



Public Service Leadership Teams [PSLTs]

Input for Bury Health & Wellbeing
Board, November 2025

Integrated Neighbourhood Working in Bury

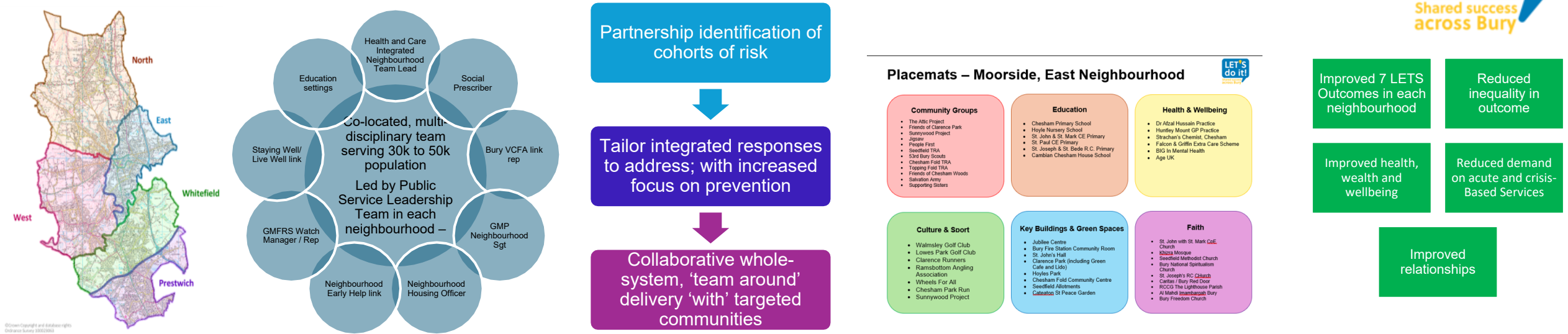
Joined up services across 5 identified neighbourhoods; working with communities to relentlessly focus on prevention and earlier early intervention; maximising local assets and spaces in each neighbourhood to enable people to thrive.

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				

Neighbourhood working in Bury, LET's Do It!

5 neighbourhoods against which public services corral, led by partnership place based teams who identify specific cohorts of risks against which to integrate on as a multi-agency response and proactively plan to prevent future need; building on and up the collective strengths within the neighbourhood to deliver improved outcomes for residents, communities and systems (reducing inequality and the impact of this)



Faster than average economic growth

Whole-system; whole place approach to maximise opportunities & connectivity of local people to these

Local

- Concentration around five agreed neighbourhoods – connecting local residents; local practitioners; local assets
- Identification of localised cohorts of risk and vulnerability with local practitioners working differently on a multiagency basis
- Identification, targeting and tackling of inequalities (health, social, economic)
- Community led (communities intersecting of place, identity and experience)
- Maximising connectivity and maturity of working in GM system whilst delivering distinctly by respective neighbourhoods

Enterprising

- Innovative approaches to targeted prevention and earlier early intervention (avoiding high cost interventions with poor outcomes)
- Bringing population health and physical place shaping together (people and places) to create condition for 'good lives'
- Positive risk taking to be creative, including maximising use of new technologies
- Relentless focus to remove, reduce, delay acute and crisis demand
- Shift in power as close to those affected by decisions [nothing about you without you]
- Tailor approaches recognising spectrum of need/ support offer – not one size fits all in separate silos

Reducing deprivation and inequality

Co-ordinated; targeted activity to address root causes and drivers of inequality/ barriers to life chances

Together

- Partnership, integration; collaboration – but not necessarily in a single base – maximising opportunities for practitioners/ people to come together effectively
- Person centred with 'Team Around' approach – more cohesive; less siloed.
- Having a shared understanding of collective place (communities and their strengths)
- Broader and more consistent neighbourhood framework – single 'neighbourhood' lens
- Joined up dialogue with communities
- Alignment of resources
- Integrating 'integrated' support – health, housing, employment

Strengths

- Empowered communities supporting their resilience and creating conditions to thrive
- Strong VCFSE including infrastructure – local MOU building on VCFSE accord (ahead of national Civil Society covenant)
- Asset based, considering the whole person/ family and their networks
- Further develop relationships between professionals and communities; develop trust and place leadership
- Further develops insight and dialogues to improve inclusion
- Learning culture for further improvements
- Focus on what people can do, and their abilities, rather than benefit types; sanctions; waiting lists

Examples of PSLT activity in practice

Collaborative place-based partnership activity in relation to collectively identified cohorts of risk [with a focus on prevent; reduce; delay]

- **EAST:** Deep dives on mental health, hoarding, nutrition and hydration. Targeted work in Chesham including winter well and smoking cessation aligned to Family Hub spoke and increasing usage of Chesham TRA.
- **NORTH:** increased focus on trained walk leaders to deliver social activities partnered with digital inclusion offers. Series of social prescribing led partnership drop in across each Ward in North.
- **PRESTWICH:** Development of anti-poverty resource map addressing financial vulnerability; targeting messaging and support through community leads for non-digital promotion of messaging; embedding regeneration colleagues to target opportunities of Longfield Development to address social and economic inequalities.
- **RADCLIFFE:** Collaborative focus with Big Life Group and Achieve alongside tenancy sustainment and Active Case Management; Health visiting and Housing developed integrated pathway to inform Health Visiting of Families with Children under 5 moving from out of area to Radcliffe.
- **WHITEFIELD:** Operation VARDAR – following a spike in organised criminality & serious violence, the police, housing, licensing, and the antisocial behaviour team among many others put in a range of interventions to put a stop to the escalating issues and rebuild community pride in the area. Through getting offenders out, vetting new residents, supporting the closure of problematic ginnels, and championing community pride, the operation has now been stepped down as a priority and we have seen a large decrease in this type of criminality.



Examples of PSLT activity in practice

- Frailty and COPD Health Priorities – place based focus on reducing health inequalities associated with frailty and COPD, prevention of deterioration of their condition, and maintaining their health and independence for as long as possible. Collaborative working with Staying Well Team, Live Well Service and Social Prescribing for onward support is an integral part of this system wide approach.
- Targeted Lung Health Check Programme – working across teams including public health, INT, strategic partnerships and local councillors, we supported the successful delivery of the GM-wide Targeted Lung Health Check programme – eg in Whitefield. Over 3,000 patients in Whitefield were invited, over 2,000 patients attended a lung health check, 915 of those who attended were eligible for a CT scan, 614 patients are recalled in 24 months, 5 patients are recalled in 12 months, 122 are recalled in 3 months, 17 people were referred to hospital for lung cancer investigations
- Development of High intensify user pathway for frequent attender to Fairfield Accident and Emergency and reviewing inpatients pathway back into the community.
- Place based increased awareness of identification and response to Damp and Mould through broadening of 'Eyes Wide Open' approach
- Targeted vaccination information – messaging and tailored approaches to access. Rolling out similar approach to address cancer screening.



Next steps

- PSLTs as 'Live Well' Leadership Teams including VCFSE connectivity
- Furthering work with schools and learning settings
- Increasing reach into traditionally non-place based teams, to increase neighbourhood networking opportunities
- Explore opportunities to further evolve traditionally police-led Partners and Communities Together [PACT] meetings

