

#BuryMoving

a Physical Activity Strategy

Background

Why a strategy?

...the evidence is clear that leading a more active lifestyle and engaging in regular physical activity creates significant health, social and economic benefits for people of all ages who live, work and study in the Bury.

...physical activity is a positive catalyst and contributor towards 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.

However, In contrast, it is important to remember that physical inactivity is the fourth leading cause of premature deaths in the UK, causing one in six deaths and contributing to poor rates of healthy life expectancy. Growing numbers of people are living longer with multiple long-term conditions, mental health problems, and musculoskeletal conditions.

Health benefits

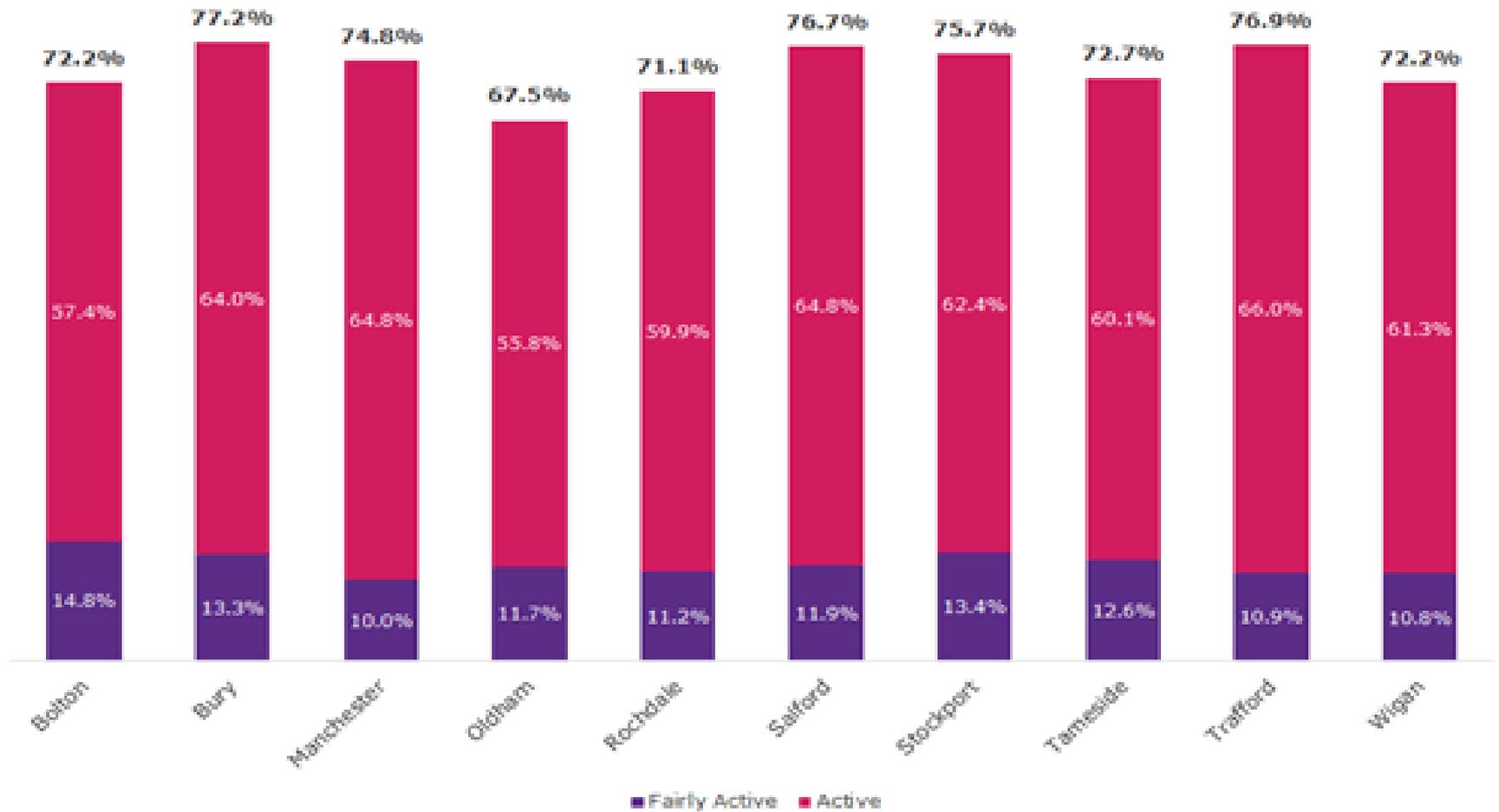
What are the health benefits of physical activity?



Wider benefits

- More people using active travel –less congestion on road, less air pollution, better air quality
- More connected communities, less social isolation

Bury Participation - NOV 2018/19



Activity Levels Pre COVID

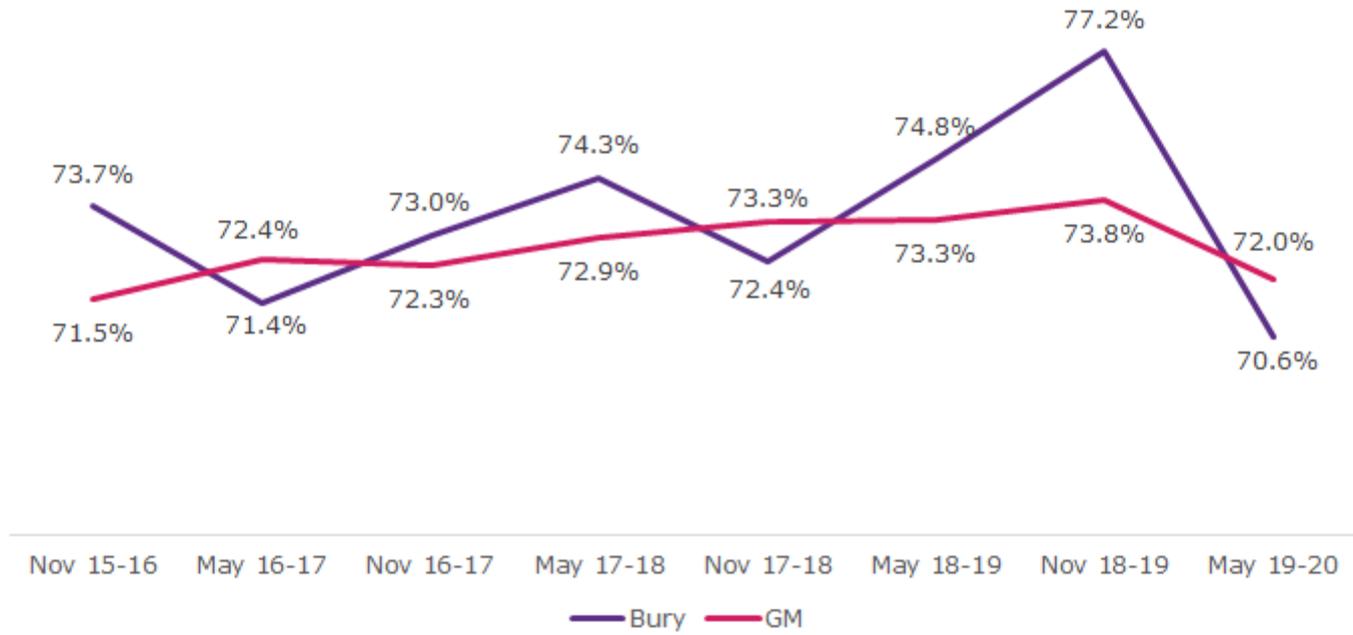
- Adult Activity Levels May 2019/20

Results from the Active Lives Survey published by Sport England show that 70.6% of adults in Bury are active for at least 30 minutes a week. This equates to 107,400 adults moving.

Activity Levels Pre COVID

GREATERSPORT

Activity Levels Over Time in Bury and GM



Source: Sport England Active Lives Survey, November 2015/16 to May 2019/20, adults 16+

Our Objectives and Priorities

4 strategic objectives have been identified 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.

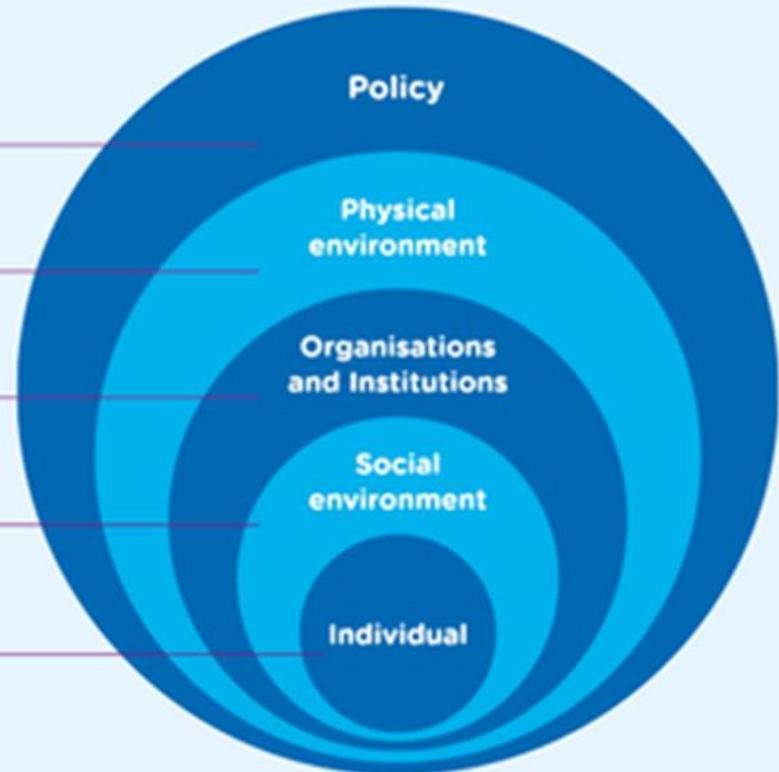
The four strategic objectives are:

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

Whole System Approach

Population level change requires 'whole system' approaches

- > International and national guidance and laws, local laws and policies, rules, regulations, codes
- > Built, natural, transport links
- > Schools, health care, businesses, faith organisations, charities, clubs
- > Individual relationships, families, support groups, social networks
- > Individual capabilities, motivations, opportunities, knowledge, needs, behaviours



Since Covid

- *Early 2020 COVID 19 was identified in the UK*
- *Services responded appropriately and staff were redeployed to help in other areas such as testing centres, refuse collection etc*
- *Leisure and Health services continued to provide online access to a range of activities promoting healthy lifestyles*
- *Health campaigns continued to raise the awareness of the benefits of healthy living*
- *Strategy launched online 11th September 2020*

Since the Launch

- *The Live Well Service continued to provide ongoing support to clients, through online sessions and free access to classes*
- *Health Trainers continued to provide lifestyle advice through online platforms*
- *The Bury Directory continued to provide and refresh its portal on a daily basis, sharing positive health messages and information where to get support and advice from*
- *Local Delivery Pilot in Radcliffe continued to support local people and groups, emphasis on the recovery and how to re-engage those local communities and neighbourhoods*

- *Council Parks and Countryside Team continued to ensure Bury's open green spaces were safe to use and people and families accessing our parks had a positive experience and returned as part of their daily exercise*
- *Public Health secured funding to deliver additional Tier 2 Adult Weight Management Programme, delivered as part of the Live Well Service offer*
- *GP's and Health Care professionals continued to refer patients into the Live Well Service for support and advice on physical activity, weight management, stop smoking, Alcohol and other lifestyle behaviours*
- *Live Well Service planning to return to face to face appointments*

- *A Walking and Cycling Forum was created, several meetings have taken place and over 70 interested parties attending*
- *An increase in cycling was visibly observed and a national shortage of bikes seemed apparent*
- *National Cycling Academy continued to provide cycling opportunities for families, and a recent return to learn to ride in schools programme has started, including substantial upgrades to their current mountain bike track in Philips Park*
- *A number of local Cllrs took up the challenge to see how easy it is to cycle in Bury, 'it was challenging but enjoyable' reported Cllr C Walsh*

Physical Activity and reducing inequalities

The evidence suggests to reduce inequalities in physical activity there needs to be a focus on

- enablers, barriers and identifying opportunity
- community consultation, engagement, and partnership work
- holistic approaches for protected characteristics and intersectionality

What we are doing

- *Community consultation (walking and cycling forum)*
- *LDP programme targeting people in areas of high level of deprivation, young people and those experiencing worklessness (identifying enablers, barriers and opportunities)*
- *Health Improvement Plans for neighbourhoods (community engagement and partnership work)*
- *Targeted support for those with disabilities (wheels for all)*
- *Focus on walking and cycling (accessible opportunities)*

Reducing inequalities

What we are doing (cont)

- *Families Active*
- *Sport England tackling inequalities fund*
- *Female only swims*
- *Bury Active Leisure Lifestyle Discount Card*

What we have planned

- *Health Improvement Plans for neighbourhoods (community engagement and partnership work)*
- *Targeted support for the BAME community*
- *Continued focus on walking and cycling (accessible opportunities)*
- *Fit and Fed and Holiday Activity and Food programmes*

Next Steps

- *Continue to create a whole systems approach to working collaboratively for the implementation of the physical activity strategy*
<https://councildecisions.bury.gov.uk/documents/s20020/Bury%20physical%20activity%20strategy%20FINAL%20VERSION%202%20for%20SCB%20PDF.pdf>
- *Build on existing successes and enable the 4 priorities to be the driving force behind strengthening delivery and engagement*
- *Maximise the potential of working with GreaterSport and Sport England, providing a localised platform to deliver on measurable outcomes and targets set for each of the actions within the strategy*
- *Utilise new funding streams following the pandemic to build on innovation and reduce inequalities targeting those most affected by COVID*

Questions

- *For further information on the Bury Moving Strategy please contact either:*
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