

GMCA Overview & Scrutiny Committee

Date: 27 November 2024

Subject: Overview of 'GM Live Well'

Report of: Andy Burnham, Mayor of Greater Manchester and Jane Forrest,
Director Public Service Reform, GMCA

Purpose:

This report provides an introductory overview of the 'GM Live Well' ambition which forms the basis of one of the core interconnected commitments in the Mayor's manifesto. The purpose of this report is to set out the ambition and provide committee members an opportunity for early engagement. It is anticipated that a more detailed input will be provided to the committee at a future date.

Recommendations:

The GMCA Overview & Scrutiny Committee is requested to comment on the overall ambition of LiveWell.

Contact Officers:

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1. Introduction/Background

- 1.1 GM Live Well calls for a whole system, whole society response for preventative person-centred support across all neighbourhoods. Through GM Live Well we aim to deliver an entirely new way of providing support in, and with, communities - maximising the opportunities presented by the maturity of the GM system and in the context provided through devolution.
- 1.2 In order to achieve the bold ambition set out in the Mayor's manifesto and in support of the new Government's missions it is important to note the cross-cutting response required. GM Live Well will join up public services with our vibrant VCFSE eco-system, it will take public service reform further and bring about a radical shift in how we work together with communities to reduce health, social and economic inequalities. It aims to join up top-down silos through a local, bottom-up approach and provide the means to accelerate existing approaches to improving the way residents receive local help and support.
- 1.3 More effective support for people is essential when we look at the disparity of people-based outcomes across GM, but it is also a decisive factor in contributing to economic growth. Good growth for people will lead to good growth for places and in turn good growth for our local economies.

2. The GM Live Well Ambition

- 2.1 Live Well will deliver a comprehensive approach to community-based prevention by changing how we work with communities, with the VCFSE sector and within public services across Greater Manchester.
- 2.2 GM Live Well will ensure a consistent offer so that great 'everyday support' is available in every neighbourhood across GM. Live Well support offered to an

agreed standard will help people to better manage the pressures of life, live as well as they can and where required find purpose through good work.

- 2.3 Live Well support will be plugged into other services (e.g. GPs/primary care, housing support & advice, welfare support, employment support etc.) and community offers so that residents get the help they need when and where they need it. It will bring about a radical shift in how we collaborate with people and communities to improve health creation, social connection, and economic inclusion.
- 2.4 Our shared focus and commitment to GM Live Well will also amplify, elevate, and support the further development of existing neighbourhood prevention approaches already in place locally across Greater Manchester.
- 2.5 A core component of the ambition will be the presence of Live Well centres and spaces in each locality. Live Well centres and spaces will offer holistic, person-centred support from VCFSE organisations and relevant public services based on the needs presented by local people. In time it is envisaged that Live Well centres and spaces will be synonymous with job centres and primary care facilities. This will ensure that a local, person-centred, preventative system of social support, stability and security is available for all wherever they live.
- 2.6 It is important to cross-reference the Live Well ambition with the mayoral 'Housing First' ambition which seeks to significantly enhance housing support (alongside improving housing standards and increasing housing supply). Together Live Well and Housing First will make a real difference for many people. A decent place to call a home with the right support to maximises opportunities to get on in life is what we are striving for.

3. Outcomes and Impact

- 3.1 Work is underway to develop and agree an outcomes framework for GM Live Well. At its core GM Live Well will enable good growth for people which in turn will lead to good growth for places and for local economies.

- 3.2 It is anticipated that the outcomes sought through GM Live Well will include:
- 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.
 - Safer, Stronger, thriving communities supported by a resilient VCFSE sector.
 - People living as healthy and happy as they can meaning reduced demand on the NHS, 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 local government finances through greater efficiency across public services, meaning more capacity to tackle the root causes of inequality.
- 3.3 Appropriate metrics will be aligned as the outcomes framework is developed. It is likely that these will include measures linking to: increasing the GM employment rate, reducing % population economically inactivity, reducing demand on GPs, reducing A&E admission and readmission (seeking reductions in violence, alcohol and drug-related associated admissions), improving housing standards and supported housing provision, improving performances of 'good level of development' to improve school readiness, reducing the number of children living in relative low-income households after housing costs, increasing income maximisation.

4. Initial Focus of GM Live Well

- 4.1 Through recent and ongoing government engagement opportunities have been identified to take Live Well forward within the context of devolution and the integrated settlement.
- 4.2 The devolution of a proportion of employment support and the prospect of acting as a national health 'Prevention Demonstrator' offer immediate opportunities to take the first phase of GM Live Well forward.

4.3 One element of this will be in enhancing employment support to help residents into good work and prevent worklessness. There is a further agenda item of this meeting, across Technical Education, Work & Skills that will pick this up in more detail. The ambition here is to support 150,000 residents into/closer to good work over the lifetime of this Parliament. Live Well will be essential to delivering this and will build on the many employment & skills hubs and approaches that already exist in Local Areas.