

East Bury Family Hub



Health, Wealth and the Cost of Living

BURY PUBLIC HEALTH ANNUAL REPORT
2023/2024



SCAN ME

Bury
Council

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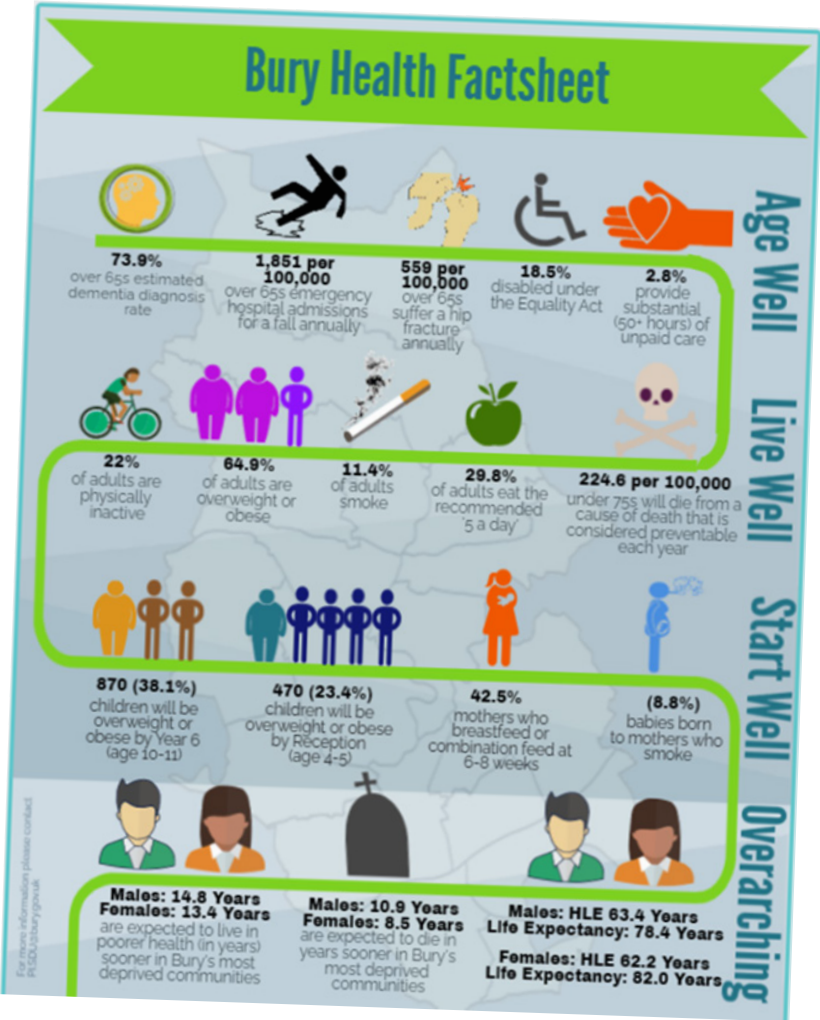
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What is the Public Health Annual Report?

The Public Health Annual Report reflects on the health and wellbeing of Bury over the previous year. The report celebrates our successes, acknowledges where we need to improve, and plans for the year ahead. As public health is such a big topic, we have chosen to look through the lens of the cost-of-living crisis.



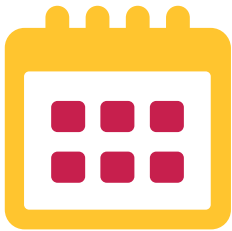
THE REPORT



Celebrates our successes



Acknowledges where we need to improve



Plans for the year ahead

Foreword



Jon Hobday
Director of Public Health

The cost-of-living crisis has the potential to impact all of us in Bury- not just an unlucky few. However, we are not all affected equally. Just as the COVID-19 pandemic widened inequalities, those who were already struggling are being hit the hardest.

Many are feeling the strain of financial insecurity on their mental health. Families are cutting back on food to make meals stretch further. Our community organisations must constantly adapt to keep pace with the ever-evolving situation. It's not just the money in our pockets that's impacted, but also the services that are designed to support us. The cost-of-living crisis can affect every aspect of our health and wellbeing. However, there are also lots of opportunities for us to make changes for the better, which we hope to highlight in this report.



Cllr Tamoor Tariq
Cabinet Member for Health and Wellbeing

The impact of poverty on health has been evident for many years and the cost-of-living crisis has pushed more people into financial hardship. This has had a significant impact on the health and wellbeing of our residents. It is our responsibility to create conditions that will support our residents to thrive while at the same time having a safety net for those in crisis. The collaborative work across Bury is great to see and the huge contributions from a range of partners shows what a real difference local coordinated efforts can make.



Cllr Sandra Walmsley
Cabinet Member for Communities and Inclusion

The cost-of-living crisis is a major challenge for the residents of Bury. This report shows what our innovation and determination can achieve, even in the most difficult circumstances. We will continue to work hard to support the health and wellbeing of all our communities, making sure nobody is left behind. It's not only our physical and mental health that is important, but we also need strong networks within a healthy society to lift each other up.

2021 Census Bury

Total population in Bury according to the 2021 Census is **193,800**



In Bury, the population size has increased since the last census in 2011 by **4.7%**

The gender breakdown in Bury is:

Male



49%

Female



51%



There has been an increase of 19.8% of the over 65 population in Bury since the last census

Population distribution by age in Bury



3.2%
of residents are unemployed



82.9%
of people living in Bury identified their ethnic group as "White"



48.8%
of people living in Bury reported their religion to be "Christian"



4.5%
provide 19 hours or less unpaid care every week



18.5%
of residents in Bury are Disabled under the Equality Act



Bury has the **lowest** number of households out of all ten local authorities in Greater Manchester

90.3%
of residents have English as their main language



Bury is the **10th** most densely populated local authority in the North West



94.4%
of residents reported their gender identity is the same as sex registered at birth

The most common age bands in Bury are:

Males 55-59



Females 30-34



Bury has a lower proportion of those aged **20-29**

than England, Greater Manchester and the North West



Bury has a higher proportion of those aged **45-59**

For any further information please contact
PI.SDU@bury.gov.uk

Introduction

NATIONAL

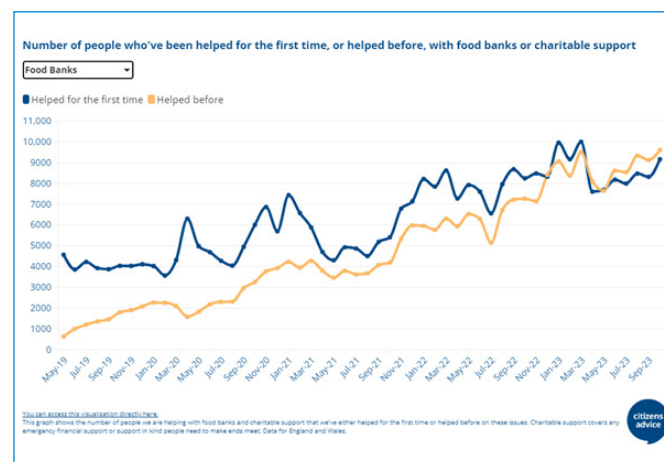
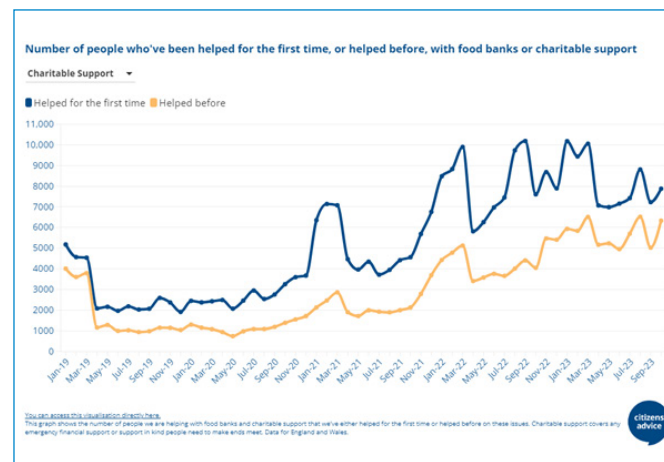
Nationwide, households are increasingly struggling to make ends meet. For many, the cost of day-to-day essentials has overtaken income, resulting in a 'negative budget'. Those who can, dip into savings, and others are forced further into debt. The rising cost of basics such as food, fuel, and housing, has also impacted households that historically managed to get by.

The Citizens Advice Bureau (CAB) is a national charity which offer free confidential advice about a wide range of topics such as debt, benefits, immigration, energy, and housing.¹ They are not the only organization that offers support, but due to the large scale & broad scope of their work, looking at their data is a good reflection of the current situation. Recently they have seen a significant shift in their workload- not just in the volume of calls, but also who is asking for help and why. The term 'crisis' is not an overstatement, as reflected by the CAB figures for crisis support. Nationally, between March 2020 and March 2023, food bank referrals and emergency charitable support more than tripled.²

Cumulative number of people CAB helped with crisis support each year in England and Wales.

Traditionally, those with a full-time job, or homeowners, would be considered less vulnerable to financial shocks. However rising interest rates have tipped more people into debt as their mortgage payments skyrocket. The rent charged by private landlords has also increased- which most tenants struggle to afford. Even amongst those in full time employment, more people seeking debt advice are in a negative budget. In short- the impact of debt is spreading further up the income scale.

Not only are more people returning to CAB to ask for further help, but many more people are approaching CAB for the first time too.



The challenges faced due to the cost-of-living crisis exacerbate one another and amplify existing inequalities. For example, between January and October 2023, 37% of people with rent arrears also needed crisis support. The interaction of multiple issues can be overwhelming, and chronic stress can be detrimental to health and wellbeing.



LOCAL

WHAT WE ARE DOING

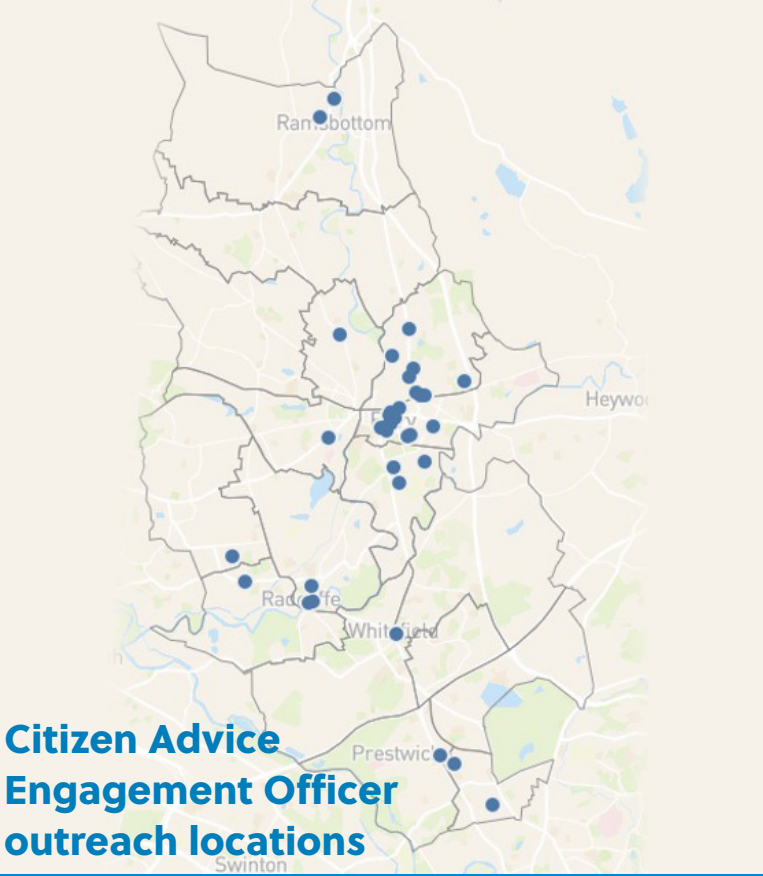
Within Bury, 75% of survey respondents have been 'somewhat' or 'very' worried about the rising cost of living.¹ Although Bury is facing similar challenges to our neighbours, we look to the unique strengths and assets of our local communities to solve them. For example, Bury has collaborated with Greater Manchester Poverty Action (GMPA) to create our own Money Advice Referral Tool (MART).²

The MART for Bury is continuously updated and signposts to the organisations best equipped to answer any specific queries. Thanks to innovation and hard work, many initiatives already exist in Bury to help mitigate the impact of the cost-of-living crisis.

“Bury has collaborated with Greater Manchester Poverty Action (GMPA) to create our own Money Advice Referral Tool (MART).”

¹ <https://www.citizensadvice.org.uk/>
² <https://public.flourish.studio/story/1634399/>

¹ https://www.greatermanchester-ca.gov.uk/media/7771/20230509_gm-residents-survey_report6_final.pdf
² <https://www.gmpovertyaction.org/money-advice-referral-tools/>



Citizen Advice
Engagement Officer
outreach locations

ORGANISATIONS CAB WORKED WITH

- ADAB
Attic Project
Brandlesholme
Community Ctr
Bridge Community
Church
Bury Adults Services
Bury Blind Society
Bury Carers
Bury Council Older
people
Bury Council Adult
Learning
Bury Council ESOL
Coordinator
Bury Family Hub
Bury Hearing Hub
Bury U3A
Bury Veterans Hub
Bury Veterans Hub (2)
Bury Methodist Church
Chesham Fold
Community Ctr
Church St Community
Cre
Christchurch
Community Ctr
Eagles Wings
- Friends of Clarence
Park
FGRS Fishpool Goshen
Redvales Spring
Community Hub
Jewel
Jinnah Day Care Ctr
One Step Bury
The Phoenix Youth and
Community Ctr
Ramsbottom
Community Church
Red Door (Caritas)
Red Cross
New Springs
Community Project
St Phillips Community
Ctr
The Crown Veterans
Breakfast Club
The Ark Methodist
Church
Trinity Foodbank
Trust House
Whitefield Methodist
Church
Women of Worth

HOUSEHOLD SUPPORT FUND

The Department for Work and Pensions has allocated Bury Council a grant from The Household Support Fund, with a total of £984,000 invested throughout the borough to date.³ This funding can support individual households with food and fuel, up to larger scale projects ran by the third sector. 24 Voluntary, Community and Social Enterprises have been awarded cost-of-living grants, which has supported approximately 3500 individuals. As a council, we are also trying to proactively identify any residents that might need extra support. A new tool has been developed to streamline this process, called ‘Ascendant’. This should help us to identify our residents who are experiencing hardship and provide them with the right welfare support more effectively and efficiently. Out of 18,016 households, 1,008 received support following an application submission, whereas 17,008 were supported proactively.

To complement existing centralised services, Bury Council has used the Household Support Fund to create a new role, Citizens Advice Neighbourhood Engagement Officer. Alan Fitzpatrick started this new position in August, and has been visiting local charities, community hubs and places of worship to offer support in the heart of Bury’s neighbourhoods.⁴ Alan has found that many people don’t know what help is available in the first place, and then struggle to navigate the systems required to access support. By reaching out to people closer to home, who might otherwise miss out, Alan can use a holistic approach to help with more complex issues. Councillors share their local knowledge of where is help is needed most, so Alan can build up relationships to best meet the community’s needs.

3 <https://www.bury.gov.uk/benefits/household-support-fund>
4 <https://www.cabb.org.uk/meet-our-community-engagement-officer/>

FOOD AND POVERTY

Spotlight on Bury’s Food Strategy

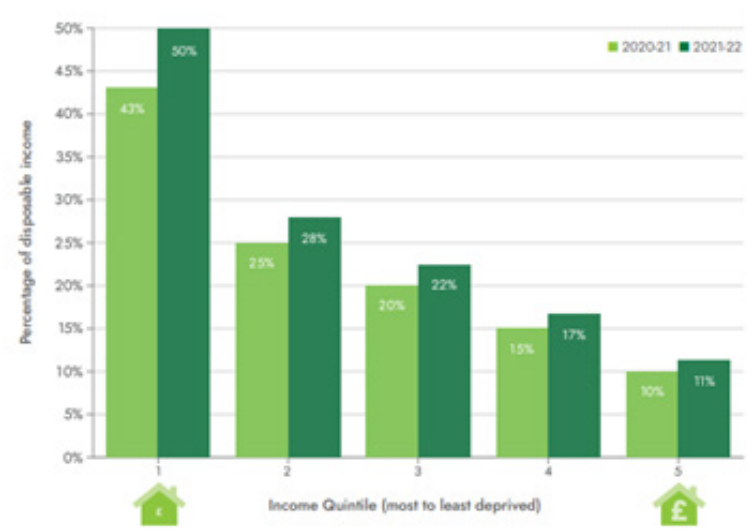
Bury’s Food Strategy - (Eat, Live, Love Food) and the Bury Food Partnership are examples of how Bury has played to its strengths and made a positive impact^{5,6}. We are very proud that our innovative practice has been nationally recognised and accredited with the Sustainable Food Places bronze award (June 2022) ⁷.

Food security is a real concern for our residents, and it can be challenging to prioritise healthier food choices as food and fuel prices continue to soar. For many people, a healthy and sustainable diet is simply out of reach financially. The Food Foundation Broken Plate Report (2023) highlights how hard it can be to meet the Eatwell Guide recommendations^{8,9}. The most deprived fifth of the population would need to spend 50% of their disposable income on food to meet the cost of the Government-recommended healthy diet. This compares to just 11% for the least deprived fifth.

The Greater Manchester Residents Survey carried out in March 2023, asked a sample of residents about the cost-of-living and their wellbeing.¹⁰ In Bury over half (52%) of households with children in Bury were food insecure. To save money, 30% reported that someone in their household had skipped a meal or eaten smaller portions, and 15% said that someone hadn’t eaten for a whole day. To helping to combat this trend, we have adopted lots of strategies, from extending food provision for households eligible for Free School Meals over the holidays and supporting food pantries.

5 <https://theburydirectory.co.uk/bury-food-partnership>
6 <https://councildecisions.bury.gov.uk/documents/s25025/Bury%20Food%20Strategy.pdf>
7 <https://www.sustainablefoodplaces.org/awards/awardwinners/>
8 [TFF The Broken Plate 2023 DigitalFINAL_1.pdf \(foodfoundation.org.uk\)](https://www.foodfoundation.org.uk/TFF-The-Broken-Plate-2023-DigitalFINAL_1.pdf)
9 <https://www.gov.uk/government/publications/the-eatwell-guide>
10 https://www.greatermanchester-ca.gov.uk/media/7771/20230509_gm-residents-survey_report6_final.pdf

Percentage of disposable income required to afford the Eatwell Guide by income quintile



Source: FoodDEI University of Oxford London School of Hygiene & Tropical Medicine secondary analysis of the Family Resources Survey 2021-22

“Bury’s Food Strategy - (Eat, Live, Love Food) and the Bury Food Partnership are examples of how Bury has played to its strengths and made a positive impact”

Food bank use is growing, and is no longer a quick fix for many, but a resource residents increasingly rely on. Some of our traditional food banks have been transitioning to a food pantry model. As pantries ask for a small fee, they can offer more choice and members can feel more independent. Bury Food Partnership created a toolkit to support food banks wanting to transition to a food pantry model via the Path to Pantry (Dec 2022)¹¹. To date this page has been viewed 264 times (Dec 2023) and is one of the most viewed pages on the Bury Directory. To complement this, we have run cooking sessions with Trust House, Radcliffe Food Club and Bury Adult Learning Centre. Friends of Clarence Park also hosted an event in partnership with Cracking Good Food, with cooking activities and free access to donated kitchen items to take home and keep.

Bury Food Partnership has also been working to promote the national Healthy Start scheme.¹² This scheme helps pregnant mothers and parents of young children to reduce the cost of a healthy diet. If eligible, you are given a card which you can use to buy healthy food and milk, however lots of families were missing out.

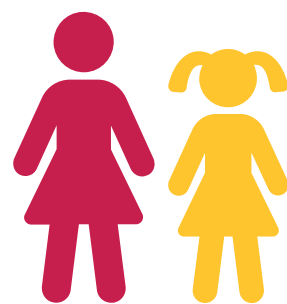
The Bury Food Partnership therefore collaborated with local groups to raise awareness of the scheme, and to make it more accessible, and reduce stigma.

The local Department for Work and Pensions, The Bury Registry Office and The School Meals Service all committed to publicising the scheme. This was combined with advertisements in GP surgeries, hospitals, parks, and Facebook posts to increase visibility.

We have also extended the scheme so you can use the Healthy Start card in more locations, giving a wider range of choice. Some of the food pantries within Bury now accept the cards, as do several stalls within the world famous Bury Market. This not only makes healthy food more accessible, but also supports our local traders—such as Iddon's and Pete's Fruit and Veg market stalls.¹³ The uptake rates for Healthy Start in Bury increased by 10% between January and October 2023, now up to 72% which is higher than the national average.¹⁴ By boosting uptake of the scheme, our Healthy Start families have saved £16,000.



Food bank use is growing, and is no longer a quick fix for many



The Healthy Start Scheme helps pregnant mothers and parents of young children to reduce the cost of a healthy diet.



The uptake rates for Healthy Start in Bury increased by 10% between January and October 2023

¹¹ <https://theburydirectory.co.uk/a-path-to-pantry>

¹² <https://www.bury.gov.uk/health-and-wellbeing/health-and-wellbeing-campaigns/healthy-start-get-help-to-buy-food-and-milk>, <https://www.sustainablefoodplaces.org/members/bury/>

¹³ <https://www.burytimes.co.uk/news/23551198.healthy-start-scheme-can-now-used-bury-market>

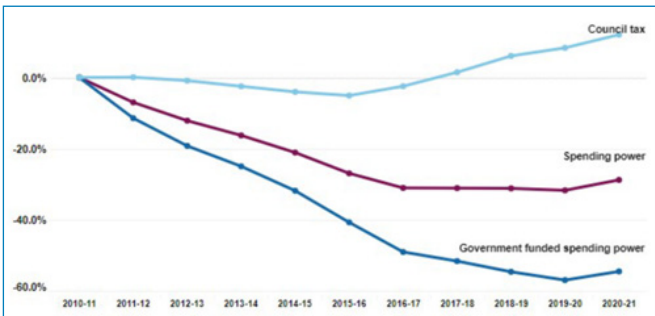
¹⁴ <https://www.sustainweb.org/news/nov23-healthy-start-bury/>



WHAT MORE WE NEED TO DO

Advocating for national policy

Bury is one of the worst-funded councils in England. Since 2010/11 our government funding has reduced by 55%. We have had to find £150 million savings over this period despite increased costs and demands for services. So not only do our services cost a lot more to run, but more people need support due to the cost-of-living crisis, and we have less money at our disposal to help them. Our 'Let's Fix It Together' campaign calls for fairer funding for Bury, and everyone can get involved.¹⁵ We have launched a simple petition- we are asking for funding in line with inflation and demand for services. We are asking our members of parliament to lobby for a fair deal for Bury, and in the meantime, we are highlighting how we can reduce local costs and pressures. From recycling, to volunteering, or fostering we can all help our communities to flourish. We are also calling for an overhaul of the broken system to better protect local councils from uncertainty and disruption. A secure stable source of revenue would allow us to commit to longer term strategies to fund our vital public services.



This graph demonstrates a 29% real term cut in spending power in Bury over 10 years.

¹⁵ <https://www.bury.gov.uk/letsfixittogether>

Communication and engagement

As demonstrated in this report, there are already lots of great projects up and running in Bury. We want everyone to make the most of the resources on offer and get the opportunity to influence change. We have plans for more local roadshows to highlight the support in your area, and to develop a network of 'cost-of-living champions' to help keep you up to date. As part of the winter well programme, weekly sessions providing cost-of living advice will be ran by the Live Well Team. Social Prescribing link workers will also work across the neighbourhoods to signpost to the right local services. We will keep promoting engagement with Bury Adult Learning, and hope to offer more and more opportunities.

East Bury Family Hub has been developed as a pilot centre. It officially opened its doors at the end of October, celebrating with an open day to highlight what is on offer. The Hub has anti-poverty principles at its heart, and brings together health, community, and council services. As the Hub evolves to meet the needs of the local community, the council hopes to learn from this pilot to establish more successful Family Hubs across the borough.



LET'S Do It Community Fund



Grants of up to £2000 for community groups working to improve their local areas

Apply at www.bury.gov.uk/my-neighbourhood/lets-do-it-community-fund



Housing and fuel poverty

Heating our homes over winter can be very costly, but the physical and mental health costs of living in the cold and damp are also very high. We already have 40 warm spaces, and we have initiated a 'winter-well' program to support those at risk. We will continue to provide financial support to those who need it most, and we are always trying to find innovative ways to help save energy. Currently we are developing a scheme to provide eligible residents with Air Fryers due to their relatively low running costs.

On a larger scale the Energy Company Obligation scheme, now on its fourth wave (ECO 4), and the Social Housing Decarbonisation Fund (SHDF) are both helping to deliver efficiency measures to homes. The initiatives aim to reduce fuel poverty by targeting the most vulnerable households with the poorest energy performances. This includes upgrading wall and loft insulation, and installing solar panels, double glazing and energy saving lights. Combined with ventilation measures this should also reduce the risk and incidence of condensation and mould.

RECOMMENDATIONS

- **Anti-Poverty Strategy-** continue to refine the Anti-Poverty Steering Group to guide strategic direction and engagement and to evaluate the impact of actions to date.
- **Digital wellbeing-** deliver further wellbeing courses via libraries, Age UK and Bury Circle.
- **ECO4 Flex-** capitalise on the fourth wave of the retrofitting scheme until 31st March 2026.
- **Family Hubs-** Develop our Family Hub model and expand services across Bury.
- **Food Strategy-** Build on the momentum of our recent success and aim for the Silver Sustainable Food Places award.
- **Healthy Start-** Become a national leader in the uptake of Healthy Start vouchers.
- **Let's Fix it-** Champion our campaign to advocate for a better deal for Bury.
- **Networks-** Strengthen our community networks to make sure our support services reach everyone, with more roadshows to showcase the help available.
- **Skills and employment-** work collaboratively with Ingeus to further develop the support and offer available through the neighbour-hub in the Millgate.
- **Workplace-** integrate wrap around services and skills events into Job Centre Plus Fairs.

Reflections

Public Health Annual Report 2020-2022

The most recent report outlined a 10-point plan for recovery from the COVID-19 pandemic. Below is a summary of our progress.¹

1. Summer provision for our children

For children eligible for free school meals, we partner with Bury VCFA to run a Holiday Activities and Food Program, at no cost to caregivers. The holiday food provision has been extended to Easter 2024.²



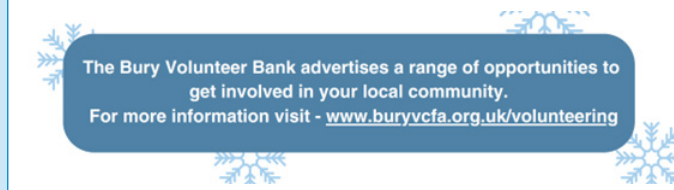
2. No rough sleepers

For all people that are sleeping rough in Bury, we have made a commitment to provide 'A Bed Every Night' (ABEN). The ABEN service provide intense wrap-around support, 24-hour access to appropriate facilities and aspirational exit strategies.³



3. The Bury Opportunity Guarantee

The community networks which evolved to confront the COVID-19 pandemic proved to be a great asset to Bury.⁴ Drawing from this experience, we believe that everybody in the borough should get the chance to volunteer. This not only supports the local community but also builds skills and confidence within our volunteers.



4. Anti-poverty strategy refresh

In 2022 the Anti-poverty strategy and action plan was developed, followed by the Anti-poverty steering group and the first Cost of Living Summit.⁵ The momentum of the steering group has continued to grow, leading to productive collaboration between partners across the borough. Achievements include setting up a designated cost-of-living helpline, fuel poverty road shows, creation of a warm spaces charter and network, and many more initiatives outlined in this report.⁶



5. Year of Culture

In December 2019 Bury was announced as the inaugural Greater Manchester Town of Culture.¹⁶ Bury held this title throughout 2020 and 2021, extended due to the disruption caused by COVID-19. The award included a £50,000 grant from Greater Manchester Combined Authority and was estimated to generate a total investment of £120,000 from a variety of sources including the Arts Council England, the Victoria Wood Foundation and Bury Council. Inspired by this success, Bury Council has launched a Cultural Strategy¹⁷. To build on the momentum, in October 2023 Bury hosted its first ever Comic Con event, which was a huge success.¹⁸



6. Health and care recovery

The Health and Care Recovery Transformation programme outlines a commitment to build stronger relationships between providers, facilitating more joined up care. This encompasses organisations within and outside the borders of our borough, with a focus on improving overall population health and tackling inequalities, in line with our vision for Bury 2030.¹⁹

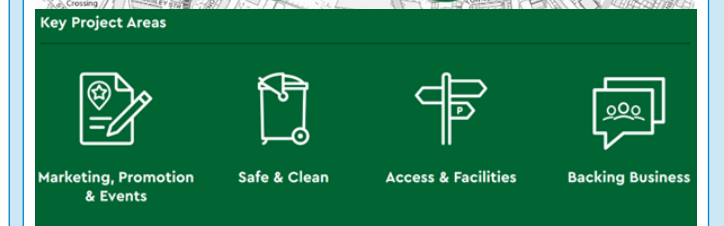
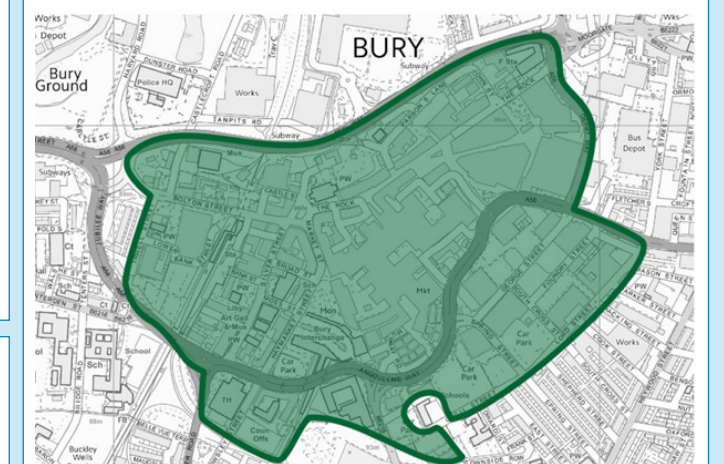


7. Backing Bury businesses

In March 2022, businesses in Bury voted in favour of establishing a Bury Improvement District (BID).²⁰ Bury BID is an area where businesses collectively invest to improve their trading environment. This initiative can support businesses to grow sustainable footfall, lobby on their behalf, and provide training. Businesses outside of the BID area can also volunteer to be members.



The BID Area



8. Working well

The Working Well Service supports unemployed residents, who have a health condition or disability, that want to move into paid work.²¹ The Work and Health Program operates throughout Greater Manchester, including a branch located in Bury. Key workers can offer specialist advice to help find a job and support the transition into working life too.



¹ https://councildecisions.bury.gov.uk/documents/s33591/Draft%20PHAR%202020-2022%20FINAL%20DRAFT_minus%20Cllr%20foreword.pdf
² <https://www.bury.gov.uk/schools-and-learning/school-meals/free-school-meals>, <https://www.bury.gov.uk/schools-and-learning/holiday-activities-and-food-programme>
³ <https://www.bury.gov.uk/housing/homelessness/aben>, <https://www.bury.gov.uk/housing/homelessness/homelessness-strategy>
⁴ <https://www.buryvcfa.org.uk/volunteering/>
⁵ <https://councildecisions.bury.gov.uk/documents/s32174/Bury%20Cost%20of%20Living%20and%20Anti%20Poverty%20Strategy.pdf>
⁶ Warm Spaces Bury | The Bury Directory, Cost of Living Support - Bury Council

¹⁶ <https://www.greatermanchester-ca.gov.uk/news/bury-secures-prestigious-greater-manchester-town-of-culture-accolade/>
¹⁷ Bury Cultural Strategy - Appendix 1.pdf
¹⁸ <https://www.burytimes.co.uk/news/23889053.comic-con-success-thousands-flock-bury-town-centre/>
¹⁹ <https://www.bury.gov.uk/my-neighbourhood/lets-do-it-strategy>
²⁰ <https://burybid.co.uk/>
²¹ <https://www.bury.gov.uk/jobs-and-skills/working-well-work-and-health-programme>, <https://www.inworkgm.co.uk/>

9. Economic recovery strategy

Our vision for Bury 2030 is to stand out as a place that is achieving faster economic growth than the national average, with lower than national average levels of deprivation ²².

The four key principles of our 'LET'S do it' strategy are Local, Enterprise, Together, Strengths. This refers to our commitment to focus on Local neighbourhoods, Enterprise to drive economic growth and inclusion, Delivering Together with a Strength-based approach.



10. Championing the borough's key workers

To mark Living Wage Week 2023, a business breakfast was held at Bury Town Hall.²³ The Real Living Wage Foundation, Greater Manchester Good Employment Charter and Unison organised the event with Bury Council. The aim was to promote the benefits of signing up to the Real Living Wage- for businesses and employees and the borough.



²² <https://www.bury.gov.uk/my-neighbourhood/lets-do-it-strategy>

²³ [Bury businesses urged to go to Real Living Wage event | Bury Times](#)

Bury Public Health Annual Report 2023/2024