

Briefing Note

To	Bury's Health and Wellbeing Board
From	Lee Buggie & Lucy Fitzsimon
Subject	Driving Physical Activity through the "LET'S Get Bury Moving" (LGBM) Framework
Purpose	Information / Discussion
Decision required	No
Status	Live

Briefing Paper: Tackling Physical Inactivity and Inequalities in Bury

Subject: Driving Physical Activity through the "LET'S Get Bury Moving" Framework

1. Executive Summary

Physical inactivity remains a critical driver of health inequalities in Bury. While national activity levels have seen record highs, local data and demographic gaps—particularly among women, girls, and lower-income families require a coordinated, whole-system response. This paper aligns Bury's local "LET'S Get Bury Moving" physical activity strategy with Sport England's "Uniting the Movement" and the "Greater Manchester Moving" strategies to propose recommendations for the Board.

Please find below links to the LGBM landing page and the digital mapping of Bury's physical activity, whole systems approach.

- **LET'S Get Bury Moving:** [LETS Get Bury Moving | Bury Directory](#)
- **LETS Get Bury Moving Mapping:** [LETS Get Bury Moving](#) • [LETS Get Bury Moving Complexities](#)
 - [Kumu](#)

2. Latest Physical Activity Trends & Inequalities

Adults:

- 66% of adults are Active (150 minutes) an increase of 4.3% from the last monitoring period
 - Moving in the right direction towards the 3-year LGBM Physical Activity Strategy's ambition of 70% by 2028
- 24.6% are Inactive (Less than 150 minutes of moderate physical activity per week) a reduction of 2.2%
- 9% are Fairly Active (30-149 minutes per week) a reduction 2%

Children and Young People (CYP):

- 60.6% Active (60+ of moderate physical activity per day) this has increased by 11.4% and activity levels both in and out of school are increasing
 - Bury are already above the LGBM strategy aims of 52% active over 3 years
- 17% Inactive (less than 30 minutes per day) Reduced by 3.3%
- 22.6% are Fairly Active, Reduced by 7%
- **Persistent Inequalities:**
 - **Ethnicity:** Black (41%) and Asian (43%) children remain significantly less active than their White British (51%) peers.
 - **Socioeconomic:** Children from the least affluent families (45%) are less active than those from the most affluent (58%).
 - **Intersectionality:** Activity levels drop further for those with multiple inequality characteristics, such as Asian girls or those from low-income Black backgrounds.

3. Strategic Alignment

Bury's approach is anchored in three key tiers of strategy:

- **National:** Sport England's Uniting the Movement focuses on "Place-based" working to dismantle barriers in the 20% most inactive areas.
- **Regional:** GM Moving in Action sets the blueprint for Greater Manchester, prioritising active travel and "moving as a natural part of everyday life".
- **Local:** **LET'S Get Bury Moving** is the borough's framework and we aspire to move away from "one-off" interventions and focus on long-term system change.

4. Focus on Women and Girls: Bury Place Partnership

The **Bury Place Partnership** identifies women and girls as a priority group, noting they are historically less likely to be active.

- **Safety & Design:** Actions focus on "taking back our streets" by ensuring public realms are designed with women's safety and needs in mind.
- **Empowerment:** Leveraging the Lionesses' legacy (which saw 176,000 more girls playing football since 2017) to create inclusive, "judgment-free" local environments.

5. Recommendations for Board Action

1. Endorse a system wide and targeted approach to increasing physical activity, ensuring collective action across partners and focused support for communities with the greatest need.

2. Advocate for and contribute to the borough's physical activity agenda, championing initiatives, sharing resources and supporting collaborative efforts that help residents become more active.

For a deeper understanding of Bury's Physical Activity data sets please see the below:



Bury 23-24
Active_Lives.pdf