

## Bury Health and Wellbeing Board

Title of the Report	Physical Activity and Sports Strategy
Date	16 <sup>th</sup> July
Contact Officer	Stefan Taylor
HWB Lead in this area	Pat Jones-Greenhalgh / Lesley Jones

### 1. Executive Summary

Is this report for?	Information <input type="checkbox"/>	Discussion <input checked="" type="checkbox"/>	Decision <input type="checkbox"/>
<p>Why is this report being brought to the Board?</p>  <p>Master Draft Bury PAS Strategy_FINAL</p>	<p>This report is being brought to the attention of the board due to the proposed governance and responsibility of the strategic direction and oversight. See page 28 of the Physical Activity &amp; Sport Strategy for Bury 2015-2020</p>		
<p>Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. (See attached Strategy)</p>  <p>Living_well_in_Bury_Making_it_happen_to</p>	<p>The Physical Activity and Sport Strategy contribute towards the priorities of the Joint Health and Wellbeing Strategy directly and indirectly. The strategy promotes and encourages behaviour change through and regular participation in activities; leading to healthy lifestyles; activities have a direct positive impact on both physical and mental wellbeing throughout the life course.</p>		
<p>Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA)</p>  <p>Bury JSNA - Final for HWBB 3.pdf</p>	<p>The Physical Activity and Sport Strategy contribute towards the priorities of the Joint Strategic Needs Assessment directly and indirectly. The strategy promotes and encourages behaviour change through regular participation in activities leading to healthy lifestyles; activities have a direct positive impact on both physical and mental wellbeing throughout the life course.</p>		
<p>Key Actions for the Health and Wellbeing Board to address – what action is needed from the Board and its</p>	<p>In terms of governance it is considered that the Health and Wellbeing Board should provide strategic direction and</p>		

members? Please state recommendations for action.	oversight of the strategy. Operational oversight of the strategy will sit with the re-constituted Active Bury. Active Bury will be accountable to and will report directly to the H&WB Board.
What requirement is there for internal or external communication around this area?	Social marketing and a comprehensive communication campaign aimed at changing attitudes will be key to the delivery of the strategy and achieving its objectives. This will require both internal and external communication as the strategy will be targeting audiences within the council and the community as a whole.
Assurance and tracking process – Has the report been considered at any other committee meeting of the Council/meeting of the CCG Board/other stakeholders....please provide details.	The strategy has been presented at Communities and Wellbeing Senior Management Team & Senior Leadership Team. Both management teams agreed to support the document going forwards.

## 2. Introduction / Background

It was considered timely to develop a strategy for physical activity and sport in light of the increasing rates of inactivity and the groundbreaking work which has been undertaken through the I Will If You Will programme (*Phase 1 has been completed and now we are moving into phase 2*). The strategy provides an opportunity to increase participation in physical activity and sport and act as a lever for change to improve health and wellbeing and quality of life for individuals, their families and the wider communities. The strategy considers the whole population through a life-course approach.

The key vision for the strategy is: *everybody active, more often* – for those who do nothing it is about getting them into a pathway, for those already active it is about doing a little bit more and/or sustaining existing high levels of participation over the life course.

The strategy provides an overview in terms of where we are in Bury with regards to activity levels, the effects of inactivity and sets out a clear action plan for moving forward.

Whilst there have been encouraging increases in participation in Bury over recent years, this strategy argues that we need to achieve greater and more sustained growth across all age groups if we are to improve the long term health and wellbeing of local people.

The strategy outlines how we will work smarter to understand our communities and influence peoples attitudes and behaviours towards physical activity and sport; how we will maximise the power of collaboration, not just within Bury but across Greater Manchester.

The strategy has two clear aims:

1. Adopt a targeted approach to supporting the inactive to become active.
2. To sustain and increase participation for those already active.

Underpinning the aims we have identified three key areas that will support growth – how we influence social perceptions regarding physical activity and sport to stimulate demand; how we ensure there is choice and create targeted physical activity and sport opportunities where needed; and how we influence the physical environment including open space, built provision for physical activity and sport, and infrastructure that enables or improves accessibility of activity.

Ten key objectives have been identified to help deliver the aims of the strategy

1. Influence commissioning and policy making to incorporate physical activity and sport
2. Influence attitudes and behaviours to stimulate (re-prompt) demand for physical activity and sport
3. Make the workplaces of Bury amongst the most active in the country
4. Ensure people who have long term conditions (LTC's) access physical activity and sport
5. Increase the number of people undertaking Active Travel
6. Build intelligence and insight to help create the right environment for growth
7. Improve the skills and capacity of the sport and physical activity workforce
8. Deliver high quality sport, physical activity and physical education opportunities for children and young people
9. Develop the physical activity and sports market to ensure it is high quality, accessible and reflects local demands across the life course, all abilities and backgrounds
10. Develop our physical assets and places to ensure they are accessible, high quality, and reflects local demands across the life course, all abilities and backgrounds.

The strategy will be owned by the Health and Wellbeing Board who will provide strategic direction and oversight. There will also be reporting lines to Team Bury, recognising that the outcomes of this strategy contribute to a number of areas of the Community Strategy and will not just relate to health and wellbeing promotion.

Operational oversight of the strategy will sit with a re-constituted Active Bury (formerly sport and physical activity alliance), which is a partnership group of key strategic agencies engaged in physical activity and sport and who will be responsible for driving forwards the objectives and priority actions. Active Bury will be accountable to and will report to the Health and Wellbeing Board.

This strategy subscribes to the key principle outlined in ‘Everybody active, every day’ which notes that to deliver change it is not necessarily about new investment – it is more about maximising the potential of existing assets and resources. This relates to both existing investment and also our assets such as open green space, streets, parks, leisure facilities, community buildings, schools and the workplace.

The strategy has been developed as a result of the growing evidence around inactivity. However, we know that if physical activity and sport participation is increased there are a number of significant benefits which are associated with this.

There is already lots of good work to build on such as the I Will If You Will women and girls project, plus we are fortunate enough to have so many committed partners sharing our participation ambitions – it is clear that Bury Council cannot achieve this vision alone: these organisations in the public, private and voluntary sectors all have a valued and important role to play.

### **3. key issues for the Board to Consider**

- The board is asked to consider its role within the proposed governance structure of the strategy moving forwards.
- The board is asked to consider the re-constitution of Active Bury the Physical Activity and Sport Alliance for Bury.

### **4. Recommendations for action**

- Health and Wellbeing Board to agree to own the Physical Activity and Sport Strategy and provide strategic direction and oversight.

### **5. Financial and legal implications (if any)**

**If necessary please see advice from the Council Monitoring Officer Jayne Hammond ([J.M.Hammond@bury.gov.uk](mailto:J.M.Hammond@bury.gov.uk)) or Section 151 Officer Steve Kenyon ([S.Kenyon@bury.gov.uk](mailto:S.Kenyon@bury.gov.uk)).**

### **6. Equality/Diversity Implications**

A full Equality Analysis has been completed and signed off by the appropriate Bury Council Officer.



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& Sport Strategy - M

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**Date: 16<sup>th</sup> July**