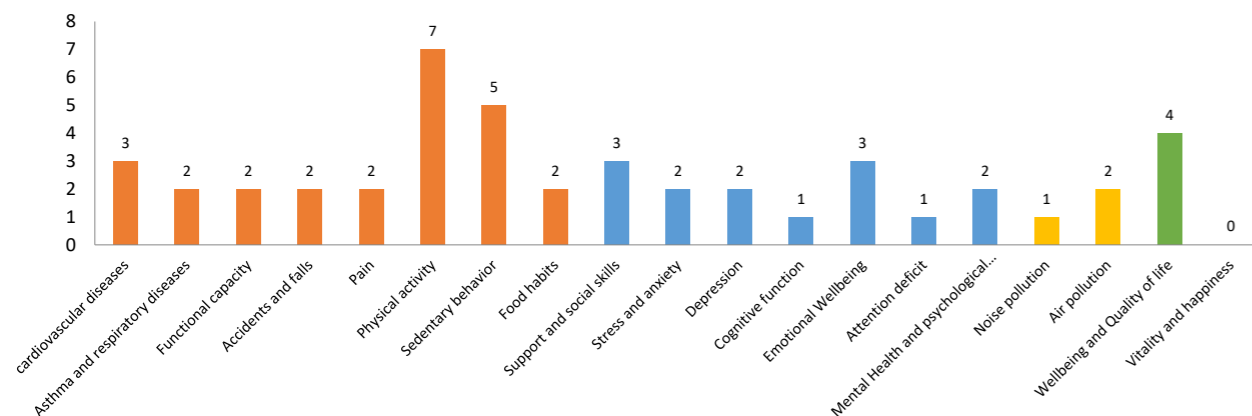
ACTIVITY	Dates	Outputs	Related ACTIVITIES	BLOCKERS / Concerns
Maximise opportunities to bring people together e.g. creating new public spaces around local centres, shops, community facilities, play areas, bus stops etc.	2022-ongoing	Current Transport/Public Realm schemes are creating more space for people in key locations (e.g. TCF, Top of Town, Towns Fund).	Food Strategy in development addresses increased opportunities for Community Food growing	Design of public space may not tie in with conservation principals.
Embed the provision of community spaces into new transport, public realm and development schemes.	2022-ongoing	Number of community spaces created in public realm schemes. The Homes and Neighbourhoods Design Guide seeks new focal points/community spaces, seating and inclusive routes on major development schemes.	Active Travel Fund/Healthy streets programme delivery.	Political support for change can be difficult if traffic is restricted.
Engage communities in the design and management of new spaces and facilities from an early stage.	2022-ongoing	Number of public Forums. Number of leaflet/poster/radio campaigns	Online portals such as 'Have Your Say' in operation for scheme development/consultation.	Mixed bag of comments leading to division, you will not please everyone.
Develop a social prescribing approach and pathway into Active travel, making use of new public realm as destinations	Pilot if successful Sept 2022 onwards	Social prescribing pathway into Active travel A model to embed active travel into travel training	Use learning from a 6 month pilot to apply behavioural insights approach to increase switching to active travel for short journeys	Social prescribing pilot dependent on outcome of bid to Dept of Transport pilot funding from Active Travel Fund - tranche 3

ACTION Title: Support healthy and inclusive communities

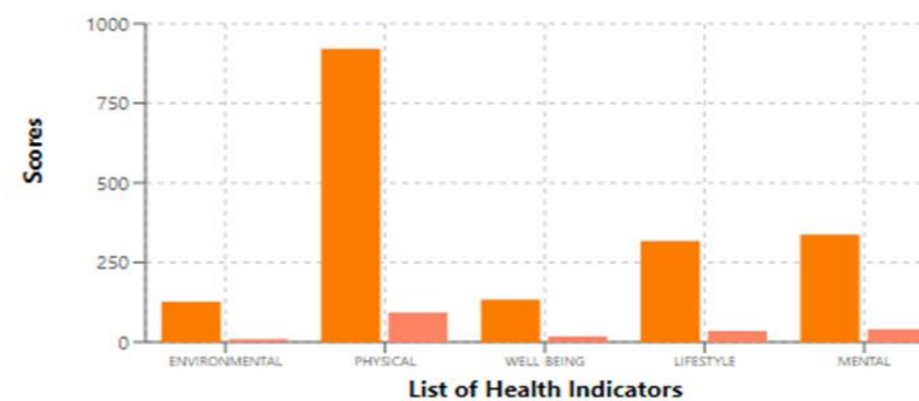
Impact on Urban Determinants of Health



Estimated impact on Health Indicators



Healthy Cities Generator Assessment



Qualitative Assessment. Certainty of occurrence. Description of impact. Recommendations

This action combines some strategic actions with how the community engages with the urban environment. Co-design and co-creation of projects will achieve the strongest outcomes. The growth of social prescribing as a healthcare model is increasing.

ACTION Title:Regenerating our urban environment

Typology of Action:Strategic/New Infrastructure

Link to strategy / Subobjectives:Green Areas Vegetation Biodiversity/Connectivity and Mobility/Accessibility/Activities and Lifestyles/Communication

Short Description Bradford envisions a sustainable cityscape where our communities can experience an attractive healthy environment. Through regeneration projects our urban centres will be transformed to enable more blue and green infrastructure, more sustainable mobility, attractive to all communities, which provides economic opportunities and adds to the cultural enrichment for our district.	Action Owner CBMDC	Finance / Resources Central government funding allocations
	Stakeholders External funding agencies/ Highways Agencies / Community and Business Sector	Risks Lack of resources financial and human / lack of political support / lack of ownership for a scheme / competing project outcomes diverting focus

CATEGORY OF THE ACTION

GREENING / LANDSCAPE

VEGETATION/BIODIVERSITY

CONNECTIVITY / MOBILITY

ACCESSIBILITY

ACTIVITIES AND LIFESTYLE

COMMUNICATION

HEALTH IMPACT ASSESSMENT

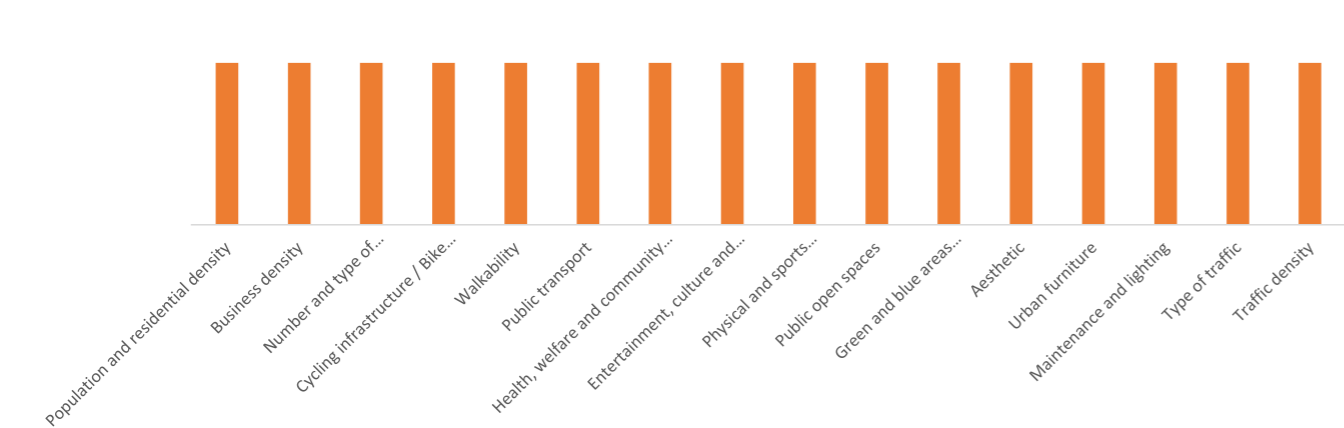
OTHER

ACTIVITIES

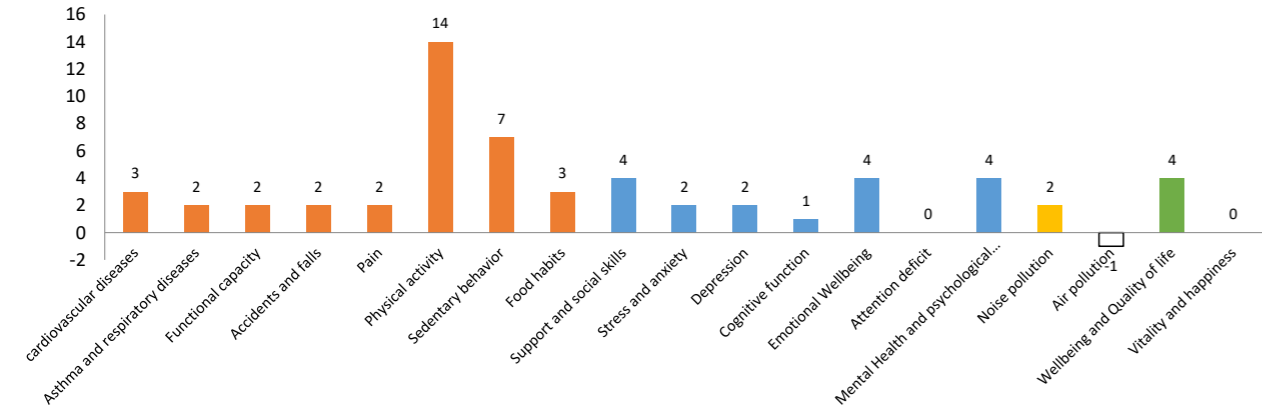
ACTIVITY	Dates	Outputs	Related ACTIVITIES	BLOCKERS / Concerns
Regeneration Bradford City Centre and its active/public transport connections	2022-2024	Delivery of the Transforming Cities Fund, Darley Street Market and Top of Town Public Realm Improvements projects	Private sector major projects, e.g. Bradford Live	Changes in political support. Limits of available funding. Public consultation outcomes. Competing priorities reduce impact the projects achieve
Regeneration Shipley Town Centre and its active/public transport connections	2022-2024	Delivery of the Shipley Towns Fund projects	Keighley Towns Fund	Changes in political support. Limits of available funding. Public consultation outcomes. Competing priorities reduce impact the projects achieve
Regeneration Keighley Town Centre and its active/public transport connections	2022-2024	Delivery of the Keighley Towns Fund projects	Shipley Towns Fund	Changes in political support. Limits of available funding. Public consultation outcomes. Competing priorities reduce impact the projects achieve
Deliver emerging urban public realm and transport infrastructure projects to meet the strategic ambitions for better public health outcomes in the District	2024-onwards	Potential mass transit system for the region. Levelling Up Investment. Shared Prosperity Fund		Changes in political support. Limits of available funding. Public consultation outcomes. Competing priorities reduce impact the projects achieve

ACTION Title:Regenerating our urban environment

Impact on Urban Determinants of Health



Estimated impact on Health Indicators



Healthy Cities Generator Assessment



Qualitative Assessment. Certainty of occurrence. Description of impact. Recommendations

The opportunities in upcoming regeneration project represent a significant change in the urban landscape, both in scale and quality. These set a benchmark for the success of the Integrated Action Plan. The Impact of the Urban Determinants of Health has the scope to achieve wide spread and consistent improvement public health outcomes