



**wavehill**  
Social and economic research

# Case Study: Breaking Boundaries in Bradford

## Community Engagement by specialist partners

PHAB

September 2021 - August 2022

### **Detail of the Activity.**

This case study looks at how using existing specialist partners with a strong basis in existing community cohesion work can help access a range of community groups that might not otherwise be reached.

### **How Breaking Boundaries Helped.**

Breaking Boundaries has supported three different projects which have involved PHAB using Activation grants of between £225 and £2,000. PHAB is a volunteer-led organisation who provide support and activities for young people and adults with, and without, disabilities. It was introduced to Breaking Boundaries in 2018/19 by Sporting Equals and wanted to work with the programme to raise its profile whilst linking communities it works with into physical activity.

### **The activities focus on:**

Improving social connectedness through an intergenerational approach bringing disabled and non-disabled people together with social mixing was at the heart of the Breaking Boundaries delivery. Programme activities included multi-sports and dance sessions that built on PHABs long local experience of delivering these kinds of activities in an inclusive way actively encouraging them to include regular participant socialising in their activities.

The focus was on tackling parallel lives of young people and their families in the Bowling and Barkerend area of Bradford. The project delivery focussed on bringing together intergenerational groups from the White British and Pakistani communities. Activities in late 2022 were also focussed on tackling social isolation and providing the opportunity to socially connect with others they wouldn't have previously met even though they live in similar parts of Bradford.

## What's Happened – Impacts on Cohesion.

The ongoing project work demonstrates outcomes against social cohesion in these areas:

### Social Connectedness.

The activity has newly brought together two groups who have been encouraged to understand each other better. There has also been a focus on understanding the challenges that some in the group face around disability or long-term health conditions that can restrict their opportunities to be physically active. The activities include a specific focus on facilitated social mixing which has been supported by Breaking Boundaries Community Champions. The Champions have been a key element in engaging the young people in the project.

"It helped me to get out more"  
(Male participant, Pakistani)

"I think it's just feeling accepted and welcomed and being part of the community."

(Female participant, Pakistani)

### Increased community involvement.

Breaking Boundaries has supported PHAB to build further on its connections with the community in the area. PHAB is seen as a trusted community partner and its activity offer is well respected in the area and they are very skilled at getting communities involved in delivery. The key challenge will be maintaining the contact once Breaking Boundaries is finished, the local cohesion team should see PHAB as a critical local contact for future cohesion delivery enabling the learning from Breaking Boundaries to continue to be used across Bradford.

## The Future.

PHAB have an extensive programme of activities that run across Bradford so there would be good opportunity for their expertise still to have an influence of delivery around cohesion, particularly as PHAB continues to operate locally providing further opportunities for learning to be used.

## Top Tips.

- ✓ To foster new partnerships initial meetings should always focus upon identifying where objectives overlap and identify initial activities where this crossover can be used positively particularly in relation to where project activities are already being run. New project activity isn't always needed.
- ✓ It is critical to be clear about project expectations for groups and new partners, especially about where key responsibilities will lie for running activities, marketing and image use, specific requirements of funding and what role and responsibilities different partners will take.