

# Recovery Walk 2018

## Bradford & Airedale

### Full Bid



*“The greatest gift you can give to the people you love is,  
Recovery “*

This Full Bid has been compiled by members of the 2018 Bradford Recovery Walk Action Group.  
'Individuals with personal experience of Alcohol and Drug Treatment and Recovery services,  
Mutual Aid and other similar support groups'



**The Right Reverend Doctor Toby Howarth**

**Bishop of Bradford**

**"I am pleased to support the Bradford & Airedale bid to host the 2018 FAVOR Recovery Walk.  
It is great to see that the people in Recovery in Bradford want to increase awareness and show that  
Recovery works."**

## **Table of Contents**

- 1. Bradford as Host**
- 2. Recovery in Bradford is Vibrant**
- 3. Bradford Recovery Walk 2018 – The Route & Occasion**
- 4. Bradford Branding**
- 5. Bradford Recovery Conference**
- 6. Bradford Recovery Walk 2018 – Celebration & Legacy**

## 1. Bradford as Host

The 'City of Bradford' is within Bradford Metropolitan District (MD), which is the fourth largest MD in the UK and covers approximately 142 square miles. It currently has a diverse, multi-cultural population of 531,000 (2011 Census) and is part of the West Yorkshire Urban conurbation, which in 2001, had a population of 1.5 million.

Heritage, Culture, Festivals, Events, Food and Drink; in fact Bradford has something for everyone, what more could you want from a Recovery Walk host and destination? The Walk would also provide much needed 'good news and positive press coverage for Recovery in Bradford' but more importantly, the city as a whole.



Bradford has an impressive history and this is reflected in the striking Victorian architecture found throughout the city. In contrast the newest feature is 'City Park' which is Bradford's multi-award winning high tech water feature and public space. The Mirror Pool is the largest urban water feature in the UK where you can see 100 fountains, laser lights, mist and water effects and much more. The space has gained a reputation for staging a fantastic, high quality programme of events

As the first UNESCO City of film, the Curry Capital, and with Ilkley Moor on the doorstep, many visitors are already attracted to the district each year. Along with The National Science & Media Museum, The Alhambra Theatre and Saint Georges Hall, (the oldest concert hall still in use in the UK) all contribute to the uniqueness of a City developing alongside the many cultures and communities which forms such a diverse population.

Bradford was the first city to have been voted Curry Capital of Britain and in 2016 was crowned again for the sixth year in a row. The city has a well deserved reputation for Asian cuisine so a Bradford curry is a must when visiting.

There is no place like Bradford and a warm welcome beckons, where the fresh air and natural beauty will invigorate you, whilst the heritage and culture will fascinate you. Where else can you enjoy two UNESCO sites, amazing countryside, alongside a city full with a rich and varied mix of cultures and languages.

Bradford is geographically central within the UK within the foothills of the Pennines. It is ideally placed to attract 'new walkers' from both near and far, along with the many thousands who have attended previously, contributing to the success of the 2018 event.

**Reaching Bradford by road, rail or air couldn't be easier:**

**Junction 3 of the M606 (links direct to the M62 - junction 26) is only 2 miles away.**

**Foster Square and the City Interchange train stations are within the city centre.**

**Leeds Bradford airport is only 7 miles away.**

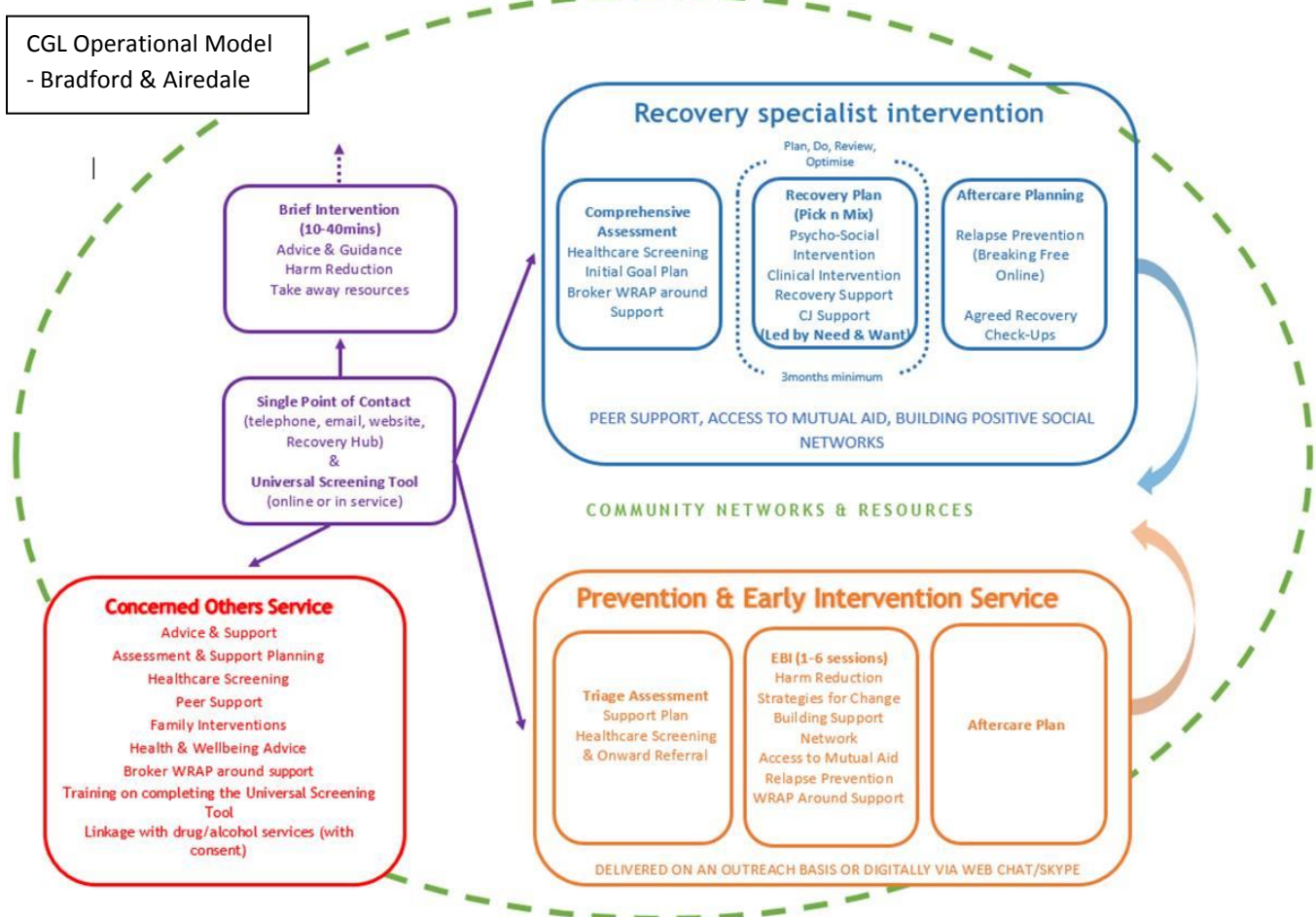
## 2. Recovery in Bradford is Vibrant

Across the district, there are currently over 4,500 clients engaged with substance misuse services. There is an active and thriving recovery movement which is seen as ‘inspirational, sincere and lifesaving’ by those within it. There are currently three recovery centres across the district providing safe, comfortable and effective venues focussed on recovery with activities, meetings and training for individuals, groups and families to consolidate and nurture recovery for all

The Recovery in Bradford is vibrant, active and visible throughout the district and closely reflects the approach, aims and objectives of FAVOR. Saving lives, improving the health and wellbeing of individuals in recovery while also reducing and eliminating stigma around addiction, are all integral to the positive commitment of services,

- Bradford wants to host the UK Recovery Walk to:
  - Demonstrate publicly that ‘Visible Recovery ’is ‘Out There!!’
  - Provide an unforgettable experience both for attendees and spectators
  - Positively influence views on Recovery and its often complicated journey.
  - Reduce the stigma which affects individuals, families and friends
  - Include the diversity of the local population (recovery & general)
  - Provide a central geographical location with excellent air, rail and road links
  - Provide a wide range of accessible and affordable accommodation locally

A new and significant supporter is CGL (Change, Grow, Live), who will be providing the ‘New Substance Misuse Recovery System’ across Bradford and Airedale from October 2017.



## Bradford Recovery Walk Action Group – 2018

This 'Unique Bid' is from 'The Recovery Walk Action Group' all of whom are individuals with personal experience of local Alcohol and Drug Treatment and Recovery services, Mutual Aid and other similar groups across the Bradford and Airedale district. The bid is also supported by the Local Authority and its Commissioners along with local businesses, other individuals, friends and supporters of 'Wider Recovery'

The Action Group consists of thirteen individuals who have a wealth of knowledge, experience and abilities to make the 2018 Recovery Walk a success. These include:

- Event and conference development, delivery, management and support
- Project specification, project management, tendering and contract negotiation.
- Fire safety, Health & Safety and Food safety training, inspection and reporting
- Management and supervisory roles in the building, automotive and food industries and public services
- Clinical roles within the medical profession & full time caring
- Website – concept, design implementation and management
- Innovation (no system available off the shelf), technical specification, material sourcing, testing & presentation of certified prototype
- Political activist and musicians
- Bradford Recovery Radio – Hosting and production
- Range of volunteering roles including Recovery services, Oxfam & local mental health services

### Recovery in Bradford currently provides:

Local Recovery Groups, Activities including:

**MAA\*EZ** – Making Alcoholics Anonymous\* (and Narcotics Anonymous) Easier.  
**Action into Motivation** Group and **Step Up** Group.  
**Families Anonymous, AA, C A, NA and SMART** (providing over 100 meetings each month across the district)  
**Ladies Only** Group, **Band of Brothers Men's** Group, **Parents in Recovery** Group  
**Reflexology, Creative Recovery Art** Group, **Friday Bike Club** and **Cook and Eat** Club are also available.

Regular social events including Comedy Nights, Bands, Plays and Specialist Gatherings held at Unity and Progress (two local dedicated Recovery venues). Throughout the year, many social events are successfully organised including football tournaments, Walking Groups, Trips, Visits and more, for anyone including, volunteers and peer mentors, all of whom are in active Recovery

The Facebook platform plays a major role in keeping people informed and in touch. Pages include:

- 'Bradford Recovery' Facebook page (available to all)
- 'Recovery Volunteers' page
- 'Women's Only Group' page
- 'Cannabis, Spice & Legal Highs' page
- 'Bradford & Airedale SURFBook' page - specifically for issues related to service user involvement, experiences and support.

A monthly Recovery Activity Guide is also produced and widely circulated as both an E-Copy and Hard Copy for individuals and support workers to use as a ready reference resource

### **3. Bradford Recovery Walk 2018 – The Route & Occasion**

City Park, the destination for the 2018 Bradford Recovery Walk, has a capacity of over 10,000 and is located within the city centre, adjacent to the magnificent City Hall and close to the travel interchange, shopping precincts and the new Broadway Centre.

The Action Group have support from the local authority specialist teams which regularly undertake public entertainment projects similar to the Recovery Walk (both in size and nature) examples include: Bradford Festival, Pride Festival, Bradford Classic, Sky-ride, Big City Play Day, Music in the Park, Bingley and more.

#### **PUBLIC SAFETY LIASON GROUP – (PSLG)**

A Bradford Council led Group consisting of core Council sections with interests or legislation dealing with public safety together with representatives of the Emergency services. The PSLG provide liaison between the various member organisations, enabling the spread of information and the opportunity for each organisation to comment on any issues that affect its work or areas of responsibility. For any event which may affect Public Safety, PSLG advise, communicate plans and offer advice regarding an event.

#### **PSLG Members**

##### **Council Departments:**

- Building Control
- Emergency Planning
- Environmental Protection
- Highways
- Licensing Team
- Leisure Services
- Neighbourhoods
- Parking

Emergency services include:

- Police
- Fire
- Ambulance/St Johns

Other Organisations:

- Transport Operating Companies
- Health Partners

#### **MAJOR EVENTS PROGRAMME TEAM - (MEPT)**

The MEPT, (a department within the Bradford Council) provides help for everyone who plan and organises music events so that they can run safely. They also ensure that organisers understand the needs of others concerned with the event such as local authorities and emergency services. By referring to HSG 195 'The Event Safety Guide' – A Guides to Health, Safety and Welfare at Music and Similar Events, assists event organisers to comply with the law

## The 2018 Recovery Walk - Assembly Point and Route

Pre-walk; Visitors to assemble in the designated area within Peel Park (A 56-acre urban public park in north-east of the city).

The walk is approximately 1 mile/1.6Km long and includes flat and gentle downhill sections giving walkers superb changing perspectives and views of Bradford as they make their way safely towards City Park and the spectacle that awaits them.

It is estimated that the walk will take approximately 1 hour 20 minutes to complete.

In deciding the route, additional considerations included:

- Accommodating attendees prior to and post walk
- Transport management/parking
- Family friendly
- Length, topography and geography
- Time of day, intended duration
- Entertainment, Refreshments/WC availability en-route
- Poor weather contingencies
- First aid, Safety, Security and Highway management

Within our destination of City Park there will be:

- A wide variety of live entertainment
- Activities and something of interest for all,
- A selection of local and international cuisine at affordable prices
- A wider 'market place' to peruse 'Recovery Art', Taste and Try sessions, Body Art and more
- Free water , Sponsorship goodies and more

In addition to the 'Wandering Minstrels' leading the Recovery Walk, a full programme of entertainment is planned and includes local emerging talent and a few 'diamonds' from Bradford 's musical past who will provide for a wide range of musical genres, and tastes. We are also hoping for 'Surprise Guests' to join us on the day.

Hannah Marsden, a Bradfordian, (currently singing with Primal Scream) and her own projects Suki and the Tomcat, an acoustic duet along with her own band The Snides. Additionally, Vanessa Ndubkuba , who 'sings like an angel with a guitar on her back' and Ant Henderson who is making and playing rap gigs locally.

There will also be Music from Mutual Aid bands, Bhangra groups and a variety of diverse cultures entertaining the crowds with dance, and more, from the 'four corners of the earth'.

Bradford was crowned the nation's top city for curry for the 6th consecutive year in 2016 and has a well earned reputation for some of the finest Asian food in the UK. Everyone has a different idea of a perfect curry but we can guarantee somewhere in City Park you will find yours!

A range of stunning locally produced 'Recovery Art' will form the backdrop of a 'special' section within the 'Market Place' to give everyone the opportunity to take time out from the 'Atmosphere of Celebration' and to enjoy a range of personal wellbeing activities and internal reflection.

Mutual Aid groups will also be on hand with dedicated areas for those wishing to take up the option and share their day and experiences with others.



## **Especially for the Children & Families:**

Within a 'Designated Safe Environment' there will be

- Activities for children where they can be left safely for a limited time\*
- OR**
- Activities for children where parents will stay\*

Activities include:

- Face painting
- Craft activities
- Games: Team type, or Table Top
- Simple food activities – fruit kebabs, biscuit decorating, smoothies( for example)
- Treasure and other types children's hunts and activities: Including spotting and answering questions the Recovery Walk route,

Additionally, an under three's area\* with suitable toys/activities will arranged within the designated area.

\*Subject to approval

## **Benefits**

Bradford is comprised of a wide range of different communities and cultures. Recovery is one of the few opportunities for individuals from such diverse backgrounds to come together with one single aim being common to all. In wider society, community spirit exists in 'pockets' with local communities helping each other particularly in times of need, distress or loss.



The Recovery Community exists for the benefit of all, irrespective of individual background, personal feelings or place in society. The 'Food of Recovery' comes from the generosity, empathy, support and willingness of peers, family and friends which flourishes and grows from collective support into a 'simple strength of individual character' which is unique to all.

Recovery is 'the greatest gift you can give to the people you love' the benefits are immeasurable for the individual, family, friends and the communities beyond. **'Let it grow freely'**

#### 4. Bradford Branding -

Branding development for the event will be completed in-house. The Action Group lead has over 10 years experience in branding, websites development and management, branding creation, posters, banners, and digital media and will consequently be cost free. This also includes social media and press releases.

Branding will be focussed using the required 'purple colour'. We intend to sell 'logo' space to local business and organisations on marketing material, for example

“The Bradford Recovery Walk is supported by..........” OR  
“..... Supports the Bradford Recovery Walk 

This will advertised widely and made available in a number ways but in particular at a number specific P.R events and Recovery Road Show held throughout the lead in period prior to the Walk.

We will use a simple and clear Recovery messages, common throughout our marketing material, which is centred the core principles of Saving Lives, Raising Awareness and Reducing Stigma.

#### SPONSORSHIP & FUNDRAISING

We plan to create a campaign on [www.crowdfunder.co.uk](http://www.crowdfunder.co.uk) to attract fundraising from local communities, the wider recovery community, local organisations and business of all sizes. To assist this, a flexible range of 'rewards based donations' will also be made available and suited to small private donations through to corporate sponsorship packages for businesses large and small.

##### Examples

A starter package reward for an individual might cost £10 and they receive a t-shirt and a place on our supporters' wall on the website.

A commercial package for organisations might be 10 delegate places at a cost of £500.

**We have flexibility and can offer a wide choice of options so that everyone could participate**

Our knowledge and expertise of the on-line Crowdfunder model will produce wider support remotely and with previous experience and skills in creating a full campaign for a 'Democracy Project' will prove useful. Additionally involvement in the development and production many web seminars will enable the dedicated team to be totally focused on this key area of fundraising.

Additional benefits of using Crowdfunder could include:-

1. Advertises the Recovery walk to a larger audience throughout the UK and to people not (yet) involved in the recovery community.
2. Allows individuals to participate more easily.
3. A hub for corporate sponsorship and conference delegate tickets.
4. Provides a space for detailed information on our unique bid.
5. Links through to the new SURF website to increase awareness of SURFs role in the Bradford District and our part in the bid.
6. The Crowdfunder campaign will also be able to manage applications for delegates for the Recovery Walk Conference.

Links with local professional football and rugby clubs will contribute enormously to the involvement of wider society through tapping into their large family fan base. All have a track record of supporting community based events and 'good causes' across Bradford and Airedale.

## 5. Bradford Recovery Conference

### The Venue:

The Bradford Hotel is located centrally within the city centre and enjoys excellent links to the Bradford Transport Interchange. It has modern, relaxing and well equipped guest rooms along with, a variety of multi-functional rooms and dedicated areas (over 1,000m<sup>2</sup>), all of which are administered and managed by the hotel Events and Meetings Team who take care of every detail to ensure things run smoothly

### Contact details:

The Bradford Hotel, Hall Ings, Bradford, West Yorkshire, BD1 5SH Tel: 01274 734734

### Facilities include:

- Bronte Room\* – accommodates 350 delegates – cabaret style
- Charlotte Room\* – accommodates 200 delegates – cabaret style
- 14 flexible air conditioned meeting rooms
- Private dining\*
- Flexible menu and refreshment options
- Accommodation includes
  - 121 guest rooms including 4 family suites
  - City 3 restaurant
  - Lounge (50 in screen TV)

\*Ground floor level

The Bradford Hotel also hosts the 'Annual Yorkshire and Humber Regional Mutual Aid Conference' – A special celebration of our recovery, a reflection of our diversity, and demonstration of our unity. Meetings, workshops, and other activities are scheduled to encourage that unity and fellowship among our members. Held over 3 days, over 3,000 people are anticipated to attend

**Conference title:** 'The Funny Thing About Recovery Is.....'

The Recovery Conference will provide an opportunity for delegates to:

- **Develop and Increase knowledge**

Recovery and the many pathways which supports it.  
Difficulties along the way, Pitfalls, Positivity and Stigma  
Lifestyle Changes, Health and Mortality

- **Network with peers**

Conferences provide a great opportunity to network with a wide range of individuals  
Collaboration is the way to develop wider Recovery resources.  
Support each other to uncover and develop ideas and spark inspiration to find 'new stepping stones'.

- **Discover what's new**

Investing time at the event to 'Opens your eyes'  
Make fellow attendees into your friends and allies.

- **Be Recovery experts**

Individuals in Recovery are experts; much can be learned from them  
People feel good about being involved with 'like minded' people

- **Have Fun**

Never underestimate the power of a little fun mixed with some interesting people!

## **The Conference registration fee - £49 per person**

### **The intended 'Outcomes' from the conference include:**

Inspiration and development of a wider understanding of Recovery, The Processes and Achievements:

- *Key speaker input, Conference questionnaire (& flyer distribution and digital exposure)*

A focus on reducing stigma around substance misuse which impacts much wider than the individual:

- *Key speaker input, Pre & post publicity, Key speaker (& flyer distribution and digital exposure)*

To showcase infectious visible recovery:

- *Through a unique approach, The 'R Factor', Pre & post publicity (& flyer distribution and digital exposure)*

### **Costings:**

Please see the Forecast Budget which gives comprehensive details

### **Additional Accommodation available within 1 mile of Bradford City Centre**

There are a range of hotels either close+ to or within the city centre. Their current charges per night are as follows:

- Midland Hotel                    £75
- Premier Inn                     £55
- Jury's Inn                        £47
- Travelodge Bradford        £34
- Ibis Budget Hotel             £28

Prices correct at the time of printing

### **Friday Night Sleepover**

A number of suitable venues for the Sleepover on Friday evening have been identified and are available. All locations are within a short walk to the city centre.

## 6. Bradford Recovery Walk 2018 – Celebration & Legacy

Holding such a prestigious event will raise the profile of Recovery in Bradford in a way which cannot be achieved in any other way. Those attending will take away many personal memories of the togetherness, friendliness and re-acquainting with old friends which provides comfort, happiness and opportunities to make new friends and allies.

Along with the reinforcement of their own resolve to take their recovery forward, this in turn helps in improving individual physical and mental health, social integration and 'just feeling good about themselves'.

The event will truly be a Celebration for those attending and will also have an impact on the wider population. It will be something they will not have experienced previously. The mass of purple along the city streets, flooding into City Park will be an image which will live long in their memories.

The Recovery Walk and Conference will be a huge stepping stone for the district in exposing new and fresh Recovery agendas, approaches and understanding. The lessons learned and the new friendships forged will encourage many to 'take that step' or 'become part of a group' and start their new life, and those supporting Recovery to better understand their responsibilities. This not only applies locally in Bradford & Airedale, but also to all the individuals, groups and recovery partnerships across the country, who joined us to enjoy such a memorable and rewarding visit and day.

For one day Bradford will become the '**UK Recovery Capital**' perhaps this can be made more permanent.