

Greater Manchester
LIVE WELL

local. supportive. personalised.

**Everyday support for all
in every neighbourhood**

**health creation
social connection
economic inclusion**

The Big Opportunities linked to GM Live Well



Across Greater Manchester our localities remain on the cutting edge of public service reform nationally

The strength of local neighbourhood prevention models continues to grow with joint working across public and VCFSE sectors

An existing and vibrant GM Live Well community movement

Local people as the drivers and beneficiaries of economic growth

Connecting existing approaches such as #BeeWell, GM Moving, Ageing Hub, Shared Health, Community Hubs etc. etc.

Making devolution in GM work for every locality and every resident (Double Devolution)

Employment and Skills Devolution

Shaping local decision making around place-based and experience-based communities

'Total Place', with people, for prevention

The Context in which GM Live Well Needs to Respond



Exponential growth in Food Banks across GM



Many people in problematic debt following cost of living crisis



£millions in Unclaimed Benefits per annum



+6,5000 Families in Temp Accommodation



Rise in mental health issues and growing waiting lists, with particular concerns for Children and Young People



Nearly 500,000 people in GM economically inactive, 137,000 long term sick



490,000 GM residents are living in absolute poverty



Forecast of additional £600m in costs due to deteriorating health



What do we mean by GM Live Well...

Our joint commitment to ensure everyday support is available in every neighbourhood across Greater Manchester - to help people manage the pressures of life, live as well as they can and find purpose through good work.

GM Live Well will provide a framework to further develop existing neighbourhood and prevention approaches across Greater Manchester. It will bring about a radical shift in how we collaborate with people and communities to reduce health, social and economic inequalities.

A core component of GM Live Well will be the creation of Live Well centres and spaces in each locality. Live Well centres will offer holistic, person-centred support from VCFSE organisations and relevant public services based on the needs of local people. This will ensure that a local, person-centred, preventative system of social support, stability and security is available for all wherever they live.

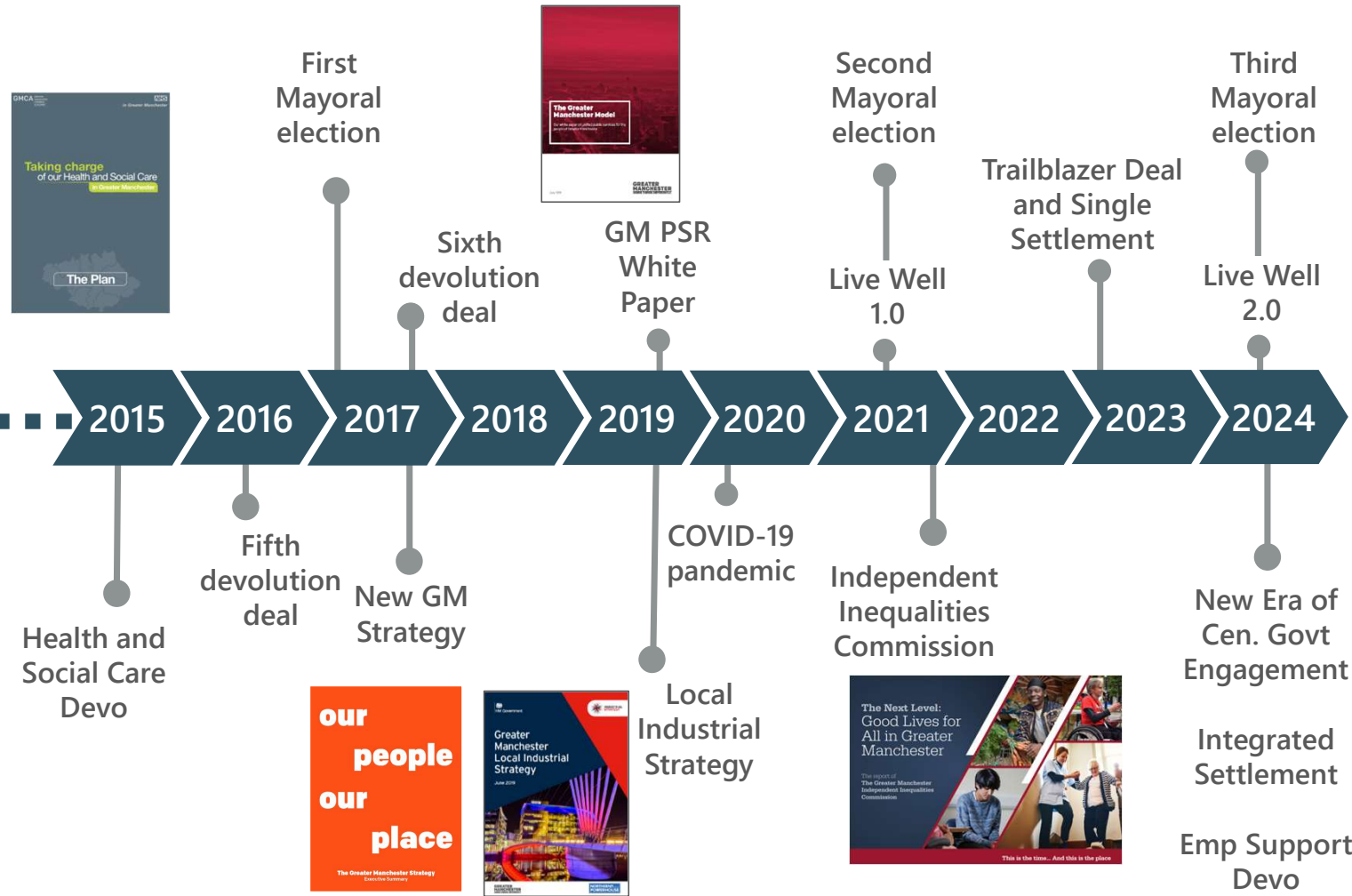


The change we're seeking through GM Live Well...

GM Live Well will **enable good growth for people** which in turn will lead to good growth for places and for local economies. It will result in:

- **More adults in good work**, less in crisis, less inactive and less with poor health.
- **Less children living in poverty**, families being supported to be safe, happy, healthy and successful.
- **Stronger, thriving communities** supported by a resilient VCFSE sector.
- **People living as healthy and happy as they can** meaning reduced demand on the NHS and Local Authorities, the right support will be in and with the community.
- **A pivot to prevention** which in time will see a reduction in complex and costly demand.
- **Reduced pressure on public sector finances** through greater efficiency across services, meaning more capacity to tackle the root causes of inequality.

This isn't a standing start



- Over the last decade we have seen the growth and maturity of local preventative models of support across neighbourhoods in GM.
- We know what works for people and we are increasingly gaining more flexibility to provide even better support.
- Live Well can set the course for the next 10 years in consistently supporting Good Lives for All across GM.



Our
combined
approach
supports
localities

Through a joint approach we will:

- Use the integrated settlement to **bring funding together** using a 'Total Place' approach to further support local integration.
- Galvanise **all GM partners** through Live Well including Health & Care, Police, Fire, Probation, Housing Providers and GM VCFSE Leaders.
- Provide greater support and insights through a **joined-up approach to digital** solutions and information sharing.
- Continue to provide **workforce development opportunities** across sectors.
- Enable continuous improvement through the **identification of learning, what works and why** so this can spread and scale.

Underpinning Principles for GM Live Well



LOCALLY DESIGNED >>> LOCALLY DECIDED >>> LOCALLY DRIVEN >>> LOCALLY DELIVERED

1 GM Live Well is recognised as the **all-age front door to prevention** and opportunity across GM and between our systems of support.

2 Is person focussed, not programme focussed. It **drives health creation, social connection and economic inclusion.**

3 Strengthens and **aligns community-led approaches alongside public service reform** and integrated care. In doing so **enables the sustainability of VCFSE-led support.**

4 Will support the growth of a **vibrant community movement** as an essential component of GM Live Well.

5 GM Live Well **enables good growth for people**, leading to good growth for places and the economy.

6 Maximises **all available support for people through the community, voluntary and public sector** to get people help when and where they need it.

7 Provides a **framework to build on existing neighbourhood and prevention approaches** and further integrates public services aligned locally with the VCFSE sector.

8 Reduces inequality by **breaking down the system barriers** people, communities and organisations face.

>>> BUILDING 'EMPLOYMENT SUPPORT' INTO NEIGHBOURHOOD MODELS <<<

GM Enablers for Local Delivery



Local delivery will be supported by these GM enablers:

- Communities themselves – their voices and strengths
- Housing First Ambition
- MBacc Ambition
- GM PSR Model of Integrated Public Services
- Existing and growing GM Live Well Community movement
- Primary Care Blueprint
- DWP Devolution
- Widened scope of Integrated Settlement / 6th Pillar / Total Place 2.0
- GM Good Growth Plan
- Safer and Stronger Communities Portfolio
- VCFSE Accord



Building a Framework of Local Key Features



Physically identifiable in communities

Live Well Centres

A front door to bespoke support and advice needed, bringing together statutory offers with VCFSE organisations to build health and wellbeing and develop skills and work opportunities – specifically building out from Job Centre Plus and Primary Care facilities.

Live Well Spaces

Inclusive and welcoming community-led places where people can connect, support each other, and take action – within walking distance in every community. Somewhere to get help with getting online, sorting out finances, checking health – or just having a cup of tea and a chat.

Live Well Offers

Coherent and consistent support and advice across a range of issues and to an agreed standard including: housing, food insecurity, benefits advice, digital inclusion, debt & financial hardship, employment support multiple disadvantage, specific health conditions (e.g. dementia), etc.

Neighbourhood Teams

Frontline professionals from the public sector coming together with local voluntary, community, and social enterprise organisations to coordinate services and activities and to help enable the community to find solutions that will improve their health and wellbeing.

Underpinned and Supported by

Live Well Easy Access

Easy to find help, support and opportunities online. Digitally enabled everyday support. The ability to take Live Well support directly into communities where a tailored ‘pop-up’ offer would be beneficial, working together with VCFSE and grassroots groups.

Live Well Workforce

Strengths based, trauma informed, and relational practice. Working across organisational and professional silos. This includes those working in, and alongside, integrated neighbourhood prevention teams.

Community Power

Community voice and decision making is supported to thrive and grow, to shape local service provision, and grow action to overcome inequalities.

Community Wealth

Growing community wealth, ownership and opportunity. Changing what funding is available and how it is deployed to grow and sustain community-led health and wellbeing.

Connecting to What Exists Locally



Over 50k people getting support through **social prescribing** every year, in every neighbourhood

Pioneering and **innovative models of primary care** provision, such as Healthy Hyde, Focused Care etc.

VCSFE Accord – our agreement to work together based on trust and sharing responsibility



Existing **place-based integrated models of support** in neighbourhood footprints.

Evidenced-based success through the **Working Well** Programme with further devolution .

Established Family Support approaches and developing **Family Hubs**.

GM Live Well Support Themes



Devolution Ask: Employment Support



Working with government, agreeing a devolution deal that will allow GM to join up employment, skills and health with wider support to enable a person-centred approach.

GM Proposal: Expanding Single Settlement Scope to incorporate Employment Support. *Including contracted employment support, grants funding, JCP workforce/estate and health funding for employment support.*

GMCA will have responsibility for:

- Ensuring that unemployed residents have access to suitable employment support.
- Ensuring that provision is available to work with economically inactive residents.
- Any additional commissioned/grant funding made available by Govnt.
- Funding to deliver flexible tailored support to address specific barriers to work e.g. Flexible Support Fund, Access to Work Funding

GM WILL DRIVE PREVENTION AND GROWTH BY

Helping people to “live well” by breaking down barriers and offering trusted community-led support into work

Delivering integration of employment, skills and health with wider public services. Tackling the wider barriers to employment.

Supporting more people for the same £ by pooling resources assets and investment across multiple agencies/agendas.

Bringing people closer to the GM labour market through targeted support. Target Outcome: increase in employment rate to 80%.

Pension Credit Take up



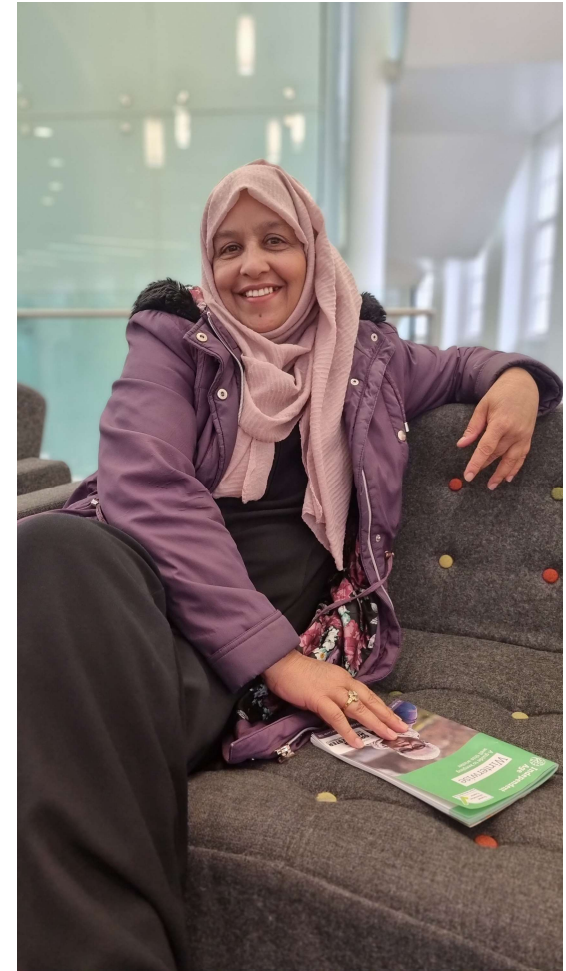
- Winter Fuel Allowance now linked to receipt of Pension Credit (normally £200 - £300 payment)
- Request from Government to support Pension Credit take up campaign activity
- Pension Credit - estimated 39,000 households collectively missing out on £95 million each year in GM
- Around 1/3 of those eligible for Pension Credit don't claim – stigma, lack of awareness, complexity of applying
- Attendance Allowance – estimated 30,000 households collectively missing out on £141 million each year in GM
- Plus Housing Benefit, Council Tax Reduction etc



GM Live Well Approach



- Better equip residents and the GM system to manage winter pressures
- Strengthened collaboration between GMCA, NHS GM, GM Housing Providers, VCFSE and other key partners
- Working with communities and community groups is essential to success at the locality level
- GM comms campaign under Live Well banner focused on Pension Credit and Attendance Allowance
 - Engaging older people, family and friends
 - Promoting campaign key messages
 - Upskilling frontline staff



Previous Campaigns



- Pension Top Up campaign from 2020
 - Partnered with GM Housing Providers
 - At least £10M additional income
 - Aimed at older residents, family and friends
- Keeping Well campaigns during covid
 - Printed booklets designed for older residents
- Winterwise campaign with Independent Age 2022
 - 300,000 printed booklets distributed
 - Pharmacies, GPs, patient transport (NWAS), hospital discharge



How Integrated Care Can Support



- Engage with patients at older people's health touch points - GP surgeries, pharmacy, optician, dentist, podiatrist
- Work with Primary Care to identify and communicate with people who might be eligible for Attendance Allowance, making the most of existing communication and contacts, and exploring new collaborations with local community groups and organisations
- Promoting campaign messages – internal and external comms
- Upskilling frontline staff – free online training sessions from Independent Age – Pension Credit, Attendance Allowance, Council Tax reduction

Additional Priority Themes to Take Forward



Alongside the opportunities associated with employment support there are other ongoing developments that can be built into and further integrated as part of Live Well

Primary and Community Care



It is recognised that the Primary Care system will struggle to meet current and rising demand unless it radically changes how it works. New models of primary care, with a broader focus on health inequalities and primary and secondary prevention are required to support people to Live Well, alleviate demand and provide sustainability.

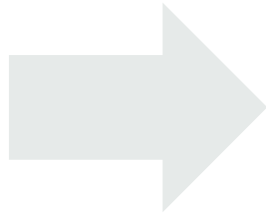
Connecting primary and community care into GM Live Well will enable the acceleration of the identified changes and will position wider public services to be more responsive to our Primary Care Blueprint.

Housing Support



Our Housing First ambition is built on the three pillars of Supply, Standards, and Support. GM Live Well can act as a catalyst to embedding consistent and coherent housing support across the full spectrum of need – from straight forward housing advice, tenancy support, through to supported living options.

#BeeWell / CYP Wellbeing & Opportunity



Our learning and insights from #BeeWell have informed us what young people need to live well and to drive hope to achieve their aspirations. We can also connect Live Well into work with Schools, Colleges and Businesses, with our VRU and make links to the Mbacc.

Recommendations



The Integrated Care Partnership Board is asked to:

- 1) Support the ambition for GM Live Well and support GMCA's intention to undertake a detailed study to model the outcomes and benefits that GM Live Well would realise.
- 2) Recognise that GM Live Well offers the infrastructure to the prevention and proactive care challenges as highlighted in the NHS GM Sustainability Plan.
- 3) Note the value in taking a 'Total Place' approach to further develop local ways of supporting people, strengthening prevention and reducing demand. This would bring funding together from a variety of sources and devolve it down to localities as described in the GM Spending Review submission.
- 4) Endorse the development of a roadmap that starts with co-designing the delivery framework with each locality, understanding local strengths and barriers to progress, building out from what already exists and agreeing common standards for each Live Well key feature.
- 5) Recognise the opportunity to bring Employment Support even closer together with health and care provision.
- 6) Support the intention of bringing GM Live Well into being through the Pension Top-up Campaign over this coming winter