

LET'S Get BURY Moving



Let's all play our part... ...move more every day!

Welcome to LET'S Get Bury Moving, our renewed strategy designed to ignite a passion for physical activity and well-being within our community. As we embark on this journey together, we envision a healthier, happier, and more vibrant Bury.

Bury
Council



Let's Get Bury Moving is more than just a call to increase physical activity – it's a movement focused on tackling health and social inequalities that exist within our communities and neighbourhoods. We know it impacts on everything from life expectancy to quality of life.

This cannot achieve this alone, Let's Get Bury Moving will work in collaboration with multiple stakeholders to inspire every individual, community leader, organisation, and local service to come together and make physical activity a priority in every neighbourhood.

Reducing Social Inequalities Through Let's Get Bury Moving

Whether through local sports clubs, community walking groups, or fitness classes, physical activity offers opportunities for social connection, reduces loneliness, and builds support networks. These connections are vital for mental health, resilience, and a sense of belonging—all key factors in addressing social inequalities.

Our Call to Action

Join us in making Let's Get Bury Moving a cornerstone of our community health plan. We encourage local organisations, schools, healthcare providers, and community groups to:

1. Prioritise accessible and inclusive physical activity programmes that cater to diverse needs, abilities, and backgrounds.
2. Create safe, welcoming spaces in our neighbourhoods where people feel comfortable getting active.
3. Engage and empower local champions who can inspire and support others in their communities to take part.
4. Raise awareness about the benefits of physical activity in tackling health and social disparities, fostering a culture where everyone feels encouraged to be active.

Together, let's take steps to bridge health gaps and build a fairer, healthier future for our communities. Through collaboration, commitment, and action, we can harness the power of physical activity to create lasting change where it matters most.

Together, LET'S make Bury a place where health and vitality thrive. LET'S Get Bury Moving!

Local: LET'S Get Bury Moving will ensure there is always a local focus whilst remaining committed to regional and national physical activity ambitions. It will strive to achieve proportionate universalism within physical activity level changes with a focus but also scope to develop areas with less active communities.

Enterprise: LET'S Get Bury Moving will work with a range of stakeholders to develop innovative ways to move Bury's communities and act with an eagerness to embrace solidarity via Bury Moving voice.

Together: LET'S Get Bury Moving will contribute to a range of strategic outcomes using the Bury Moving movement thus bringing partners together across systems but also using existing policies as a roadmap to increase physical activity levels.

Strengths: LET'S Get Bury Moving will embed a strengths-based approach to Moving its communities, it will also focus on an asset-based approach and place-based levers to support those effected by elevated levels health inequalities.



Success Criteria

Item	Baseline	Aspiration	Measurement Tool
Adults 16+	65%	>=70%	Active Lives Survey
Children and Young people (5-16)	47%	>=52%	Active Lives Survey
Reduce Inactivity levels in adults (16+) excludes gardening in Indices of Deprivation (IMD) 1-2	35%	<=30%	Active Lives Survey

NOTE: In terms of 0-5yrs we are committed to encouraging all early year's settings nurseries, playgroups, and pre-schools to actively promote at least 180 minutes of physical activity per day for children aged 0-5. This recommendation is in line with public health guidance and is vital to supporting physical, cognitive, and emotional development during these formative years.

Of the recommended 180 minutes, we will be encouraging early years settings to focus at least 60 minutes on moderate to vigorous physical activity. This could include activities such as running, jumping, or climbing, which are crucial for building motor skills, developing strength, and boosting overall health and wellbeing.

By embedding these activity guidelines into the daily routines of our youngest children, we aim to not only address current gaps in physical activity but also support their long-term health outcomes. These early interventions can have lasting effects, improving health trajectories well into adolescence and adulthood.

LET'S Get Bury Moving	Target
LET'S	Improve Life Expectancy Improve School Readiness
Health	% Physically Active Children and Young People % 10-11-year-olds with healthy weights (this will be achieved via a system wide approach) Number of new referrals received via Bury Live Well Service Number of Green Flag parks
Climate	Develop and promote active travel and 15minute neighbourhood concept as part of the neighbourhood and town centre regeneration schemes for thriving and sustainable places. Develop exemplar projects where priority is given to cyclists and pedestrians rather motor vehicles Improve walking and cycling infrastructure so people feel safer when walking and cycling. Work with schools to promote active travel and reduce travel associated carbon emissions.
Children's	0-5: Aim for at least 180 minutes per day (60 minutes moderate to vigorous activity) Under 1's: At least 30 minutes per day (Tummy Time)
Sport England - Active Nation	LET'S Get Bury Moving's intention is to align with Sport England's 5 main outcomes through, physical wellbeing, mental wellbeing, individual development, social and community development, and sustainable economic development. Sport England's Overarching - Active Lives highlight data will inform LET'S Get Bury Moving aims.



LET'S Get Bury Moving	Target
Active Region	Target: LET'S Get Bury Moving provides a localised delivery model of the GM Moving Strategy, setting out how to get people moving more by designing moving into everyday life. Helping people move a little more, making it easier to be active and a natural part of how we all live, travel, work and play in Greater Manchester. Bury's data pack provided via GM Moving will inform several targeted actions via hyper local insights.
Active Economy	Improved population health Reductions in health inequalities across the borough, but particularly those in more deprived neighbourhoods.
Active Place	To create a Healthy Place Supplementary Planning Document that encourages: Active Travel, Physical Activity and Connectivity Access to Open Space and the Natural Environment Creating Great Places (Design of the built and natural environment/public realm)
Transport Strategy	To create a borough wide active travel network Active Travel routes to, from and within new development sites More secure cycle parking Greater access to bikes Safer routes to school Connecting blue and green infrastructure networks
Mental Health Strategy	More protected cycle lanes and secure cycle parking Make walking and cycling more pleasant with more pedestrianisation, crossings, protected cycle tracks and low traffic neighbourhoods.
Bury Wellness Strategy	Improve physical and mental health Improve social and community development Work universally but target hard to reach cohorts in Bury East and Radcliffe.
Active Culture	Promote a culture that supports physical, mental, emotional, and social health of the borough
School games	LET'S Get Bury Moving will work with Schools and the Schools Games Lead to ensure children and young people's needs are met by Action Planning and associated increasing physical activity and sport.
Bury Volunteering Strategy	Diversity: LET'S Get Bury Moving will work collaboratively and engender trust across the public, private and VCSE sectors creating opportunities for people to use their skills and experience to benefit the broader community when linked to physical activity. Freedom Of Choice: LET'S Get Bury Moving will work collaboratively to extend opportunities for people to engage in profound and flexible volunteering opportunities. Engaged and Supported: LET'S Get Bury Moving will advocate for volunteering good practice across all volunteer organisations to enhance the volunteer experience. Valued: LET'S Get Bury Moving will recognise the key contribution volunteering makes to our economy and in the creation of more social value for Bury.
Age Friendly Community	LET'S Get Bury Moving wider workforces will help to conduct walk audits with older people to identify local needs on pavements, curbs, and crossings. LET'S Get Bury Moving partners both locally and regionally will help by offering specialist classes for older cyclists. LET'S Get Bury Moving will maintain and or improve on its local walking sports clubs offers.
Greater Manchester ICP Strategy:	Ensure our children and young people have a good start in life Help people, families and communities feel more confident in managing their own health Support excellent work and employment and ensure we have a sustainable workforce Ensure that all our people and services recover from the effects of the COVID-19 pandemic as effectively and as possible Help to secure a greener Greater Manchester with places that support healthy, active lives

