

Routes to Opportunity

Bradford's Young People on transport, wellbeing and opportunities



Healthy Urban Places, a programme hosted by Born in Bradford, is working with communities and local partners to better understand how local urban places impact health and what improvements could achieve the best outcomes.

Turning Mobility into Possibility

- Good quality public transport is essential for accessing education, employment and everyday opportunities in Bradford and the wider region.
- Faster, affordable and reliable journeys shrink gaps created by cost, distance and unpredictability, supporting aspirations, and making education, work, and social participation feel sustainable over time.

Everyday Journeys, Everyday Wellbeing

- Easy-to-use public transport that feels fair and predictable reduces stress and travel fatigue.
- Connections to green spaces, leisure and social networks support independence and balance in everyday life.
- Feeling safe while walking, cycling, waiting, transferring and travelling builds confidence and shapes whether journeys feel manageable and worth undertaking.

Futures Rooted in Bradford

- Quality of public transport is linked with how connected, valued and “at home” young people feel within Bradford’s neighbourhoods, towns and landscapes.
- A welcoming, recognisable system would foster pride in place, strengthen belonging, and signal investment in young people and their futures.
- Improved connections to the city, moors and surrounding places would strengthen community embeddedness, retain talent, and realise Bradford’s full potential.

“I’ve seen Bradford from the lens where I see there’s so much potential in the city with the diversity, with the opportunities, with the culture, it’s a city that can do a lot, once its transportation system improves...”

- Young Female Resident

How we found this out:

- Through travel-along interviews and participatory workshops, we involved 31 young people aged 18-25 living, studying or working in Bradford.
- Young people shared barriers, aspirations and priorities for change.
- Findings are being fed into local, regional and national transport strategies.

