



LIVE WELL

DOING THINGS DIFFERENTLY WITH
GREATER MANCHESTER'S COMMUNITIES

Live Well Update

October 2025

#GMLiveWell

#



This slide-set is a high-level summary, for partners across Greater Manchester, of what's happening to design and deliver Live Well.

We focus on:

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What is GM Live Well?

GM Live Well is Greater Manchester's commitment to ensure everyone can access great everyday support in every neighbourhood

We're tackling health, social and economic inequalities by changing how we work with people and communities, and in public services.

Led by and with communities, it is better connected and supportive services, opportunities and help.

As well as redesigning services, Live Well focusses on growing community action, power and wealth, so everyone:

- Has access to a wide variety of activities, support and information
- Is heard and enabled to contribute
- Has the resources to make change happen



#GMLiveWell



Update Summary

Over the last 12 months, Live Well has transformed from an ambitious manifesto pledge into our collective programme for public service reform. **Live Well is now the main mechanism for embedding prevention, integration, and community empowerment across GM's neighbourhoods.**

All 10 localities have created **local implementation plans, supported by a £10 million joint investment fund from GMCA and NHS GM, alongside an additional £10 million aligned through the DWP 'Economic Inactivity' Trailblazer.** These plans aim to establish a growing network of Live Well Centres, community-led spaces and joined up support offers. **A minimum of 50% of the joint investment funding is allocated to the VCFSE sector.**

The GM programme has also introduced the “**Live Well Hallmarks**” – a developing, collaboratively designed framework for Live Well centres, spaces, and offers, co-created with localities and community groups **to ensure consistent, values-driven delivery.**

Workforce development is expanding through a new **system leadership offer**, and **evaluation frameworks are being co-designed to measure impact** and guide future investments.

Live Well is now nationally recognised as part of the **Prevention Demonstrator, as outlined in the 10-year Plan for Health, attracting significant interest from various government departments.**

In the past 12 months Live Well has also **convened over 2,000 stakeholders in high-profile community-based events**, growing a bottom-up movement to reduce inequality and further enhance collaboration between communities and the local public services that serve them.

A new **Live Well Communities Fund** has been prototyped, and has already funded over 200 community groups, and reached 5000 in deciding and or benefitting from grants.



Live Well Hallmarks



Live Well Hallmarks

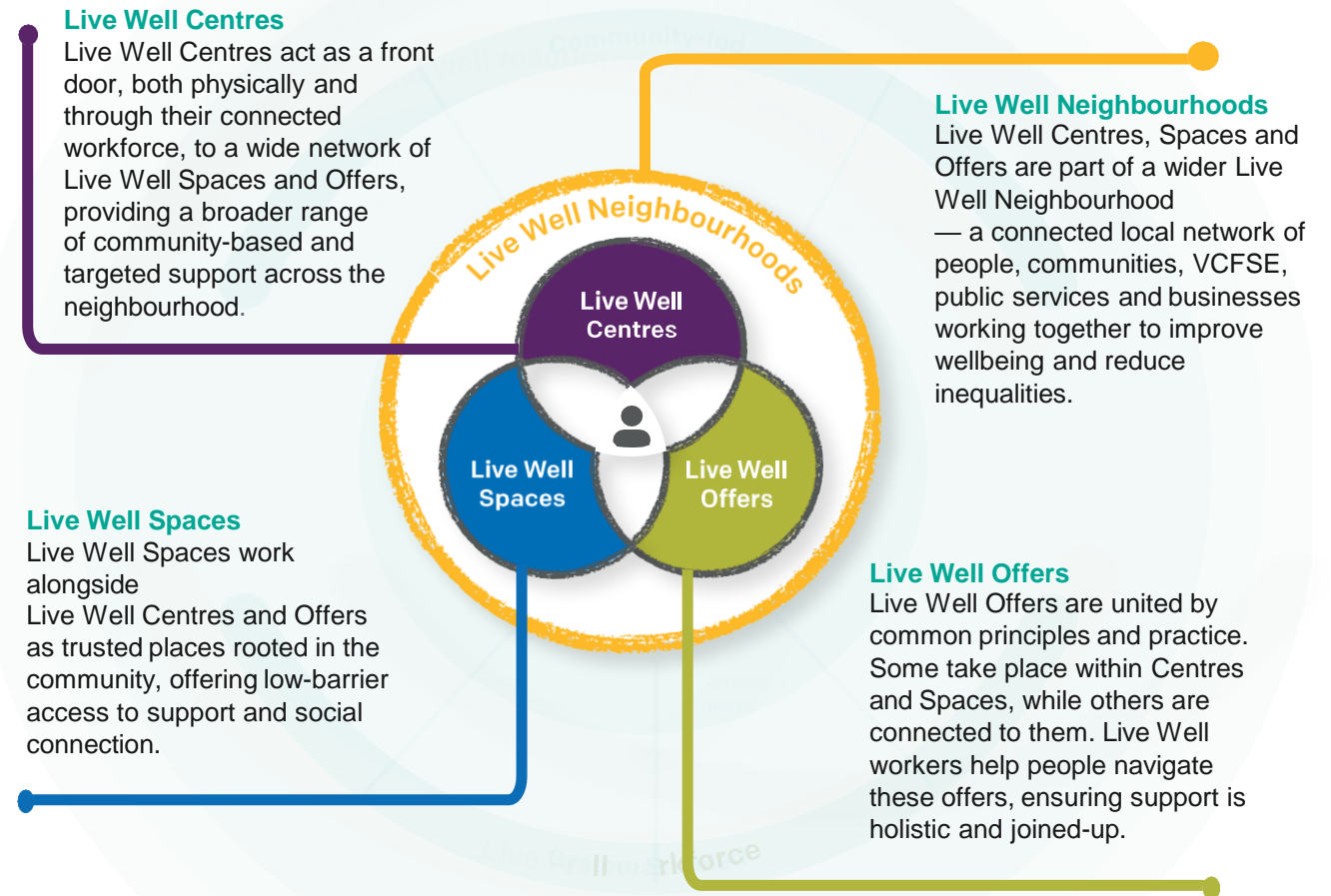
The Live Well Hallmarks are a set of emerging principles to support local areas in shaping and strengthening their own Live Well approaches.

A detailed document [available here](#) captures a shared vision for what great everyday support looks like in every neighbourhood across Greater Manchester.

In the spirit of Live Well, these hallmarks are the result of hundreds of conversations, co-production activities and co-design sessions. They build on what's already in place and bring together insights from cross-sector events, workshops, and conversations with communities, Voluntary, Community, Faith and Social Enterprise (VCFSE) sector organisations, public services and partners across the system

The version here is the latest iteration, following recent feedback. We invite partners to use these to shape the design and development of Live Well - and come back to share learning to further develop these. Email address for correspondence is GMLiveWell@greatermanchester-ca.gov.uk

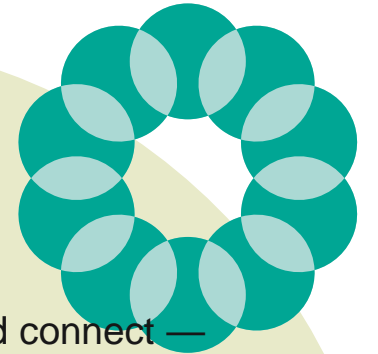
A summary of the Hallmarks is on the next slides.





Live Well Offers are:

- Available wherever people live, work and connect — in centres, community spaces, neighbourhoods, homes, workplaces and online.
- Delivered by the Live Well workforce, they include a wide range of support, from local wellbeing activities to specialist help with debt, financial and welfare advice and advocacy; employment support; physical health; mental health care; housing advice; clear and immediate crisis support; and longer-term intensive support for people facing multiple, complex challenges.
- Not just about what's offered, it's about how.
- United by a common practice — shaped with communities, grounded in relationships, and delivered in ways that are person-centred, trauma-responsive, culturally competent and strengths-based.



Emerging Hallmarks for Live Well Centres, Spaces and Offers



Live Well Centres



Live Well Centres are:

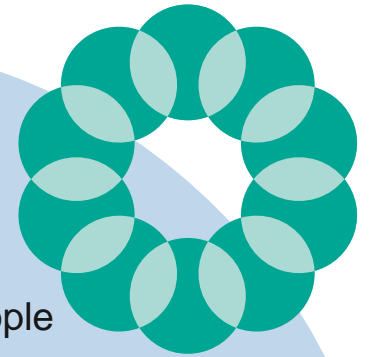
- Welcoming spaces where people can get everyday support without stigma, judgement or long waits.
- There for the things that matter most, whether it's help with housing, health, mental health and wellbeing, debt, employment, food, or feeling connected
- Places where people can speak to someone who listens, understands and helps.
- Bring together VCFSE-led and public sector support under one roof, with trusted people on hand to be alongside residents and connect them to what they need.
- Rooted in their local communities and connected to a wider network of Live Well Spaces and Offers.



Live Well spaces

Live Well Spaces are:

- At the heart of everyday community life - informal and welcoming places where people come to connect, belong and get involved.
- Often run by VCFSE organisations, peer groups or volunteers.
- Spaces of hope and connection, where relationships grow and mutual support thrives. You might find people chatting over a brew, sharing food, learning new skills or simply spending time together.
- Grounded in trust and community connections.
- Strengthened and sustained by public services that show up in supportive, relational ways and may be part of the offer
- Shaped by the community it serves. They reflect local culture, pace, strengths and needs — whether that's a community café, public living room, faith hall, library, online peer community or green space.

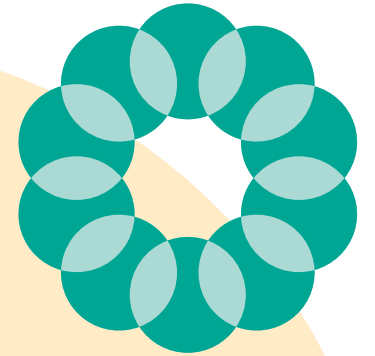


Emerging Hallmarks for Live Well Centres, Spaces and Offers

Live Well Neighbourhoods

Live Well Neighbourhoods are:

- Connecting people, places and support into a joined-up local system.
- Connecting and integrating 'community neighbourhoods' - the streets, estates or towns where people live, work and learn - with 'public service neighbourhoods' - optimum geographical units for integration covering populations of around 30,000–50,000
- Bringing together all neighbourhood level public services, VCFSE organisations, Live Well Centres and Spaces, employment providers, multidisciplinary teams and community connectors.
- Reshaping how services and organisations work together — shifting from siloed delivery to integrated support grounded in trust, collaboration and local knowledge.
- About thriving communities, genuinely early help, catching and supporting people, and holding and caring for people - prevention drives action to reduce inequalities



Locality approaches to delivery of Live Well





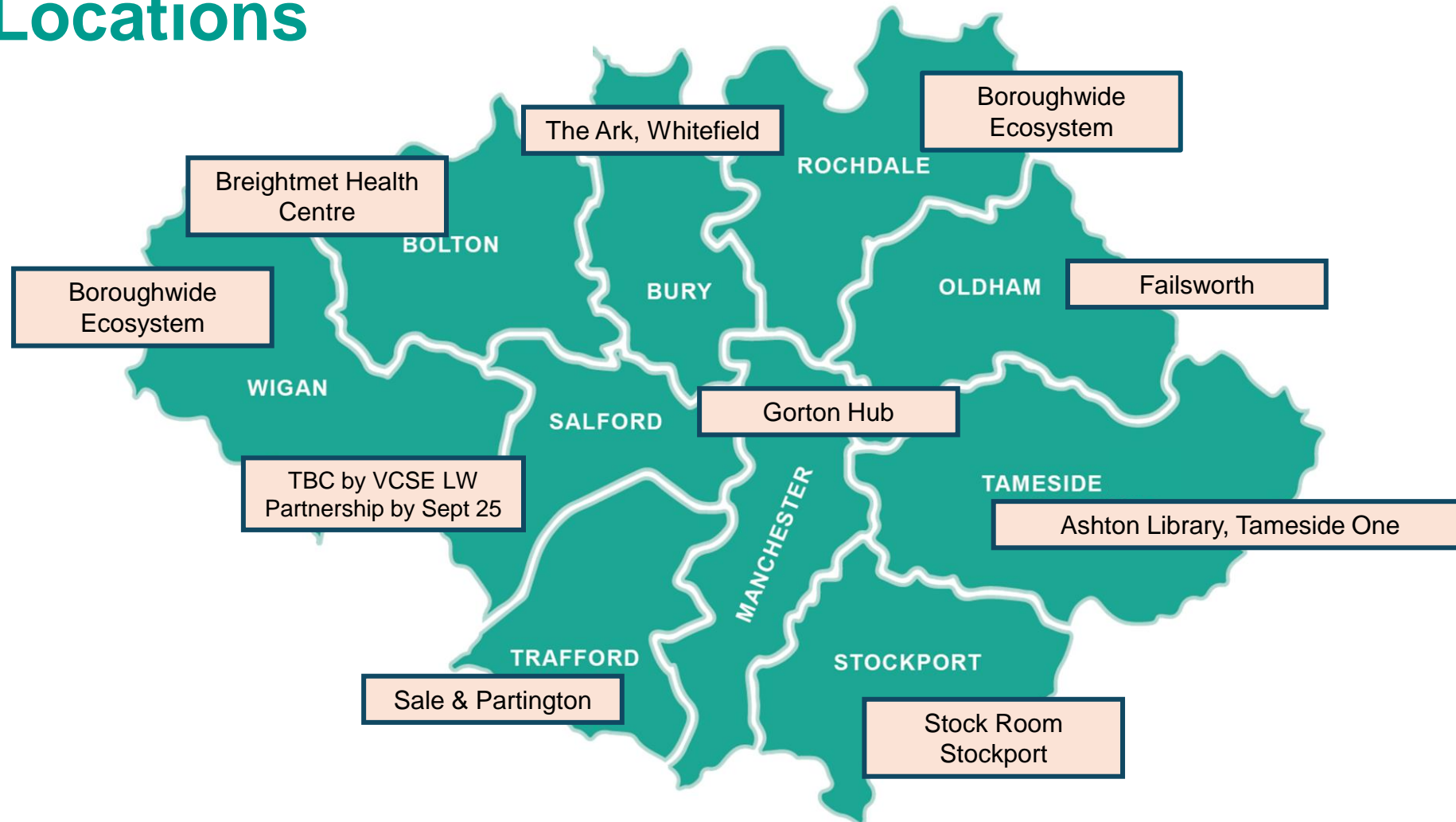
Place based leadership of Live Well

The delivery of Live Well will be led in the communities and neighbourhoods of Greater Manchester, shaped by people and places and built on existing strengths and histories.

To support this each locality has been allocated its share of a £10m implementation fund, coming into councils alongside the Government's £10m Economic Inactivity trailblazer funding.

Every locality has started to work with local people and partners to describe how they will approach this, including where their first flagship Live Well Centre will be. The following slides summarise each locality's plans.

Live Well Centres – Initial Locations



Live Well Implementation Plan – Overview: Bolton

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHICAL SCOPE

Location: Brightmet Health Centre (proposed)

Geographical Scope: To start with a pilot in Bolton East (one neighbourhood), but the intention is to expand delivery and connect a wider range of local services and assets to form a Live Well network across Bolton.

KEY FOCUS AREAS / COHORTS

- Early years parents in poverty
- Young people (16–24 NEET)
- Adults and young people with mild/moderate mental health conditions
- Over 50s long-term unemployed
- Parents of children at risk of exclusion

LEARNING THEME

Prevention-focused integration across life stage (embedding holistic, person-centred approaches).

COMMUNITY LED APPROACHES

Co-produce the 'offer' with communities and VCFSE partners in Bolton East and then wider Live Well Network, focusing on prevention, equity, and place-based delivery, with shared outcomes and ongoing feedback to guide improvement. The approach combines joint training, co-design, and qualitative insights to ensure the offer reflects local needs and delivers meaningful impact.

GOVERNANCE & DECISION MAKING

Delivery and impact will be overseen through Bolton's Live Well Board, comprising of system partners across Bolton, and chaired by the Chief Executive of Bolton Council.

% FUNDING ALLOCATION

50% VCFSE Sector

Specific funding details to be agreed between LW Lead and Lead VCFSE Organisations for each phase.

Live Well Implementation Plan – Overview: Bury

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHICAL SCOPE

Location - The Ark – Albert Drive, Whitefield

Geographical Scope: Phase 1 in Whitefield; capacity building across all 5 neighbourhoods to create network of Live Well centres and spaces

KEY FOCUS AREAS / COHORTS

- Adults impacted by poverty
- Children & Young People

LEARNING THEME

Developing a Live Well centre from scratch in an underserved area, built on extensive community engagement and involvement

COMMUNITY LED APPROACHES

The approach centres on a strong programme of community engagement and insight generation, led by Bury VCFA, and builds on recent VCSE development work in Whitefield.

The flagship centre will become a truly community-led facility, shaped by local needs and data with the aim of full community ownership within five years.

GOVERNANCE & DECISION MAKING

This phase 1 Live Well implementation has joint SRO leadership from the Council/NHSGM leadership and leadership from the Bury VCFA.

The Live Well steering group is accountable for governance purposes to the Bury Public Service Reform Board. It will also report to “Team Bury” - the apex of all partnership working groups in the borough.

% FUNDING ALLOCATION

Min
50%
VCFSE
sector

Spend profile not finalised yet
The public service spend will be focused on bringing the building into use and underwriting operation costs.
The VCFA spend will be on capitalising on the opportunity and ensuring this initiative is community led. Grants and alliance approaches to fund VCSE delivery.

Live Well Implementation Plan – Overview: Manchester

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHICAL SCOPE

Location: Gorton Hub

Geographical Scope:

- Initial focus on 2 areas; citywide ambition - **Harpurhey and Miles Platting and Newton Heath** – building our Live Well offer at a neighbourhood level, creating live well places.
- The detailed nature of the projects, initiatives and activity for investment will be co-designed at neighbourhood level in these areas, working with the VCFSE to the principles and high-level outcomes as outlined above.

KEY FOCUS AREAS / COHORTS

Adults (economic activity), mental health (all ages), children (GLD)

LEARNING THEME

Improving mental health, access to good employment, and children's development

COMMUNITY LED APPROACHES

Manchester's Community Action, Power and Wealth initiative focuses on co-production and co-design at the neighbourhood level, guided by inclusive, strengths-based, and trauma-informed principles. It aims to build community power through local forums and infrastructure, while ensuring support is accessible, preventative, and family-centred. Community-led evaluations will be co-designed with appropriate metrics, potentially involving local evaluators.

GOVERNANCE & DECISION MAKING

Reports on activity and progress against those indicators will be reported through the VCFSE working group (tbd), Steering Group (monthly) and up to the Our Manchester Investment Board (quarterly).

% FUNDING ALLOCATION

Planned
70%
VCFSE

The approach will be determined jointly with the sector through our facilitated sessions and workshops.

Live Well Implementation Plan – Overview: Oldham

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHIC SCOPE

Location - Failsworth is identified as the most advanced currently and will act as an exemplar for other sites in Oldham

Geographical Scope – Developing approaches in each of the 5 districts in Oldham

KEY FOCUS AREAS / COHORTS

Families, youth, community leaders, neurodivergent groups. The approach is intentionally broad, aiming to reach a wide range of residents, particularly those who may be underserved or face barriers to accessing support.

LEARNING THEME

Further develop and share approach to capacity building with local residents

Building evaluation informed by the lived reality of our residents

COMMUNITY LED APPROACHES

Sharing power (governance), sharing resources (PB & One Oldham Fund), building capability (leadership & volunteering), and funding places where everyday support happens (community-led spaces)— II underpinned by co-design, ongoing engagement, and evaluation shaped by residents' lived experience

GOVERNANCE & DECISION MAKING

- Oldham Live Well sponsorship group include statutory, public health and VCFSE leads.
- Implementation will be informed by and engagement through co-developed VCFSE and Public Sector Forum and VCFSE Voice and Influence model
- The VCFSE Voice and Influence model will elect 4 VCFSE representatives to Oldham's Live Well Sponsorship Group via VCFSE Leaders Forum

% FUNDING ALLOCATION

Minimum
70% VCFSE
funding

70% of the funding will be allocated to building capacity in community centres to support their sustainability as Live Well spaces, and to developing community and citizen leadership so more people can influence and lead within the Live Well approach. It will also provide core operational grants to help these spaces stay open and functional while they work towards long-term sustainability and financial resilience.

Live Well Implementation Plan – Overview: Rochdale

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHICAL SCOPE

Location: Rather than identifying a single flagship location, Rochdale proposes a Live Well ecosystem: A network of centres, spaces, and community-led offers embedded within each of the five neighbourhoods: Heywood, Middleton, Pennines, Rochdale North, and Rochdale South.

Geographical Scope: Boroughwide across 5 neighbourhoods.

KEY FOCUS AREAS / COHORTS

Broad range: all ages, marginalised groups, systemic inequities

LEARNING THEME

- Understanding that outcomes in people's lives arise from a complex interplay of personal factors shaped by privilege, inequity, and intersecting inequalities—not simply from services themselves

COMMUNITY LED APPROACHES

The Community Action, Power and Wealth programme in Rochdale will be delivered through a neighbourhood-based, Co-operative Communities model grounded in five core principles, including community power and wealth. It aligns with Local Authority Townships to support political and citizen engagement and builds on successful anti-poverty work to ensure inclusive participation. The approach includes participatory budgeting, community asset transfers, and initiatives to grow community wealth through anchor institutions and cooperative development.

GOVERNANCE & DECISION MAKING

Each outcome is underpinned by a set of operational measures. Progress is tracked through our integrated governance infrastructure, ensuring accountability and alignment across the system, from strategic boards to frontline delivery including:

- Integrated Care Partnership Committee
- LCO Board
- Performance and Programme Groups
- Neighbourhoods Programme Group, chaired by our Chief Executive/Place Lead, with representation from system partners, SROs, and VCFSE leaders.

% FUNDING ALLOCATION

See right	£494,000.00 (63.33%) is allocated directly to the VCFSE sector.
	£125,000.00 (16.03%) is allocated to System partners.
	£103,000.00 (13.21%) is allocated to Shared spend between System and VCFSE partners

Live Well Implementation Plan – Overview: Salford

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHICAL SCOPE

Location - TBC - The location of VCSE-operated premises to become Live Well spaces; with at least one becoming a ‘flagship’ Live Well centre

Geographical Scope - Citywide across 5 health & care neighbourhoods

KEY FOCUS AREAS / COHORTS

Older people, adults with a learning disability, children and young people addressing low level mental health learning disability and neurodiversity, carers

LEARNING THEME

Explore the impact of widening access to social prescribing (beyond Primary Care)

COMMUNITY LED APPROACHES

VCFSE consultation events
6 neighbourhood events with focus groups with communities of identity

GOVERNANCE & DECISION MAKING

Accountability for delivery will sit with the statutory Health and Wellbeing Board, with operational oversight provided by the Live Well Salford Steering Group. A VCSE Live Well partnership will identify spaces and offers for investment. It is intended that these impacts will be tracked through **commissioning an independent evaluation of the impact of the programme** – drawing on existing shared outcome frameworks that are already in place.

% FUNDING ALLOCATION

100%
VCFSE
Sector

Investment in expanding social prescribing via the Wellbeing Matters VCSE-led programme, with new connector and development roles – 50%
Invest in the capacity of the VCSE sector via the creation of Live Well spaces and offers and wider grant investment – 50%

Live Well Implementation Plan – Overview: Stockport

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHICAL SCOPE

Location: Stockroom, Merseyway Centre, Stockport

Geographical Scope - Across 7 neighbourhoods

KEY FOCUS AREAS / COHORTS

Broad range: all ages, anti-poverty, employment, digital inclusion

LEARNING THEME

Changing the pride that people feel in their town, Anti-poverty (including food insecurity and digital inclusion) and codesigning a new way of working with communities and people of lived experience

COMMUNITY LED APPROACHES

We are also proposing to set aside some of the investment for neighbourhood networks (which will be VCFSE led) to shape their own priorities (with local communities)

GOVERNANCE & DECISION MAKING

Governed through existing partnership forums and also programme/ partnership boards around specific pillars of collaborative work. This feeds into a regular LW SRO meeting which feeds into the Stockport LW Board which answers to One Stockport Health & Care Board

% FUNDING ALLOCATION

Min 50% VCFSE	Minimum 50% of the allocated £1m with further investment expected through aligned monies and the other half of the Live Well Investment Fund
	This investment will be held by Sector 3, working in collaboration with all Stockport Live Well partners, and complimented by other community grants (e.g. community safety monies, anti-poverty investment, UKSPF, ward flexibility monies etc...).
	We are proposing to allocate this monies through two mechanisms: <ul style="list-style-type: none">• <i>Neighbourhood Network Fund.</i>• <i>Thematic Open Grants Programme</i>

Live Well Implementation Plan – Overview: Tameside

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHICAL SCOPE

Location - Ashton Library, Tameside One, Market Place, Ashton-under-Lyne, OL6 6BH

Geographical Scope: Initial focus on St Peter's ward; scaling planned

KEY FOCUS AREAS / COHORTS

All residents of St Peter's ward - this includes a higher-than-average proportion of young people (particularly 0-4years), people from ethnic minority backgrounds, people living with poor health and disability, lone parents and people who are unemployed.

LEARNING THEME

Community-Led, System-Enabled Wellbeing

COMMUNITY LED APPROACHES

Engaging with communities based on mapping of community assets, what support is available, why still experiences poor outcomes – then target investment to what is missing
Engagement grants to VCFSE orgs

GOVERNANCE & DECISION MAKING

Establishing the LW System Leadership group. The Live Well System Leadership Group feeds into:

- Transformation Board
- Health and Wellbeing Board
- Locality Board

These boards provide strategic oversight and ensure alignment with broader health and wellbeing priorities for Tameside and Greater Manchester.

% FUNDING ALLOCATION

50%
VCFSE

The Live Well programme in Tameside is funded by a mix of local, regional, and national sources, with an initial investment of £806,000—half of which goes directly to the VCFSE sector to lead community work. Additional funding includes £624,000 for the Economic Inactivity Trailblazer and further grants for community development, engagement, and scaling up activities. Significant long-term investment is also planned through the local neighbourhood development plan, with up to £20 million over ten years.

Live Well Implementation Plan – Overview: Trafford

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHICAL SCOPE

Location: Sale and Partington

Geographical scope: Sites will be co-developed with local communities, organisations and residents. Signals that a “networked” centre may be used where a single building is not the right fit for the community. Live Well eco-systems are intended across six catchments—Old Trafford, Stretford, Urmston, Partington, Sale, and Altrincham—with Partington and Sale first

KEY FOCUS AREAS / COHORTS

- People with mental health needs (“Living Well”)
- People with housing needs (in partnership with GMHPG)
- People experiencing debt
- Veterans (via the “Valour” initiative)
- People needing employment support (via “Trailblazer”)

LEARNING THEME

Neighbourhood / Community Engagement - There is already lots of great learning that can be shared within this, such as the Poverty Truth Commission, Voice of Lived Experience Panel, and Trafford’s Neighbourhood Networks, but opportunities for future learning such as utilising Elephants Trial and the development of the Trafford Faith in Action Network.

COMMUNITY LED APPROACHES

The community-led approach in the Trafford Live Well Local Implementation Plan centres on empowering residents and neighbourhoods to drive change, with solutions co-produced alongside local organisations and the VCFSE sector. Power is intentionally shifted to communities, ensuring lived experience shapes decision-making and delivery. This approach leverages existing community assets and partnerships to create tailored support models that reflect local needs.

GOVERNANCE & DECISION MAKING

Trafford’s local governance is as below: Task & Finish feeding into Live Well Steering Group, updates and decisions are fed into Trafford Council Corporate Leadership Team and NHS GM Trafford Senior Leadership Team, before final updates and decisions at Trafford’s Health and Wellbeing Board. We would explore include a Live Well section within the Health and Wellbeing Board annual report, and within the Council’s Corporate Plan Annual Report. Live Well will also form part of the emerging Trafford Partnership Borough Plan.

% FUNDING ALLOCATION

At least
£510,000 (62%)
VCFSE

to develop the VCFSE sector’s role in Trafford’s Live Well Eco-systems – split with more £ towards the flagship locations but ensure there will be activity in every area to support our roadmap approach.

Further funding will be utilised to provide VCFSE Capacity support to help with funding, sustainability, and research. This will be channelled through appropriate means (Trafford Community Collective – a member based VCFSE organisation in Trafford).

Live Well Implementation Plan – Overview: Wigan

INITIAL LIVE WELL CENTRE LOCATION & GEOGRAPHICAL SCOPE

Location: Developing a Live Well Ecosystem of Live Well spaces

Geographical Scope – boroughwide eco-system focused on connectivity

KEY FOCUS AREAS / COHORTS

Broad range: community-led, inclusive, neighbourhood-focused

LEARNING THEME

- Lived experience and equity
- Community reporting as key methodology
- Learning partnership with Edgehill & Kings fund

COMMUNITY LED APPROACHES

Our new neighbourhood 'model', that we are co-designing, is about getting deeper with our relationships and building trust in communities.

You cannot 'give' people power, you cannot 'empower' people. In order for individuals and communities to feel empowered they need to see that we are reaching out, listening deeply, willing to be vulnerable and willing and open to being challenged. We need to show that we are willing to take a back step, to be comfortable with them leading and us supporting, as statutory services. Progress with Unity (Live Well) is fundamentally about us reaching for this change.

GOVERNANCE & DECISION MAKING

Governance is overseen by a bi-weekly Progress with Unity Board, chaired by the Deputy Leader of the Council and attended by senior leaders from the council, the ICB, and the LIO, ensuring partnership oversight of delivery and development. Additionally, a newly formed VCFSE Investment and Finance subgroup holds the partnership accountable for Live Well funding, promoting fairness and equity in resource allocation. Community involvement and academic partnerships further strengthen governance, with a focus on shifting power to neighbourhoods, measuring impact through lived experience and data, and ensuring long-term, community-led change.

% FUNDING ALLOCATION

100%
VCFSE

The bulk of the funding will go out to the sector via a grant funding process. This process, and what we feel are priority areas, will be co-designed at the co-create session that our LIO are pulling together for the autumn.



What did localities say about how GM can support them:

1. Enable regular peer learning and best practice sharing
2. Coordinate cross-locality work and address shared challenges
3. Advocate for long-term funding and supportive policies
4. Provide project management and redesign support
5. Create consistent GM-wide outcomes and messaging
6. Share evidence-based interventions and successful initiatives
7. Communicate funding and investment transparently
8. Champion prevention and community-led approaches
9. Support data-sharing, impact measurement, and research capacity
10. Encourage participatory budgeting, community power, and local flexibility



Locality	Strategic LA Lead	Operational LA Lead	Strategic LIO Lead	Operational LIO Lead
Bolton	Sandra Bruce - sandra.bruce@bolton.gov.uk	Michael Kane - michael.kane@bolton.gov.uk	Dawn Yates-Obe - dawn@boltoncvs.org.uk	TBC
Bury	Will Blandamer - W.Blandamer@bury.gov.uk	Chris Woodhouse - c.woodhouse@bury.gov.uk	Helen Tomlinson - helen.tomlinson@buryvcfa.org.uk	TBC
Manchester	Cordelle Ofori - cordelle.Ofori@manchester.gov.uk	Jo Johnston - jo.johnston@manchester.gov.uk	Mike Wild - mike@macc.org.uk	TBC
Oldham	Dr Rebecca Fletcher - Rebecca.Fletcher@oldham.gov.uk	Mike Barker - mike.barker@oldham.gov.uk	Laura Windsor-Welsh - LauraWW@actiontogether.org.uk	TBC
Rochdale	Kuiama Thompson - kuiama.thompson@rochdale.gov.uk	Katie Gregg - katie.gregg@nca.nhs.uk	Maddy Hubbard - Maddy.hubbard@actiontogether.org.uk	TBC
Salford	Gillian Mclauchlan - gillian.mclauchlan@salford.gov.uk	TBC	Alison Page - Alison.Page@salfordcvs.co.uk	TBC
Stockport	Kathryn Rees - kathryn.rees@stockport.gov.uk	Holly Rae - holly.rae@stockport.gov.uk Carolyn Anderson - carolyn.anderson@stockport.gov.uk Clare Redfern - clare.redfern@stockport.gov.uk	Jo Mcgrath - jo.mcgrath@sector3sk.org	TBC
Tameside	Steph Butterworth - stephanie.butterworth@tameside.gov.uk	TBC	Liz Windsor-Welsh - LizWW@actiontogether.org.uk	TBC
Trafford	Sara Saleh - Sara.Saleh@trafford.gov.uk	Mitchell Salter - Mitchell.Salter@trafford.gov.uk	Chris Hart - chris.hart@thrivetrafford.org.uk	TBC
Wigan	Claire Burnham - C.Burnham@wigan.gov.uk	Andrew Mahoney - a.mahoney@wigan.gov.uk	Karen Parker - Karen.Parker@wbcf.co.uk	Alice Coren - alice.coren@wbcf.co.uk



Brief updates



The Economic Inactivity Trailblazer Role in Developing & Supporting the Employment and Skills System Towards Live Well

- The Economic Inactivity Trailblazer enables the shift in the GM employment and skills system to a Live Well model and approach.
- The £10m fund is being used across 2 test areas that both fills gaps in current delivery to support our residents furthest away from the labour market whilst shaping the system for the future as described in the Live Well Journey to Employment. As a 'trailblazer' it is about testing, learning and then adopting what works:
 - **Test 1 - Embedding a Live Well journey to employment** - System shaping work across digital & data needs, growing VCFSE capacity & capability, amplifying residents voice, JCP integration.
 - **Test 2 - Directly supporting residents on their journey towards work** - 40 different interventions across all 10 localities targeting a range of priority cohorts and learning 'what works' to engage and **support 4500 residents on their journey towards work**
- We now need to take this further to ensure that the Trailblazer embodies the Live Well approach acting as a proof of concept ahead of the Prevention Demonstrator. Wrapping support around the residents taking part, mapping their journey, measuring their outcomes and focusing on the individuals



Exploring the Primary Care role and contribution to Live Well



The engagement: Between March - June 2025 Primary Care Board and NHS GM engaged across all Primary Care disciplines (General Practice, Community Pharmacy, Dentistry, Optometry) to help co-design the GM LiveWell model, and to get clear what could optimise Primary Care's contribution to LiveWell. Over 300 people took part across all localities through existing fora, a survey, online workshops and groups.



Key insights:

- Primary Care is the trusted 'front door' for health and social issues
- Practitioners agree that a high proportion of the non-medical issues faced by those they see are exacerbated by other factors – housing, welfare, loneliness etc
- They often support on these issues but don't always have reliable routes / access to additional specialist help
- Innovative local models exist where Primary Care works holistically with the VCFSE - these are fragmented and fragile
- A Live Well offer would be integrated with, and complementary to Primary Care support – rather something to pass people to
- There was confusion around the identity of LiveWell vs other initiatives.



What Primary Care needs in order to fully contribute:

- To be involved from the outset in local design with inclusive governance & clear roles in neighbourhood LiveWell delivery
- Sustained funding routes for all elements of LiveWell, including responsibilities of Primary Care
- Clear local pathways & referral routes with feedback loops
- Digital & data integration across EMIS, VCFSE & partners
- Workforce development – common practice frameworks, health coaching, navigation, social prescribing skills
- Use existing estates & community spaces to deliver LiveWell
- Clear communication across the system & for the public



Next steps:

- Develop a GM-wide action plan from the engagement feedback - *already initiated: work on contracting incentives; LiveWell workforce network*
- Embed Primary Care Leadership in governance – *already initiated: PCB led work to ensure inclusion of Primary Care leaders in locality design, plus GM establishment of a Programme Board*
- Align with VCFSE engagement for integrated service delivery – *VCFSE and Primary Care leadership Roundtable already held*
- Build LiveWell Champions Network to spread best practice – *has met once*



Live Well Communities Fund

The Live Well Communities Fund is being built to attract more resources for the communities of Greater Manchester and ensure that that funding has the biggest possible positive impact on health inequalities. Over the last year we have been prototyping this Fund – to see how it could work - and building the partnership. So far:

- Every locality has contributed to the prototype, by exploring new ways of shifting power and getting grant funding to grassroots groups experiencing inequalities
- Through this they have deployed over £1m, which has so far (two thirds of it spent) been allocated to over 250 groups, with over 750 people involved in decision making, and with projects funded so far likely to positively impact 5000 people, from all walks of life
- We've begun developing an agreement with the GM Mayor's Charity to enable the Fund to operate as a robust independent entity in its next stages
- We have attracted national attention for its ambition and delivery so far – and are in line as an 'early adopter' for a national scheme which would double up to £3m of our funding a year for 10 years.

We think the Live Well Communities Fund, working alongside localities, could bring us all together to get more grant funding for grassroots groups, and get even better at how grant-making happens, and how we understand the difference they make.



Live Well Fund Design Jam, East Oldham, March 2025, where people from the local neighbourhood have come together to agree priorities for the Live Well Communities Fund

Live Well for people affected by dementia

#GMLiveWell



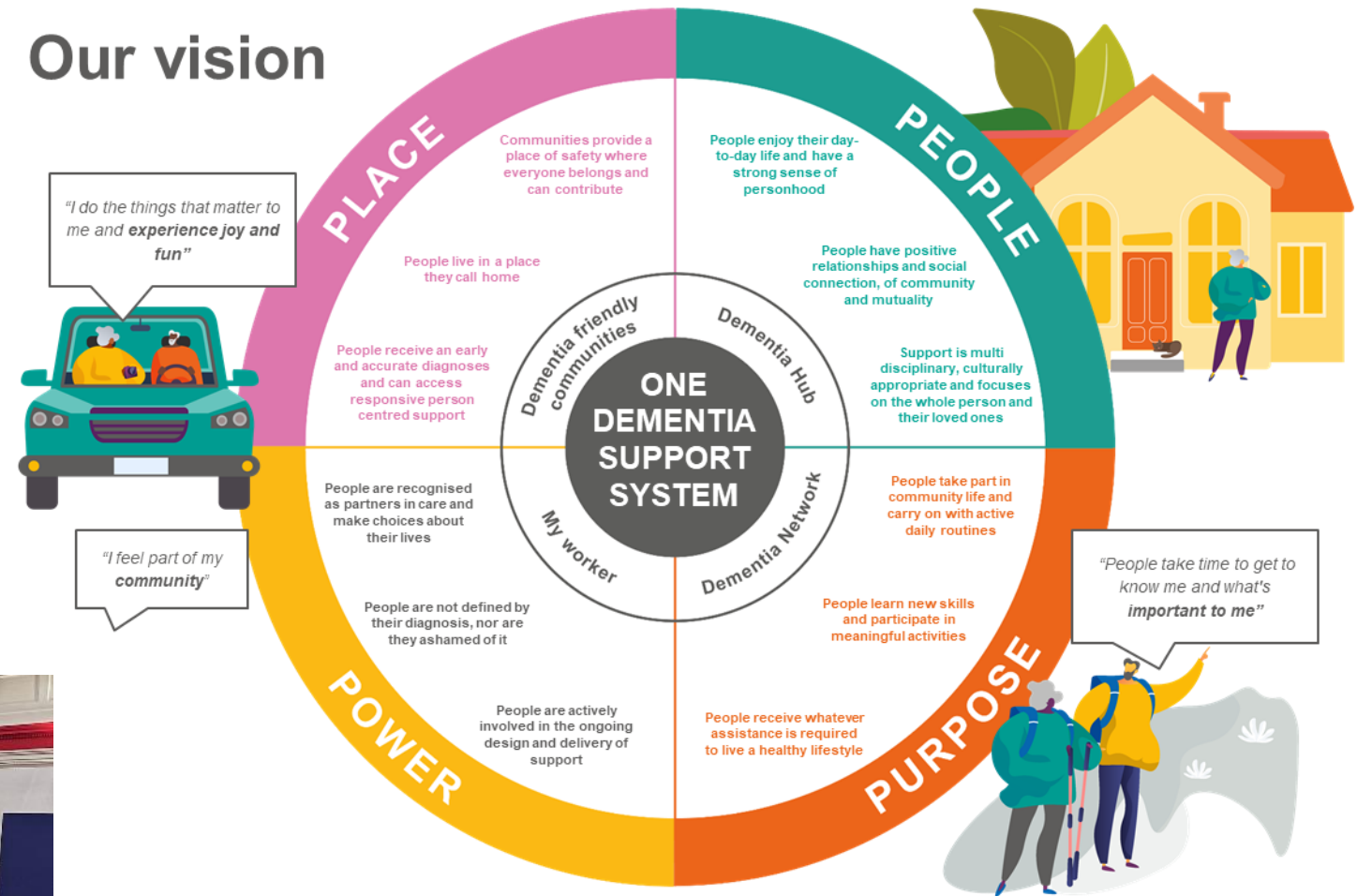
Background

In Summer 2024 we gathered together a wide range of people, who between them have experience of the reality of dementia, including people with lived experience, and also many different approaches and initiatives that support people to live as well as they can. We worked together to understand and articulate what an offer to support people and families better to live well could look like, and how we could put it into practice.

On the back of this we were successful in securing support from Birmingham University's IMPACT programme.



Our vision



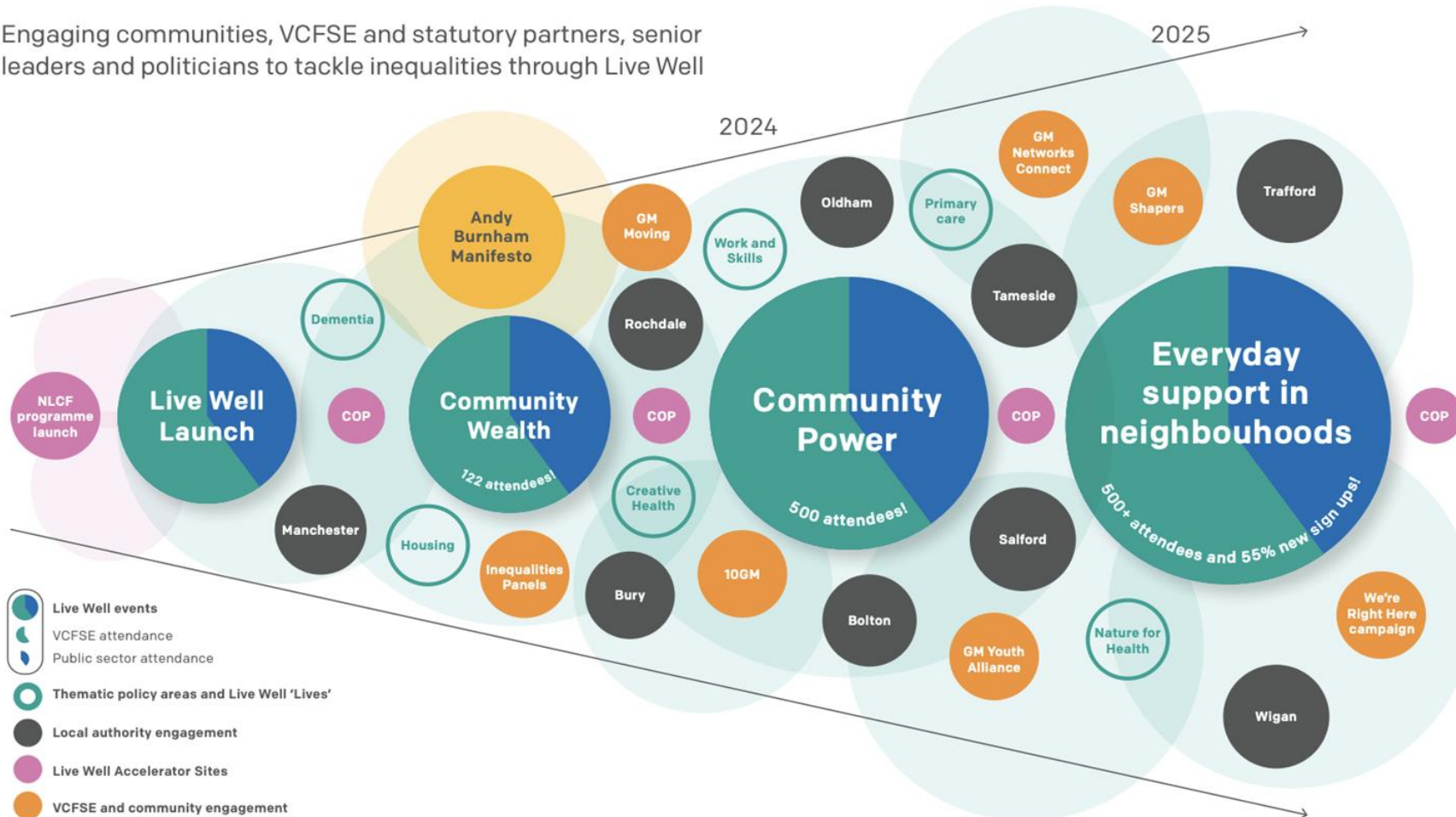
Coaches from IMPACT are now working with localities across Greater Manchester to start to turn our Live Well vision into reality – helping localities develop better offers, and spaces to help people affected by dementia Live Well.

Growing the GM Live Well Movement



Growing the GM Live Well movement to deliver community-led prevention (2024 - 2025)

Engaging communities, VCFSE and statutory partners, senior leaders and politicians to tackle inequalities through Live Well



Films from GM Live Well system-wide events:

- [Live Well launch](#) (Feb 2024)
- [Growing community wealth, opportunity & ownership](#) (Apr 2024)
- [Growing Community Power, decision making and leadership](#) (Oct 2024)
- [Growing Great Everyday Support in our Neighbourhoods](#) (March 2025)

NLCF Live Well Accelerator Sites



Bolton

Enabling communities to **lead decisions about priorities and direct funding**.

Embedding ABCD principles across public health and community engagement strategies.

Rochdale

Changing how the council, partners, and the community work together to **make better decisions for people**.

Oldham

Developing district (neighbourhood) based budgets for **commissioning and delivery of community-led prevention activity**.

Salford

Developing locally-embedded ways of information sharing and connectivity, including **a network of trusted voices, to make everyday support accessible**.

Tameside

Growing a **shared ambition for community-led prevention** in Tameside through storytelling.



As part of growing the movement for community-led health and wellbeing, 5 National Lottery Community Funded sites have been testing the community-led and system-enabling environments to grow community action, power and wealth!



LIVE WELL

DOING THINGS DIFFERENTLY WITH
GREATER MANCHESTER'S COMMUNITIES

Watch our community reporting videos to find out more about what Live Well means here:

- *Together* – what health and wellbeing means to people, how groups support connection and resilience, and where more can grow.
- *Ours* – what growing community wealth means to local people.
- *Able* – what community power means to people.
- *Connection* – everyday support in our neighbourhoods.
- *Hope* – the potential of Live Well centres as places of hope and pathways into good work.

#GMLiveWell

Sign up to our newsletter at:

gmlivewell@greatermanchester-ca.gov.uk