Report to HEALTH AND WELLBEING BOARD

Oldham Live Well Update 2026

Portfolio Holders:
Councillor Brownridge, Cabinet Member Health and Social Care

Officer Contact: Dr Rebecca Fletcher, Director of Public Health

Report Authors: Rachel Dyson, Community-led Prevention Lead, Public Health
Moneeza Iqbal, Director of Integration and Provider Collaboration, Oldham ICP
Laura Windsor-Welsh, Oldham Director, Action Together

Date: 5th March 2026

Purpose of the Report

This paper provides an overview of the Live Well model and its implementation in Oldham. It provides a summary of progress to date including governance, and investment priorities. It highlights the specific contributions of the programme to improving health and wellbeing across the borough.

Recommendations to the Health and Wellbeing Board

1. Note the progress made across Live Well implementation.
2. Endorse the continued focus on prevention, community leadership and neighbourhood integration.
3. Support alignment between Live Well priorities and Health & Wellbeing Board objectives.
4. Champion cross-system engagement, ensuring organisational commitment to the prevention-first culture.

Health and Wellbeing Board Date 5th March 2026

Oldham Live Well Update 2026

1 Background

This paper provides an overview of the Live Well model and its implementation in Oldham, summarising progress to date, governance, investment priorities and the specific contributions of the programme to improving health and wellbeing across the borough.

Live Well is Greater Manchester's borough-wide approach to prevention and health creation, launched in February 2024. It aims to tackle health, social and economic inequalities by growing community power, wealth and action. The model aligns strongly with Oldham's mission for Healthier, Happier Lives and is designed to be:

- Community-led – enabling residents and communities (including those most affected by inequalities, racism and injustice) to identify priorities and take direct action.
- System-enabled – reshaping public services to remove barriers, share accountability and support community leadership.

The Live Well approach is built around four components:

- Integrated neighbourhood working
- Strong, resilient VCFSE sector
- Community leadership and action
- Live Well spaces, centres and offers

2 Coproduction with VCFSE Leaders

The key themes that have emerged through our co-production work with Oldham VCFSE leaders highlighted the need for:

An Optimised Integrated Neighbourhood Model
- Stronger information-sharing and digital infrastructure
- Better connection with community centres and neighbourhood partnerships
- System-wide barriers to be unblocked

A Network of Inclusive Community Spaces
- Accessibility and inclusivity as core principles
- Centres used beyond standard hours
- A sustainable funding and operating model

A Culture of Prevention
- Consistent training for public sector staff
- Sustainable and recurrent prevention funding
- Reducing duplication of evidence-gathering and focusing on delivery

3 Governance

Oldham has established a Live Well Sponsorship Group, responsible for:

- Connecting the building blocks of the Live Well model already operating across the system
- Driving a shared prevention-first culture
- Leading innovation and supporting implementation
- Overseeing and assuring the use of Live Well implementation funds
- Bringing together learning, evaluation and insight

4 Local Implementation Plan – Commitments

Oldham's implementation plan sets out six priority commitments:

1. Establish Live Well Centres in all five districts to improve local access to support.
2. Expand participatory funding approaches, drawing on East Oldham Accelerator learning.
3. Build capacity and sustainability in community centres as key Live Well spaces.
4. Develop community and citizen leadership, enabling residents to shape decisions.
5. Grow a culture of prevention across the system through workforce and organisational development.
6. Improve pathways into local support offers, making information easier to find for residents and staff.

5 Funding Priorities

GM has provided some initial Live Well funding to support the implementation of the model locally. In Oldham 60% of Live Well funding is invested in the VCFSE sector. Key areas of investment include:

- Community centre capacity-building, infrastructure and operational grants
- Participatory grant-making
- Citizen alliances and community leadership
- Neighbourhood volunteering and local support systems
- Prevention-focused organisational development
- Evaluation and community research

6 Progress to Date

6.1 East Oldham Live Well Accelerator

Oldham has been one of the boroughs who have been accelerator sites for the GM Live Well approach. In Oldham, we have focused on developing a new resident-led decision-making model for prevention funding

- 1,226 online votes + 79 in libraries
- 21 community-led projects funded (£40,000 total)
- 60+ micro-grant applications
- £75,000 of Live Well Communities Fund (GM) invested

Residents prioritised: access to nature, safer local parks, low-cost activities, support for families, and reducing financial barriers.

6.2 Economic Inactivity Trailblazer

A major integrated work–health–skills programme supporting residents facing multiple barriers. This is funded via GMCA and focused on supporting those defined as "economically inactive", many of who are out of work due to ill-health. Features of this work in Oldham include:

- Volunteering Into Employment
- Making Employment Accessible (including wage subsidies and paid placements)
- Get Oldham Healthy: mental health therapy, physical activity access and leisure support
- Integrated "One Front Door" with social prescribing

6.3 Centres, Spaces and Prevention Culture

- Ongoing engagement with the Community Centres Network
- Development of a "Live Well Campus" approach, beginning in South district
- Planning for a Live Well culture event bringing together leaders from public services and VCFSE
- Establishment of Live Well Partnerships in all five districts
- Neighbourhood learning events focusing on older people's health and support

7 Contribution to Health and Wellbeing

The Oldham Live Well approach is an important programme of work that will have a significant impact on the health & wellbeing of our residents. This can be seen in several domains:

- Prevention & Early Intervention
  - Embedding prevention-first ways of working across the workforce
  - Strengthening pathways to local support
  - Providing consistent, sustainable prevention resources
- Stronger Community Assets and Places
  - Creation of local Live Well centres
  - Support for sustainable and accessible community spaces
  - Investment in safe, welcoming environments where residents can connect, participate and stay well
- Tackling Inequalities
  - Focus on communities most affected by structural inequalities
  - Integrated support for people experiencing economic inactivity, poor health or multiple disadvantages
- Mental & Physical Wellbeing
  - "Get Oldham Healthy" supporting mental health therapy and physical activity
  - Community-led projects centred on nature, outdoor activity, safety and social connection
  - Volunteering as a route to improved wellbeing
- Community Leadership and Voice
  - Participatory budgeting and resident decision-making
  - Expanded community organising and citizen leadership
  - Empowered communities shaping health, wellbeing and prevention priorities

8 Next Steps

- Finalising the first Live Well Centres across districts
- Scaling participatory funding boroughwide
- Strengthening the Live Well Campus model
- Delivering the Live Well culture event and ongoing workforce development
- Embedding evaluation and insight to shape future phases of delivery

9 Recommendations for the Health & Wellbeing Board

5. Note the progress made across Live Well implementation.
6. Endorse the continued focus on prevention, community leadership and neighbourhood integration.
7. Support alignment between Live Well priorities and Health & Wellbeing Board objectives.
8. Champion cross-system engagement, ensuring organisational commitment to the prevention-first culture.