

Meeting: Bury Locality Board			
Meeting Date	02 June 2025	Action	Consider
Item No.	7	Confidential	No
Title	Update on PSR and developing Bury's Live Well Offer		
Presented By	Will Blandamer, Deputy Place Based Lead, NHS GM Bury		
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Executive Summary
This report builds on previous updates to Locality Board on the development of Bury's neighbourhood model, articulated and driven through the Borough's LET's do it! approach, and increasingly honing Bury's neighbourhood model to best position the locality to benefit from ongoing devolution opportunities. In particular, it sets out the development of proposals for the implementation of the GM Live Well initiative anchored into Bury's neighbourhood working approach..
Recommendations
To note the update report and support system commitment to furthering Bury's neighbourhood model through Live Well implementation

OUTCOME REQUIRED (Please Indicate)	Approval <input type="checkbox"/>	Assurance <input type="checkbox"/>	Discussion <input checked="" type="checkbox"/>	Information <input type="checkbox"/>
APPROVAL ONLY; (please indicate) whether this is required from the pooled (S75) budget or non-pooled budget	Pooled Budget <input type="checkbox"/>	Non-Pooled Budget <input type="checkbox"/>		

Links to Locality Plan priorities	
Scale our work on Population Health Management - Improve population health and reduce health inequality of those in the most disadvantaged areas	<input checked="" type="checkbox"/>
Drive prevention, reducing prevalence and proactive care – supporting Demand Reduction through primary intervention, secondary preventions and tertiary prevention	<input checked="" type="checkbox"/>
Transforming Community Care in Neighbourhoods - fully realising the benefit of neighbourhood team working with a focus on the assets of residents and communities and providing proactive care	<input checked="" type="checkbox"/>
Optimise Care in institutional settings and prioritising the key characteristics of reform.	<input checked="" type="checkbox"/>

Links to Locality Plan priorities	

Implications						
Are the risks already included on the Locality Risk Register?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Are there any risks of 15 and above that need to be considered for escalation via an NHS GM Statutory Committee or Board in line with the Risk Escalation process ?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Are there any quality, safeguarding or patient experience implications?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Has any engagement (clinical, stakeholder or public/patient) been undertaken in relation to this report?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>
Have any departments/organisations who will be affected been consulted ?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>
Are there any conflicts of interest arising from the proposal or decision being requested?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input checked="" type="checkbox"/>
Are there any financial Implications?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>
Is an Equality, Privacy or Quality Impact Assessment required?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>
If yes, has an Equality, Privacy or Quality Impact Assessment been completed?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	N/A	<input type="checkbox"/>
If yes, please give details below:						
EQIA in development and will be kept live						
If no, please detail below the reason for not completing an Equality, Privacy or Quality Impact Assessment:						
Are there any associated risks including Conflicts of Interest?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>	N/A	<input type="checkbox"/>

Governance and Reporting		
Meeting	Date	Outcome
N/A		

PSR and Live Well update to Locality Board – May/June 2025

1. Context

- 1.1** This report builds on previous updates to Locality Board on the development of Bury's neighbourhood model, articulated and driven through the Borough's LET's do it! approach, and increasingly honing Bury's neighbourhood model to best position the locality to benefit from ongoing devolution opportunities.
- 1.2** The way public services work together in our neighbourhoods, in integrated teams and in partnership with the voluntary sector has been described as innovative and brave by the Local Government Association and through work to refresh the LET's do it! strategy there has been a recommitment to this approach. Bury is strongly placed to further develop the neighbourhood model to deliver on national opportunities through the Prevention Demonstrator and Get Britain Working Demonstrator and within the region to embed Live Well principles locally.
- 1.3** The image below sets out a summary of integrated neighbourhood working in Bury. In recent months there has been the clarification and reiteration of what is meant by neighbourhood working to embed a consistent understanding. Neighbourhood working refers to the establishment of multi-agency teams working on geographical footprints of 30-50k population, created to ensure front line public service staff know each other, can work collaboratively with each other, and have a shared understanding of the community strengths in the place.

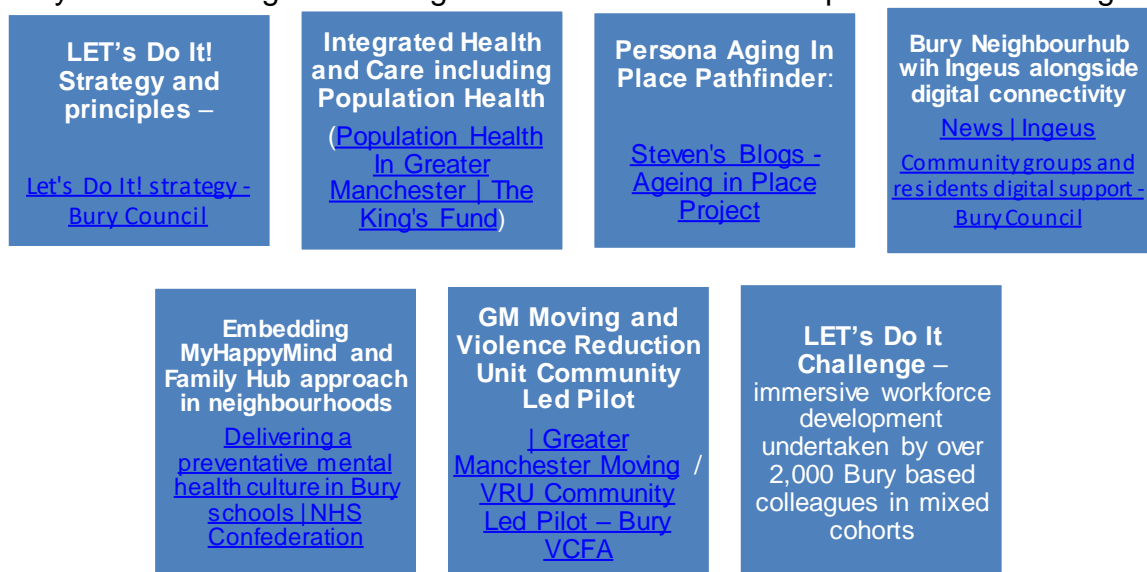
Integrated Neighbourhood Working in Bury

Joined up services across 5 identified neighbourhoods; working with communities to relentlessly focus on prevention and earlier early intervention; maximising local assets and spaces in each neighbourhood to enable people to thrive.

Bury's model of 'integrated support' with a neighbourhood focus by default:

North	East	West	Whitefield	Prestwich
Each neighbourhood has a Neighbourhood profile and analysis of need, identification of cohorts of risk to tailor and target integrated person-centred activity				
Co-located multidisciplinary teams in each neighbourhood, led by a Public Service Leadership Team, integrating 'integrated support' through a 'Team Around' approach. Includes housing engagement; health and care integrated leads; social prescribers; employment support; Live and Stay Well; police and fire neighbourhood leads; Family Help leads; public health; voluntary sector infrastructure representatives				
Joint delivery of strengthened Integrated Neighbourhood Team (INTs) (Adult Care and Health) model including social prescribing and increasing alignment of mental health early intervention and prevention.				
Rapidly developing model of family hubs described by neighbourhood and delivering the prevention and early intervention strategy for children and increasingly connected to schools				
Finalising the Live Well model and specifically within this the neighbourhood-based employment support model.				
Strengths based approach built on LETS Behaviours to further engagement, participation and reduce inequalities, eg co-designing interventions with lived experience groups.				
Collective insight of community assets and networks, with which to work with communities and connect people at place as examples of Live Well spaces, coordinated by Bury Voluntary, Community and Faith Alliance				

- 1.4** The intent is create models of joined up and person-centered services, with a particular focus on the delivery of new joined up multi-agency working addressing segmented cohorts of the population in order to reduce, delay, or eliminate risk of escalated harm, poor outcomes, and unnecessary use of costly and reactive public service spend. It includes the operation (on the same footprint) of integrated health and care teams including primary care, community care, adult and children's care, mental health services, and aspects of secondary care delivered in neighbourhoods. In addition it is presumed to include representatives from the Council, DWP, Voluntary Services, GMP, GMFRS, Housing providers and others.
- 1.5** Locally this is building on a strong base of collaboration and place based working:



Implementing Live Well in Bury

- 2.1** The flagship initiative with the city-region is that of the Greater Manchester Live Well Model. Live Well is a cornerstone of the 10-year Growth & Prevention Delivery Plan and the Greater Manchester Strategy, aimed at reducing health, social, and economic inequalities across Greater Manchester
- 2.2** The vision for Live Well is that by 2030 it will provide, “a comprehensive, connected, and equitable support system for all residents of Greater Manchester, fostering a supportive, inclusive, and thriving community environment. By integrating support, focusing on prevention, and promoting economic and social inclusion, 'Live Well' will ensure that every resident can live as well as possible”
- 2.3** There are 4 key components of the model.
1. The establishment of Live Well centres, spaces & offers
 2. Integration of support through an optimum Neighbourhood Model
 3. A resilient VCFSE eco-system
 4. A culture of prevention – with workforce and organisational development geared towards prevention

- 2.4** Bury colleagues from across the public and voluntary sectors have been actively involved in GM Live Well shaping activity, including on 19th March 2025 at Gorton Monastery. To support the implementation of this approach NHS GM and GMCA have identified and created a £10m fund. This will sit alongside the £10m regional investment from DWP Economic Inactivity Trailblazer work.
- 2.5** Bury's implementation allocation for Live Well, based on demographic percentage of the regional population, will be £676k of which at least 50% (£338k) is to be allocated to the local VCFSE sector. In return for the regional investment there is a need for the locality to sharpen the local vision for Live Well in the context of Neighbourhood working, which locally is through our LET's do it! approach, and specifically identify the location and delivery model of an exemplar/ 'flagship' Live Well centre in the locality with this to be in operation by the end of 2025/26.
- 2.6** Through Bury's Public Service Reform Steering Group which meets monthly under the direction of the nominated Live Well lead for Bury, activity had accelerated during the past month on bringing system partners to further shape a potential Live Well proposition. This had included a consideration of opportunities to maximise alignment between existing place based integration with evolving model of Family Hubs; further work to build on learning from the Aging in Place Pathfinder projects across the region; and new opportunities as they come to light – such as the recent national government announcement of VALOUR Centres of place based support to Veterans.
- 2.7** In consideration of potential flagship sites, a number of key considerations are being made:
- Provision shouldn't duplicate other functions (e.g Ingeus Neighbourhub in Millgate which could be seen as a Live Well space in its own right) but instead complement and connect via 'hub/spoke' arrangements
 - It must feel 'of the community' and VCSE leadership to the building is important and we need to co-design it with the community – noting that at least 50% of the available funding is towards the live well exemplar.
 - The need to focus on targeted not universal service provision and therefore respond to local need
 - The need to recognize any given building can't house everything - there are some competing demands
 - Maximise opportunities to bring staff from different sectors together, and it is likely to be a base for integrated team working, potentially as anchor tenants of the building.
 - A building that is open and accessible and welcoming with an intention for this to be volunteer led
 - A place that has a point of navigation to a multiplicity of services in the neighbourhood and in the borough including a digital component

- A place that is bookable from which public services can deliver on a drop in basis
- A place that is bookable and supportive of a range of voluntary service delivery, drop in, and meeting space.
- Recognition that a building might operate differently in the day and in the evening, and at weekends, and this will vary by neighbourhood including consideration of cultural sensitivities and customs.

2.8 Activity is progressing at pace to further develop an implementation plan for Bury including:

- 1) Further shape the framework describing Bury's Live Well Model and identification of flagship site proposal to inform co-development with the local community and local VCFSE sector
- 2) Development of a high level implementation timeline
- 3) Furthering investment proposal with VCFSE as part of formal sign agreement of Memorandum of Understanding with the Sector.
- 4) Confirmation of non-recurrent and recurrent funding arrangements.
- 5) Establishment of high level risk and issues log.

2.9 A further verbal update will be provided at the June meeting given the dynamic nature of the development of Live Well implementation proposals currently and Implementation Leads from Greater Manchester will be attending Locality Board meetings across districts in the coming months.

Recommendations

3.1 That Locality Board receives this update and consider opportunities as both a collective Board and system representatives to shape Live Well implementation in Bury.