Minutes of: **HEALTH and Wellbeing Board**

Date of Meeting: 3 September 2026

Present: Councillor T Tariq (in the Chair)
Councillors T Pilkington, C Hunt, C Birchmore and L Ryder

Also in attendance: Will Blandamer Executive Director Health and Adult Care
Jon Hobday Director of Public Health
Adrian Crook Director of Community Commissioning
Dr Kathy Fines
Jeanette Richards Executive Director Children and Young People
Lee Buggie Public Health Specialist
Chris Woodhouse Strategic Partnerships Manager
Ruth Passman Healthwatch Bury
Helen Tomlinson VCFA
Josh Ashworth Democratic Services

Public Attendance: No members of the public were present at the meeting.

Apologies for Absence: Councillor A Arif

HWB.165 APOLOGIES FOR ABSENCE

Apologies for absence are noted above.

HWB.166 DECLARATIONS OF INTEREST

There were no declarations of interest made at the meeting.

HWB.167 PUBLIC QUESTION TIME

There were no public questions asked at the meeting.

HWB.168 MINUTES OF PREVIOUS MEETING

It was agreed:

That the minutes of the meeting held on 11th June 2026 be approved as a correct record.

HWB.169 MATTERS ARISING

There were no matters arising.

HWB.170 WIDER DETERMINANTS OF POPULATION HEALTH

a CRIME AND SAFETY UPDATE

Members received an update from officers on the work of the Community Safety Partnership (CSP), highlighting ongoing collaborative efforts between the Council, Greater Manchester

Police, health partners, housing providers and other agencies to address community safety concerns across Bury.

The update outlined progress against the Partnership's key priorities, including tackling anti-social behaviour, reducing crime and disorder, supporting vulnerable residents, addressing domestic abuse, and improving community confidence. Officers provided details of recent initiatives, partnership working arrangements and performance trends, noting areas of positive progress as well as ongoing challenges.

The Partnership continues to focus on prevention and early intervention, using intelligence-led approaches and targeted activity to respond to local issues. Members were advised of upcoming priorities and actions aimed at strengthening community safety outcomes and ensuring residents feel safe within their communities.

Dr Kathy Fines referred to the draft strategies and asked how CSP Boards identify and respond to issues where concerns are concentrated within a particular geographical area. Officers advised that the Partnership uses a place-based approach, drawing on intelligence and local data to identify hotspots and target resources where they are most needed. This enables partners to respond to issues affecting specific communities and locations.

Councillor Birchmore raised concerns regarding public confidence in the police and asked how partners can encourage residents to report incidents and engage with policing services. Officers acknowledged the challenge and explained that the Partnership works closely with Greater Manchester Police and community groups to build trust through engagement activities, visible neighbourhood policing, and promotion of reporting mechanisms. Encouraging residents to report concerns remains a key priority to ensure issues are identified and addressed effectively.

Councillor Tariq sought clarification on the relationship between the Public Service Reform (PSR) programme and the Community Safety Partnership, particularly regarding governance arrangements and training opportunities for colleagues. Officers explained that while the PSR and CSP boards have distinct responsibilities, there are areas of shared interest and partnership working. Training and development opportunities are made available to colleagues across relevant services to support collaborative working and strengthen understanding of each board's objectives and priorities.

It Was Agreed:

- The update be noted

b PUBLIC SERVICE REFORM STEERING GROUP UPDATE

Will Blandamer provided an update on the work of the Public Service Reform (PSR) Steering Group, highlighting the continued focus on developing a strengths-based approach across public services. The aim is to create a system where services are designed around residents' strengths, capabilities and community assets, making this the default way of working across partner organisations.

The PSR Board is focusing on four key elements of reform, with particular attention currently being given to support for older residents. It was noted that work relating to mental health is not yet consistently aligned across the system, and partners are exploring opportunities to strengthen collaboration and improve integration in this area.

The Steering Group will continue to progress these priorities and consider how a more consistent strengths-based approach can be embedded across all partner organisations.

Dr Fines asked how services could work more collaboratively to identify opportunities for more tailored and bespoke packages of support for residents, ensuring interventions are better aligned to individual needs.

Councillor Birchmore commented on the varying demographics across Bury West, noting significant differences between communities in areas such as educational attainment, age profiles and levels of deprivation. He referred to the contrast between areas such as Whitefield and Radcliffe and questioned how the neighbourhood approach would account for these local variations and differing needs.

In response, Will acknowledged that Bury West demonstrates how significant disparities can exist within relatively small geographical areas. He explained that the neighbourhood model is intended to strengthen local public service leadership and improve understanding of communities at a much more detailed level. This includes analysing information at Lower Super Output Area (LSOA) level to better understand factors such as economic inclusion, life expectancy and local need. He noted the importance of avoiding assumptions based solely on headline data and ensuring that services are designed around detailed local intelligence and community understanding.

Jeanette highlighted the Families First Partnership programme and its links to Public Service Reform. She advised that proposals relating to multi-agency working and resource allocation have been informed by detailed analysis and would be subject to consultation as part of a forthcoming restructure.

Jeanette also raised concerns regarding vulnerable women and families experiencing separation from their children. She noted an increase in recurrent care proceedings and court involvement and identified a gap in support available following separation. She suggested that Public Service Reform provides an opportunity to develop a more coordinated, preventative approach to supporting vulnerable women and families and proposed further discussions with the PSR Board on the issue.

Ruth Passman welcomed the principles of the approach but stressed the importance of ensuring information remains accurate and up to date. She queried how often the Bury Directory is reviewed and updated, noting that maintaining current information would provide greater confidence for residents and professionals using the service.

Jon acknowledged that keeping information up to date remains an ongoing challenge and advised that the accuracy of directory information is dependent upon organisations and service providers regularly updating their own entries.
Members requested that a future update on the development of Live Well be added to the Forward Plan, including information on its links with the Radcliffe Hub, Pride in Place initiatives and wider neighbourhood working arrangements.

In response, Will advised that the development of Live Well is closely connected to the work taking place through the Radcliffe Hub and Pride in Place programme. He added that the VCFA is currently mapping this work to better understand the connections between community assets, services and support networks.

It Was Agreed:

- That the update be noted.

- That a future update on the development and implementation of Live Well be added to the Committee's Forward Plan.

HWB.171 THE OPERATION OF THE HEALTH AND CARE SYSTEM

a REVIEW OF HEALTH AND WELLBEING DATA

Jon Hobday Director of Public Health provided an update on population health data in Bury, highlighting key trends and outcomes across a range of health indicators. Members discussed the data presented and sought clarification on several areas.

Dr Fines welcomed the presentation and commented positively on the physical activity data, noting the strong performance shown within the borough. He queried how this success could be scaled further and sought greater understanding of the granularity of the data, particularly where some findings appeared counterintuitive against a backdrop of increasing poverty levels. Dr Fines emphasised the importance of understanding the underlying data and highlighted the significant role that nutrition plays alongside physical activity in improving health outcomes. He noted that the narrative behind the data was important in helping to explain the trends being observed.

Cllr Tariq challenged the findings presented and suggested that Bury's achievements in relation to population health may not always receive sufficient recognition. He commented that some of the outcomes appeared to compare favourably across Greater Manchester and felt there should be greater acknowledgement of the borough's performance.

It Was Agreed:

- The update be noted

HWB.172 BEHAVIOUR AND LIFESTYLE DETERMINANTS OF HEALTH

a OBESITY AND HEALTHY WEIGHT

Members received an update on childhood obesity, focusing on prevention, early intervention and the role of families, schools and the wider system in supporting healthier lifestyles for children and young people.

Officers advised that obesity levels had returned to around 60%, with families generally receptive to support. It was highlighted that intervention should begin in the early years, with a focus on supporting parents to establish healthy habits from a young age. Members discussed the importance of helping families develop knowledge and confidence around healthy diets, cooking skills and achieving the recommended 60 minutes of physical activity each day.

Jon Hobday Director of Public Health added that physical activity should be integrated into children's daily routines and not viewed solely as structured exercise. Whilst partners cannot control behaviours outside of school, there are opportunities within schools to promote healthier eating and active lifestyles.

Discussion highlighted the links between obesity and school readiness, noting that around a quarter of children are overweight by the time they start school. Members considered the opportunity to strengthen early years interventions through the parent app, Family Hubs, baby

clinics and weaning support, ensuring consistent messaging reaches families at the earliest possible stage.

Dr Fines commented that parents are often highly engaged with monitoring babies' weight and suggested there may be further opportunities to use these interactions to provide advice and support around healthy lifestyles.

Councillor Pilkington raised the relationship between obesity, mental health and wider family circumstances, questioning whether obesity can be linked to generational issues within families. It was also noted that children with SEND experience higher levels of obesity, with officers confirming there is a strong correlation and that tailored approaches are required.

Councillor Birchmore challenged perceptions that obesity is solely a lifestyle choice, highlighting the impact of food poverty, access to healthy food and the practical challenges faced by families. Members discussed how the time required to prepare healthy meals can be a significant barrier, particularly for single-parent households.

Councillor Tariq reflected on previous Early Years discussions and noted that childhood obesity can often be linked to wider underlying issues affecting families. It was suggested that addressing obesity should not be the responsibility of Public Health alone and that a broader whole-system approach is required. Members discussed the role of the Health and Wellbeing Board in providing challenge and encouraging partners across the system to do more collectively.

Councillor Pilkington suggested that a promotional campaign could be developed to encourage families to prioritise healthy lifestyles and recognise the long-term benefits of investing time in healthy eating and physical activity.
Councillor Hunt referred to the 30-hours childcare funding offer and queried what further support could be provided to families who opt out of food and consumable contributions within early years settings.

It was agreed that further work would be undertaken through the Early Years Team regarding families opting out of food and consumables in early years provision.

Jon also highlighted recent concerns regarding children who are educated outside of mainstream school settings, including home educated children, and emphasised the importance of ensuring this cohort is not overlooked when developing obesity prevention and support initiatives.

It Was Agreed

- The update be noted

HWB.173 THE EFFECT OF PLACE AND COMMUNITY ON HEALTH AND WELLBEING

HWB.174 URGENT BUSINESS

There was no urgent business.

COUNCILLOR T TARIQ

Chair

(Note: The meeting started at 4.30 pm and ended at 6.30 pm)