

Report to HEALTH AND WELLBEING BOARD

GM Live Well: Oldham Accelerator Update (Place-based Prevention Budgets)

Portfolio Holders:

Councillor Dean, Cabinet Member for Communities & Culture
Councillor Brownridge, Cabinet Member for Health & Social Care

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Purpose of the Report

To provide the board with an update on the progress of the GM Live Well programme and the Oldham accelerator proposal around place-based prevention budgets.

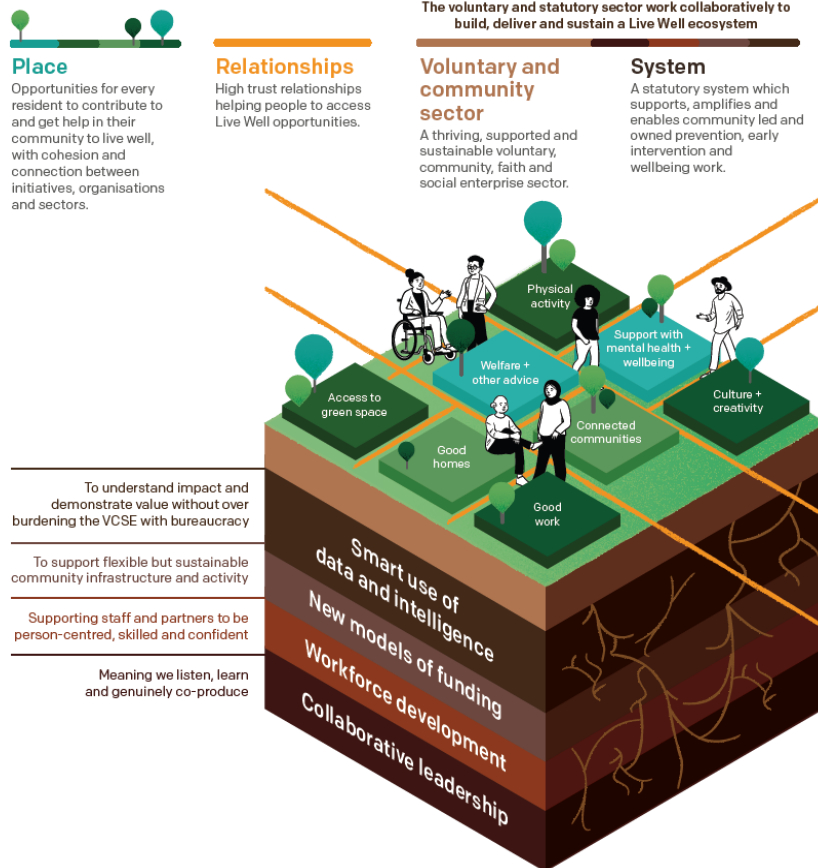
Requirement from the Health and Wellbeing Board

To note the progress of the work to date and support the implementation of the project over the next two years.

Title

1. Background

- In 2021 the Independent Equalities Commission proposed a whole system approach to putting health and wellbeing equality for the residents of Greater Manchester at the heart of strategic plans for the City Region. The Commission called for relevant portfolios, budgets, and activities across places, organisations, and sectors to be aligned in order to achieve Good Lives for All.
- 'Live Well' is a mayoral manifesto commitment and a key part of Greater Manchester's response to tackling health and wellbeing inequalities. It has been developed in recognition that if we want to create the conditions for everyone to Live Well we need to invest in addressing the root causes of poor health and wellbeing, and in the potential of people and communities to overcome challenges and build health lives and communities.
- The GM ambition is that over the next two years and beyond, the ten localities across Greater Manchester, and the VCFSE sector, will work together to develop a sustainable Live Well ecosystem which will help residents to maintain and improve their health, wellbeing, resilience and social connections. GMCA, and Greater Manchester Integrated Care will support and co-ordinate collective leadership of Live Well.
- This is a complex challenge well beyond the scope of any single place, organisation, or sector. The Commission called for everyone to work together because only an interconnected ecosystem, working in a concerted and purposeful way, is up to this challenge. In recognition of this challenge during 2022 there was an extensive engagement process with over 150 GM partners from the public and voluntary (VCFSE) sector.
- The Live Well approach recognises that high-impact, community-led, and place-based health and wellbeing initiatives, which take a community and person-centred approach, can be found all across Greater Manchester. However, such initiatives often struggle for stable and consistent funding and can find it hard to demonstrate their value alongside bigger, better resourced and more traditional, service-based responses to health and wellbeing. Within Live Well ecosystems, the statutory system will work to embed, support and sustain high-impact, community-led, and place-based health and wellbeing initiatives.
- Live Well is being designed to address vulnerabilities in existing systems, in order to make faster and further progress on tackling health and wellbeing inequalities than has been managed to date. Four key areas to address have been identified; Place, Relationships, VCFSE and System, these are shown in the diagram below.



- In December 2022 GM localities were invited to put forward proposals for Live Well accelerator projects to be included in a solicited National Lottery Bid to draw in resource to support this work (a total of £1m over 2 years). During January 2023 innovation sessions were held with GM authorities to develop their ideas and refine proposals.
- Oldham put forward a proposal around the development of Place-based Prevention Budgets which was approved by the Health & Care System Leaders Group and Public Service Reform Board. As well as the direct funding to support the development there will be a GM learning network and innovation coaching offer.
- In the Autumn 2023, GM received the outcome of the National Lottery bid which supported the proposals. However, we are still awaiting the formal grant agreement with GMCA and funds to support the project.

2. Current Position

- The Oldham proposal is to develop district/PCN based pooled budgets for the commissioning and delivery of community-led prevention activity.
- The intention is to create the infrastructure to draw together existing funding from within the system, to be held by a local partnership and distributed by joint commissioning and funding decisions. We intend to involve community partners and residents in decision making, and where possible transfer decision making power to communities.
- For communities this should increase their agency and power in local decisions, as well as increasing the availability and accessibility of activities and support available to them at a local level. In the longer-term this should lead to improved population health and wellbeing outcomes, as well as reducing demand on more specialist higher cost services.
- Our proposal is to develop the shared budgets model within one or two districts, initially, considering the impact of different community make-up, local assets, resources and

geography on how local decision making will work. This will provide a blueprint for us to spread and scale the approach across the borough. It is currently proposed that East should be the first area and a rationale is being developed to support this decision.

- The proposal put forward to the National Lottery is that the focus of the work will be developing suitable mechanisms and infrastructure through scoping and identifying budgets and legal structures, and in co-production within local partners and communities, testing the model, and refining to work out how to make this happen at scale.
- Oldham have requested a total of £170k to support this work through the National Lottery bid, with additional match fund of £30k from our own COMF funding. The funds will cover development work including; salary for a systems change lead to coordinate the work and lead on community engagement, legal and financial expertise, training, facilitation and leadership development and VCFSE participation costs. The funding will not go towards direct delivery of prevention activity.
- This proposal builds on work already underway through our Public Service Reform programme, in particular the Place-based Integration (PBI) programme and the Prevention Framework. We have been seeking to understand the current ecosystem of prevention services, the next phase of this is implementation of the framework principles within our existing strategies and transformation programmes, shifting investment into preventative activities. The development of shared budget mechanisms will be one route achieving this shift sustainably.
- Linked to PBI, work is underway to develop Community Councils in each district of Oldham, bringing together Elected Members and partners to develop plans and make decisions on behalf of the place, informed by a mix of data, insight and community engagement. Similarly, economic plans are being developed on a place basis, with the intention to create a series of District Development Plans. This presents an opportunity to explore how our Live Well proposal can be embedded within these developing governance structures and place plans – both in terms of service delivery and, potentially, the longer-term plans for physical development of a place.
- We are also building on our significant experience of developing and delivering innovative community-led prevention approaches, of development mechanisms to distribute funding at a local level and of working closely in partnership with communities. Examples of this include the Sport England Local Pilot, Big Local programme, One Oldham Fund, Thriving Communities programme which delivered the Social Prescribing Innovation Partnership and Social Action Fund, and our core district working approach. It will also link closely to work currently underway through LocalMotion and the Poverty Action Network to embed lived experience and develop community leadership.
- A local Live Well Steering Group has been established to lead this work, Chaired by the Director of Public Health and reporting to the Public Service Reform Board and System Leadership Group. The group currently has representation from the VCFSE (Action Together), Council (Public Health, Districts, Finance, Policy, Adult Social Care), and the ICB. However, the membership will continue to be reviewed as the work progresses to ensure there is appropriate representation.

3. Key Issues for Health and Wellbeing Board to Discuss

- To discuss the content of the proposal put forward and how this might support and add value to the wider priorities of the Health & Wellbeing Board.

4. Recommendation

- The board note the update on the progress of the GM Live Well programme and the Oldham accelerator proposal around place-based prevention budgets.
- Board members agree to support the implementation of the accelerator project, in particular through ensuring there is representation of the different parts of the system throughout the co-design and development phases.