

# JOIN US: MOVE.PLAY.



## THE STORY SO FAR...

A report on the work of JU:MP  
Bradford's Local Delivery Pilot

July 2023



Presented by:

ACTIVE BRADFORD

&

JU:MP



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# WHAT IS JU:MP?

JU:MP (which stands for Join Us: Move Play) is Bradford's Local Delivery Pilot and one of 12 LDPs across the country, funded by Sport England to better understand what helps people to be active in their communities. Born in Bradford (BiB), a research programme hosted by Bradford Teaching Hospitals NHS Foundation Trust, is leading the pilot on behalf of Active Bradford, a partnership of organisations committed to creating an active district.

JU:MP aims to test and learn more about what helps children aged 5 – 14 years and their families to be active. Over £11 million of National Lottery funding supports the delivery of the programme which runs from 2018 – 2025 and aims to improve the lives of 30,000 children as well as build evidence on children's physical activity with a world leading research programme.

## WHY IT MATTERS...

Research has shown that low levels of physical activity during childhood and teenage years can have a negative impact on children and young people's academic achievements, social abilities and life skills, as well as their health. Born in Bradford (BiB) data has shown that 77% of 5-11 year olds don't do the recommended 60 minutes of moderate to vigorous activity each day and 38% leave primary school overweight or obese. Being active doesn't only improve children's physical health, but also their emotional wellbeing, meaning that active children are more confident and happier.

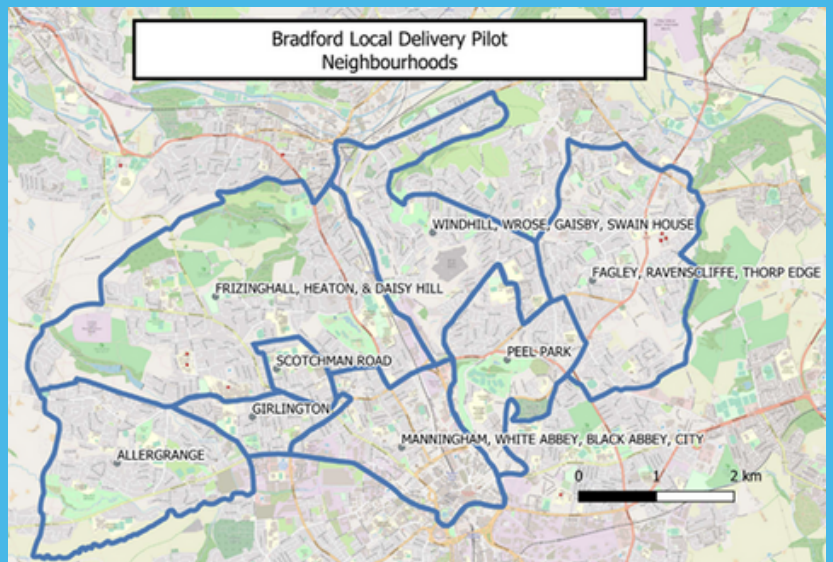
JU:MP has a major focus on reducing inequalities as our data shows that girls are less active than boys and South Asian children have significantly lower levels of physical activity than white British children. Only 6% of South Asian girls were active enough to benefit their health. JU:MP is committed to reducing these inequalities by addressing the barriers that less active groups of children face.

The defined area of North Bradford where the programme is taking place (Eccleshill, Windhill, Fairweather Green, Heaton, Toller, Manningham and City; Allerton, Bolton and Undercliffe) has a multi-ethnic population with some of the highest levels of poverty in the UK.

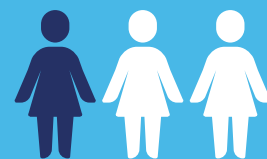
### A message from Jan Burkhardt, Programme Director

"Welcome to our report or as we like to call it: 'the story so far'. JU:MP has been around since 2018 and we're very excited to have reached this crucial stage of the project where we are able to reflect on all of the hard work, learnings, challenges and triumphs so far.

This document touches on all 15 of the JU:MP work streams, from Active Travel to Social Marketing, to give you an overview on how we've tackled our whole systems approach towards improving physical activity in Bradford. Not only will we be taking a look back at what has been achieved so far, but we also want to use this opportunity to share our plans for the year ahead and beyond..."



70% - children and young people who do not do enough physical activity



1-in-3 - girls between ages 7-11 who meet the physical activity guidelines



60 minutes - minimum amount of moderate-vigorous physical activity required per day



1-in-2 - boys between ages 7-11 who meet the physical activity guidelines



7-8 years old - age at which children are most likely to meet activity guidelines (after which there is a substantial drop)



## THE STORY SO FAR....

JU:MP started work in 2018 with a review of the evidence into what works in tackling children's physical inactivity plus community engagement and insight with over 1000 children and families. 2019 saw the start of the Pathfinder phase with a rapid test and learn approach to testing our model in three "Pioneer neighbourhoods". In 2020 the Covid-19 pandemic impacted the programme and like much of the world we had to radically rethink our plans and approach. We focussed instead on activity at home with JU:MP@Home and activating parks and greenspaces. Despite the pandemic, some valuable learning came from the Pathfinder phase and this provided the route map for the current Accelerator phase running from 2021 to 2024.

## HOW JU:MP WORKS

JU:MP aims to evaluate the impact of taking what's called a "whole systems approach to physical activity" working in a defined area of North Bradford. The whole systems approach means working with families, communities, schools and organisations, and making improvements to the environment. Equally important to systems working is embedding physical activity in relevant policies and plans, from health and education to transport and planning. To do this JU:MP works to win the hearts and minds of our local leaders on the importance of building physically active communities, to ensure all people can live happy, healthy lives.

JU:MP has developed 15 workstreams, built on research and evidence alongside in-depth insight with children and families, which we will be sharing with you throughout this report. Five of these workstreams provide a universal offer across all neighbourhoods and the other workstreams are delivered at a neighbourhood level. JU:MP is testing taking a neighbourhood approach in eight hyper-local areas, bringing partners from schools, community and faith organisations and the local authority together to co-design JU:MP Action Plans. Developing active environments such as parks and greenspace is a key focus for these plans.

As important as what JU:MP is doing are the values by which we work. Collaboration is at the heart of the work as well as taking an asset based approach, focussing on finding solutions to the issues that affect families. We are also aiming to achieve sustainable change that can continue beyond the lifetime of the funding and this includes using a behaviour change approach and building sustainability into the workstreams whenever possible.

## OUR WORK STREAMS



Active Faith Settings



Active Playful Parks



Active Travel



Creating Active Schools



Greenspace developments



JU:MP app



JU:MP Connectors



JU:MP Fun Days



JU:MP Leads



Local Action Plans



Social Marketing



Strategic Influence



Sustainable Sports Programme



What's On



Workforce/People Development



# RESEARCH AND EVALUATION

As a pilot, there is an intensive research element to the programme, delivered by Born in Bradford's renowned research team, a factor that attracted Sport England to investing in Bradford in the first place. As a result, there is world-leading research into children's physical activity taking place in the District that has included:

- The research team working closely with the implementation team in order to constantly improve the programme.
- In depth process learning so we can understand not just if JU:MP has improved children's health and wellbeing but also how it has achieved this.
- JU:MP/Born in Bradford researchers have completed the baseline data collection for a control trial involving 15 schools in the JU:MP area and 15 control schools outside of Bradford. This major study will follow up on over 1500 children in autumn 2023 and again in 2024.
- Our researchers are preparing for the first wave of follow-up data using the Born in Bradford (BiB) cohort (in the BiB Age of Wonder study). Children in the cohort who wore accelerometers in the BiB 'Growing up' study (aged 7-11 years) will be asked to wear an accelerometer again. Over the next 3 years JU:MP and BiB researchers will collect data on these young people now aged 13 – 15 years old.

From summer 2024 – March 2025 the intensive delivery of the programme will have ended and the research team will be evaluating whether children and families sustain their activity levels longer term.

## JU:MP THEORETICAL MODEL

The JU:MP programme is built on a theoretical model of whole systems working which broadly maps onto the socioecological model and underpins the JU:MP delivery model that has evolved over the last four years. Crucial to our approach is having a deep understanding of the context in which we are working. We gained this when developing the JU:MP programme by using local data collected from our BiB research, national and international research, community, partner and family consultations and local asset mapping. We also drew from evidence-based recommendations including the ISPAH "8 investments that work for physical activity", and the WHO Physical Activity Global Action Plan. We continue to appraise the context to ensure that the programme evolves with changing social, economic and political landscapes, developments in research, changes in assets and changes in population needs.

During the development phase of JU:MP there were five themes that emerged where we should focus our interventions; Children & Families, Communities, Organisations, Environment and Policy & Strategy. These broadly map onto the socioecological model but building beyond the concept of the socioecological model, a key component of whole systems working is linking up work across the system. It is therefore important to create mechanisms for this in a whole systems approach. In JU:MP these mechanisms include: the neighbourhood action groups and plans, local community of learning events, Community Engagement Managers and the JU:MP Connectors.

The next part of the model is the individual interventions themselves, known as workstreams, each which sits within or across themes. These 15 workstreams are underpinned by behaviour change theory, are evidence-based and are co-produced, co-designed or locally tailored by working with relevant stakeholders, including children and families. Monitoring and evaluation of these helps to develop improve and adapt the workstreams to any changes in the context of the system.

We believe that by taking this complex evolving systems approach we can create population level change in physical activity. Of course our JU:MP programme targets children and young people and our context is Bradford, but we hope that this theoretical model could be applied in different contexts for different populations and even different health behaviours.

**"JU:MP aims to energise, inspire and support children and families to enjoy being active and to make this easier for them to do. The outcomes we hope to achieve are happier, healthier children who can reach their potential at school and throughout life"**



# PROGRAMME OVERVIEW...

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## Greenspace Developments

are underway as access to local parks or greenspace is key in getting children outdoors and active. Three are already completed including the Peel Park Nature Play area. Previously a traditional play area suffering from repeated vandalism, it is now a valued, well used children's play area built of stone, metal and earth mounds. This is robust, low maintenance and our research shows children are more active in nature play areas than traditional play areas. This approach is now being taken across three of the other five new developments. These are well underway and due to be complete by summer 2023.



## JU:MP Fun Days

are designed to reach families who are less active and to raise the importance of being active and share simple, low cost ways children and families can be active together. 25 JU:MP Fun Days have been delivered engaging over 8000 children and family members in 2022 so far. Crucially they are an effective way of encouraging families to join the JU:MP Movement.



## Creating Active Schools (CAS)

is a key workstream and 36 schools are delivering the framework that helps them embed physical activity throughout the school system. This means working at a policy level, engaging all stakeholders and every aspect of the school day e.g. active breaks, active travel to school and active learning [www.creatingactiveschools.org/](http://www.creatingactiveschools.org/)



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## Local JU:MP Action Groups

engaging over 120 partners including schools, council partners, and community and faith organisations have been established and these groups lie at the heart of the approach. Each has co-designed a local action plan that drives forward the work, with two of these led by JU:MP Coordinators in the Bradford West Area Neighbourhood team and six by the JU:MP core team.



## The Bestlife App

has been developed with BiB as our insight shows young people value their digital world and would be motivated to be active and get outdoors through an App. The Bestlife App will use gamification to engage young people in active quests both at home and outdoors. It will also be a digital platform with the potential to capture data for research.

# PROGRAMME OVERVIEW...

## The Sustainable Sports programme

is another area of investment and one example is the work with Greater Horton Cricket club, which was traditionally focused on male participation but with JU:MP funding helped develop a girls cricket programme. They have over 60 girls engaged and female cricket coaches trained and leading the programme.



## JU:MP's Social Marketing

is co-created with families and children and uses a 'people like me' approach to create social norms, capture attention, and spread awareness through creativity and emotion. It uses well established marketing techniques to educate families, raise awareness of the benefits of playing and being active, and shares local opportunities to be active. Over 8,770 family members have joined the JU:MP movement which means we are now reaching almost a third of all families in the JU:MP area. The aim is to reach over 50% by next summer.

## JU:MP Leads

We know that developing role models that reflect underrepresented groups is key and there is a lack of South Asian leaders in sports and physical activity. The JU:MP Leads programme has trained ten 16-25 year olds from diverse backgrounds to become young leaders in sport and physical activity with a further 20 young people in training. This will help ensure a strong and sustainable legacy from the programme.

## 14 JU:MP Connectors

have been employed by commissioned Voluntary and Community Sector (VCS) organisations in the area. Mostly local people, they build the skills, confidence and motivation of less active families to be active together and independently. Low cost, no cost, simple ways to be active are being encouraged plus building family engagement in local greenspace.





# ACTIVE PLAYFUL PARKS & GREENSPACE DEVELOPMENTS

Our insight shows children want access to fun, informal activities near where they live, including play and exploring outdoors. JU:MP has therefore committed to creating active, playful parks and greenspaces in local neighbourhoods, activating these spaces through the JU:MP Connector programme, sports, cycling and an extensive Mobile Adventure Play programme.

The Mobile Adventure Play programme is delivered by Play Bradford and aims to establish habits of free play and encourage families to get outdoors and play independently. Adventure Play workers have successfully engaged large numbers of children and families in local parks and we are learning more about how play provision can help reduce antisocial behaviour and create a culture of playing out that is sustainable and increases physical activity levels of children. Wider research shows adventure play can encourage children to be more active and can increase overall strength and stamina; critical elements to keeping children fit and healthy.

We have also invested in a Cycle Hub in Peel Park; developed by British Cycling and Hop On it is a thriving hub of activity, with its own container of bikes. The Hub engages hundreds of families from the local primarily (South Asian community) and has growing numbers of local volunteers, including women. These programmes along with Fun Days and holiday activities are showing promise in creating active, playful parks.

## Fagley Play Space - Winning Design

Coming Soon!  
Summer 2023



City of Bradford Metropolitan District Council - Landscape Design & Conservation - Britannia House - Bradford - BD1 1HX



# ACTIVE PLAYFUL PARKS & GREENSPACE DEVELOPMENTS

There are stark inequalities in access to greenspace for many deprived communities in inner city areas of Bradford and evidence shows this can lead to poorer mental and physical health. JU:MP invested in eight greenspace developments working closely with Bradford Council, as access to local parks or greenspace is vital in getting children outdoors and active. Three developments are already completed including the Peel Park Nature Play area.

Previously a traditional play area suffering from repeated vandalism, it is now a valued, well used children's play area built of stone, metal and earth mounds. This is robust, low maintenance and our research shows children are more active in nature play areas than traditional play areas. This approach is now being taken across other new developments.

Kashmir Park was the most ambitious project, with a brand new park being developed in Toller. Once a fenced off overgrown area, is now it is a highly valued local park. Co-designed with the local community, it is well used for children's play and looked after by the local community who do regular litter picks.

**Caroline Swain, Community Engagement Manager for Peel Park and Eccleshill, gives us her update...**

## Development of Ravenscliffe Woods

Ravenscliffe Woods is a real asset to the area with natural woodland, nature trails, bridleways, cycle paths, streams, links to Leeds and Calverley, however, some areas had become hot spots for fly tipping. Residents were disheartened by this and have rallied together to form a 'friends of group'.

Since we have held regular litter picks with the support of Incommunities and BMDC to remove the larger items and to install a barrier to prevent further fly tipping. The group have gone from strength to strength growing in numbers and meeting regularly for litter picks. They are now planning to become a constituted organisation so that they can apply for funding to improve the woodland further.



## Eccleshill Play Ground

We have been working collaboratively with BMDC and partners in Eccleshill to develop a safe space for women and girls in Eccleshill playground. Jointly funded with JU:MP and funding from the Mayor's Safer Street Fund we have improved lighting and in consultation with local residents we have improved the play facilities by providing a five seat swing. A 'Friends of' group has also been formed to build community ownership of the park that have been bulb planting and plan to revamp the area by painting the seating and railings.





# ACTIVE FAITH SETTINGS

## Faith in Communities: JU:MP's Social Innovation Revolutionising Physical Activity Environment for Children Attending Mosques/Madrassas

40% of children in Bradford are from ethnic minority background. These children live with 10% higher rates of overweight and obesity than the national average of childhood obesity. 91% of South Asian children attend a mosque or a madrasa after school for religious learning. Born in Bradford research found that Islamic faith settings in Bradford are a great opportunity to deliver physical activities for children from deprived backgrounds Islamic Religious Settings (IRS) can be a mosque, madrasa (supplementary schools for Islamic learning), women's circles to study Islam, or physical activity and sports groups. IRS in the UK are often volunteer led.

JU:MP has facilitated the development of Faith in Communities as a chartered organisation to help faith settings develop physical activity and healthy eating programmes. Led by Mufti Mohammed Zubair Butt, a well-respected Bradford based Islamic leader, Faith in Communities have established health groups in 17 madrassas and helped them to develop action plans to encourage physical activity and healthy eating in their settings.

Faith in Communities has provided sports and physical activity equipment to ensure being active is a regular feature of madrassas function and children are experiencing active learning. Table tennis instructor "Pete PingPong" provided staff and children in Islamic faith settings with table tennis training with more than 2000 children participating across eight faith settings.



**Hafiz Abdullah**  
Community Engagement Manager  
Faith in Communities

"I grew up and attended madrassas in Bradford as a child and as a teenager. Back in those years of my time in madrasa, we weren't really given such opportunities nor the encouragement to be physically active. Now, I am working closely with these madrassas and promoting sports and active lifestyles for children and families. Faith in Communities work has made it abundantly clear to me how much these children in madrasa need our support and encouragement to be active. Children enjoy receiving physical activity programmes and this can have a positive effect on their own families and friends".



**Mufti Mohammed Zubair Butt**  
Chair, Faith in Communities

"In my mind, I have never questioned whether Islamic religious settings can be agents for change in health promotion. The work of Faith in Communities has simply provided evidence that mosques and madrasa in Bradford have been an untapped resource. By involving them in delivery of physical activity programmes, thousands of children from ethnic minorities can benefit that has remain untapped for so long. Through JU:MP's Active Faith Setting workstream, we are witnessing behaviour change right before our eyes"



## Sharing the Learning

The Active Faith Settings work has been developed in partnership with The City of Bradford Metropolitan District Council (CBMDC) and has received national dissemination as a social innovation and evidence-led model of delivering physical activities to marginalised populations living in deprived neighbourhoods. This work stream is also an exemplar of best practice in reducing health inequalities in a culturally sensitive manner.

A toolkit has been developed and has been co-produced with IRS teachers, Imams, parents, volunteers, female activists and obesity prevention experts, focussing on physical activity, healthy diet and organisational behaviour change. This development was in partnership with CBMDC and funded by the Local Government Association's Childhood Obesity Trailblazer Programme. The learning from this approach will inform the development of opportunities to work with other faith-based organisations e.g. Churches and Gurdwaras.

[faithincommunities.co.uk](http://faithincommunities.co.uk)



successfully engaged IRS to deliver our co-designed toolkit components

3 IRS that are planning to deliver weekend healthy diet sessions with both parents and children

**350**

completed three fun packed fun days within the settings with over 350 families and children attending

multi sports sessions being delivered during the week within Madrasa time and also over the weekend

engaged with IRS teachers, Imams, parents of children attending IRS, volunteers and staff, female activists

## Abida Rafiq, Community Engagement Manager for Active Faith Settings, gives us her update on the AFS work stream...

Faith venues have been identified as a successful setting to support behaviour change for children and young people because they engage with whole families and communities, rather than just an individual child. Family and community support play a vital role in decreasing inactivity, planning and delivery of physical activities, and preventing childhood obesity for sustained behaviour change.

Abida Rafiq's focus has been to mobilise Islamic Religious Settings (IRS) in Manningham since November 2021, she has established six- place based groups within each IRS and successfully involved 10 men and 8 women to lead on activities for boys and girls within their respective settings.



# ACTIVE TRAVEL



The urban environment and how children and families use streets to get from place to place across neighbourhoods is a vital part of the system to promote physical activity. Despite much increased national attention on active travel over the last decade and the importance of reducing air pollution through reducing travelling via motorised transport, being active as a mode of transportation (walking, cycling, scooting) is not the social norm for most journeys undertaken by children and families in Bradford or nationally. Furthermore, parents and community members in our LDP area have reported that playing out in the streets has drastically decreased over the last decade and more. Barriers to children's active travel and being active in the streets are multiple; research from the BiB team shows (Ahern et al, 2017).

Two active travel advisors have been funded to support JU:MP action groups to co-design their Action Plans and also work with JU:MP schools and organisations to develop active travel plans for their individual settings. They also work in partnership with Bradford Council's Active Travel champion and Highways team to find opportunities to make changes to the highway infrastructure to make it safer and easier to walk, scoot or cycle. Sport England's funding does not extend to funding highway infrastructure changes, so close working with Bradford Council on this has been essential. Timeframes have been a challenge, with environmental changes often taking years to plan and deliver, so success has been limited so far. Often JU:MP has had to focus on behaviour change interventions to encourage active travel rather than being able to make the environmental changes needed to support this.

## JU:MP Journeys

The 'JU:MP to School' initiative has been a successful development that encourages families to walk, scoot or cycle to school 5 times over a week or a half term. Incentivised by reward cards, badges and the chance to win a scooter for children who take part, this has been an effective intervention. Schools have reported longer term impact with some families continuing to travel actively longer term. This approach is now being rolled out and tested in community, sports and faith settings through the 'JU:MP Journeys' initiative.

Name  Class

**JU:MP<sup>+</sup> to School**

For entry into prize draws, collect a stamp for each day you walk, cycle or scoot to school

Five circular stamp areas are visible.

Name

**JU:MP<sup>+</sup> to Madrassah**

For entry into prize draws, collect a stamp for each day you walk, cycle or scoot to Madrassah

Five circular stamp areas are visible.

Name

**JU:MP<sup>+</sup> Journeys**

For entry into prize draws, collect a stamp for each day you walk, cycle or scoot to your sports club or community centre

Five circular stamp areas are visible.

**JU:MP<sup>+</sup> JOURNEYS**  
LET'S WALK, SCOOT OR CYCLE THERE!

**JU:MP TO SCHOOL EYFS & KS1 TRACKER**  
This is a record of children's JUMPs to School (Walk, Cycle or Scoot)

School.....Class.....

Child	Day 1 date	Day 2 date	Day 3 date	Day 4 date	Day 5 date	All 5?

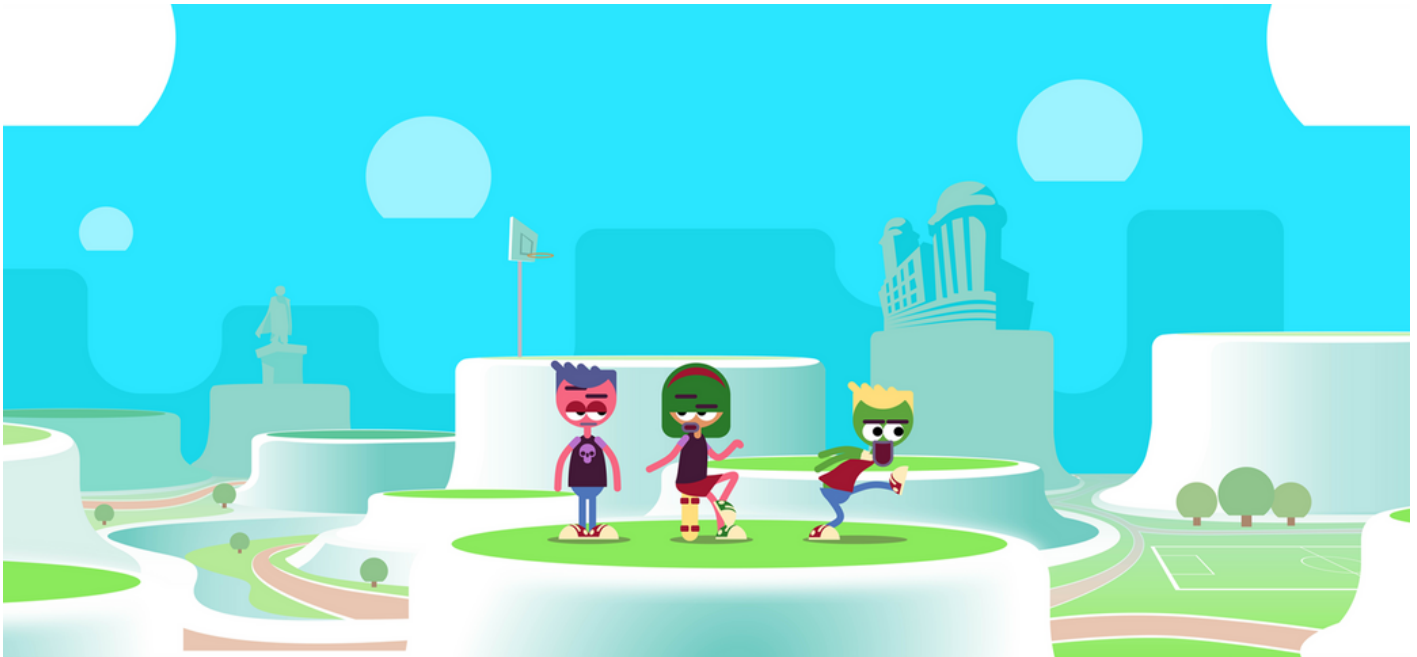
Daily prizes. Entry into scooter prize with full 5 days of JU:MPing to School



# BESTLIFE APP



BiB and JU:MP are in the final stages of development of an exciting App for young people that is designed to motivate them to be active and get outdoors and will be launched in summer 2023. Co-designed with young people it will be a playful, imaginative digital game to engage young people in "active quests". Young people can gain digital points and rewards for steps taken, or doing fitness exercises, but uniquely also for attending a sports session or visiting a park through use of QR code technology. The Bestlife App will also function as a digital platform capturing data for research when young people are enrolled in research studies.

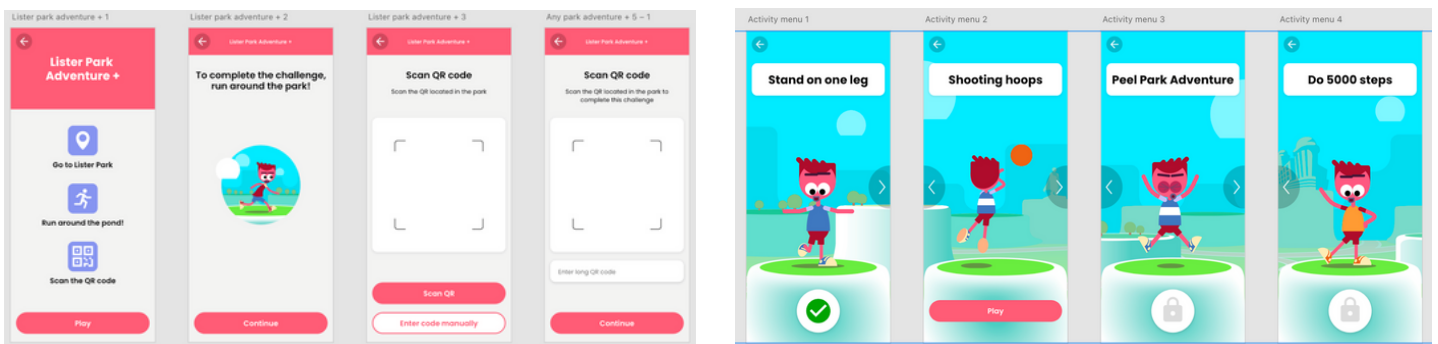
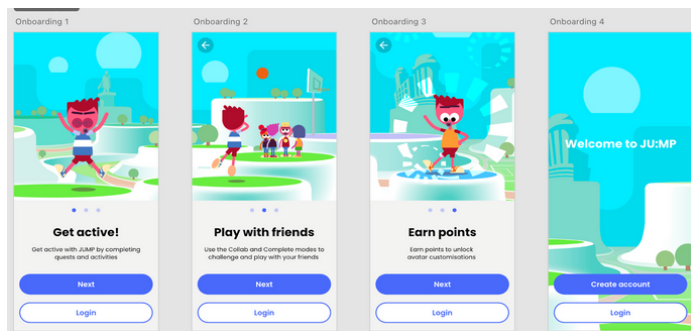


## How to play...

Play solo or as a team (collab)

Goal setting:

- Menu of activities - Quests
- Points for attending sports/PA session
- Points for going to the park

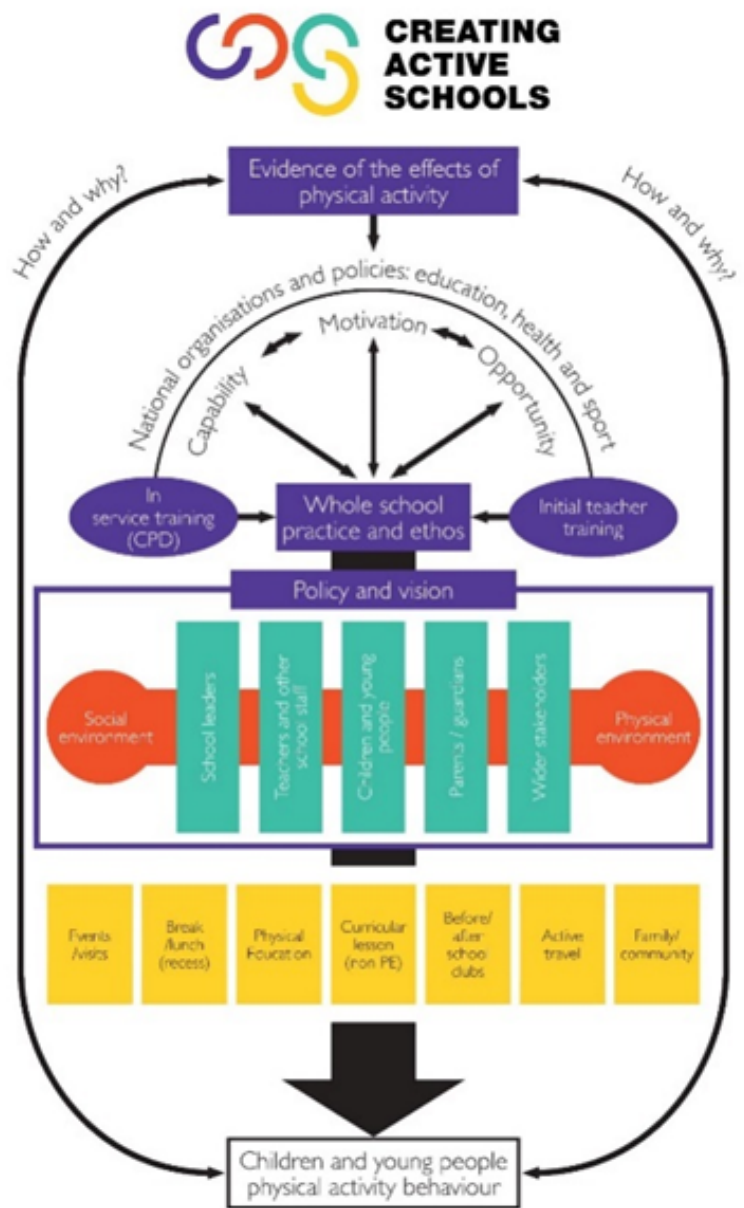


# THE CREATING ACTIVE SCHOOLS PROGRAMME (CAS)

The CAS programme aims to support and motivate schools to place physical activity at the heart of what they do. How best to do this was the initial challenge, knowing that schools are faced with new initiatives promising huge improvements on a yearly basis and convincing schools of the difference and worth of this initiative led to a different approach.

The approach taken was to involve schools in the development of the CAS framework from the outset, involving practitioners from all levels to agree on a framework that would allow schools to be supported and guided but also allow them the autonomy to make decisions for their individual setting and pupils. The key organisations who were and continue to be key players in its initial and ongoing development are: the University of Bradford, Yorkshire Sport Foundation (YSF), and Bradford Teaching Hospital Foundation Trust (BTHFT).

The framework, shown here, recognises the school as a whole system, from the policy makers, to all school staff, the school environment and the opportunities on offer for pupils, it was adopted by JU:MP in October 2019 and directly supports 40 primary schools plus an additional 17 schools within the Living Well RiC catchment areas. Schools within the JU:MP programme are supported through the offer of training opportunities at conferences held three times yearly on the benefits physical activity and through the provision of a 'CAS Champion' – a specialist in ways of increasing physical activity in your school.



An assessment tool called 'The CAS Profiling Tool' also supports schools in finding out how well they are doing in terms of increasing or improving physical activity within the four key areas of the framework – Policy, Stakeholders, Environment & Opportunity. It identifies gaps and allows schools to plan how to make improvements.

Overall, the framework offers schools a continuous cycle of improvement & refinement. It reflects the need to promote evidence-based practice and to evaluate the "how" and gather further evidence to support the "why". This emphasises the importance of ongoing evaluation and research to determine which approaches are most effective in meeting the needs of the diverse array of schools it serves. Also, as a research led project, early findings from the research team show that CAS is a viable model which supports system level change for physical activity in schools. Significant changes were seen by teachers and wider school staff, class lessons and whole school culture and ethos in terms of capability, opportunity and motivation for physical activity.



# THE CREATING ACTIVE SCHOOLS PROGRAMME (CAS)

Niall O'Brien, their CAS Champion & PE, physical activity, and Outdoor Learning lead, has been passionate about taking this forward with the support of the Head Teacher, Chris Tolson. In Niall's words:



The Academy at  
**St James**  
Aspire, Achieve, Believe

"We have developed an offer which we believe provides regular positive early experiences surrounding play, physical education outdoor learning, right from our very youngest pupils through to year 6. Our current offer consists of a multifaceted approach designed to meet the needs of all pupils. Providing a broad range of experiences, pupils receive: Physical Education- 1 hour of curriculum PE with a strong focus on inclusion. Active Enrichment- a menu of physical activities including cycling, risky play, archery, Dance, Yoga, nature walks, alternative sports etc.

Whole Class Outdoor Learning – one full morning of learning outdoors experience, a carousel of 3 activities each term led by support staff and teaching staff. Forest School – 1.5 hours per week for vulnerable pupils taking part in outdoor cooking, fire lighting and tool use. We offer a range of after school clubs and have been fortunate in receiving funding through the HAF (holiday and food) program to provide places for further identified pupils to attend summer holiday provision in school.

As a Sport England local delivery pilot and JU:MP Pioneer school, we have made significant contributions to place based communities of practice. Our work on the JU:MP work stream: Creating Active Schools has enabled The Academy at St James to host regular open afternoons, the latest attended by 18 schools within the district. As a result, our work within this JU:MP workstream continues to influence policy level change in relation to physical activity in several schools within inner city Bradford. One example is the introduction of 'Active enrichment' which now takes place every Friday afternoon across 7 different school settings and is improving physical activity habits and experiences for over 2,200 pupils every single week. Due to this level of success, we have been able to recruit and train additional CAS champions through the JU:MP network to continue sharing best practice through the development of specific tool kits and face to face support."



Physical Activity is referenced at policy level and referenced regularly during governor meetings



Utilising the full school environment to promote physical activity. Hall, field, outdoor learning area, corridors, classrooms, unused land & our reclaimed car park



Introduction of fundamental movement sessions for EYFS- Nursery & Rec to increase physical development competency



Forest School twice per week to support our most high profile pupils/ inactive/SEMH and Whole Class Outdoor Learning - Every Thursday each class takes turns spending a full morning learning through nature.



Whole School approach to Physically Active Enrichment - All pupils from reception to year 6 are active for one hour every Friday



# JU:MP CONNECTORS

JU:MP has invested in 14 JU:MP Connectors employed by commissioned voluntary and community sector organisations in the area. Taking a behaviour change approach is key to the model, creating sustainability by building the capabilities, opportunities and motivation of families to be active.

Mostly local people, JU:MP Connectors build the skills, confidence and motivation of less active families to be active together and independently. They promote low cost, no cost, simple ways to be active plus building family engagement in local greenspace. Their role also involves working with the JU:MP Community Engagement Managers to “connect up the system” at a neighbourhood level by building links between schools, sports, community and faith organisations and connecting partners into local sports facilities and greenspace.

## Lorrett

“I’ve got two children and I moved to Allerton about ten years ago. As JU:MP Connectors we have created seasonal activities and newsletters, informative books and resources, promoted green spaces, pebble hunts, walking challenges, play sessions, rounders, skipping and much more to the area to help children and families be active”



## Rozina

“As a JU:MP Connector I was excited about learning how to work in a different way within the JU:MP programme. We’ve supported the delivery of the JU:MP local action plan by delivering a range of activities including sports, free play and dance, building good relationships and connections between the schools in the neighbourhood and wider community groups and spaces. We have enjoyed delivering activities in green spaces such as Pitty Beck, to build confidence in the safety of the area, which has meant more families regularly use it and benefit from being outdoors”

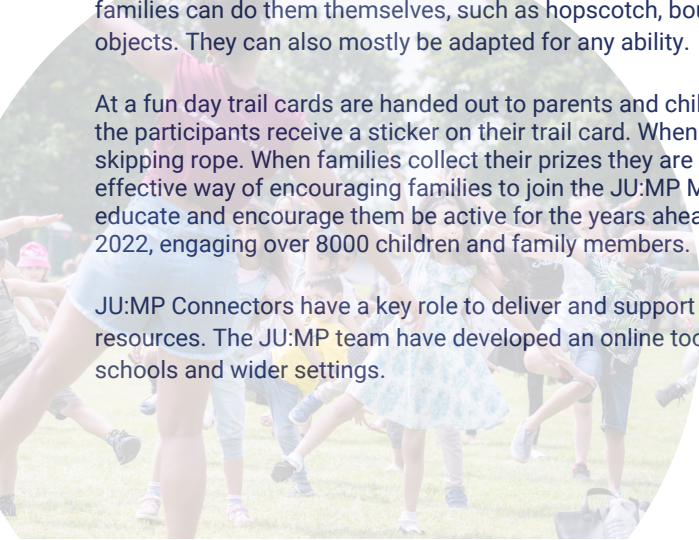


# JU:MP FUN DAYS

JU:MP Fun Days are an important part of the JU:MP programme as our learning shows they are an effective way to reach large numbers of parents and family members who are not yet engaged in JU:MP. The fun days are designed to reach families who are less active and to raise the importance of being active plus share simple, low cost ways families can be active together. The JU:MP Fun Day is child led and delivers the JU:MP message to parents and families in a fun, interactive way. Activities are easy so that families can do them themselves, such as hopscotch, bouncing a ball against the wall and catching and circuits with household objects. They can also mostly be adapted for any ability.

At a fun day trail cards are handed out to parents and children on arrival and along the trail for each game or activity completed, the participants receive a sticker on their trail card. When they have taken part in 6 activities they receive a prize such as a ball or skipping rope. When families collect their prizes they are encouraged to sign up to the campaign which has proven to be an effective way of encouraging families to join the JU:MP Movement. Once on board they receive regular communication to inspire, educate and encourage them to be active for the years ahead. 25 JU:MP Fun Days have been delivered in schools and parks across in 2022, engaging over 8000 children and family members.

JU:MP Connectors have a key role to deliver and support Fun Days and each neighbourhood has a fun day kit with the event resources. The JU:MP team have developed an online toolkit with resources so that the Fun Days are sustainable and replicable by schools and wider settings.



# JU:MP LEADS

The JU:MP Leads programme aims to identify, train and support local young people aged 16 – 25 years from the JU:MP area to become physical activity leaders (JU:MP Leads) in their community.

The aim is to develop dynamic and inspirational local leaders who can be positive peers and contribute to the development of sustainable activity, creating a legacy in the JU:MP area. The project gives young people the opportunity to gain nationally recognised qualifications in sports and physical activity that will equip them to engage inactive children and families in informal activity such as multi-sports and street games. The JU:MP Leads have been recruited to be representative of the community they serve, with a focus on young adults from BAME communities and women and girls, as they are underrepresented in the field of sports and physical activity leadership.

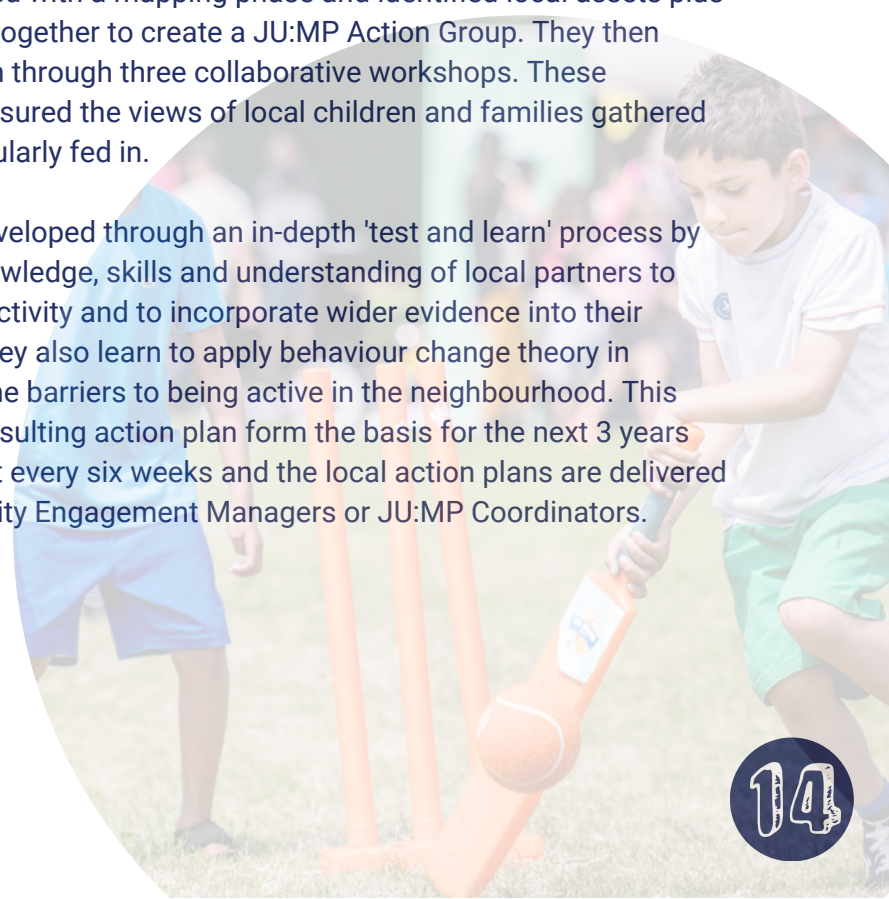
The JU:MP Leads programme was commissioned first in 2019 -21 and Bradford Youth Service trained ten 16-25 year olds from diverse backgrounds to become young leaders in sport and physical activity. Currently a further 20 young people are in training through a partnership of local providers led by Street Games. This will ensure a strong and sustainable legacy from the programme.

The longer term aim is for the JU:MP Leads to become social entrepreneurs creating sustainable long term activity but this has yet to be realised as the pandemic and other social and economic barriers have made this challenging to achieve.

## LOCAL ACTION PLANS

The JU:MP local action plans lie at the heart of the neighbourhood approach. In each neighbourhood the Community Engagement Managers started with a mapping phase and identified local assets plus 20 – 30 key local partners who they brought together to create a JU:MP Action Group. They then facilitated the co-design of a local action plan through three collaborative workshops. These workshops were led by the core team who ensured the views of local children and families gathered through their community engagement are regularly fed in.

The JU:MP Action Group workshops were developed through an in-depth 'test and learn' process by the core team. Importantly, they build the knowledge, skills and understanding of local partners to take a whole systems approach to physical activity and to incorporate wider evidence into their planning process. Through the workshops, they also learn to apply behaviour change theory in practice and build on local assets to overcome barriers to being active in the neighbourhood. This shared understanding of approach and the resulting action plan form the basis for the next 3 years activity. The eight JU:MP Action Groups meet every six weeks and the local action plans are delivered by the groups and facilitated by the Community Engagement Managers or JU:MP Coordinators.





# SOCIAL MARKETING

## What is social marketing?

Social marketing is marketing designed to create social change, not to directly benefit a brand or product. Using traditional marketing techniques, it raises awareness of a given problem or cause and aims to convince an audience to change their behaviours. Social marketing is commonly used for causes like smoking prevention, drug addiction, promoting healthy eating, tackling climate change and much more.

## Applying this to JU:MP...

In the case of JU:MP, the social marketing stream of work is designed to influence physical activity levels in children and young people and their families by educating families on the benefits of moving more and modelling or 'showing' families 'like me' moving, playing and having fun together.

We are competing against cars instead of walking to school; screen time instead of play time and sedentary activities instead of moving more. When you consider the millions of marketing spend which goes into making cars, screens and sofas more desirable, we have much to compete against!

Social marketing is the one JU:MP workstream that is 'the glue' that links up 'the whole system', through intervention themes and guiding principles, that underpin the whole JU:MP programme.

## About Magpie

Magpie is a specialist creative behaviour change agency. They create social marketing campaigns and interventions that create healthier and happier communities, one person, one campaign at a time. Their team of experts include public health and academic behaviour change specialists, community engagers, and creative designers.

Magpie have been working with JU:MP as a dedicated partner since 2019, having been involved in competitive tender processes to be commissioned for the work with JU:MP.

To find out more about Magpie visit [wearemagpie.com](http://wearemagpie.com) or scan the QR code!



## Joining the JU:MP movement

At the time of writing, we have over 9,260 family members in Bradford, who are choosing to move and play more by joining the JU:MP movement. This includes 5010 parents and 4259 children across the JU:MP pioneer and accelerator neighbourhoods.

## Profile of families

There are three distinct types of communities in the Local Delivery Pilot area that have joined the movement and co-created JU:MP's campaigns and interventions. They are linked by deprivation but different in ethnicity (White British, South Asian and mixed ethnicities), more specifically a mix of Asian or Asian British, Pakistani, White British, British Indian and Mixed White and Asian.



# SOCIAL MARKETING

## Numbers

The 9,269 total is calculated by the number of parents who have joined the movement (5010) x the average number of children per household (1.85). Parents join the movement through JU:MP Community and School Fun Days and the JU:MP website. This sets them up to receive a monthly JU:MP newsletter, that promotes a seasonal programme of meticulously co-created unique campaigns and interventions - inspiring Bradford families to move and play everyday, whatever the weather, away from their screens. Since October 2019, through 5 campaigns co created with Bradford families, we have reached, supported and inspired families to move and play...

[joinusmoveplay.org](http://joinusmoveplay.org)



In their homes (JU:MP@Home during lockdown and indoors at winter)



On their streets (JU:MP Outdoors leaving lockdown and embracing winter)



In schools and the community (JU:MP Fun Days in across the year)



As a family (Find your Fun in spring time)



And away from their phones and technology (Screen Off Life On in summer time)

**This is the place we dance, laugh and play.**

**JU:MP OUTDOORS**

JOINUSMOVEPLAY.ORG  
#OutdoorPlayMatters

**This is the place we jump, kick and play.**

**JU:MP OUTDOORS**

JOINUSMOVEPLAY.ORG  
#OutdoorPlayMatters

This screen time journal belongs to:

**My screen time journal**

**SCREEN OFF LIFE ON**  
Get up, get out, get happy

**JOIN US: MOVE.PLAY.**

JOINUSMOVEPLAY.ORG /SCREENOFFLIFEON  
#ScreenOffLifeOn

**SCREEN OFF LIFE ON**  
Get up, get out, get happy

**I WILL SWAP 30 MINUTES OF SCREEN TIME FOR:**

- Playing football with my friends
- Walking my dog
- Playing basketball at the park with my friends
- Playing in the garden with my family
- Going for a walk with my family
- Creating TikTok dances with my friends

Created by young people of Bradford

Based upon feedback from 18 young people between the ages of 9 and 13 between 6 December 2021 and 25 May 2022.

**JOIN US: MOVE.PLAY.**

**The JU:MP family are here to help you find different ways to swap some time on screens and get up, get out and get happy off screen...**

\*Always ask a parent/carer for permission before you set off. For more information visit [joinusmoveplay.org/](http://joinusmoveplay.org/) beside

Here's some ideas to help you **FEEL GOOD** and **MOVE MORE**

- 1 Swap 30 minutes on your phone for a walk outside with your family or a friend.\*
- 2 Swap 30 minutes of being on any screen for skipping in your home, garden or local park.
- 3 Swap 20 minutes of TV for dancing to music.

**Hello.**

This tiny guide includes everything you need to **live your best life on and off screens**, find the right balance for you and be healthier and happier!

**LET'S MOVE LET'S PLAY!**

# STRATEGIC INFLUENCE

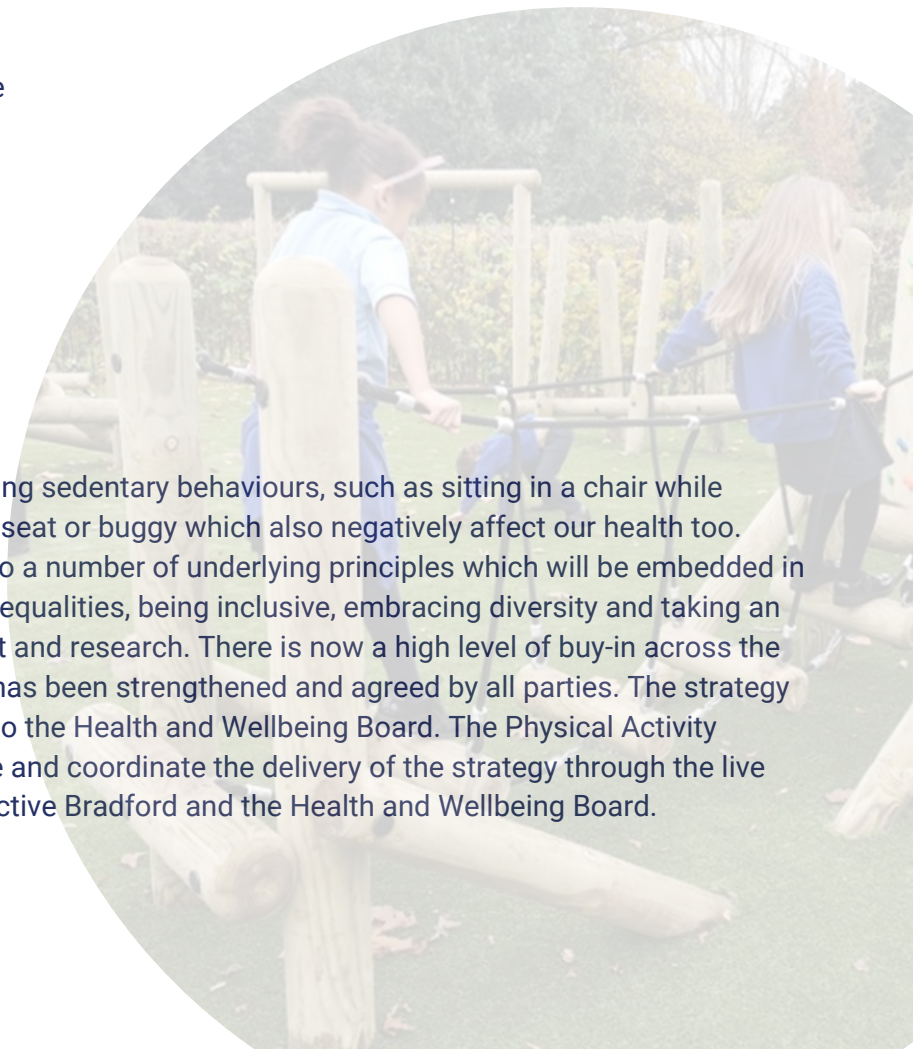
JU:MP is taking a systems approach to tackling inactivity, working closely with Bradford Council's public health team and wider partners. The role of systems thinking and accompanying tools such as system mapping in helping to frame responses to complex public health challenges has grown in the past decade. Bradford's strategic working reflects the evidence which has led to a shift in thinking that acknowledges that physical activity behaviour is influenced by complex political, environmental and social systems rather than just an individual 'intention' to be active; and that multi-faceted approaches at various 'levels' are needed.

JU:MP and partners are committed to embedding physical activity in policy and strategy across the system. Mapping of Bradford's strategies undertaken in 2020 by the JU:MP team identified 23 strategies and policies that can have an influence on tackling inactivity. Since then, work has been underway to strengthen and embed physical activity in these strategies. For example progress has been made regarding the Children and Young People's Plan. In the previous CYP Plan child obesity was identified as a priority but now physical activity is fully embedded as an enabler that can meet multiple outcomes across the plan.

A key element of the strategic work over the last two years has to been the development of the Bradford Whole Systems Physical Activity Strategy and Action Plan, through a series of stakeholder workshops and extensive community engagement. Over 90 officers and senior leaders collaborated through three half day workshops to develop draft priorities for action. This was followed with a wider consultation on the draft plan with partners and the public, over the summer of 2021, including online and face to face engagement at park fun day events, with over 500 responses. The strategy is now finalised and has nine thematic priorities for action:

1. Active schools, children and young people
2. Neighbourhoods and Communities
3. Sport & active recreation
4. Health and social care
5. Workplaces and workforce
6. Greenspace
7. Built environment
8. Active travel
9. Communications & campaigns

The strategy also includes a focus on reducing sedentary behaviours, such as sitting in a chair while reading or working, or a child sitting in a car seat or buggy which also negatively affect our health too. Bradford district partners have committed to a number of underlying principles which will be embedded in the delivery of the plan including reducing inequalities, being inclusive, embracing diversity and taking an evidence-based approach using data, insight and research. There is now a high level of buy-in across the system and the governance of the strategy has been strengthened and agreed by all parties. The strategy is owned by Active Bradford and will report to the Health and Wellbeing Board. The Physical Activity Strategy Implementation group will facilitate and coordinate the delivery of the strategy through the live action plan and ensure timely reporting to Active Bradford and the Health and Wellbeing Board.





# SUSTAINABLE SPORTS PROGRAMME

Recreational sport and physical activity are one of the eight best investments for a whole-system approach to physical activity. Aligned with JU:MP, it is essential that programmes are developed and delivered with a specific focus on those who are most in need or have the lowest participation rates. Our insight work has shown that children enjoy organised and informal sport and active recreation and want opportunities to participate. The sustainable sports and physical activity programme aims to deliver activity opportunities to children and families that are sustainable longer term and/or achieve long-term behaviour change in children and families. JU:MP has invested in a wide range of sports and dance providers who are creating sustainability through volunteer run activity, changing a small amount to cover venue costs or encouraging behaviour change in children and families to be active independently and for themselves.

## Great Horton Church Cricket Club

Great Horton Church Cricket Club is a long established club with junior and senior members, and has activities for children as young as 5 years with 8 junior teams and 2 adult teams. JU:MP has supported the club through funding from the sustainable sports work stream to establish a girls cricket programme and over the last two years they have developed indoor and outdoor open training nights for girls and their parents, friendly games and now have a girls team playing in the Upper Airedale Junior Cricket Association. The programme engages a large number of South Asian girls in cricket and the girls have recently played against Oakworth and Settle which has been great for improving community cohesion and making new friends, while enjoying being active. Moreover, they have recruited parents and female coaches to increase sustainability of the programme. From only having 2 or 3 girls interested in playing cricket GHCCC has now over 50 who regularly attend some form of cricket activity per week.



## WHAT'S ON

One of the biggest hurdles identified by our families was simply knowing what was on in their local area. We worked with Magpie and our web developers to add a What's On activity finder to the JU:MP website, and trained our providers to upload their activities.

We share the activities and promote the What's On guide via newsletters, social media and JAG meetings to ensure we send the information far and wide.



### Activity Finder

Enter keywords...

I am looking for:  Organisations  Sessions

Sport or Activity:

Location:

of   Show me only online/virtual locations

District:

Date:  On Demand Only  Anytime  Today  This Weekend  Next 7 Days  Between Selected Dates

From  to

**Dragon Boat Training**  
Yorkshire Sharks Dragon Boat Club  
Wednesday 5th April (08:30 - 20:00)  
0.5 miles  
2-hour session happening 2 times a week on the Leeds-Liverpool Canal

**Pedal Party Peel Park**  
Peel Park  
Saturday 8th April (09:30 - 12:00)  
0.8 miles  
Ideal for the whole family to enjoy cycling together. A safe and friendly space for all abilities to ride, run by experienced instructors. Bike and helmet hire available, booking essential.

**Football for Under 17s**  
Allerton Football Club  
Drummond Road Fields  
Saturday 8th April (11:00 - 13:00)  
11 miles  
Football

# WORKFORCE/PEOPLE DEVELOPMENT

Workforce and people development is widely recognised as key to creating change in any system. Over the last three years the JU:MP team have taken an iterative approach to developing a training offer that builds the knowledge, skills and confidence of professionals and volunteers to support children and families to be physically active.

JU:MP's Children's Physical Activity Training involves two half day sessions and is designed to be interactive and accessible. The course reflects the values and approach of JU:MP by drawing the learning from the group as much as possible, minimising the "expert model" of course leader presenting to the group and modelling regular playful, active breaks that are fun and energising. The content aims to skill up participants to take a whole systems and behaviour change approach, exploring all aspects and domains of physical activity is a key element as well as considering the impact of the environment, greenspace and technology on children's lives.

The JU:MP core team has trained over 70 local people to deliver children's physical activity over the last two years. More than half of those trained have been from BAME communities and at least 20 have been South Asian women. Evaluation found that the things that participants found most useful and that have influenced their work or organisations were themed around:

- Understanding and sharing the importance of physical activity which enabled them to share this knowledge with parents
- Applying knowledge of COM-B and barriers to physical activity as a framework to shape their delivery and action plans
- Gaining the confidence to talk to parents and explore potential underlying issues that were affecting a child's engagement in physical activity, challenging the typical assumption that children were 'lazy' or 'uninterested'.

Other training needs that were identified in evaluation for some organisations included safeguarding issues and guidance around how to communicate and interact with children.

## WORKSTREAMS SUMMARY

The work streams outlined above have shown to be feasible to implement across our neighbourhoods. Our process learning indicates they are acceptable to children and families in socio-economically disadvantaged areas of Bradford. Over the next two years the results of our effectiveness studies, particularly the control trial, will give us a better understanding of the impact of the JU:MP work streams and we will be able to understand more about which work streams have been effective and for which groups of children. The connections between the work streams and across the system is also important to consider and evaluate.

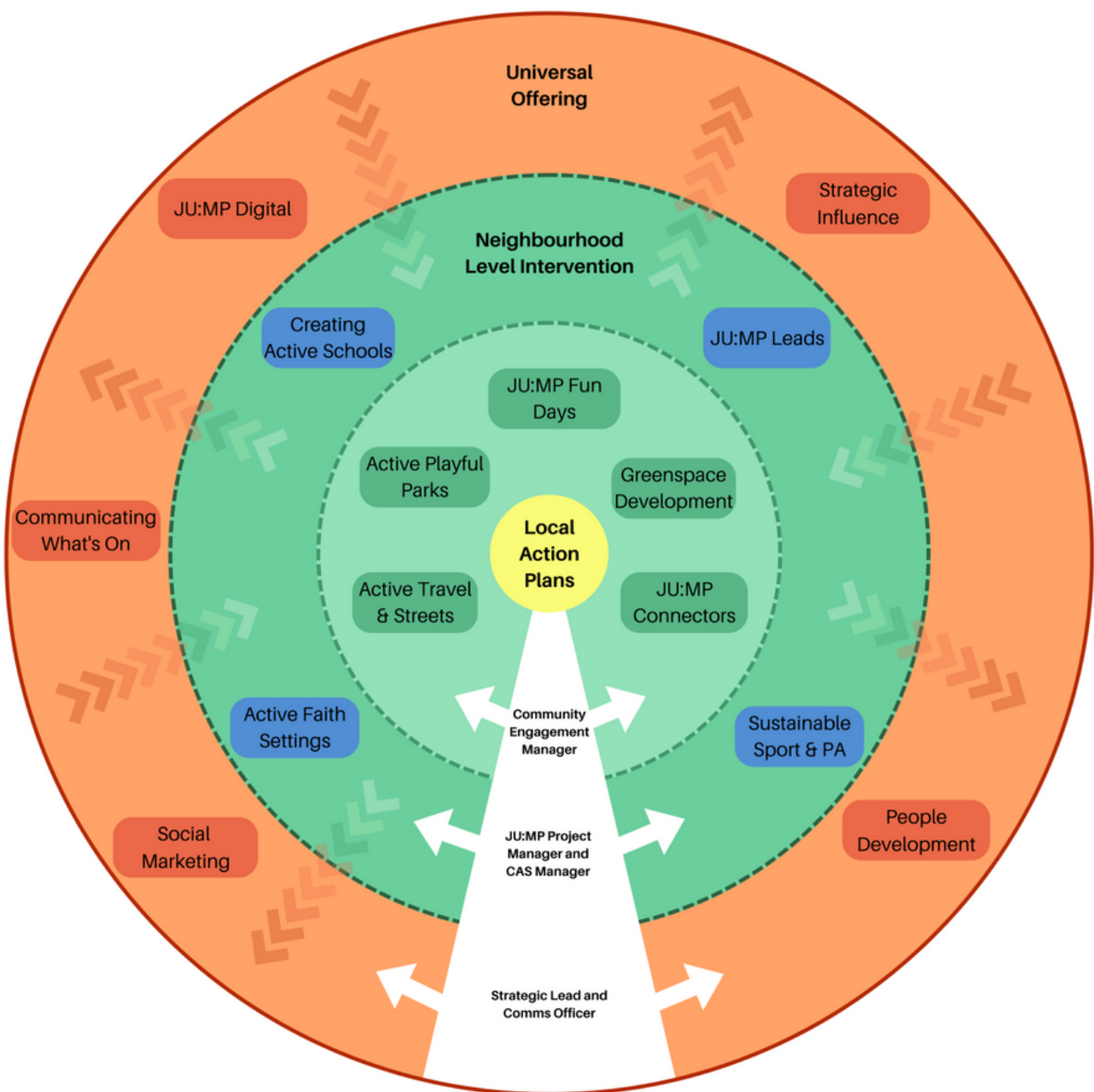
The "how" is as essential as the "what" in whole systems physical activity. Taking an asset based, collaborative approach, drawing on insight and evidence and iteratively evolving the work through a test and learn approach are essential elements that underpin the continued development of the JU:MP programme. We are currently developing resources and toolkits to share learning on our work streams and we recognise the need for these to be frameworks that can be adapted to a range of contexts and different communities.



# JU:MP DELIVERY MODEL

The JU:MP delivery model has evolved over the last four years and is built on a theoretical model of whole systems working which broadly maps onto the socioecological model.

The JU:MP delivery model involves 15 workstreams that interconnect with a core team who facilitate and enable the programme across the eight neighbourhoods that cover the JU:MP area. Five of these workstreams are viewed as a universal offer and ten are delivered primarily at a neighbourhood level. Five Community Engagement Managers (or JU:MP Coordinators as they are known where Bradford Council are leading the work) facilitate the work at a neighbourhood level. They also ensure the universal workstreams connect into the local area in a joined up, effective way.





# RECOMMENDATIONS FOR POLICY MAKERS

In this report we have shared the learning and impact JU:MP has achieved over the last four years. Based on this the JU:MP research and development team have outlined a number of recommendations for policy makers:

Levels of physical activity are inadequate across all age groups. Support children in all age groups from early years up to engage in moderate to-vigorous physical activity. 1-5 year-olds, 6-8 year-olds and 9-11 year-olds and adolescents are likely to need differing support and provision.

Monitoring and evaluating interventions and systems change means that what is working and not working for who and why, can be identified and modified, and learning can be shared; interventions can evolve over time with the evolution of the system. Invest in a "learning system" which affects change through iterative learning cycles based on generating and learning from data, and formulating and testing service changes. For this to happen effectively, invest in and embed research into the system and routinely collect physical activity data.

There are some groups who are at greater risk of inactivity; these include girls and children of ethnic minority heritage. South Asian heritage girls have the greatest risk of being inactive. Target greater resource towards higher risk groups who are most in need.

Organisations and their workforce need to have the knowledge, skills and motivation to support children and families to be active. Provide physical activity behaviour change training for all people who work with children, young people and families and support organisations to provide physical activity opportunities. Increase the diversity of the workforce so that it reflects the diversity of the children it serves. Provide training for leaders on writing and implementing physical activity policy and strategy.

Families need to have the knowledge, skills and motivation to be physically active. Provide families with easy-to-access information about physical activity opportunities, educate and motivate them via mass media campaigns (e.g. marketing, social media).

Working at the community/neighbourhood level (with local organisations, local community activists and local assets) can kick-start the process of whole systems change. Support local communities (organisations and people) to work collaboratively by creating a local action group and co-producing a local action plan that aims to tackle inactivity across different 'local' domains (e.g. green space, active travel, the built environment).

Physical activity behaviour is influenced by complex political, environmental and social systems rather than just an individual 'intention' to be active. Take a multi-faceted approach across various "levels" (e.g. children and families, communities, organisations, environment and policy and strategy) and link up the system.

Local and national policy and strategy is needed to create positive changes across the physical activity system. Commit to long term investments at scale. Provide training and support to policy makers and strategic leads to ensure they value and prioritise children's physical activity. Establish collaborative ways of working across the system to deliver whole system physical activity. Ensure that children and young people can influence any policy and strategy that affects their ability to be physically active.

Interventions need to be designed and implemented appropriately for different groups of children in order for them to be acceptable and effective. Involve appropriate stakeholders, including children and particularly those who suffer the greatest inequalities (girls, ethnic minority groups, South Asian girls), in co-design and co-production to develop and tailor interventions to have the greatest chance of success.

Environments need to be conducive to play and to practice physical activity. Ensure that homes, streets, green spaces and parks are: safe, clean, attractive, accessible, engaging and fun for children to play and be active in. Ensure neighbourhoods are suitable and safe for active travel. Support and encourage children and families to use spaces by providing fun activities in these environments.

# GOVERNANCE

JU:MP is an Active Bradford programme delivered by Born in Bradford, Bradford Teaching Hospital Foundation Trust (BTHFT) on behalf of Active Bradford. BTHFT are the accountable body and meet the Sport England Tier 3 code of governance. The JU:MP team report to the JU:MP Executive Board and significant commissioning decisions are subject to Board approval through a formal process laid out in the tender documents.

JU:MP have recognised that local providers often have great abilities to engage local communities in physical activity but do not always have the skills and experience to respond to formal tendering opportunities. JU:MP have worked together with Sport England to improve equity and access to funding wherever possible under the current Sport England governance procedures. This includes simplifying the tendering process as much as possible, providing pre-tendering open information sessions, support and encouragement for local providers and signposting to relevant training on bid writing. The JU:MP Community Fund was established to improve access to funding offering up to £4000 to constituted organisations and community groups with a simple application process that is processed swiftly and regularly.

Monitoring and evaluation of contracted delivery occurs formally every 6 months where the Contract Manager discusses progress of the project against the service agreement. Barriers and facilitators of the project delivery are recorded using a standardised process called the Balance Score Card and a data reporting tool is used to capture numbers of children engaged and reach of the project etc. The data collated is fed back to suppliers in a useful format so they can understand their progress and where they could improve their reach. All information is fed back into the JU:MP research and implementation team to discuss and agree how programme improvements be made. As such, JU:MP is utilising a learning system approach to programme implementation and improvement.

## A MESSAGE FROM NIGEL HARRISON, CHAIR OF THE BOARD

If it 'takes a village to raise a child' then it takes a local place to help them be active. Or, more accurately, it takes the people within our communities to create, develop and give that support.

We know every single child and family have their own reasons, motivations and barriers that will impact on their activity levels; there is no one magic solution that will suit all. We need to understand our children and young people, how they live their lives, what their aspirations are and how living in rapidly advancing digitally technological world will shape their world. Our role is to create an environment around them where being active is the natural and fun thing to do; in schools, in our streets, in our parks, in our community facilities.

That is why I, along with many others, am so proud to have played a small part in the JU:MP story over the last five years. I have seen no better example, up and down the country, of where all the factors that affect our children's activity levels come together in a cohesive way in local neighbourhoods. We describe, in this report, the fifteen workstreams that the teams have been working and delivering on and it's the collective whole experiences that these create, we believe that will lead to life-long habits being created.

I have also seen no better example of how research is embedded throughout. Deep, thorough, objective research where we are learning and adapting all the time built on the genuinely world leading work at Born in Bradford. A massive tribute needs to be given to the core team leading the work, to those in schools, clubs, faith settings and others changing and adapting the way they do things, to policy makers making things easier to get done. Most of all we need to thank people living in the local areas who have picked up the baton with energy and enthusiasm to develop and shape a myriad of opportunities.

This report sets out the huge amount of work completed to date. It's only a start though, and it is incumbent on all of us to ensure long lasting change is created, so that generations to come will experience the huge benefits that being active in our daily lives we know will bring.

**ON BEHALF OF THE JU:MP TEAM AND BOARD,  
THANK YOU**