



BETTER TOGETHER BURY

*Briefing update for the Co-
production of the mental health
complex system KUMU map and
action plan for Bury*



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Executive Summary

It has now been 12 months since Bury Public Health and The Centre for Mental Health conducted a Greater Manchester Combined Authority (GMCA) mental health mapping exercise with a variety of stakeholders at Bury's Mosses Centre.

The purpose of conducting this mapping exercise was to identify any potential gaps in any policies, strategies and or service delivery but also to possibly build capacity in services that had been proven to be successful in delivering early interventions for mental health and Wellbeing.

Adopting a whole system approach was the ethos of the assessment and from the intelligence gathered, a targeted and chronological plan of action was developed.

Given the time and effort taken by all our stakeholders and partners, Public Health thought it would be courteous to provide an update on how progressions of work have been acted upon to date.

Within the next sections there will be highlights of each action taken from the recommendations.



You Said We Did!

03

Societal and economic choices



- Bury should seek Living Wage Place status

Bury's major organisations should do more to train, hire and procure from local people and smaller organisations

- Council tax support should be extended and lift more low income people out of paying

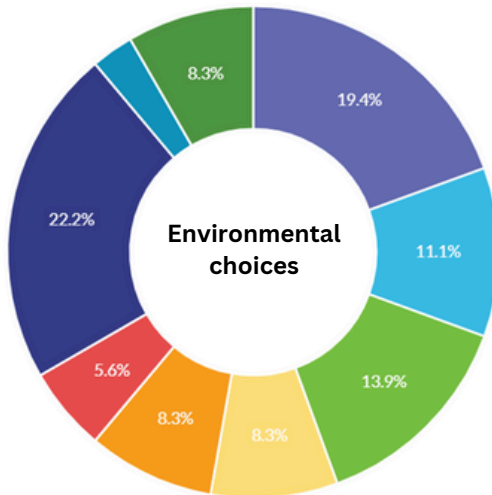
- Financial advice should be made more widely available via the NHS, council and community settings

- Eligible children should, by default, be added to free school meals register (with an opt-out)

- Smoking cessation support should be extended and targeted at low income smokers

- More should be done to encourage take up of Healthy Start vouchers and free nursery places

Environmental choices



- Do more to ensure everyone has a decent, affordable and secure home

- Create more protected cycle lanes and secure cycle storage

- Pedestrianise more high streets and make walking more safe and pleasant

- Constrain motor traffic with low traffic neighbourhoods, controlled parking zones and clean air charging

- Increase access to parks and gardens

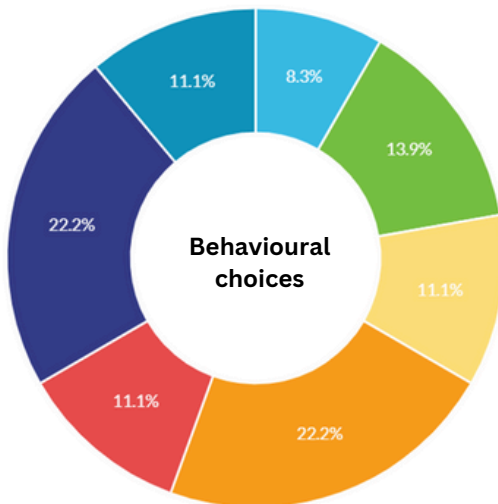
- Plant more trees and community planting beds

- Prioritise reviving town centres and brownfield sites over out of town development

- Support more electric public transport

- Create School Streets that restrict traffic at drop-off and pick-up times to encourage walking and cycling

Behavioural choices



- Ban smoking in playgrounds

- Create smoke-free council and housing association tenancies

- Tighten alcohol off licensing rules to reduce hours of pubs and limit new outlets

- Tighten planning to restrict junk food take-away near schools

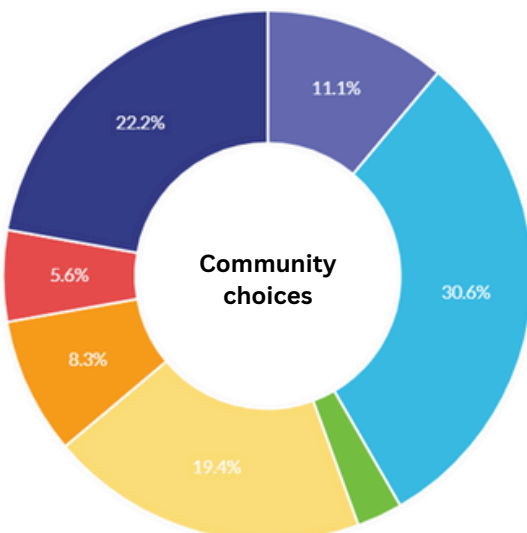
- Ban adverts for alcohol, junk food and gambling on public sector owned advertising sites

- Create more water fountains in schools, parks and high streets

- Invest in substance misuse and smoking cessation services

- Invest in anger management and relationship support services

Community choices



- More effort to tackle discrimination and promote marginalised communities

- Invest in mental health services especially for parents, carers and children and young people

- Invest in parenting programmes, children's centres and health visitors for young families

- Support more community centres and spaces

- Change planning rules to ensure community and green space in every new development

- Support 'Whole School' approaches to tackle bullying

- Provide greater support for elderly and unwell people to socialise and reduce loneliness and isolation



Economic Recommendations & Actions



Recommendation:

Community Wealth Building –
Living wage anchor institutions
– Bury Council

Action Taken:

We as Bury Council are an anchor institution, by paying Real Living Wage (RLW), this is wider than employment. Our concept that as an anchor institution we create the right growth, inclusive growth that all parts of the community can benefit from.

This Includes social value and encouraging businesses that create wealth and share wealth.





Economic Recommendations & Actions



Recommendation:

Refresh Bury's child poverty strategy



DRAFT Cost of living support &
anti-poverty STRATEGY

LET'S
do it!

Action Taken:

A review is being conducted by Chris Woodhouse on this topic of work. Using data from the current anti - poverty strategy and the JSNA The Public Health 0-19 specialists and practitioners are working on interventions for Essential Parent, Healthy Start funding, Vitamin and oral health distributions. An understanding that more work still needs to be completed.



Economic Recommendations & Actions



Recommendation:

Make school meals free as the default



Action Taken:

While this is not financially viable locally Bury Councils Public Health Team and school catering team are trailing a subsidised school meal pilot with St Mary's Radcliffe for children in year 3 following free school meal offer in key stage 1. This pilot scheme is based on evidence-based research from Leeds University and intends to support sustained uptake of school meals following on from the free period, which is intended to have positive health and wellbeing impacts for the children.

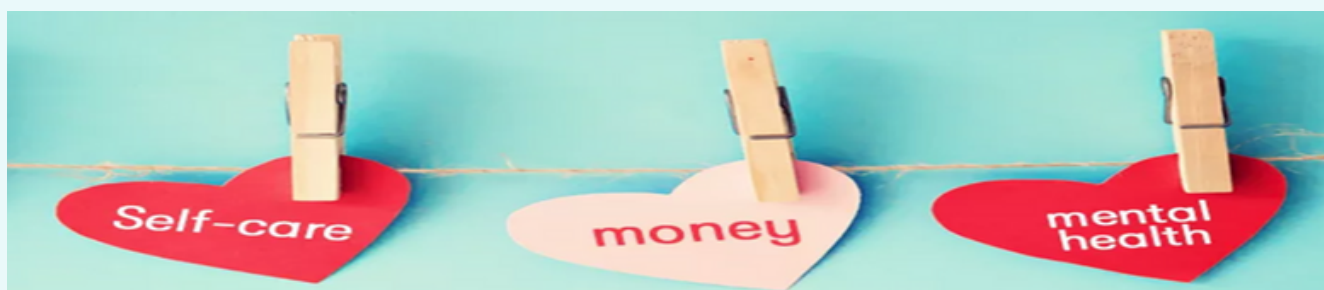


Economic Recommendations & Actions



Recommendation:

Provide more financial advice in health and social care, housing settings and more mental health care for people receiving social security



Action Taken:

Housing Services now have an agreement with CAB to make a referral for any customer that needs additional financial support. They also provide tenancy support and within this they will sign post to help customers with low level budgeting, ensuring they are claiming the correct benefits, along with other financial support such as furniture provision and food parcels. They also have a Customer Engagement Team who provide training to customers that include budgeting skills, digital skills and cooking on a budget. They also attend food banks and drop in to offer support to those who need it.



Economic Recommendations & Actions



Recommendation:

Employment and Learning in adulthood

Action Taken:

We have taken case studies from services and service users that demonstrate how employment and learning has aided their self-worth. The Adult Learning Centre are providing a new GM RSPH healthy minds eLearning and Helping Yourself to Wellbeing courses that empower individuals with self-esteem and confidence amongst other learning opportunities. A 10-week course being developed for the Neuro-Diverse workforce. We are working closely with Igneous and our in-house employment and health offices to provide more support towards employment.



Bury adult learning have agreed the communities in charge of alcohol course (CICA) also as a deliverable course. 03/10. 5 learners on the course. Lee to fund X4 Military Vets for a RSPH course and also Jim providing HY2W and Connect 5 training. Exploring MH first Aid and suicide prevention training for the Vets also.



Environmental Recommendations & Actions

Recommendation:

Decent affordable, secure housing



Action Taken:

Achieve and Biglife revisiting Bury Housing around outreach and Cooccurring conditions. Bury Substance misuse offer / assertive outreach (Biglife). Engaging with residents on social housing. Achieve and Biglife revisiting Bury Housing around outreach and Cooccurring conditions (COC) 03/10



Environmental Recommendations & Actions

Recommendation:

Promote Bee Network Public
Transport Offers



BEE NETWORK

Action Taken:

A Bury Bee Network Forum has been created with Cllr Staples-Jones proposed to act as chair. A date for the first Bee Forum has been agreed and an agenda set. Bury's Walking and Cycling forum will feed into the newly formed Bury Bee Network Forum, this will then be elevated to Greater Manchester Combined Authority leads highlighting success and raising awareness of transport barriers on a local footprint. Business Plan agreed for TFGM / CRSTS / Pimhole and Fishpool crossing network also 03/10. Business case for streets for all (Radcliffe) submitted, work continues on activation budget for Ramsbottom town centre 23-12-24



Environmental Recommendations & Actions

Recommendation:

Create more protected cycle lanes and secure cycle parking



Action Taken:

No immediate plans for protected cycle lanes given elevated associated costs however they will be considered via highways and engineers across all new builds including town centre regeneration. New secure cycle parking will be considered as part of all Major's Challenge Fund (MCF) activation's, a recent example includes cycle storage at The Grundy Day Centre. Community engagement events will help establish if there is appetite for this resource. . Ongoing relationship with highways and planning, new Bury moving framework should act as an enablers 03/10. 23-12-24 = Ongoing discussion to move Radcliffe Bike Library to Radcliffe food club, Radcliffe HUB potentially receiving bike storage, Openshaw park bike library received gifted bikes from united utilities. Possibly going to work with Creative Living Centre around a walking and cycling offer aiding Mental health.



Environmental Recommendations & Actions

Recommendation:

Make walking and cycling more pleasant with more pedestrianisation, crossings, protected cycle tracks and LTN and street planting



Action Taken:

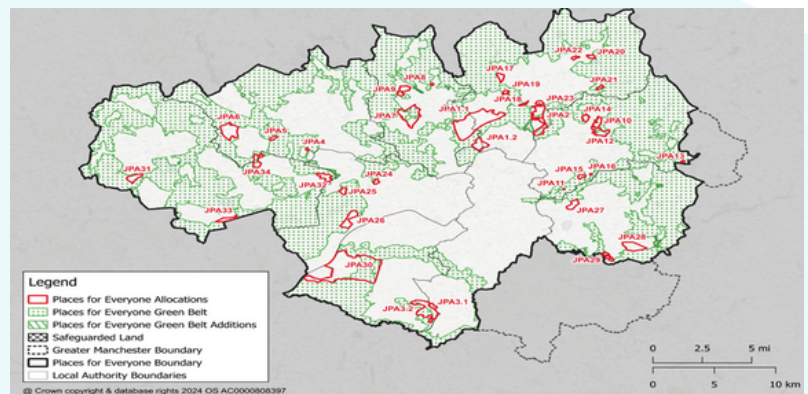
New protected cycle lane in terms of a cyclops junction has been installed at Bury's Jubilee Way network work has also begun on a series of new crossings in and around Fishpool and Pimhole, a community engagement event was held at The Mosses Centre on 06-11-24 to capture feedback around walking and cycling experiences. Ongoing 03/10. Discussions ongoing for school streets as part of GMCA 100 school streets pledge, 23-12-24. QR way markers have shown that the data for people scanning walking/cycling and Mental health support on all routes has doubled since Feb 2024 figures (last data set Jan 2025)



Environmental Recommendations & Actions

Recommendation:

Prioritise mixed, medium density developments to revitalise town centres and brown field sites rather than out of town developments that increase the need to drive



Action Taken:

Places for Everyone adopted via the council in March 2023 as a key milestone, this allows public health and planners to develop supplementary planning documents that will encourage healthy design and behaviours as policy. The new Government have prioritised more houses therefore healthy systems policies be developed and added to the local plan in 2025, next steps will include a healthy weight systems topic paper for senior leads and Public Health along with Policy Planners have agreed interim measures around fast food take aways given levels of childhood obesity. Government changes to NPPF placed more support on healthy environments - NHS investment, active travel and fast food take aways. 23-12-24.



Behavioural Recommendations & Actions

Recommendation:

Invest in substance misuse, smoking cessation and gambling problems – Ensure there is a local offer around Mindfulness and resilience that communities can access.

Action Taken:

Bury's Swap to Stop service is now live, the resources are being delivered by Bury Live Well Service and Adullum Homes with more provision targeted towards Pennine Care. There has also been investment from The Office for Health Improvements and Disparities (OHID) around extra stop smoking support locally. Public health has also provided input into Bury's gambling policy. Stop Smoking extra investment utilised with 2 extra stop smoking staff within Bury Wellness service. 23-12-24. Jim and Aimee to evaluate TBD page on this and also make sure signposted resource is on there.





Behavioural Recommendations & Actions

Recommendation:

Tighten Off licencing policies to reduce sales hours, ban super strength larger and single can sales, consider a minimum unit price approach like Newcastle.



Action Taken:

The Public Health Team are working with licencing and have developed a Licencing matrix. This is a tool which uses a range of health and crime data sets and provides an objective measure as to whether new premises might have a negative impact on communities and residents. The use of the tool has led to a number of successes including license applications reducing their opening hours within their applications. Alcohol representations successfully completed in Prestwich and Bury Town Centre. 23-12-24. Licencing matrix front facing on Bury JSNA and licencing website.



Behavioural Recommendations & Actions

Recommendation:

Ban alcohol, gambling and junk food advertising on public sector owned sites including poster sites, digital and sponsorship



Action Taken:

Discussions with strategic planning department as part of places for everyone adoption. Public Health Specialists to prioritise as healthy weight systems next steps. Lee working as part of a GM task and finish group commissioned via the LGA exploring dark kitchens and fast-food saturation levels 23-12-24. Lee looking to develop a commercial determinants of health matrix.



Behavioural Recommendations & Actions

Recommendation:

Everyday Needs for Wellbeing

Action Taken:

Many services provide support for these issues and can be found on The Bury Directory Livewell/wellness service to provide a self-referral system for self-help and lifestyle guidance thus aiding mental health. New MH landing page in creation. 23-12-24 and development of user friendly KUMU mapping system. Developing more physical and mental health resource for the military vets and access to leisure centre and GP surgeries along with new bespoke exercise options including Bury Fc and their discounted entry offers.





Community Recommendations & Actions

Recommendation:

Investing early intervention mental health services, including peer led ones especially for children and young people along with parents and carers.

Emotional and Mental Wellbeing Support

FOR CHILDREN AND YOUNG PEOPLE



Action Taken:

Working with all services mentioned to display an impact and this also works as a invest to save/ return on invest basis in that it lowers the need for acute care on a mental health continuum. Youth Connect 5 roll out from GM funding via Public Health and being the conduit with the NHS/ICB and Early Break teams. Padlets providing information on all mental health issues in a graduated format. Working with Bereavement support mechanisms and services therefore reducing need for CAMHS. My Happy mind and The new MY MindCoach being rolled out to secondary schools from September 2024. Public Health and Early Break Vape pilot delivery Oct 2024. Achieve recovery grant (25k) distributed to 6 local services. GMMH and Public Health in the process of agreeing a 3 + 1 + 1 contract around addictions. 23-12-25



Community Recommendations & Actions

Recommendation:

Greater support for the elderly and unwell to reduce isolation and loneliness.



Action Taken:

Ongoing work with Ageing in Place and Age friendly Bury from Public Health Age Well Specialist. Anti-Poverty policy-based interventions being addressed. Take A Seat initiative for the elderly to be able to have regular rests during walks and shopping in Bury locations. There has been a system approach from the anti-poverty steering group to help Revs and Benefits helping make sure the community are receiving the correct benefits and what they are entitled to – with a focused push on pension credit. Sporting Memories sessions now Live at Bury FC and PERSONA sites. 23-12-24. Increased promotion of suicide ideation and prevention in this targeted group as ideation is on the rise, over 2025 in line with GM priorities.



Community Recommendations & Actions

Recommendation:

Create greater access to more community centres, green spaces and community events that promote inter faith, inter-ethnic & inter-generational relations.



BURY FAITH FORUM

Action Taken:

Working across services and the Public Health Team to set up projects and interventions again many of which can be found on The Bury Directory pages.

Finally, we are currently recording a podcast named 'Bury, Let's Talk Health' that will enable all stakeholders to have an opportunity to promote their services and raise awareness of any topics that will support the populations health. These will be ready for release Jan 2025.



Thank You...

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Many Thanks for taking the time to contribute to this ongoing work and also for reading the update, any feedback will be welcomed.

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and Wellbeing Practitioner
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