



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

Tackling Physical Inactivity Inequalities.

Lee Buggie – Public
Health Specialist
and Lucy Fitzsimon
– Neighbourhood
Wellness Lead

“If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat”. *UK Chief Medical Officers, 2019*



LET'S Get Bury Moving (LGBM) Physical Activity Strategy

LET'S Get Bury Moving

System Partner Framework

Anchored in infrastructure and improved place's

Inequalities Focus on Index of Multiple Deprivation (1-2)

"Marmott" aims around Universal Proportionalism

Landing Page & Padlet

LGBM EIA

LET'S Get Bury Active Schools

LET'S Get Bury Active Early Years

Working up a Physical Activity finder

Data Limitations

- **Active Lives**
- 175,000 national respondents (Aged 16+)
- **Random probability based on post codes**
- Variety of schools selected
- **Data weighted and matched to Office of National Statistics (ONS)**
- **Limitations to consider**
- **Self bias reporting**
- **Excludes SEND schools**
- **Only 1-2 Bury Schools take part**
- **Difference between Fingertips and Active Lives**
- **Fingertips define adults as 19+, Sport England (SE) use 16+**
- Fingertips recognises gardening as physical activity SE don't !
- **Bee Survey**
- Physical Activity trends follow SE data sets
- Breakdown at Ward level which we don't get from the above sources
- Used to populate Neighbourhood Profiles



Headlines linked to LGBM Physical Activity Strategy

Adults:

- 66.4% of Adults are Active (150 minutes) **Increased by 4.3%**
 - **Moving towards 3-year LGBM Physical Activity Strategy ambition of 70%**
- 24.6% are Inactive (Less than 150 minutes per week) **Reduced by 2.2%**
- 9% are Fairly Active (30-149 minutes per week) **Reduced by 2%**
- **IMD (1-3) next slide**

Children and Young People (CYP):

- 60.6% Active (60+ per day) **Increased by 11.4%**
 - **Above the LGBM strategy aims of 52% over 3 years**
- 17% Inactive (less than 30 minutes per day) **Reduced by 3.3%**
- 22.6% are Fairly Active, **Reduced by 7%**

Source: Active Lives 2025



Bury
Council

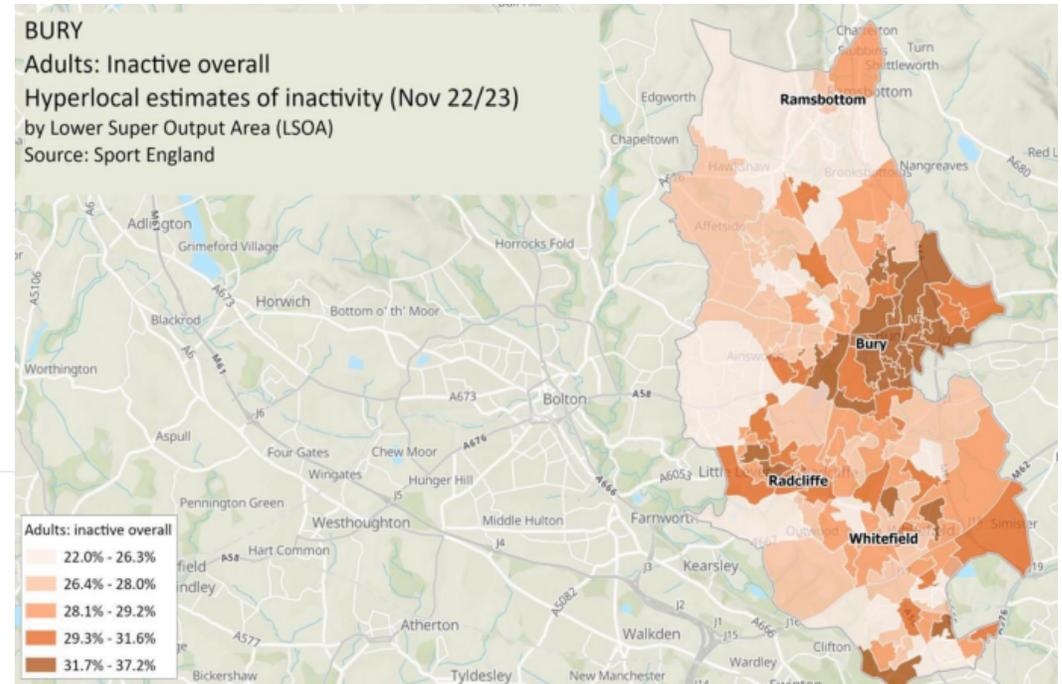
Physical Activity Inequalities

Adult Activity Levels:

- **Insight: Deprivation** is the single largest predictor of inactivity in Bury.

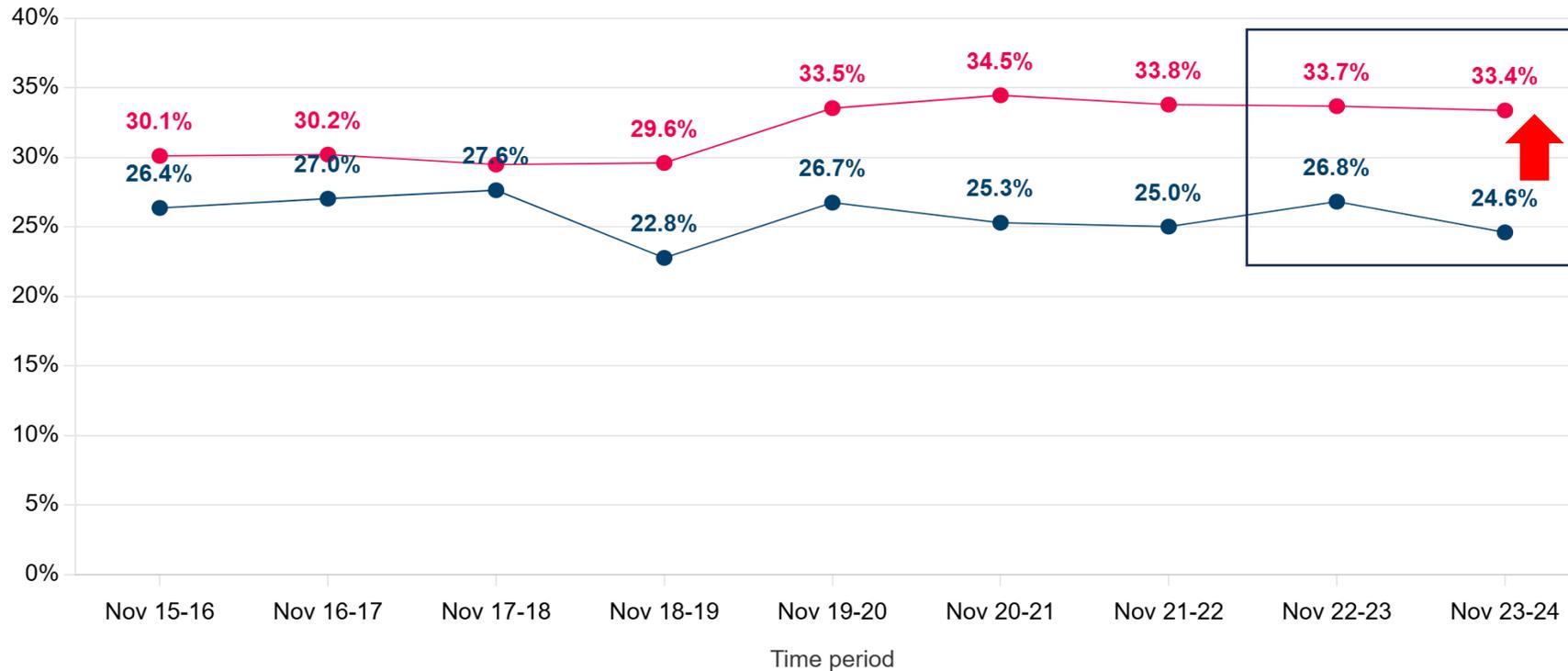
Children and Young People & The Gender Gap

- **61%** of children are active daily.
- **Gender Split:** Boys (52%) vs. **Girls (46%)**.
- **Inequality:** Activity levels are significantly lower for **Asian and Black youth** compared to White British peers.



Index of Multiple Deprivation (IMD /1-3)

Levels of activity (Main - 3 categories)
Inactive: less than 30 minutes a week



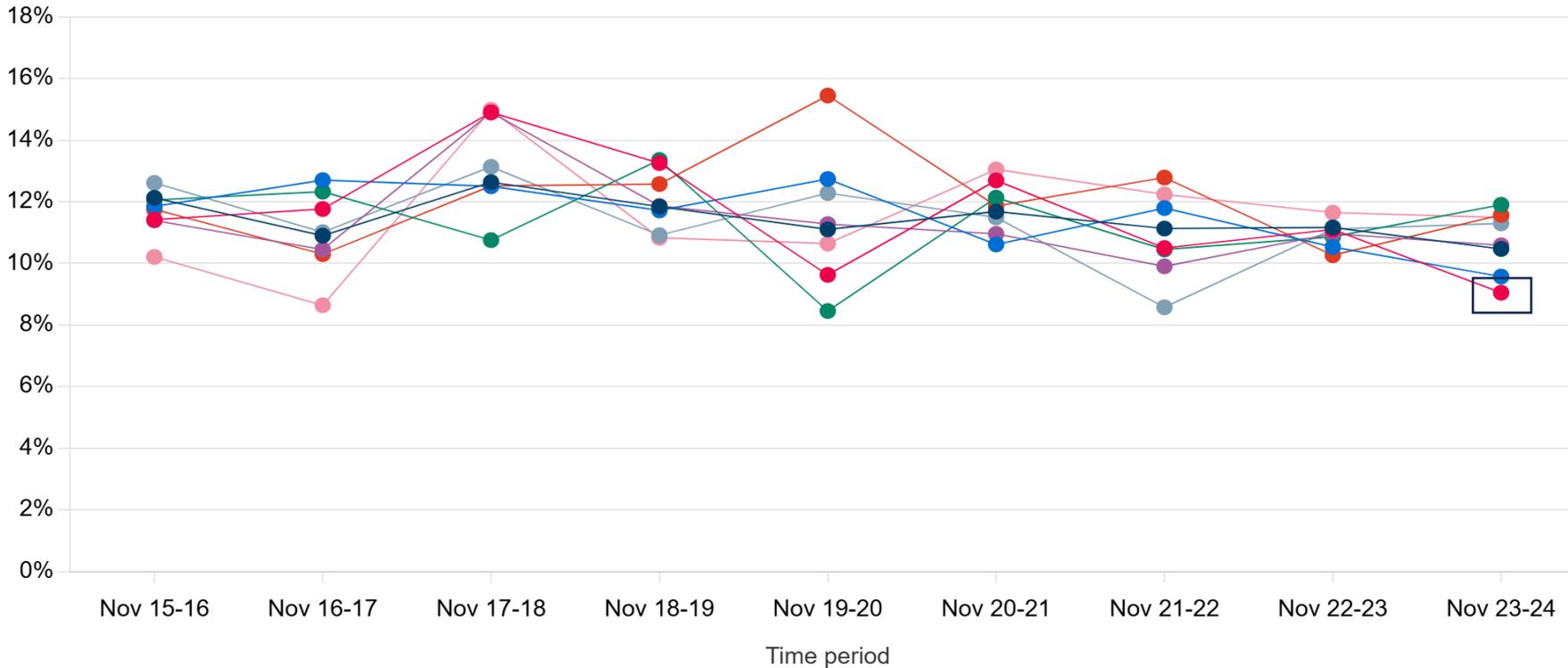
% Levels of activity (Main - 3 categories) by Location:

■ Bury LA ■ Most deprived places (IMD 1-3)



Comparisons with Greater Manchester – Active / Inactive / Fairly Active

Levels of activity (Main - 3 categories)
 Fairly active: 30-149 minutes a week



% Levels of activity (Main - 3 categories) by Location:

- Greater Manchester AP
- Bury LA
- Oldham LA
- Salford LA
- Stockport LA
- Tameside LA
- Trafford LA
- Wigan LA

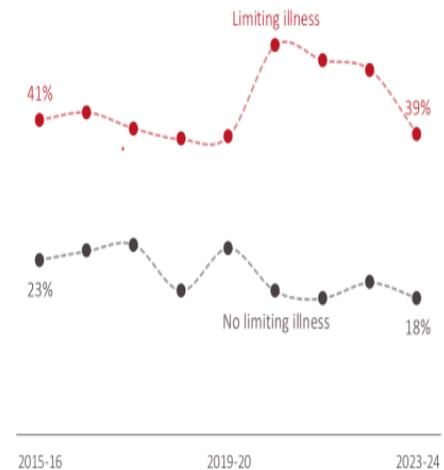


Disability and SEND

- We know about activity levels for children and young people but **SEND specific patterns are missing from local reporting**
- National Evidence suggests children with SEND are **typically less active**



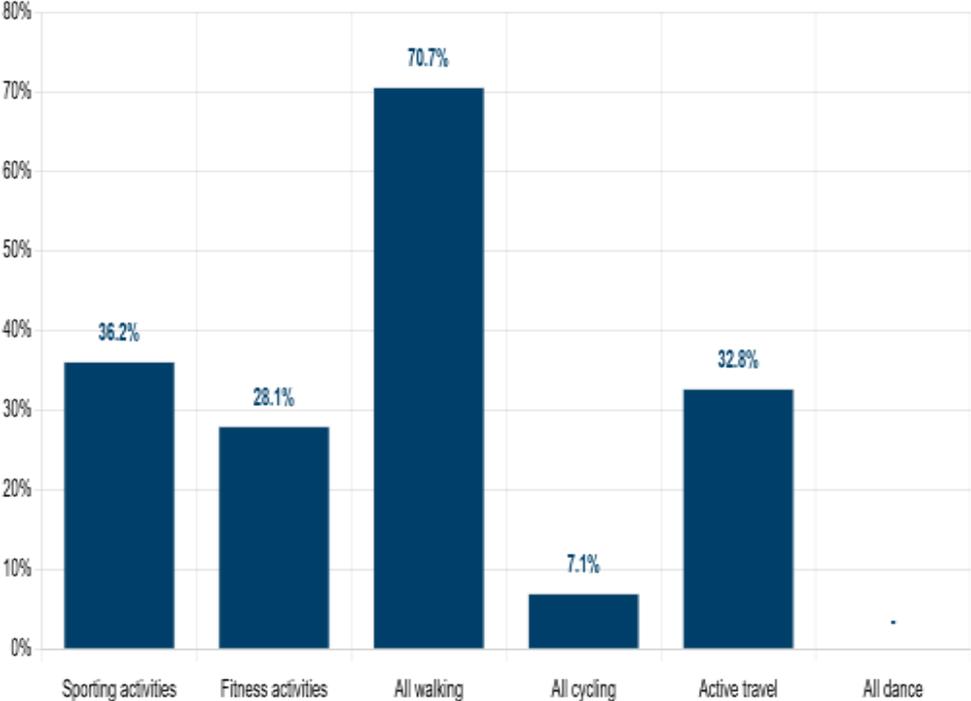
There is a persistent gap in inactivity levels for adults with a limiting illness and those without



Source: Sport England, Active Lives.(2026)

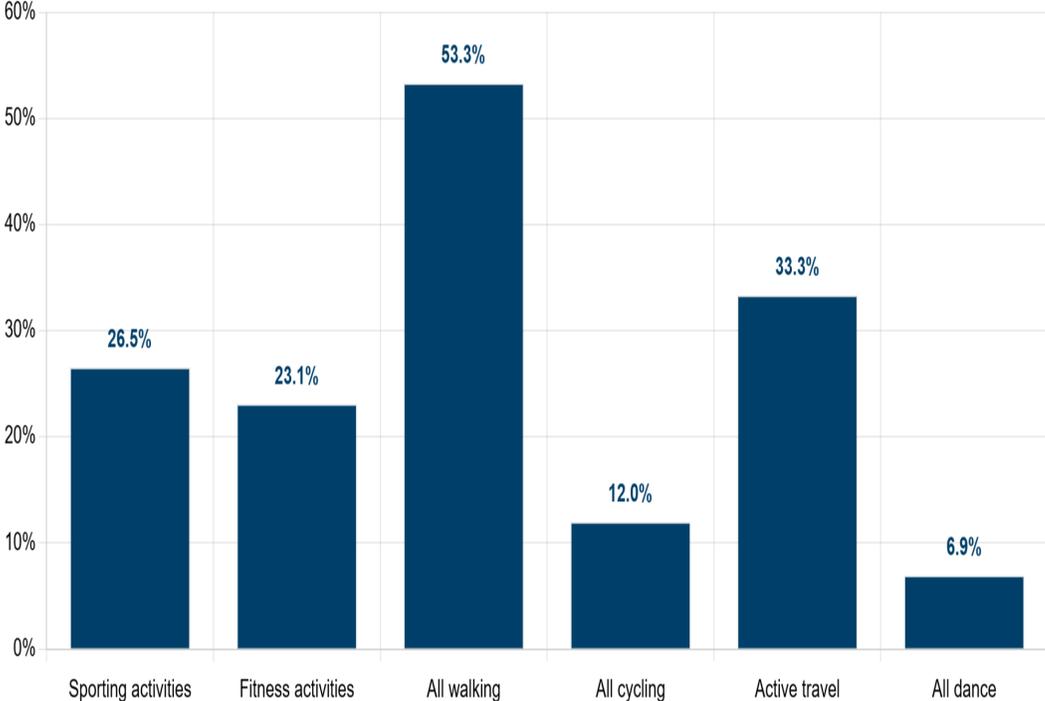
What are our communities doing ?

Participation in the last 28 days by activity
Bury LA
Nov 23-24



% Participation in the last 28 days:
■ At least twice in the last 28 days

Participation in the last 28 days by activity
Most deprived places (IMD 1-3)
Nov 23-24



% Participation in the last 28 days:
■ At least twice in the last 28 days

Source: Sport England, Active Lives.(2026)

Where and how do Bury communities become active ?

- There are 80 Gyms registered in Bury
- Bury Council has 13 Green Flag Parks and 2 Green Flag cemeteries
- A range of 3G pitches in and out of school settings
- A wide range of Golf courses across the borough
- Blue networks including sailing and open water swimming facilities at Elton Reservoir
- New Padel facilities & 10 Swimming Pools at a range of facilities
- Grass roots clubs and alternative facilities

Counts of sports facilities across Local Authority Districts (LAD) per 10,000 people

E08000001	Bolton	427	693	14.43
E08000002	Bury	309	627	15.94
E08000003	Manchester	568	972	10.29
E08000004	Oldham	273	887	11.28
E08000005	Rochdale	306	731	13.67
E08000006	Salford	348	776	12.89
E08000007	Stockport	486	607	16.49
E08000008	Tameside	267	865	11.55
E08000009	Trafford	461	510	19.61
E08000010	Wigan	515	639	15.64

Source: Office for National Statistics.(2023).

What do we know – the basics

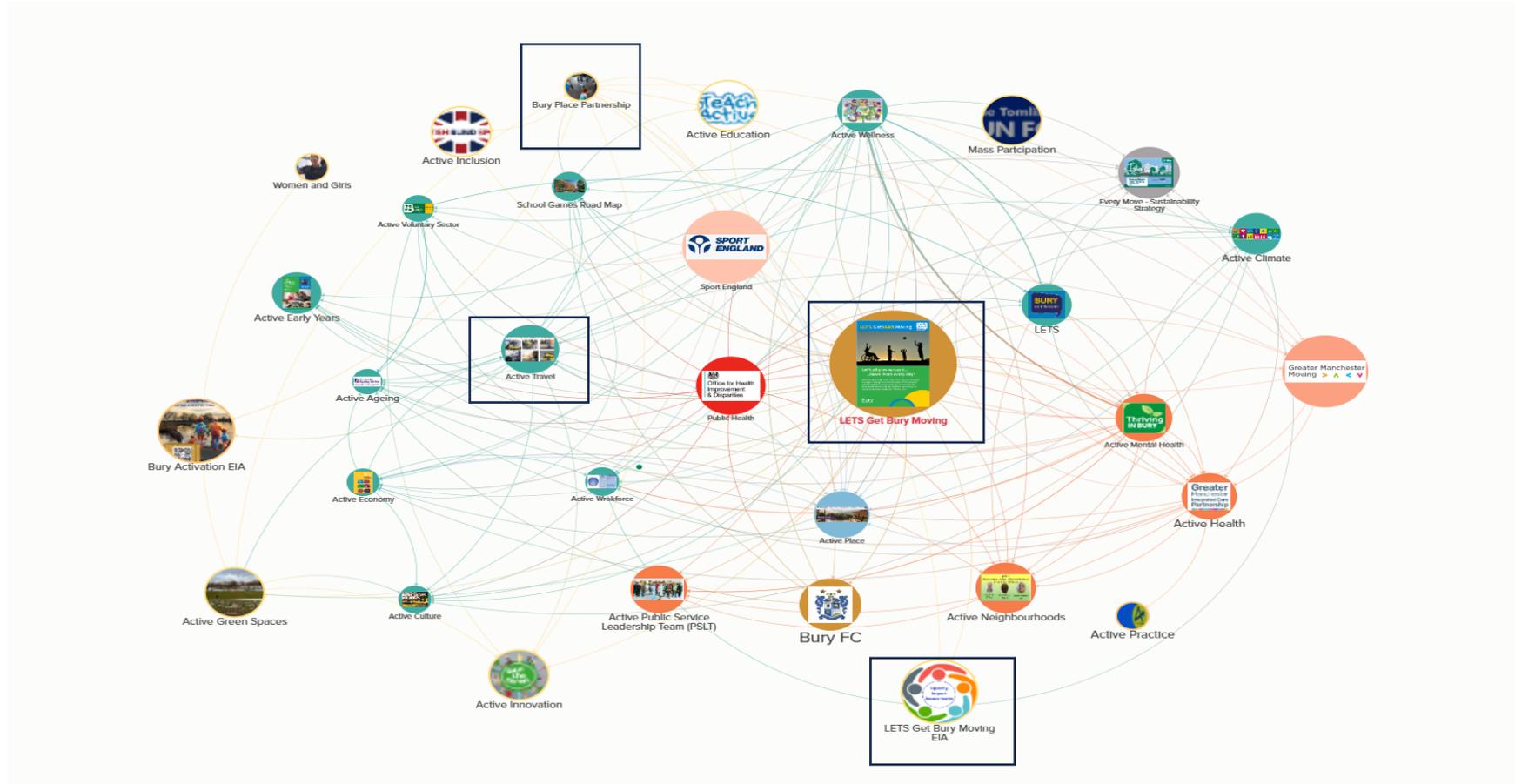
- Adults are becoming more active
- Less adults are inactive
- Need to do more with adults on the point of becoming active
- Further targeted work in IMD 1-3
- Compare very well to Greater Manchester Neighbours
- Deprivation is the key contributor

- CYP significantly more active in and out of school settings
- Active School's Radcliffe and East
- Gender and Ethnicity focus

What else do we know ?

- **11,000** children and young people are not active enough
- Inequality metrics show activity rates are much lower for **young people with two or more characteristics**
- Children and young people from our **low affluence families** are the least likely to be active
- Young people who report they do not have **access to outdoor space** as less likely to be active
- Our **least affluent households** are more likely to be inactive (NS Sec 6-8). There is a clear inequality gap between our least and most affluent households.
- There is a **persistent gap** in inactivity levels for **adults with a limiting illness** and those without.
- **Inactivity rates are higher for those outside of the workforce** and for adults in our most deprived communities.

So, LETS have a look at the Bury Physical Activity System



Policy and Strategy Levers

Sport England and GM Moving – Women and Girls, Men's Health, Stigma , System Change

LGBM – 3 key drivers and HIA

Best Start in life and Economic Growth – Corporate priorities

Public Service Leadership Teams – Thematic Leads & Dashboards

Wellness – Leisure Provision, Culture, Live Well Services

Climate – Active Travel KM's mapped, investment into safer sustainable travel

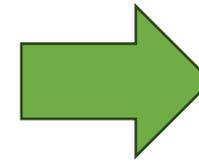
Economy and Working Well programmes linked to wellness

Mental Health Framework to underpin refreshed Mental Health strategy

Transport – Active Travel - Activation resource supporting communities

Age Friendly Bury – walking route audits, disability friendly walks and cycling provision

Local Plan & Supplementary Planning – National Planning policy Framework



Bury
Council

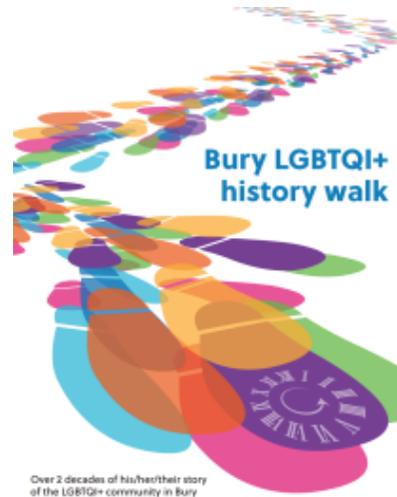
LGBM Equality Impact Assessment (EIA)



Bury Early Years Physical Development Pathway



junior parkrun



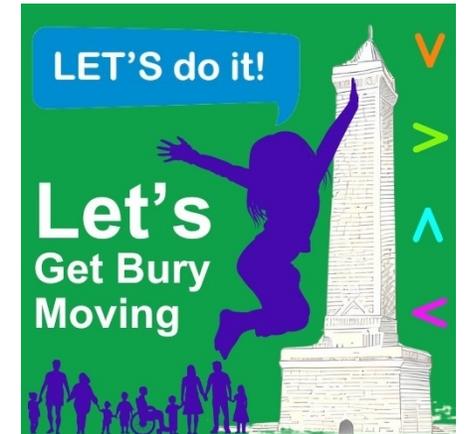
Over 2 decades of his/her/their story of the LGBTQ+ community in Bury



Showdown



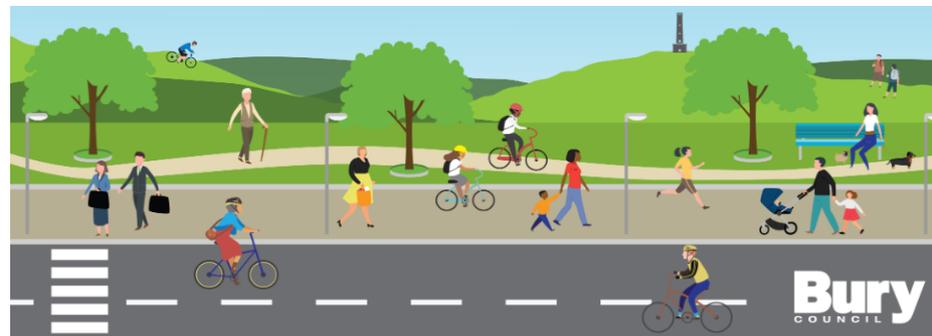
Showdown is a fast-moving sport, with similarities to table tennis and air hockey. It was designed for people with a visual impairment, but anyone can play!



Bury Council

Active Travel & Place

- **School Streets & Play Streets**
- WOW – Active Travel Tracker
- Modeshift Stars
- Activation
- Dr Bike Days
- **Wheels for all**
- Road Traffic Calming
- **Bike Hospital**
- Buggy Storage
- Fit For Purpose
- **Activation inequalities & Equality Impact Assessment**
- Older Adult's walk audits
- Bikeability
- Bury's Walking and Cycling Forum
- Bury Bee Board



Bury
Council

Whole System Contributors

Early Years:

- Focus on Good Level of Development
- **Physical Development Pathway**
- Physically Active Spaces
- **Legacy programmes**
- Growing and outdoor provision
- Holiday and Food (HAF)

Primary Care:

- **Active Practices**
- Weight Management Contributions
- Park Run Practices
- **BMI pathways**
- Campaigns and resources

Bury VCFA:

- Link Grants and Investment to **IMD and system focuses**
- Support Originations to become active, BID writing
- **System Navigation**

Bury FC:

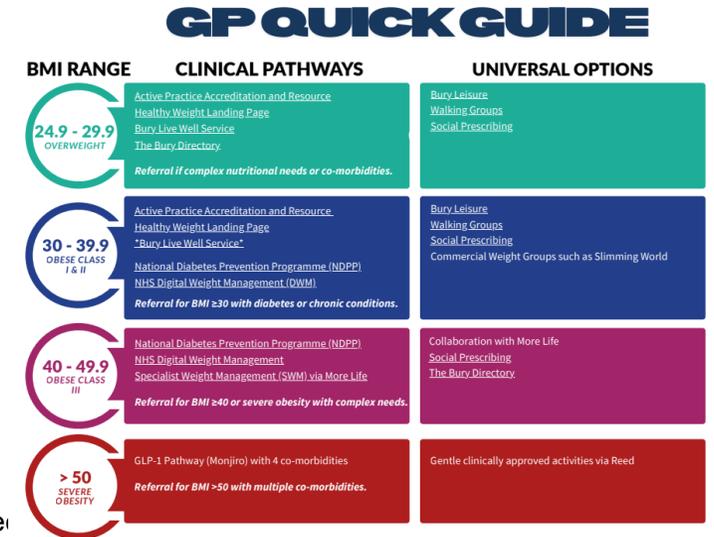
- Walking Sports
- **Sporting Memories**
- **Global Majority Outreach**
- Schools
- **Working Well**

CIC's and Charities:

- Sunnywood Project Supporting Volunteer
- Growing Together Radcliffe Youth Activities
- National Cycling Academy lead walks and cycle provision

Global Majority Communities:

- **Micro Grants linked to activation**
- **Breaking Barriers and Community Cohesion**



You Said – We Did !

LET'S >>>> LET'S
Get Bury Moving do it!

LETS GET BURY MOVING Q1 UPDATE

GLAD 2 BEE RAD



Over **1000** attendee's at Bury's Walking, Wheeling and Cycling Event held at Close Park, Radcliffe.

Active Medical Practices



3 further Medical Practices signed the Active Practice Charter taking Bury to 8 registrations

Dr Bike



173 Bikes serviced across 9 Bury Schools & Colleges, plus a further 19 bikes repaired at Radcliffe Market and Bury Business Lodge !

Bury FC and the BAME Project



Football coaching sessions for Women and Girls plus CYP at Gigg Lane

Showdown !



"The morning went really well and we were delighted with the response. Lot of new faces of all ages which was lovely"

LET'S >>>> LET'S
Get Bury Moving do it!

LETS GET BURY MOVING Q2 UPDATE

Teach Active

Teach Active Conference completed with 18 schools in attendance, licences offered to schools who would embed physical activity into Maths and English.

Holiday & Food Activities (HAF)



27 providers have offered 21,388 places with 17,376 (81%) of them being booked, registers to be finalised.

LET's Get Bury Active Schools



8 Schools are now registered as LET's Get Bury Active School's, this recognises schools commitment to their pupils physical activity levels

Hike over Holcombe Adventure



"This gives me jungle vibes!"
"My Dad's really jealous cause he's never been up Peel Tower!"

Walking Football Showcase



Bury Relics won the first Walking Football Event at Gigg Lane as part of a weeks worth of celebrating Ageing Well in Bury South.

LET'S >>>> LET'S
Get Bury Moving do it!

LETS GET BURY MOVING Q3 UPDATE

Greater Manchester Moving > < < < < MSP W Women & Sport

Bury Council, Public Health Pledge on Physical Activity Equality for Women and Girls: through its LET'S Get Bury Moving Physical Activity Strategy and accompanying EIA, pledges to reduce physical activity inequalities for women and girls by creating inclusive, accessible, and safe opportunities for movement across all life stages.

Bury Ghost Walks



Something Different ?
John O'Groats Challenge: Getting residents collectively walk the distance of John O'Groats to Lands End using Ghost Walk KMs.

LET's Get Bury Active Schools



15 Schools are now registered as LET's Get Bury Active School's, 43 schools registered with Teach Active.

Lancaster Roots Community Garden- First Right to Grow site



The transformation of the site into a community garden will bring residents together to improve physical and mental health, build stronger community connections, improve access to fresh, local produce and create a greener, more vibrant public space.

Bury Schools have entered the consultation phase of School Streets: St Thomas Primary and Woodhey High School



SCHOOL STREET
is reducing dangerous fumes from cars idling on our roads.

Case Study

A Partnership with Purpose

Through Let's Get Bury Moving, Teach Active is delivering a **comprehensive borough-wide programme** that provides every primary school in Bury with training and resources to **embed movement into Maths and English lessons**. We're tackling some of the biggest challenges facing schools today — **inactivity, health inequalities, and rising SEN needs** — while **simultaneously raising educational standards**.

"We're proud to see Greater Manchester leading the way in active learning—and Bury at the heart of this movement. This borough-wide project is an example of how collaboration between education and health partners can transform education and wellbeing for children." — Jess Simons, Greater Manchester Moving

"This project is a game-changer for children's health and education in Bury." — Lee Buggie, Public Health Specialist – Live Well and Healthy Place



42 schools / 328 teachers / 1676 plans downloaded
in the first week !

Bury
Council

<https://vimeo.com/1157523364?fl=pl&fe=sh>

Case Study -Bury FC Comets Group

- Improved confidence and willingness to participate in group activities
- Improved listening and engagement skills
- Making new friends
- Increased physical activity and fitness
- Inclusive football for children who previously struggled to access sport

Metric	Value
Programme started	13 February 2025
Sessions delivered	50
Total children attended	17
Age range	5–11
Average attendance	7 per session
Coaching team	1 lead coach + 2 helpers

“My Child struggled to find a suitable football group before finding Comets.”

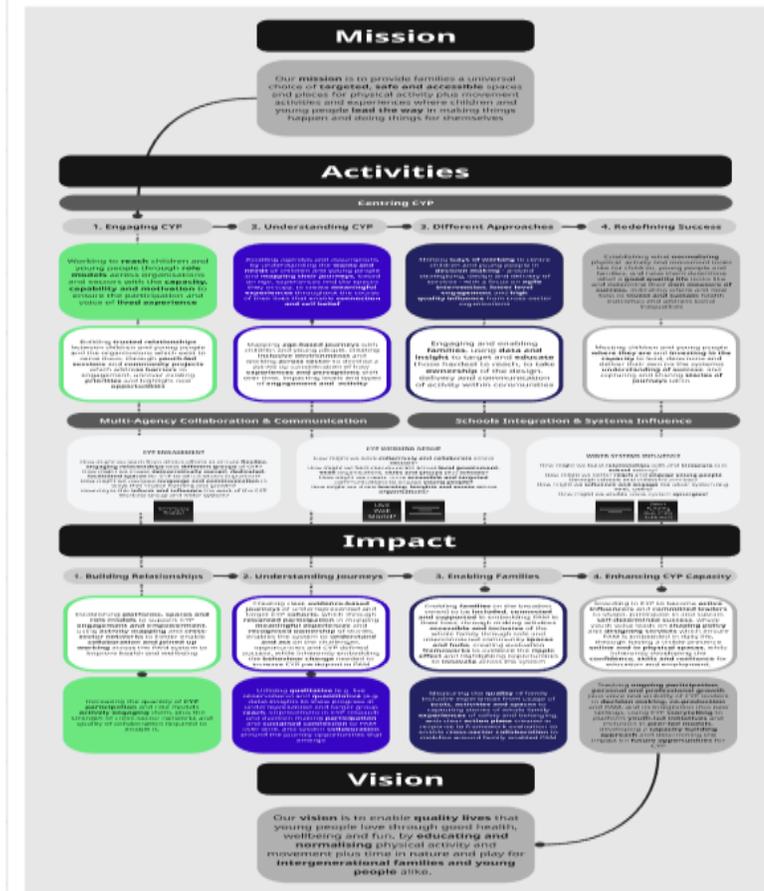
“The coaches are patient and encouraging and my child feels welcome every week.”

“Since starting more physical activity I have noticed my child's health has improved. We experience far less respiratory issues.”

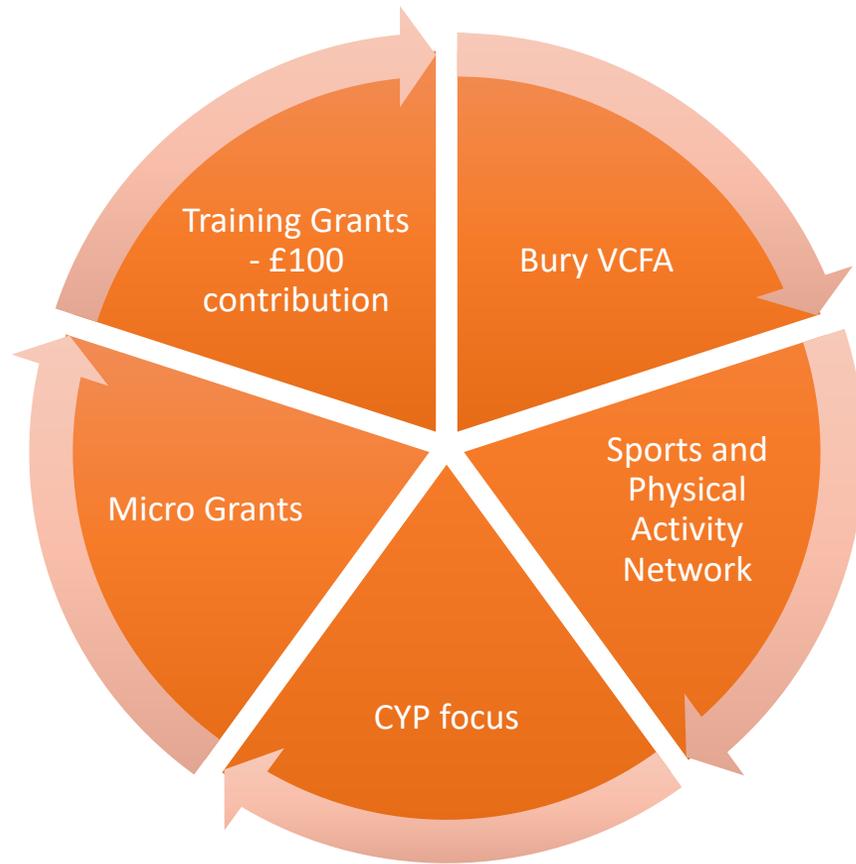


Place Partnership Children, Young People and Families

- “Our mission to provide **families** a universal choice of targeted, safe and accessible **spaces and places** for **physical activity**, plus movement **activities and experiences** where **children and young people lead the way** in making things happen and doing things for themselves”
- Engaging with CYP – Youthwatch
- Multi agency Collaboration and Communication – System wide
- Impact – out come – what have we heard



Place Partner



- Leadership Skills Foundation
- JUMP – Join Us Move Play Training
- WOW
- BEAT the Street
- Playstreets
- Teach Active

GM Moving Population Health Deep Dive Fernhill & Pimhole and Radcliffe.

Greater Manchester Physical Activity, Health & Social Care Integration (H&SCI)

Pragmatic Support to System Integration



- Test a new evaluation approach
- Asses and measure population health of our collective place based and WSA
- Local Workshops
- Scoping Local Data
- Interviewing
- Future progress updates

Case Study



Bury Relics, formed in 2017, provide both community and competitive walking football for people from the Bury area and beyond.

Community walking football is provided for the over 50's and The Relics have five teams in the Greater Manchester Walking Football League, two over 60's teams, an over 65's team, an over 70's team, and new for 2025 an over 75's team.



Ken Buggie

[Bury Relics – Walking Football](#)

Bury
Council

Mass Participation

- Glad to Bee Rad & Folk Tales and Fables
- QR codes walks
- Trail and Rail
- WOW – Active Travel Tracker & **Teach Active**
- **Bury Running Festival**
- Park run and Junior Park Run / Primary Park Runs
- GM / & Bike Hospital
- **Bury Walking Festival**
- Toddle Treks
- **Encourage unstructured play**
 - Everyone's role, safe, well lit, community cohesion
- Ghost Story Walks
- **BEAT the Street**
- **“2000 – 4000” steps – evidence-based approaches**



Unsung Hero's



BT

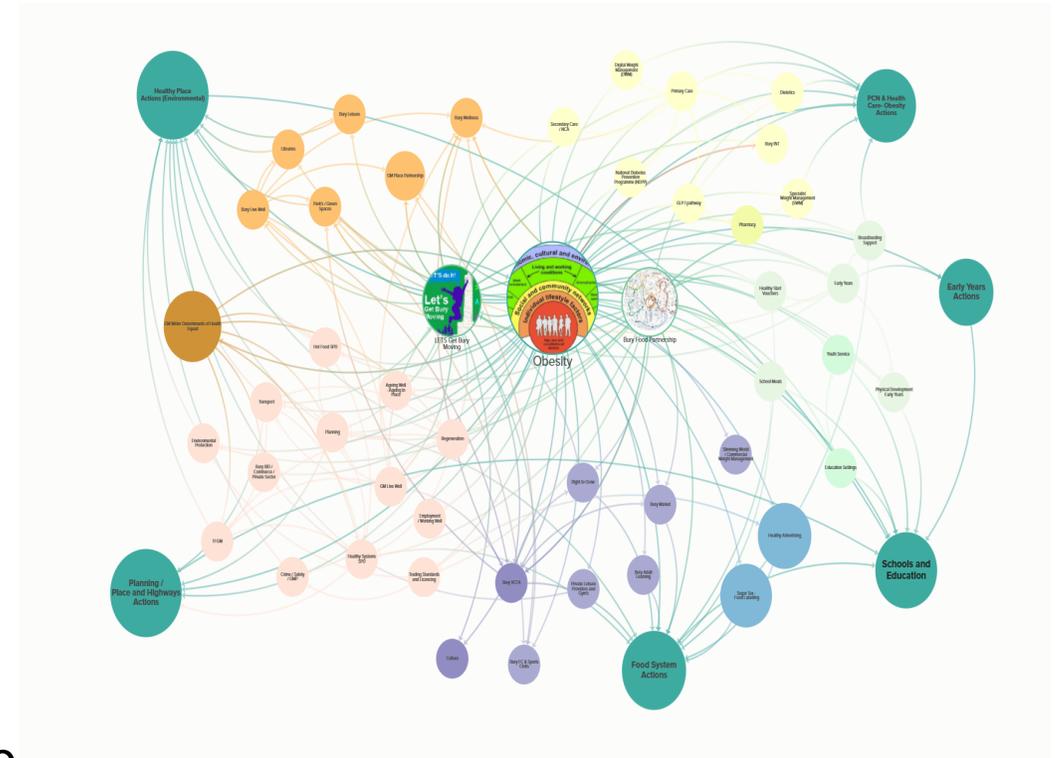
Free Shaun the Sheep art trail comes to Bury town centre



Bury
Council

Naturally linked to Bury's Obesity Alliance

- Physical Activity for Health not Weight
- Early Years and Schools
 - **NCMP showing increases in Obesity Rates**
 - **Physical activity showing increases**
- Prevention focus
 - **0-5 years**
 - **6-11 years**
- Data dashboard created
- Action Plan Live
- Infrastructure & Place focus
- GP pathways in development
- Listening to youth voice and peers as next steps



Asks of the board !

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.

Thank you as always



BURY, LET'S TALK HEALTH
Move More, Live Better
PODCAST

Move More, Live Better with Lucy Fitzsimon
▶ Video • Bury, Let's Talk Health

In this episode we hear from Lucy Fitzsimon, the Wellness Lead from the Wellness Neighborhood Service. This first visual episode discusses the importance of exercise and movement,...

11 Feb 2025 • 24 min 54 sec

https://open.spotify.com/episode/1D2fl1QRrd17Pbnh0bh7bh?si=-t2aA8PfR-WF_9mb6kHq0Q



BURY, LET'S TALK HEALTH
Episode 2
a chat with Lee Buggie (Healthy Place Lead Bury)
PODCAST

From Pitch to Public Health: Transforming Places & Empowering Communities with Lee Buggie
Bury, Let's Talk Health

Guest Introduction In this episode, we chat with Lee Buggie, the Healthy Place Lead for the Public Health Team in Bury. Lee's journey from being a professional footballer to a public health advoca...

5 Feb 2025 • 39 min 33 sec

<https://open.spotify.com/episode/45DECHGGPcIOZtMIQvbpmy?si=40f8f260db1940ef>