

# REPORT FOR DECISION



<b>DECISION OF:</b>	<b>Cabinet</b>
<b>DATE:</b>	<b>11<sup>th</sup> December 2019</b>
<b>SUBJECT:</b>	<b>Bury Moving: Physical Activity Strategy</b>
<b>REPORT FROM:</b>	<b>Cllr Simpson</b>
<b>CONTACT OFFICER:</b>	<b>Lesley Jones, Director of Public Health</b>
<b>TYPE OF DECISION:</b>	<b>Key Decision</b>
<b>FREEDOM OF INFORMATION/STATUS:</b>	In public domain
<b>SUMMARY:</b>	Physical activity provides a great opportunity to help make Bury a better place to live and work, offering a powerful and effective way of helping to address some of the complex social, health, environmental, and economic challenges that we face as a borough.
<b>OPTIONS &amp; RECOMMENDED OPTION</b>	<ol style="list-style-type: none"> <li>1. To approve the strategy</li> <li>2. To not approve the strategy</li> </ol> <p>Recommend option 1 given importance of physical activity to the health &amp; wellbeing of the population of Bury.</p>
<b>IMPLICATIONS:</b>	
<b>Corporate Aims/Policy Framework:</b>	Do the proposals accord with the Policy Framework? Yes
<b>Statement by the S151 Officer: Financial Implications and Risk Considerations:</b>	This should contribute towards the financial benefits of a healthier population. Specific financial implications to be considered on a case by case basis (e.g. cycle paths)
<b>Equality/Diversity implications:</b>	The strategy aims to reduce inequalities in

	levels of physical activity.	
<b>Considered by Monitoring Officer:</b>	Yes	
		JH
<b>Wards Affected:</b>	<b>All</b>	
<b>Scrutiny Interest:</b>	Health Scrutiny	

## TRACKING/PROCESS

## DIRECTOR:

Joint Executive Team	Cabinet Member/Chair Briefed	Ward Members (if necessary)	Partners
Scrutiny Committee	Other Committee	Council	Comms

Physical activity provides a great opportunity to help make Bury a better place to live and work, offering a powerful and effective way of helping to address some of the complex social, health, environmental, and economic challenges that we face as a borough.

Regular activity is proven to help prevent and treat non-communicable diseases (NCDs) such as heart disease, stroke, diabetes, and breast and colon cancer. It also helps prevent hypertension and obesity, and can improve mental health, quality of life and well-being. The cost of inactivity in the UK is £7.4 billion per annum.

*"If a medication existed which had a similar effect to physical activity, it would be regarded as a 'wonder drug'."*<sup>1</sup>

Physical activity can also act as a positive catalyst and contributor for community cohesion, economic growth, and raising aspirations, as well as giving opportunities for all to develop important skills that will help them to succeed in life.

The new Physical Activity Strategy for Bury sets out a framework for how we intend to increase the uptake of physical activity with all of our Bury residents.

## Our Vision

Our vision is to positively change the lives of people across Bury through physical activity, creating a healthier borough where everyone across all communities and all ages is more active – a whole population approach.

Building from our strengths and through system-wide collaboration:

<sup>1</sup> Sir Liam Donaldson, the former Chief Medical Officer of England

**We will double the rate of past improvements, reaching the target of 75% of people active or fairly active by 2025.**

Bury Moving and the action plan that follows outlines the journey we need to go on to realise our ambition. This is possible because we are developing new approaches and models of public service in Bury which puts people at the heart of the approach and focuses on early intervention and prevention.

### **Our Objectives and Priorities**

We have identified 4 strategic objectives and 15 priorities to increase physical activity and reduce sedentary behaviour. Together, they capture the whole system approach required to meet our ambitions where physical activity is prioritised as a regular part of everyday life. The four strategic objectives are:

1. Create an Active Society
2. Create Active Environments
3. Enable Active People
4. Create Active Systems.

No one area of work will provide the solution. Lots of changes across the system will be needed. Section 7 provides further details of the specific actions we will take in order to deliver the change. These actions will form an action plan that will set measurable targets and outputs against each area, including identifying key agencies who will be responsible for taking the work forwards.

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### **Contact Details:-**

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