

Bradford District and Craven

1. Local population profile, demographic data and health inequalities

While other places in WY ICB are aligned to a single local authority, BDC HCP covers both Bradford and Craven districts. [Bradford District and Craven Health and Care Partnership](#) works from Bradford city centre across to Ingleton in the Craven basin, covering a mixed urban and rural area of 595 square miles. We serve a population of around 650,000 people with a health and care workforce of around 33,000 supported by over 5,000 voluntary and community sector organisations. As partners and colleagues we [Act as One](#), working towards a vision of keeping people 'happy, healthy at home'.

Bradford district and Craven is extremely diverse in relation to its people, places and experiences: a rich mix of nationalities, ethnicities, economic status and faiths. As a former textile capital of the world Bradford has a long history of immigration through the ages and has become enriched as one of the north's most culturally and ethnically diverse cities as a result.

Bradford Metropolitan District Council is the fifth largest local authority in England in terms of population size, with nearly a third of the population aged under 20 making it one of the youngest places in Europe. Ethnic minorities form a third of the population with more than 150 languages spoken within the district.

Craven is the most westerly district of North Yorkshire, with a population of around 52,000. In Craven, around 97% of the population identify as White and the population in Craven District is ageing. By 2025, there will be 2,100 additional people aged 65+, a 14% increase from 2018, but a 4% decrease in the working-age population.

2. Demographics

Bradford District

The District's population is a young one, with the fourth highest proportion of under 16-year-olds in England. Bradford District has a higher proportion of children and young people than the average for England. The proportion of the working age

population and older people population are lower in Bradford than the average for England.

In 2021 there were a total of 279,200 girls and women living in Bradford District and 267,500 boys and men. As with the national average, the percentage of males and females in Bradford District has stayed roughly the same, with females accounting for 50.7% of the population, compared to 49.3% of the population of Bradford District being male in 2020.

Bradford District is an ethnically diverse area, with the largest proportion of people of Pakistani ethnic origin in England. One in four people living in the District describe themselves as Asian / Asian British ethnic origin, compared to under 1 in 10 people on average for England as a whole.

	No.	%
Total: All usual residents	546,412	100.0
Asian, Asian British or Asian Welsh	175,664	32.1
Black, Black British, Black Welsh, Caribbean or African	10,978	2.0
Mixed or Multiple ethnic groups	15,006	2.7
White	334,004	61.1
Other ethnic group	10,760	2.0

Bradford headline ethnic groups census 2021

Whilst the District itself is ethnically diverse, there is also wide variation across the District. Some wards, including Toller, Manningham and Bradford Moor have a population of between 70% and 80% being people of Asian/Asian British ethnic origin. Other wards including Ilkley, Wharfedale and Worth Valley have a population which is predominately of white ethnic origin.

Population Projections

The Bradford population has grown by 4.5% since 2011. By 2041 the population is estimated to grow by on average 800 people per year to approximately 552,300.

Although the population is expected to grow year on year for the next 25 years, a breakdown of the estimates by age shows how the demographics will change in the District.

Looking at specific age groups, it is the population of people aged 65 and over that will fuel the population change over the next 25 years, increasing by nearly 40,000 people to 116,800 by 2041.

Deprivation

Bradford District is one of the most deprived local authorities in England and ranks 13th out of 317 Local Authority Districts. Deprivation varies greatly across the District, with wards generally around central Bradford and central Keighley appearing in the 10% most deprived wards in the country and wards located in the Wharfe Valley appearing in the 10% least deprived wards in the country.

Further details regarding the population profile can be found in the Joint Strategic Needs Assessment 2021 [Bradford Metropolitan District Council](#).

Craven

Health inequality is less pronounced in Craven compared with other districts in North Yorkshire. However, a significant number of children grow up in poverty, particularly in Skipton South and Skipton West wards and we see the impact of rurality when it comes to issues such as accessing services. Respiratory and circulatory deaths in the most deprived areas of Craven are the main contributors to inequality in life expectancy within the district. Craven has high rates of hospital admission for both alcohol-specific and alcohol-related causes. The rate of people being killed and seriously injured on Craven's roads remains more than double the England average, with over 50 casualties annually. (2019)

Census 2021

In the last census Craven was the joint second-least densely populated local authority area across England. In Craven, the population size has increased by 2.7% to 56,900 in 2021. This is lower than the overall increase for England (6.6%).

Since 2011 the average (median) age of people in Craven increased by three years, from 47 to 50 years of age. The number of people aged 65 to 74 years rose by 28.0%, while the number of residents between 35 and 49 years fell by 18.7%.

Craven saw England's largest percentage-point fall in the proportion of lone-parent households (from 8.1% to 7.0% in 2021) 96.9% of people in Craven identified their ethnic group within the "White" category (compared with 97.4% in 2011), while 1.7% identified their ethnic group within the "Asian, Asian British or Asian Welsh" category a decrease of 0.1%. 1.0% of Craven residents identified their ethnic group within the "Mixed or Multiple" category, up from 0.7% in 2011. Craven saw Yorkshire and The Humber's largest percentage-point fall in the proportion of people (aged five years and over) providing up to 19 hours of weekly unpaid care (from 8.4% in 2011 to 5.0% in 2021). 38.5% of Craven residents reported having "No religion", up from 23.3% in 2011. 53.8% of people in Craven described themselves as Christian (down from 67.3%), while 5.6% did not state their religion.

The data below is age standardised. 51.9% of Craven residents described their health as "very good", increasing 1.6% from 2011. The proportion of Craven residents describing their health as "very bad" remained 0.8%, while those describing their health as "bad" fell from 3.2% to 2.8%. In 2021, 5.5% of Craven residents were identified as being disabled and limited a lot. This figure decreased from 6.8% in 2011. Just under 1 in 10 people (9.7%) were identified as being disabled and limited a little, compared with 9.0% in 2011.

For more information on Craven populations and health you can visit [Craven JSNA 2021](#).

BDC HCP is home to the internationally recognised [Born in Bradford](#), the world's largest longitudinal study of its kind. We have a vast '[city of research](#)' infrastructure which includes detailed health and wellbeing information and a connected routine dataset of health, social care and education data for people living in Bradford district and Craven. We host a range of initiatives to improve health working with the local authority, health, education, cultural and voluntary sector providers with work led by partners such as the [Bradford Institute for Health Research](#), the [University of Bradford](#) and the [Wolfson Centre for Applied Health Research](#). Our research work

directly impacted our communities through the 'glasses in classes' project developed by the Centre of Applied Education Research (CAER), a partnership created to remove health barriers to learning. Data showed that 30 per cent of pupils who needed glasses had not been to an optician, additionally disadvantaged children were less likely to get, or wear, glasses. Poorer access to education can embed health inequalities throughout life. Children in the selected schools were given eye tests and where needed glasses for home and school use.

The Bradford [health and social care economy contributes 10.5%](#) to Bradford District's total economic worth but has the potential to contribute significantly more. We know that our anchor institutions make a significant contribution to our local communities – creating and sustaining jobs and offering opportunities for people to start their careers through placements and apprenticeships. We want to harness the collective resources across our partnership to give people across Bradford district and Craven an opportunity to contribute to our future and to develop thriving and inclusive communities.

3. Health Inequalities

Across Bradford District and Craven, there are significant health inequalities in communities and the gap in how long people will live is stark. People in the most deprived areas are living with more ill health and dying earlier.

The Alliance

The Reducing Inequalities Alliance was developed in April 2022 with sharp focus on tackling health inequalities. The alliance aims to support and coordinate collective action to reduce inequalities in Bradford District and Craven. It is made up of allies across our partner organisations.

The four work streams developed with our partners in the alliance are:

- Setting the strategic vision for reducing inequalities in health (and the determinants of health)
- Building confidence and skills in our workforce to reduce inequalities

- Supporting best practice in the ways we work, the skills we use and the evidenced we draw on to reduce inequalities
- Creating opportunities to evaluate our work and share learning

This year we have been running workshops for people from across our workforce - including those who would not recognise their roles as having an impact on health inequalities - that have been designed to show that tackling inequalities is everyone's business. We have used these events to encourage people to think about and pledge to take at least one action in their day-to-day work that will help our collective effort to reduce inequalities. Members of our [Bradford District and Craven Health and Care Partnership Board](#), used one of their development sessions to work through an exercise designed to self-assess their knowledge and understanding of inequalities and how they can contribute as members of the board to reducing these. This includes embedding the 10 principles for reducing inequalities when making changes or setting up new services.

To help people think about how they can play a role in reducing inequalities across the district, in November 2023 the Alliance [published our call to action](#) - an interactive resource that describes the inequalities that exist locally and what people can do to address them.

Our [Reducing Inequalities in Communities](#) (RIC) programme is a movement of people and projects who are working together to reduce health inequalities and close the health gap in central Bradford with the aim of everyone living healthier, happier and longer lives. The programme is made up of a range of projects which will help improve people's health and tackle inequalities at different stages of life. RIC was set up in 2019 to test out various interventions.

Further information on RIC and the progress on some of the projects can be found here: <https://bdcpartnership.co.uk/strategic-initiatives/ria/ric/> which includes human stories describing the impact on local people in their own words.

4. Equality objectives

In 2019 following engagement with CCG staff networks, with NHS partners and with the local community and voluntary sector, the CCG agreed the following equality objectives:

- To use information to plan services to meet different groups of people's needs through a population health management approach
- To increase the number of minority ethnic staff in our workforce, particularly in senior roles.

These objectives are being reviewed across our place-based partnership, whilst we also ensure those specifically employed by the ICB in Bradford District and Craven can contribute to place-based and West Yorkshire-wide decisions made by the ICB. Through our system equality lead and other key strategic arrangements, we are looking for opportunities to work together on joint programmes of work to ensure consistent approaches and to make best use of our collective resource. To support this we have established a system-wide EDI network that brings in wider partners including further and higher education institutions and the private sector.

Through a population health management approach we are building on the work that helped develop our system transformation programme, with a focus on those areas giving greater health gains across our populations. One of the enablers for this work is our data and business intelligence which will give us the opportunity to drill data down to population groups.

As part of our commitment to diversifying our workforce we have hosted a number of colleagues from the West Yorkshire Health and Care Partnership Race Equality Fellowship Programme with fellows securing senior roles. In addition, we are actively recruiting people to the West Yorkshire Health and Care Partnership improving population health fellowship programme.

We have an ambition to make Bradford District neuro-diverse friendly so that we can enable neuro-divergent people to be recognised for the skills and contributions they bring to create better workplaces and communities. In November we held an event, bringing together a range of partners to identify our priority areas to help us meet

our ambition to be neuro-diverse friendly and for this to be one of the legacies of Bradford's year as UK City of Culture in 2025.

The NHS Rainbow Badge scheme was jointly launched by our CCG (prior to it being dis-established and its duties being taken on by the ICB), Airedale NHS Foundation Trust, Bradford Teaching Hospitals NHS Foundation Trust and Bradford District Care NHS Foundation Trust with over 1800 staff from across the system having participated in the training to entitle them to wear a Rainbow Badge. Wearing a badge demonstrates their commitment to removing negative attitudes towards LGBT+ people.

We have been exploring working with local organisations, the Equity Partnership and MESMAC on a further survey to understand LGBT+ people's experiences of care.

Other initiatives which have emerged from the Rainbow Badge scheme have included a session for cancer champions on the needs of Trans patients within screening programmes and associated resources which have been shared with cancer champions and primary care colleagues.

For 2024-25 we will be working on a system-wide approach to celebrating and recognising the contributions made by LGBTQ+ people locally. In addition, we want to raise awareness of the challenges and discrimination faced by LGBTQ+ people and will explore a programme of work to capture and share this with our wider workforce and population.

Strategic System EDI Lead/role

The Bradford District and Craven senior strategic lead for EDI has been in role for over 12 months working across Place looking at a range of priorities, including diversifying leadership, governance and workforce representation. They focus on ensuring the delivery of services to meet the needs of our population in an inclusive and equitable way. The EDI Lead is a member of the Reducing Inequalities Alliance with focus on working in partnership around EDI and workforce inequalities and has been working to implement a wide range of priorities across five identified themes:

- **LEAD INCLUSIVELY** - Diversifying our leadership, governance and workforce representation
- **ELEVATE EQUITY** - Bridging and linking communities into our strategic mechanisms and working collectively to increase levels of trust
- **ACTIVATE DIVERSITY** - Upskilling our workforce to improve quality of service delivery and creating job pathways that recognise and harness our talent
- **INSPIRE BELONGING** - Celebrating our diversity as a Place and raising aspirations in young people
- **WORK INTERSECTIONALLY** - Improving integrated working and cross collaboration on equality issues such as being anti-racist and ensuring women and girls can thrive

Equality Delivery System 2022

Work has commenced on implementing and facilitating EDS22 across Place. A range of meetings have taken place with a range of colleagues across the system.

Providers and ICB colleagues are exploring a range of areas aligned to EDS22, in terms of Domain 1 – Commissioned and Provider Services.

A system wide community engagement event has been arranged to take place on 1st February 2023. The event will be held in central Bradford where a range of data and evidence will be available and presented so that our communities are actively involved in the scoring process. We are set to meet the deadline of 28th February in ensuring the EDS22 framework has been progressed and actioned.

Uptake of cancer screening and vaccinations

Cancer

Bradford District and Craven Health and Care Partnership are setting out to improve awareness about the symptoms of cancer and uptake of preventative screening

when invited. New approaches locally include working with men in the South Asian community to improve their knowledge about breast cancer and screening and help them have life-saving conversations as a family. Work is underway focusing on addressing questions amongst the Black African community, who are more likely to present with stage four or 'secondary' cancer. Local people are also being invited to behind-the-scene tours of mobile breast screening units, helping them learn about breast screening and know what to expect so they don't feel anxious when they're invited.

People in deprived areas in Bradford are now more likely to be diagnosed with lung cancer at an earlier stage, thanks to the success of NHS lung trucks. The mobile scanners launched at three Bradford GP practices in 2019 and 37 more from 2022 as part of an NHS England pilot, and they have already made an impact on earlier diagnoses. Since then, more than 2,800 people have had a CT scan, which has identified over 100 suspected lung cancers and over 90 further undiagnosed conditions, like chronic obstructive pulmonary disease. Following the success of the pilot, NHS England has announced the programme will be expanded to all GP practices in Bradford District and Craven.

Bradford and Airedale Bowel Cancer Screening programme has started a project with University of Hull and University of Surrey to co-create (with South Asian men and women, living in Bradford) and evaluate the effectiveness of a multifaceted intervention to improve uptake bowel screening FIT test. The intervention will comprise a culturally tailored instruction letter and booklet, and a Bio-degradable poo catcher for the toilet.

A working group has been established to address cancer and homelessness in Bradford District and Craven. The intention is to explore the needs and requirements of this community and how best we can support, not just with cancer screening but along the whole of the cancer pathway once a person has been diagnosed as well as post cancer treatment. Discussions taking place have also highlighted a need to expand this work to cover refugee and asylum seekers and street workers. The partnership will work in collaboration with Bevan Healthcare, VCS and charities.

Vaccination uptake

The Race Equality Network was commissioned to run community engagement activity for the 2023/24 autumn and winter vaccination campaign, which consisted of outreach work by three community champions, focus groups with grassroots organisations, and 1000 calls to eligible people from Pakistani and Bangladeshi communities on behalf of two Bradford City practices with low uptake - to enable conversations in preferred languages about concerns and to help eligible people book their vaccination appointments where appropriate. This was complemented by outreach vaccination clinics in mosques, community groups and shopping centres.

5. Involving people

We are committed to putting people first across our partnership and this starts by understanding what matters to our communities as well as to our colleagues. Our Bradford District and Craven Health and Care Partnership Board is a committee of the NHS West Yorkshire Integrated Care Board.

Our approach is built on a firm understanding of how involving people and communities makes a real difference. Listening and learning from people helps improve services or access to services, tackles inequalities and helps make changes that ensures we make the best use of our resources. We are building on strong foundations; we have described below some of the ways we are already doing this.

We are proud that we are one of the youngest places in the UK and Europe, and we recognise the importance of working with and listening to **children and young people**. In the last 12 months we have been working as a partnership, led by Bradford Council, to establish the building blocks so that we can create a child friendly Bradford District. To get the work off the ground we held a workshop, that was co-planned and hosted by young people from our Healthy Minds Apprentices. The event was also an opportunity to launch a [music video](#) we commissioned about being proud to grow up in Bradford District. Further involvement work has included holding a youth summit and working with Bradford Citizens who have been collecting the views of children and young people from across our place. Our next steps are to use this insight to focus on specific programmes and activities that respond to what local people have told us.

Our work with our Healthy Minds Apprentices continues, our apprentices are the voice and advocates for children and young people across Bradford District and Craven. Alongside the work they have been doing focusing on mental health and wellbeing, the apprentices have provided insight to the Director of Public Health's Annual Report for Bradford District. The apprentices have been involved in a broad programme of activities including supporting our work on the cost-of-living crisis, curating a new arts exhibition based on their lived experiences and working on a health and happiness programme – a unique transition project for 9+ and 13+ young people to improve confidence, resilience, awareness and help young people to make better life choices.

The success of the Healthy Minds Apprentices has led to the development of a new healthy communities traineeship programme, with five people now appointed to the role.

We continue to work with families and children with special educational needs and/or disabilities (SEND) through a well-established co-production and engagement programme. As well as working with the [Parents' Forum for Bradford and Airedale](#) (PFBA), we launched a new youth engagement group called Brad Starz th in November 2023. Our co-production work in this space includes developing a new customer service level agreement, a refreshed Local Offer website and a new look and feel for Talking Bradford for speech and language community support.

[Engagebdc.com](#) is our central website for citizen involvement, supporting the ambitions of our place-based partnership. The site brings together all the involvement opportunities in the work we do as a partnership, as well as information on our wider ICB involvement activities. Engagebdc.com allows us to collect questions ahead of Partnership Board meetings and all answers are published shortly after each meeting. This provides further accountability and assurance to our citizens.

Our **Citizen Forum** creates a network of networks so that we can get a better understanding of our communities, bring insight and data together from across our partnership to help inform decision-making and establish a forward plan ensuring our involvement activities are planned and co-ordinated. Citizen Forum describes a

range of ways of bringing people together to influence decision-making, it is not a single fixed group, rather an umbrella term which is supported by underpinning work streams and involvement projects that support the ambitions of our partnership. This means people should only have to tell their story or share their views once; it is our responsibility to ensure all partners are aware of the key themes.

The Citizen Forum is an advisory group reporting to the Partnership Board. We work together to co-ordinate and plan how we speak to local people to make sure we listen as widely and as effectively as possible; to make sure we don't duplicate work and to share skills and resources; and to ensure that insight from people and communities can influence our partnership and improve health and care for our population.

Our Citizen Forum has played a key role in developing our Listen In programme, which is described below. At the time of writing, we were carrying out a review of the Citizen Forum so that we can learn from our first year - celebrating what worked well and what members would like to see a greater focus on in 2024-2025. A paper describing our future aspirations will be shared with our partnership board in January 2024, this will then inform our approach for the coming year.

Our [Listen In](#) weeks are a rolling locality-based programme that coincide with our Partnership Board meetings in that locality. Listen In offers senior leaders and wider colleagues an opportunity to take part in real-life conversations in community-based settings to find out more about what matters to people, how community groups are helping people and to receive feedback on people's experience of health and care.

The Listen In programmes collect information from people which is then independently analysed to identify key themes before a report is presented at each Partnership Board meeting. This is included in the papers for the Partnership Board and is openly publicised as part of our commitment to transparency and openness.

Over the past year Bradford District and Craven Health and Care Partnership has visited 97 different community groups and talked to people in public settings like markets, bus stations or libraries right across Bradford District and Craven. Reports from the six locality-based cycles are published on our engagebdc.com platform and can be found here: [Listen in | Engage Bradford & Craven \(engagebdc.com\)](#)

Listen in deliberative event

Through all the Listen in cycles, the strongest theme that we heard is challenges in access to GP services. On 5 October, we ran a large-scale deliberative event to bring citizens, workforce, and leaders together to think collectively about solutions to the key challenges in access to GP services. At the event, key challenges were discussed and worked through in detail by over 100 people to come up with proposed solutions to each challenge. We worked with community groups and an external market research agency to ensure that the event included people from different backgrounds and reflected the diversity of our population. A write-up of the event can be found online here:

<https://engagebdc.com/28455/widgets/81677/documents/49707>

In [one of her blogs](#), Elaine Appelbee – independent Chair for the Bradford District and Craven Health and Care Partnership Board – reflects on how involving people and communities can help support changes in services that helps the people we serve as well as colleagues working in our services. Her focus was on the learning and outcomes from the deliberative event as.

Places at the event were limited so we're continuing to give everyone the opportunity to participate online via our EngageBDC platform www.engagebdc.com. We have used the insight from the deliberative event to start developing an action plan based on some of the practical solutions developed by people working together on the day, this will also inform the further deliberative events being planned for the coming year.

In 2022-2023 we continued involving our communities, some examples are described below:

- Outpatient physiotherapy and community therapy services based at Shipley Hospital
- Developing our maternity and neonatal voices partnership, including a recruitment drive for a new chair and wider members
- Maternity circle, support sessions for new and expectant mums

- Women's health network, including sharing our learning with national partners at a King's Fund conference
- Encouraging people to submit questions to our place-based partnership board, a committee of the ICB
- Asking for people's views on the proposed joint forward plan for West Yorkshire Health and Care Partnership

We carried out more in-depth insights and reviews through our healthy minds priority, working with the Centre for Mental Health and separately with Leeds Beckett University.

The Centre for Mental Health was commissioned to design our approach to understanding, engaging, and supporting the mental health needs of people from diverse and ethnic minority communities accessing services. The main objective was to hear from key stakeholders and learn from their experiences to:

- Understand the mental health needs of people from racialised communities in Bradford District and Craven.
- Identify strengths, barriers, and key outcomes for people from racialised communities using mental health services in Bradford.
- Make recommendations for the Partnership to action that will aim to remove barriers and improve services.

Leeds Beckett University was commissioned to review counselling provision and therapeutic support. The review includes an evaluation of the scale and efficacy of current provision, an analysis of current and future population needs and the development of a good practice model for counselling and therapeutic support which complements the universal and more specialist support. The main purpose of this review was to understand who was delivering what services and with what overall impact. The review involved working with health and care professionals, organisations providing services, people using services and wider members of the public. The outcome of the review has led to a revised commissioning of these services, which at the time of writing was underway.

We have been working on a number of projects as part of our efforts to further our ambition for an inclusive Bradford District and Craven. These are briefly described below.

- Accessible language guide, this is being developed for people working in communications and involvement to help ensure we are purposefully inclusive in the way we describe some of our communities. The guide will focus on a small number of protected characteristics to begin with, so that we can review the effectiveness of the guide and how easy it is for people to use before we develop it further to cover all protected characteristics.
- [Celebrate as One Awards](#), our first ever ceremony covering our Bradford District and Craven Health and Care Partnership included an award for EDI and an award for tackling inequalities. The event itself was presented by young people from our place.
- Communications and involvement, our network includes input and sessions led by our system Equality Lead who is also an attendee at our weekly heads of communications huddle. In addition, our communications and involvement strategy includes a specific focus on equality, diversity and inclusion and our guiding principles are on making information easy to access, understand and act on.
- Community health checks, these are designed to encourage people who may not routinely access health services to get checked out in community venues for conditions such as diabetes and blood pressure. Our community health checks included a tailored cancer screening session for people with learning disabilities.
- Cost of living, we have worked across our partnership on a rolling programme of activities with an underpinning communications and involvement campaign to help people during the ongoing cost of living crisis.
- Interfaith events and tours, giving people an opportunity to find out about different faiths with visits arranged to places of worship as well as marking key cultural and/or religious events.

- Ramadan and serious mental illness, we have developed a series of webinars for health and care professionals to help people with serious mental illness prepare for Ramadan. These webinars have been held in partnership with the British Islamic Medical Association.
- Root Out Racism, is our award-winning West Yorkshire wide anti-racism movement and call for change. We are in the process of re-energising the movement locally, sharing our learning across our wider integrated care system. Stage two of the movement has been subdivided into four key areas:
 - Mental Health and Well-being
 - Maternity; experiences of Black and South Asian mothers
 - Young ethnically diverse people into employment
 - Addressing education inequalities that hinder social mobility and well-being

6. Accessible Information Standard

We are working with Bradford Talking Media, around the implementation of the Accessible Information Standard (AIS), supporting us to make our information accessible so that we can communicate with as wide a demographic of our local people as possible. In addition, we continue with other partners to ensure we make information available in alternative formats, such as community languages and ensure all our digital information (website, social media and films) meet the [government's guidance on accessibility requirements for public sector bodies](#).

This was vital during the pandemic as we were able to provide information in different languages for diverse communities, raising awareness of, for example, “hands, face, space”, tackling fake news and targeted messages to local communities.

During 2022-2023 here's some of the work we've done to ensure our information is accessible as possible:

- We have continued to ensure we comply (or rectify) all our digital resources so they meet the government’s guidance on website and mobile app accessibility, which includes social media
- Working in partnership with BTM and other community groups to promote annual health checks for people with a learning disability
- BTM Keeping Connected project through which nearly 1,000 tablet devices were distributed to local people to help them to stay connected digitally
- Progressing our work on improving digital inclusion, as [outlined in this blog by Sharon Sanders](#), Programme Manager – Digital Inclusion Programme at Bradford Council
- Following a co-production and co-design process we have refreshed our healthy minds website and associated printed information to improve accessibility and usability based on what people told us
- Development of an e-learning package to support delivery of training for GP practices on accessibility, reasonable adjustments and the importance of Annual Health Checks and action plans for people with a learning disability

Bradford District and Craven Integrated People Plan

In 2023 we started the process of refreshing the BDC People Priority, identifying programmes of work broadly aligned to those stated within the NHS Long Term Workforce Plan, namely:

- Recruitment
- Retention
- Reform

BDC HCP have an ambition of “Creating a compassionate and inclusive culture” where everyone feels they belong, has a voice, and feels empowered to make a difference. There is distinct focus on Leadership, Inclusion and Belonging, with some of this activity aligned to the System Lead Equality role to ensure there is alignment to the wider workforce including system priorities.

The EDI priorities embedded in the plan:

1. To proactively engage with those who are under-represented across all the protected characteristics so they feel included, that their needs are understood and met, and that staff in these groups feel able to bring their whole self to work, in a way that many currently don't feel able to.
 - Ensure our staff equality networks are thriving and have a voice where EDI is being influenced in terms of lived experiences and outcomes.
 - Interdependencies = compassionate leadership/better conversations, workforce engagement strategy, values and behaviours work
 - We have planned and delivered our second week-long [Connected on Ability Festival](#), to share the lived experience of colleagues living with disability or long-term health conditions working in health and care across the NHS, local authorities, VCS and the independent care sector. The programme was co-designed by disabled staff. It raised awareness of disability (including hidden disability), how to make our workplaces more inclusive and provided a safe space to ask questions.

2. To support the career progression, local talent management and succession planning pipelines of ethnic minority colleagues through:
 - The WY&H HCP BAME Fellowship Programme; Senior Fellowship, HP2, HP1 (further cohorts commencing April and September 2023)
 - Development of our own BD&C Inclusive leadership programme and development opportunities
 - Develop a placed based reciprocal mentoring offer

3. To celebrate diversity openly and regularly, aligned to the System EDI role and the diversity exchange that has been developed, to ensure there is alignment and no duplication;
 - Develop a 'celebrating diversity calendar of events' with actions and communications for each
 - Develop placed based celebrating diversity awards schemes

4. To make a tangible difference to the diversity profile of our collective workforce; ensuring delivery of simple, effective, and fair recruitment process across our place that creates a positive candidate experience and provide a route in for a wider pool of talent:
 - A range of masterclasses are currently being explored in terms of delivery and engagement with diverse staff across Place
 - A range of leadership offers are in place with focus on diversifying leadership, governance and workforce representation

5. To have a more informed, proactive and positive approach to equality monitoring across our place:
 - Gather and share data (where available) across our organisation and sectors to identify themes and needs to feed into a plan and e.g. leadership development programmes
 - Scope and develop a common approach to equality monitoring; with appropriate training developed to support roll out