

# NATIONAL SHARING LEARNING EVENT

Place-based whole system approaches to improving children's physical activity



**Tuesday 8th July 2025**  
10.30am – 3.30pm



**LIFE Centre**  
Wapping Road, Bradford, BD3 0EQ

Hosted by JU:MP, the Bradford Place Partner, this event will focus on sharing learning on place-based, whole systems approaches to improving children's physical activity. There is a huge amount to share from the work of the Sport England's Local Delivery Pilots and we also know that there are many other people and places working in this way that have a story to tell.

The aim of the event is to bring partners together nationally to share experiences on whole systems physical activity. Presentations will take place on JU:MP's work including their research findings and on physical literacy, but most of the day will be workshop based, to share learning and perspectives from different places nationally with plenty of group discussion and exploration.

Time	Focus	Speaker
9:45 – 10:30	<b>Refreshments, workshop sign up and connecting</b>	
10:30	<b>Welcome to Bradford</b>	John Wright, Director of Bradford Institute for Health Research
	<b>JU:MP Impact and Journey</b>	Jan Burkhardt, Knowledge Mobilisation Lead & Sally Barber, Director of Physical Activity, Born in Bradford
	<b>Sport England Place-Based working</b>	Jeanette Bain-Burnett, Executive Director Policy and Integrity
	<b>Physical Literacy</b>	Charlie Crane, Head of CYP, Sport England
	<b>Introduce Workshops</b>	Jan to outline process and locations of workshops on offer
11:25-11:45	<b>Comfort Break</b>	
11:45-12:35	<b>Session 1</b>	
12:40-1:20	<b>Lunch and Connecting</b>	Lunch served in café area in main building
1:25-2:15	<b>Session 2</b>	
2:20-3:10	<b>Session 3</b>	
3:15-3:30	<b>Reflections and Closing</b>	
3:30-4:30	<b>Walking tour</b>	Bradford City centre transformation with Saira Ali, Team Leader for Landscape, Design & Conservation and Emma Young Active Travel Lead at Bradford Council

## Workshop Sign Up instructions:

Please choose 3 workshops and add your name on the list for the three different timeslots (SESSIONS A/B/C). Make a note on your programme of the workshop numbers. Note: If all spaces are full please choose another workshop.

	Time	Workshop Number
Session A	11:45-12:35	
Session B	1:25-2:15	
Session C	2:20-3:10	

Workshop	Description
<b>1. Parks &amp; Greenspaces; Active Environments</b> - Active Essex & Get Doncaster Moving	This session shares learning on how children and young people's voices are shaping parks and green spaces in Essex and Doncaster. A roundtable discussion around parks and green spaces within place based, systemic working and how parks are playing a significant role (or not) in efforts to tackle childhood inactivity in local communities.
<b>2. Introduction to Evaluating Whole System Place Based Approaches</b> - National Evaluation and Learning Partnership (NELP) & Born in Bradford	Hear about the broad approach places are using for evaluation and learning - focusing on using cycles of learning and action and understanding how and why change happens. A chance to hear from Bradford about their evaluation work to bring it to life with time for questions and discussion about different ways of evaluating and useful methods.
<b>3. Influencing the Built Environment; Planning and Urban design</b> - West Yorkshire Combined Authority & Yorkshire Sport Foundation	The session will give an overview of how the built and natural environment influences children's ability to play and move around. Followed by an interactive session to discuss examples of neighbourhoods and how they could be improved to facilitate play, socialising and independent mobility.
<b>4. Creating Active Schools - A Whole School Approach to Physical Activity</b> - GM Moving & Yorkshire Sport Foundation	This session will provide insights into how Greater Manchester and Yorkshire have used the CAS Programme to transform physical activity culture in schools through a place sensitive whole school approach.
<b>5. Taking a Local Neighbourhood Approach</b> Active Calderdale (Calderdale Council) & JU:MP Bradford	This session will showcase two examples of collaboration at place; Calderdale will explore the roles different assets can play in creating an active community and the impact this can have and Bradford will share learning on codesigning local action plans with system partners at a hyper local level.
<b>6. Youth Voice and Influence</b> - Children and Young People, Sport England & Child Friendly Bradford & Active Leeds	The session will provide a snapshot of Sport England's ambition and work to date around youth voice before hearing from partners to provide local context focussing around their work on youth voice and how it can influence systems and be implemented at a local level. Discussions in the session will explore opportunities to influence the embedding of youth voice in your work.
<b>7. An Introduction to Systems Leadership</b> - Yorkshire Sport Foundation & East Yorkshire Place Partnership	Journey into the maze of system change! Join us for an interactive and immersive opportunity to explore aspects of the system change journey. There will be opportunity to reflect, learn from each other, and try things out, alongside experiencing a little of our approach to thinking and acting differently.
<b>8. Active Faith Settings; Healthy Madrasas</b> - Faith in Communities Bradford & Pennine Lancs	This session shares learning from Bradford on engaging Muslim children who attend madrasas in physical activity and introduces the Healthy Madrasa Toolkit. Sumaiyah will share learning from Pennine Lancs including the development of Active Learning resources.
<b>9.The Power of the Message; Campaigns and Whole System Working</b> - Magpie & JU:MP Bradford	Ged Savva, cofounder of Magpie, will share how to create compelling messages and plan effective campaigns with reach and impact. Steph will share learning on how the Join Us:Move.Play campaign helped to join up the system and share plans on the next phase.
<b>10. Reaching Children and Families Beyond School</b> - East Yorkshire Place Partnership & JU:MP Bradford	Sharing learning from Withernsea on reaching young people through links with secondary schools and from Bradford reaching children and families through primary schools, Fun Days and JU:MP Connectors.