
Live Well Oldham Accelerator Site

March 2024

What is Live Well?

- Community-led Health & Wellbeing
- A systemic response to health inequalities in Greater Manchester

With a common clear purpose, we can work together to build community led health and wellbeing



GM Movement for community-led health & wellbeing

Our collective work and shared system-wide commitment to ensure everyone feels healthy, supported and connected through a wide variety of information, activities and support



More than medicine approach to health & wellbeing

Health, wellbeing & a positive sense of self can only be realised when we acknowledge & tackle the root causes of inequalities, such as poverty, housing, safety, work etc



Inequity of Access

Not everyone has an equitable chance to take up opportunities, fulfil their potential and live well. We will focus on those who need it most



Building on existing practice

Connecting, growing and spreading the innovative and impactful practice already taking place in localities and communities across GM

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To do this we will need to pay attention to the whole eco-system that helps grow thriving healthy communities.



Community Action

Community-led activities that address issues, challenges and goals that affect the health & wellbeing of the community



Community Power

Collaborating with people & communities so power is shared, and we all have the ability to shape decisions, policies and actions that affect our health & wellbeing



Community Wealth

Enhancing, mobilising and sustaining community assets and resources to support health & wellbeing

What is Live Well?

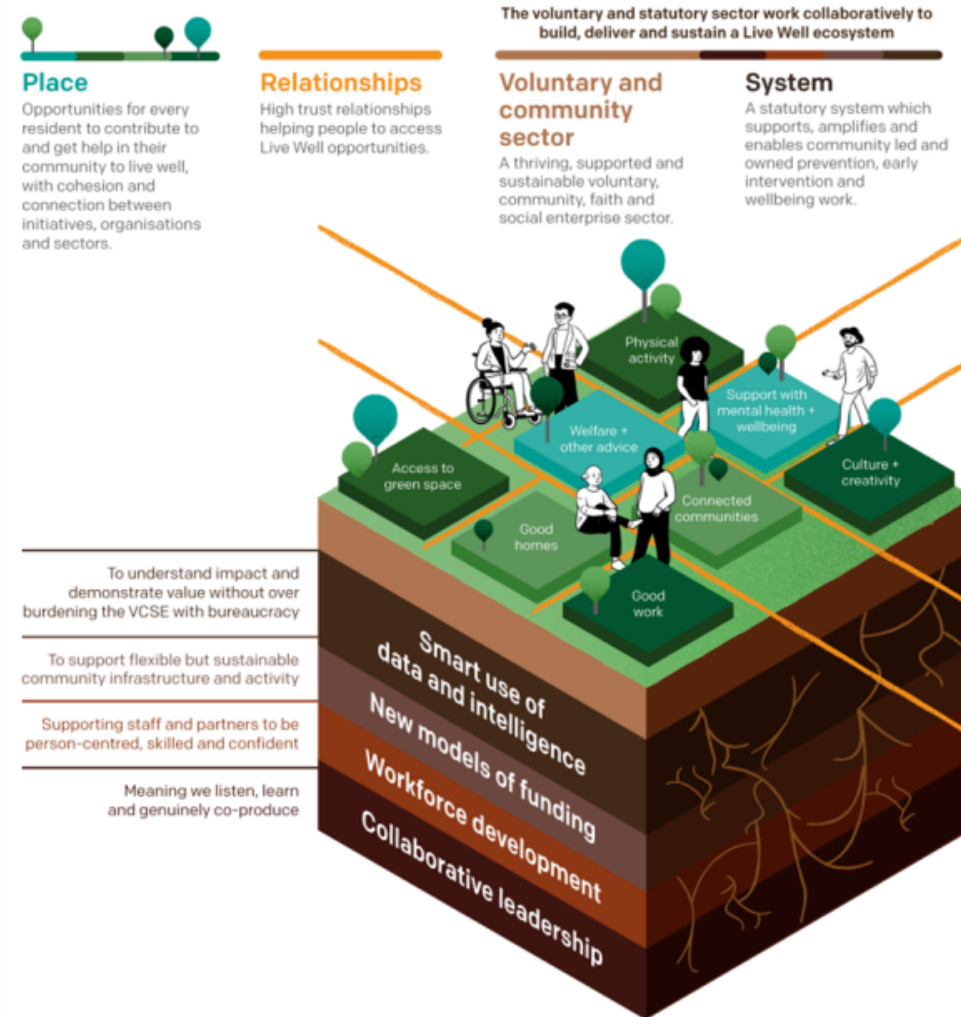
What work will we do together?

They might call it different things, but every locality is growing its offer of **community-led health and wellbeing** - and facing the same challenges.

In addition, many cross-GM programmes also take us towards a future where everyone, and particularly those experiencing inequalities, can easily find ways to protect, maintain and improve their health, wellbeing, resilience and social connection.

The Live Well programme will co-ordinate our collective effort to grow community led health and wellbeing by:

1. Building a **movement for change** - enabling learning, sharing and networking across localities and partner programmes
2. Helping us to work collectively to **break down barriers** that get in our way
3. Maximising the resource for this by **encouraging investment** from national funders and philanthropists to accelerate the journey we are already on



Breaking Down Barriers – Live Well Accelerators

We were invited by the National Lottery to submit a bid to help take forward this work, through work to develop radical solutions to the barriers people told us about. We worked with interested localities to develop the following proposals, and are delighted to say it has recently been confirmed we will receive £1m in Lottery funding:

Finance and funding

- **[Oldham]** How might we... develop district (neighbourhood) based budgets for commissioning and delivery of community-led prevention activity?

Data and intelligence

- **[Tameside]** How might we... strengthen our use of data and intelligence to evidence the value of 'Live Well' activity, and inform funding arrangements?

Workforce development/ community action

- **[Bolton]** How might we... build a collective ABCD approach to enabling people and creating places where everyone can live well?

Co-leadership

- **[Salford]** How might we... find radical ways of collaborating so that communities can play a leading role in creating happier healthier lives?

Co-leadership

- **[Rochdale]** How might we... build a new 'co-operating system', learning how to change our machinery, so that we can better support people to live well?

GM Learning Network

- **[Everyone]** Emerging learning from the Accelerator Projects and beyond, plus peer networks across Greater Manchester, for all

ARC-GM

- **[University of Manchester]:** How does 'Live Well' help improve outcomes and address inequalities? Implications for future policy and investment decisions

Oldham Accelerator Site Proposal – National Lottery Submission

Innovation: Shared Neighbourhood Prevention Budgets

Hypothesis: How can funds and resources be aligned at district / PCN level to invest in prevention approaches?

Proposal:

- Implement a neighbourhood based shared budget for investment and delivery of prevention activity at a local level
- Drawing together existing funding and resources from within the system, to be held by a local partnership and distributed via joint partnership investment decisions
- Involving local community partners and residents in funding decisions
- Work with 1 or 2 districts / PCNs as test areas

Outcomes & Impact:

- Increased investment in community-led prevention approaches
- Accessible, local activities and support available to residents
- Improved population health & wellbeing
- Reduced demand on high cost services

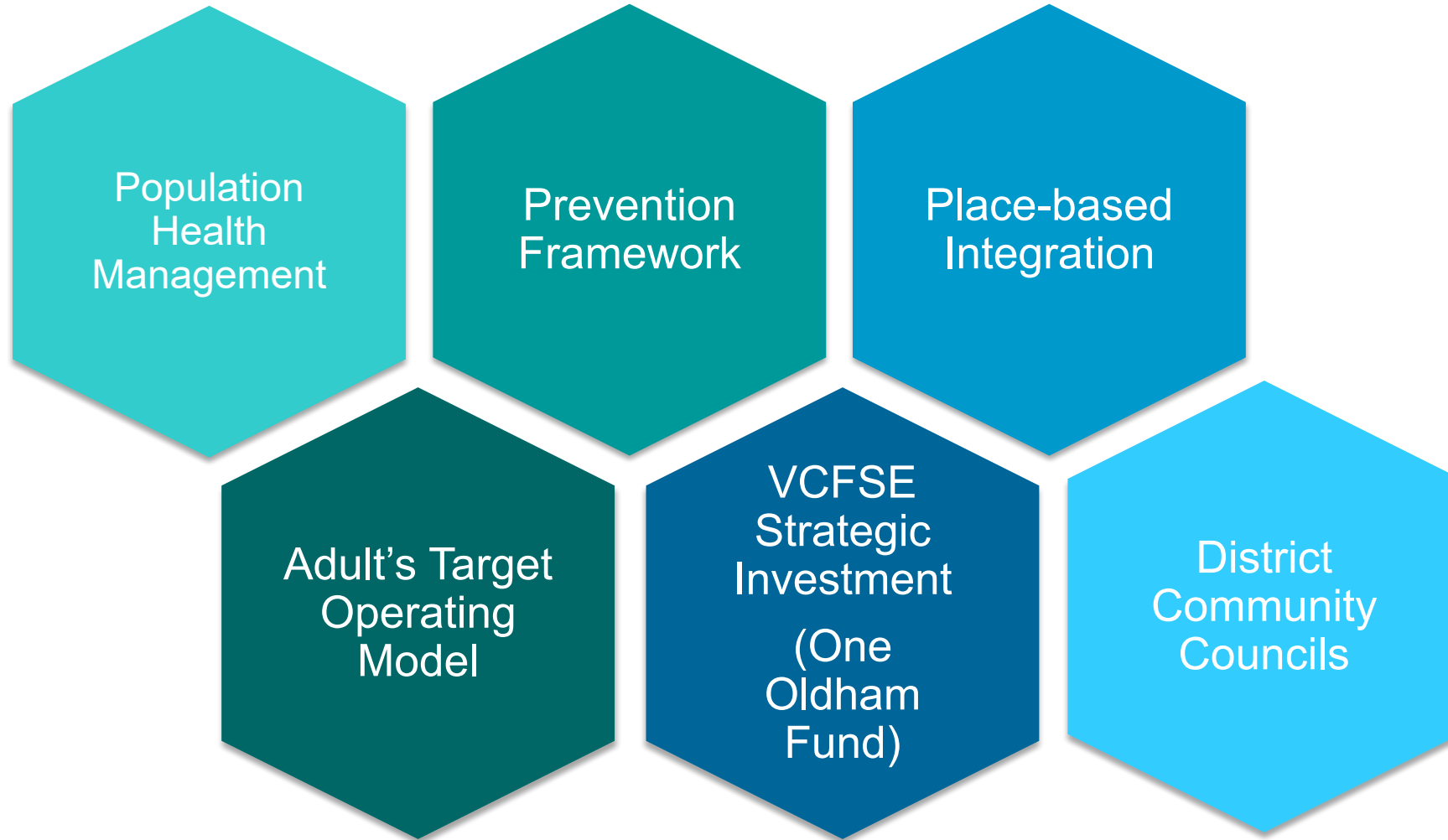
Key Partners: Council (Public Health, Reform, Policy, Communities, Legal, Finance), Oldham Health & Care system leaders, VCFSE infrastructure (Action Together), district level partners e.g. VCFSE grassroots, Housing, GMP

Budget: £200k: £170k awarded from National Lottery + £30k local match from COMF - to cover capacity and expertise in project management, systems change, independent specialist advice e.g. legal, financial, and VCFSE participation and training costs

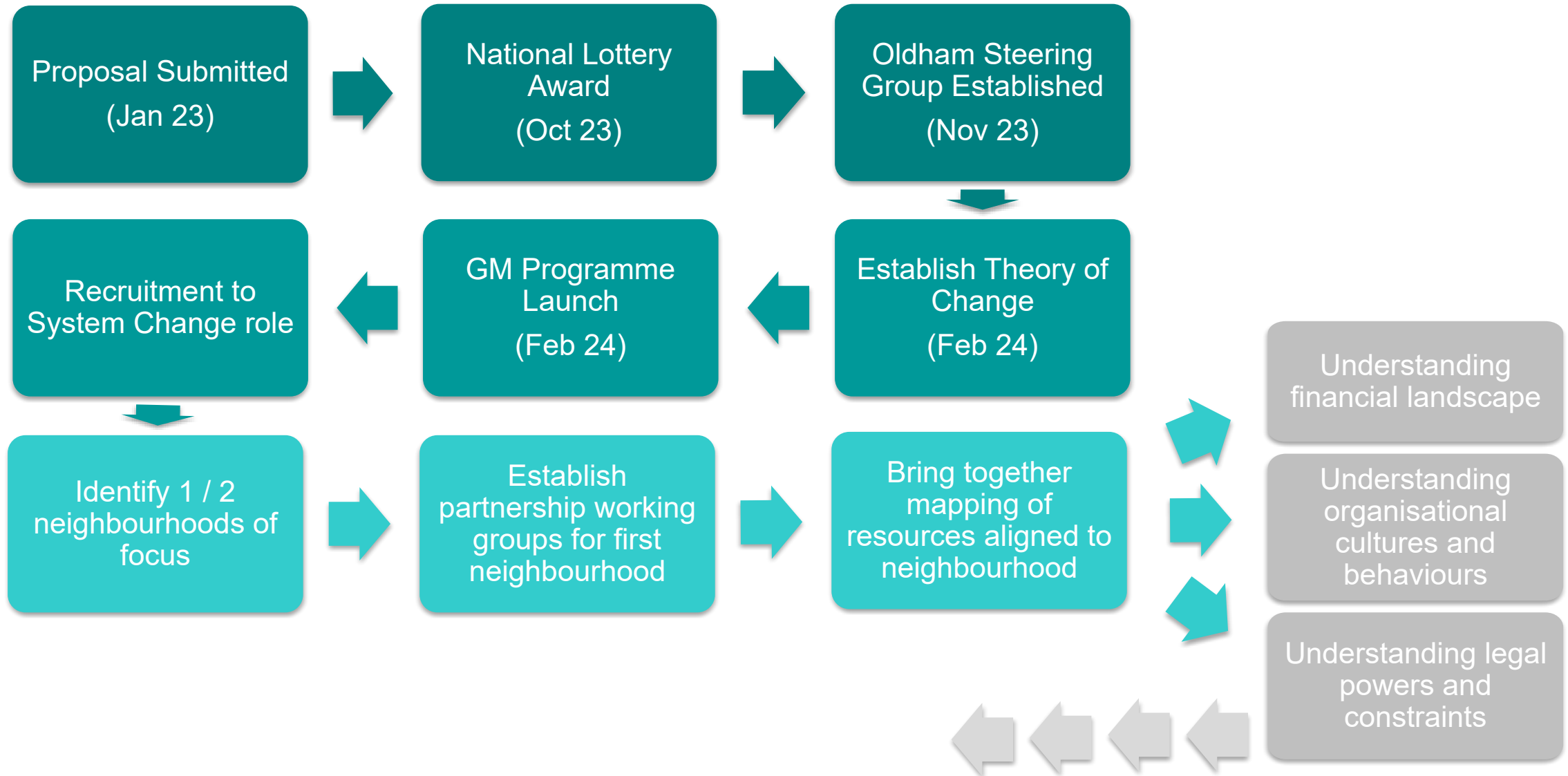
Tackling Inequalities: This approach aims to tackle inequalities by bringing investment closer to communities, based on a local understanding of needs and assets

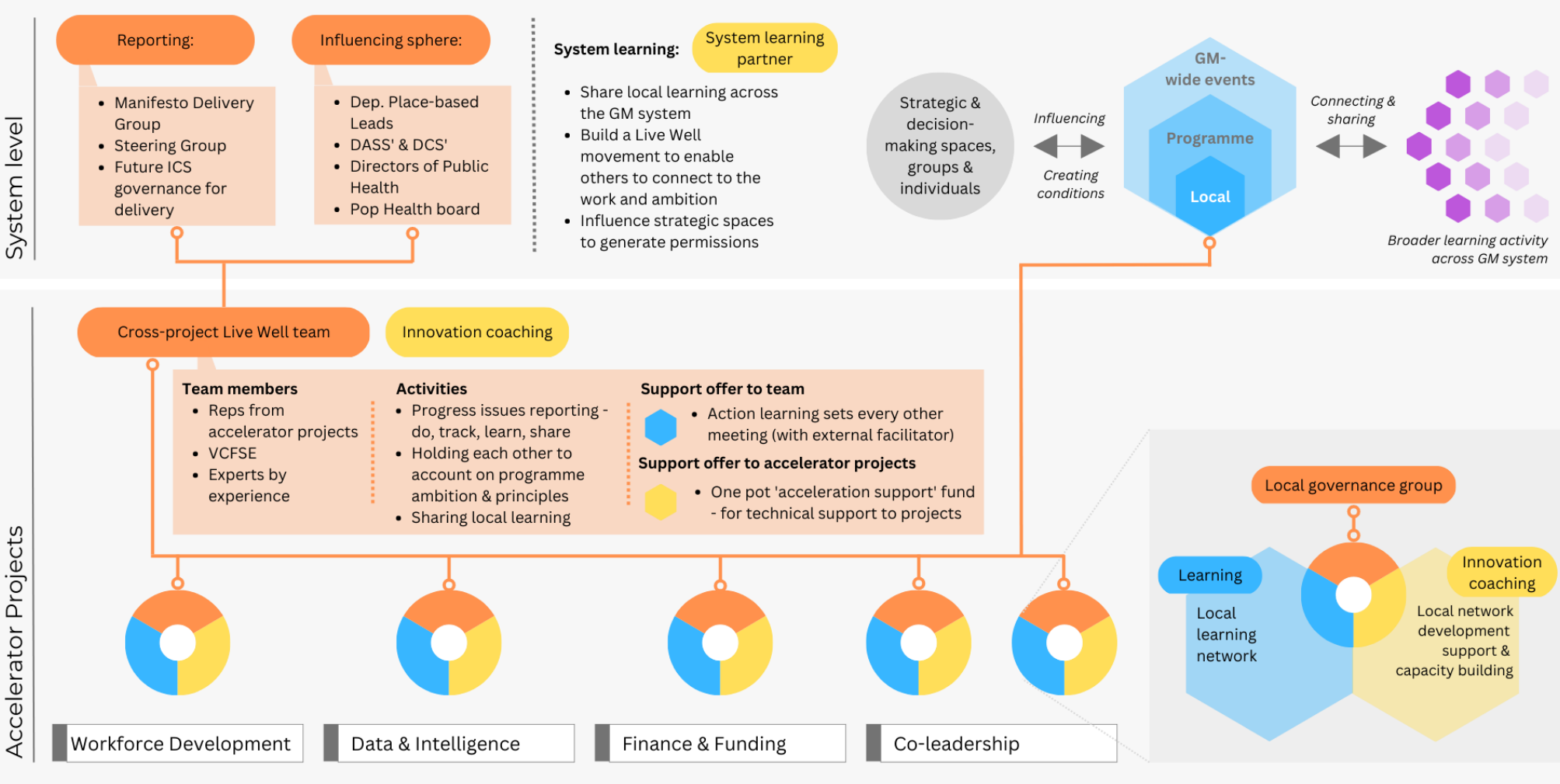
Innovation: Developing the infrastructure to share budgets and decision making at a local level at scale

Oldham Accelerator Site Proposal – Building Blocks



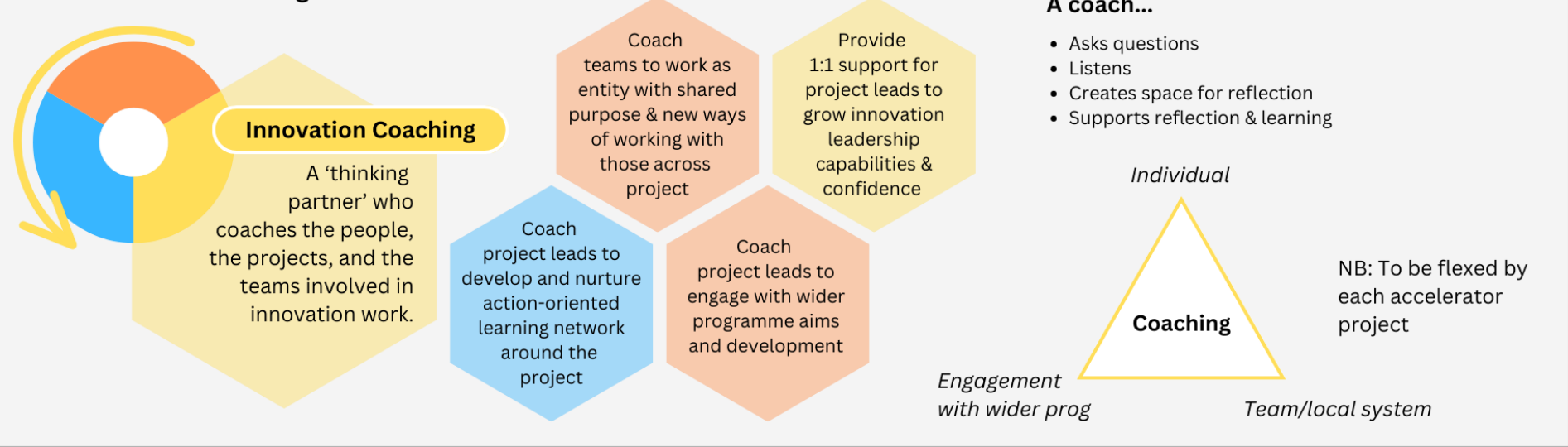
Oldham Accelerator Site – Next Steps





Support package to Accelerator Projects: *further detail*

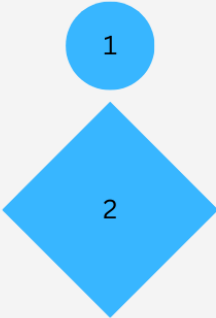
Local innovation coaching



Shared learning and system collaboration

Accelerator Project teams will be supported by the GM-wide Live Well programme management and their Innovation Coach to:

- Develop stories, insights, and learning materials with their partners to share locally and across the programme
- Engage with, reflect on, and apply GM-wide learning to their work



Opportunities to connect and learn with other Accelerator Projects

Opportunities to connect and learn with other sectors & programmes about system change

