

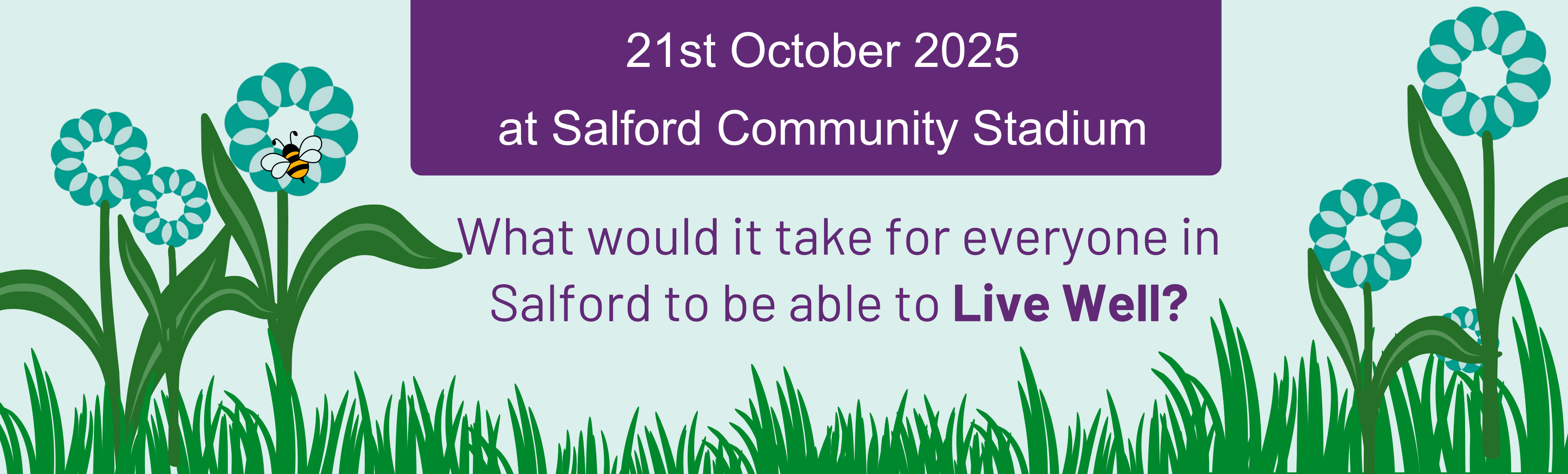
**LIVE WELL**  
DOING THINGS DIFFERENTLY WITH  
GREATER MANCHESTER'S COMMUNITIES



**Salford CVS**  
Making a difference in Salford

Salford CVS'  
Annual Conference  
21st October 2025  
at Salford Community Stadium

What would it take for everyone in  
Salford to be able to **Live Well**?



# Agenda

- 9.00am **Arrival and sign in** - Refreshments / networking
- 9.30am **Housekeeping** - Anne-Marie Marshall, Services Manager, Salford CVS
- 9.40am **Welcome address** - Alison Page, Chief Executive, Salford CVS
- 10.00am **Keynote speakers** - Introduced by Alison Page



**Alison McKenzie-Folan OBE**

Greater Manchester public sector lead for Live Well  
'The Vision for Greater Manchester Live Well'



**Liz Windsor-Welsh**

Greater Manchester VCSE lead for Live Well  
'The role of the VCSE sector in GM Live Well'



# Agenda

10.45am	<b>Q&amp;A session</b> - Chaired by Michelle Warburton, Salford CVS
11.00am	~ Tea break ~
11.15am	<b>Workshops</b>
12.30pm	~ Lunch ~
1.30pm	<b>Workshops</b>
2.45pm	~ Tea Break ~
3.00pm	<b>The Live Well Living Room</b> - with Ben Fowler, Salford CVS
4.00pm	<b>Closing remarks</b> - Alison Page, Salford CVS
4.30pm	~ Finish ~



# Housekeeping

- **Housekeeping** - Fire alarm and exits, mobile phones, loos, first aid, information desk, timekeeping, tea breaks, lunch, finish time
- **Salford CVS staff** - the purple people - here to help!
- **Twitter (X) hashtag** for the conference **#SalfordVCSE2025 #GMLiveWell**
- **Wi-Fi** – ‘**FreeBee**’ (no password)
- **Visual minutes** – John Cooper
- **Photography** (coloured badges = no photos)
- **Accessibility arrangements** – BSL interpreters / lip speakers / induction loops / wheelchair users / guide dogs; everyone - please speak slowly and clearly, face the audience and do not obscure your mouth – thank you
- **Conference packs** – conference agenda, speaker biographies, workshop details, evaluation and equal opportunities monitoring forms (please complete)
- **Tea & coffee and vegetarian / vegan lunch** (dietary requirements)
- **Fantastic keynote speakers and a range of interesting workshops** – so we hope you leave feeling engaged and inspired!







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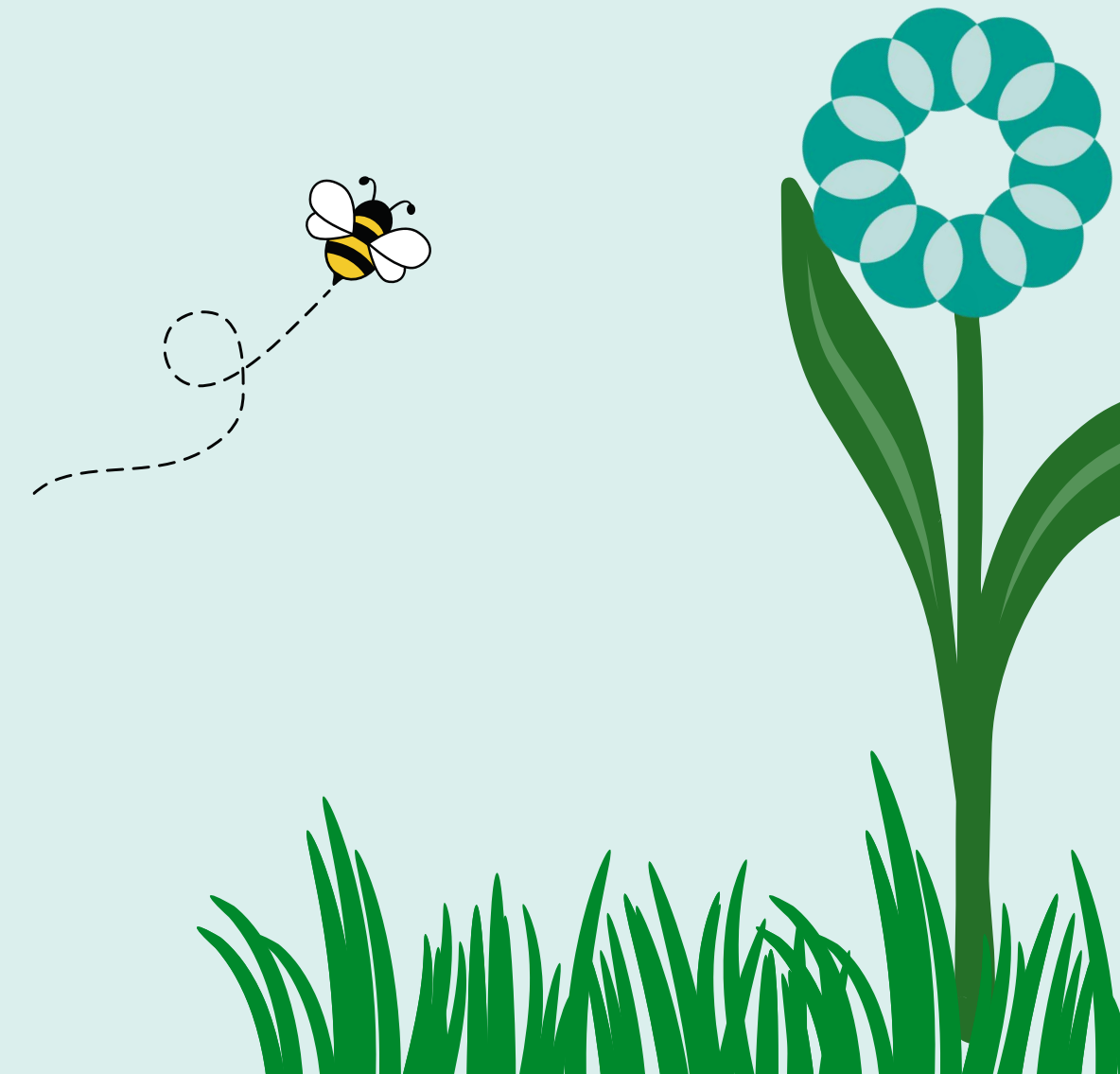
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# Welcome Address



**Alison Page**

Chief Executive,  
Salford CVS



- **Established in 1919** as Manchester and Salford Council for Social Service
- **Separated in 1973** – became Salford CVS and Manchester CVS
- **Based in Eccles** in the Old Town Hall since 1992
- **Operate across the whole city**, providing strategic and operational support and services to the voluntary, community and social enterprise sector
- **Recruit volunteers** and **support volunteering** in Salford
- **Play an active role in Greater Manchester** too
- **Work strategically** with a wide range of partners across sectors
- **Membership organisation** with c.1,000 local VCSE members
- **Registered Charity**, governed by a Board of Trustees
- **Operate with a team** of c.50 paid staff and regular volunteers
- **We**  **Salford**



# Last year's conference...

What has happened since...?



## Climate Crisis

Keep Calm and Carry On?

The role of the Voluntary, Community  
and Social Enterprise sector

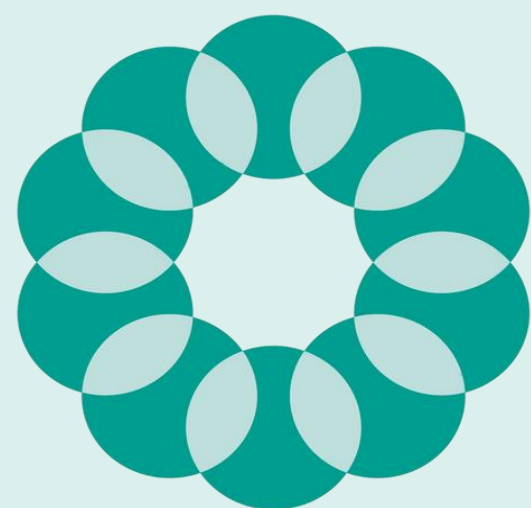
**Salford CVS' Annual  
Conference**  
30th October 2024  
at Salford Community Stadium





# Today's conference

**Background - why Live Well...**



# **LIVE WELL**

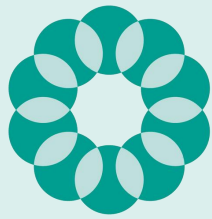
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# Today's conference

So, to today's agenda...



## Two fantastic keynote speakers:

This morning we have **Alison McKenzie-Folan OBE**, CEO of Wigan Council and Greater Manchester's public sector Live Well Lead, and **Liz Windsor-Welsh**, CEO of Action Together CIO and Greater Manchester's VCSE Live Well Lead



A **Live Well Living Room chat show** (with a 70s theme!)



Thought-provoking **workshops** where you can share your views



**Massive thank you to...** our keynote speakers, workshop speakers / facilitators / note-takers, BSL Interpreters and Lip Speakers, Stadium staff, John for the visual minutes, Salford CVS trustees, staff and volunteers, and everyone else who has helped us today...



**Thank you for attending - enjoy the day!**



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# Keynote speaker

**Alison McKenzie-Folan OBE**

Chief Executive, Wigan Council  
and GMCA's Live Well portfolio lead





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# Live Well Update

## October 2025

#GMLiveWell

#



# What is GM Live Well?

**GM Live Well is Greater Manchester's commitment to ensure** everyone can access great everyday support in every neighbourhood

We're tackling health, social and economic inequalities by changing how we work with people and communities, and in public services.

Led by and with communities, it is better connected and supportive services, opportunities and help.

As well as redesigning services, Live Well focusses on growing community action, power and wealth, so everyone:

- Has access to a wide variety of activities, support and information
- Is heard and enabled to contribute
- Has the resources to make change happen





# Update Summary

Over the last 12 months, Live Well has transformed from an ambitious manifesto pledge into our collective programme for public service reform. **Live Well is now the main mechanism for embedding prevention, integration, and community empowerment across GM's neighbourhoods.**

All 10 localities have created **local implementation plans, supported by a £10 million joint investment fund from GMCA and NHS GM, alongside an additional £10 million aligned through the DWP 'Economic Inactivity' Trailblazer.** These plans aim to establish a growing network of Live Well Centres, community-led spaces and joined up support offers. **A minimum of 50% of the joint investment funding is allocated to the VCFSE sector.**

The GM programme has also introduced the “**Live Well Hallmarks**” – a developing, collaboratively designed framework for Live Well centres, spaces, and offers, co-created with localities and community groups **to ensure consistent, values-driven delivery.**

Workforce development is expanding through a new **system leadership offer**, and **evaluation frameworks are being co-designed to measure impact** and guide future investments.

#GMLiveWell

13

Live Well is now nationally recognised as part of the **Prevention Demonstrator, as outlined in the 10-year Plan for Health, attracting significant interest from various government departments.**

In the past 12 months Live Well has also **convened over 2,000 stakeholders in high-profile community-based events**, growing a bottom-up movement to reduce inequality and further enhance collaboration between communities and the local public services that serve them.

A new **Live Well Communities Fund** has been prototyped, and has already funded over 200 community groups, and reached 5000 in deciding and or benefitting from grants.





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# Live Well Hallmarks





# Live Well Hallmarks

The Live Well Hallmarks are a set of emerging principles to support local areas in shaping and strengthening their own Live Well approaches.

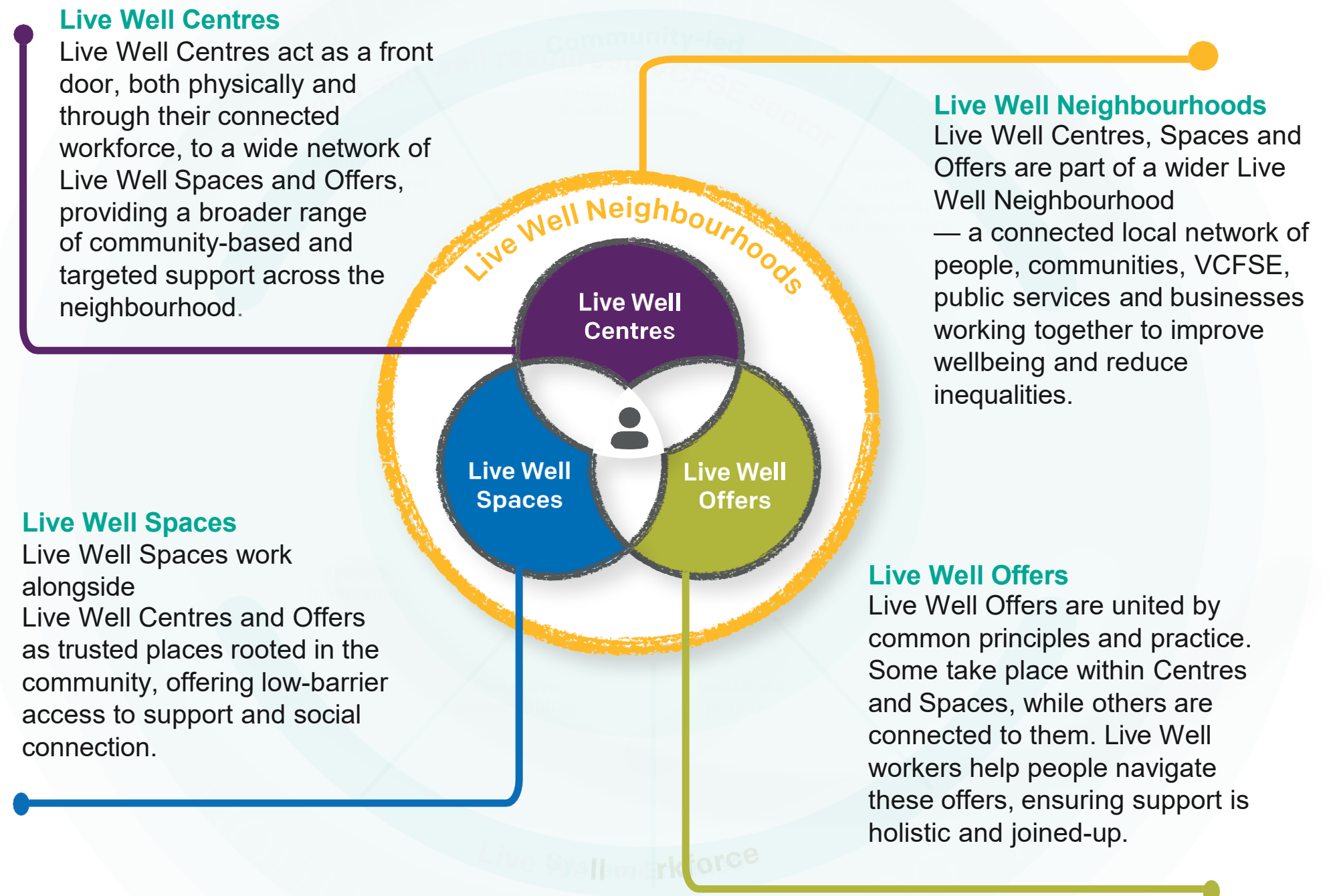
A detailed document [available here](#) captures a shared vision for what great everyday support looks like in every neighbourhood across Greater Manchester.

In the spirit of Live Well, these hallmarks are the result of hundreds of conversations, co-production activities and co-design sessions. They build on what's already in place and bring together insights from cross-sector events, workshops, and conversations with communities, Voluntary, Community, Faith and Social Enterprise (VCFSE) sector organisations, public services and partners across the system

The version here is the latest iteration, following recent feedback. We invite partners to use these to shape the design and development of Live Well - and come back to share learning to further develop these. Email address for correspondence is [GMLiveWell@greatermanchester-ca.gov.uk](mailto:GMLiveWell@greatermanchester-ca.gov.uk)



A summary of the Hallmarks is on the next slides.







### Live Well Offers are:

- Available wherever people live, work and connect — in centres, community spaces, neighbourhoods, homes, workplaces and online.
- Delivered by the Live Well workforce, they include a wide range of support, from local wellbeing activities to specialist help with debt, financial and welfare advice and advocacy; employment support; physical health; mental health care; housing advice; clear and immediate crisis support; and longer-term intensive support for people facing multiple, complex challenges.
- Not just about what's offered, it's about how.
- United by a common practice — shaped with communities, grounded in relationships, and delivered in ways that are person-centred, trauma-responsive, culturally competent and strengths-based.



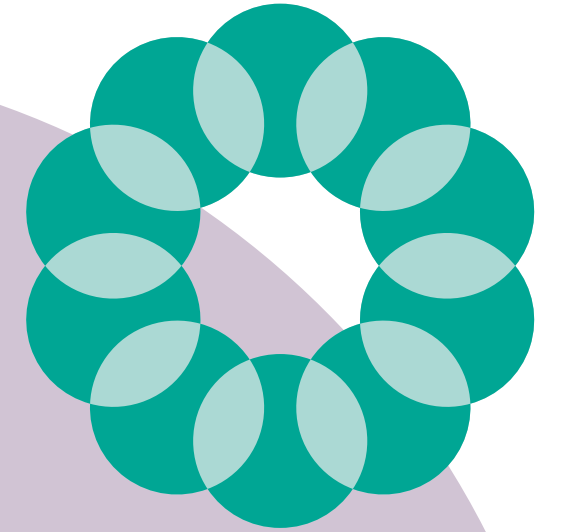


Emerging Hallmarks for Live Well Centres, Spaces and Offers



#CMLiveWell

# Live Well Centres



## Live Well Centres are:

- Welcoming spaces where people can get everyday support without stigma, judgement or long waits.
- There for the things that matter most, whether it's help with housing, health, mental health and wellbeing, debt, employment, food, or feeling connected
- Places where people can speak to someone who listens, understands and helps.
- Bring together VCFSE-led and public sector support under one roof, with trusted people on hand to be alongside residents and connect them to what they need.
- Rooted in their local communities and connected to a wider network of Live Well Spaces and Offers.







# Live Well spaces



## Live Well Spaces are:

- At the heart of everyday community life - informal and welcoming places where people come to connect, belong and get involved.
- Often run by VCFSE organisations, peer groups or volunteers.
- Spaces of hope and connection, where relationships grow and mutual support thrives. You might find people chatting over a brew, sharing food, learning new skills or simply spending time together.
- Grounded in trust and community connections.
- Strengthened and sustained by public services that show up in supportive, relational ways and may be part of the offer
- Shaped by the community it serves. They reflect local culture, pace, strengths and needs — whether that's a community café, public living room, faith hall, library, online peer community or green space.





Emerging Hallmarks for Live Well Centres, Spaces and Offers

# Live Well Neighbourhoods

## Live Well Neighbourhoods are:

- Connecting people, places and support into a joined-up local system.
- Connecting and integrating 'community neighbourhoods' - the streets, estates or towns where people live, work and learn - with 'public service neighbourhoods' - optimum geographical units for integration covering populations of around 30,000–50,000
- Bringing together all neighbourhood level public services, VCFSE organisations, Live Well Centres and Spaces, employment providers, multidisciplinary teams and community connectors.
- Reshaping how services and organisations work together — shifting from siloed delivery to integrated support grounded in trust, collaboration and local knowledge.
- About thriving communities, genuinely early help, catching and supporting people, and holding and caring for people - prevention drives action to reduce inequalities







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## Locality approaches to delivery of Live Well







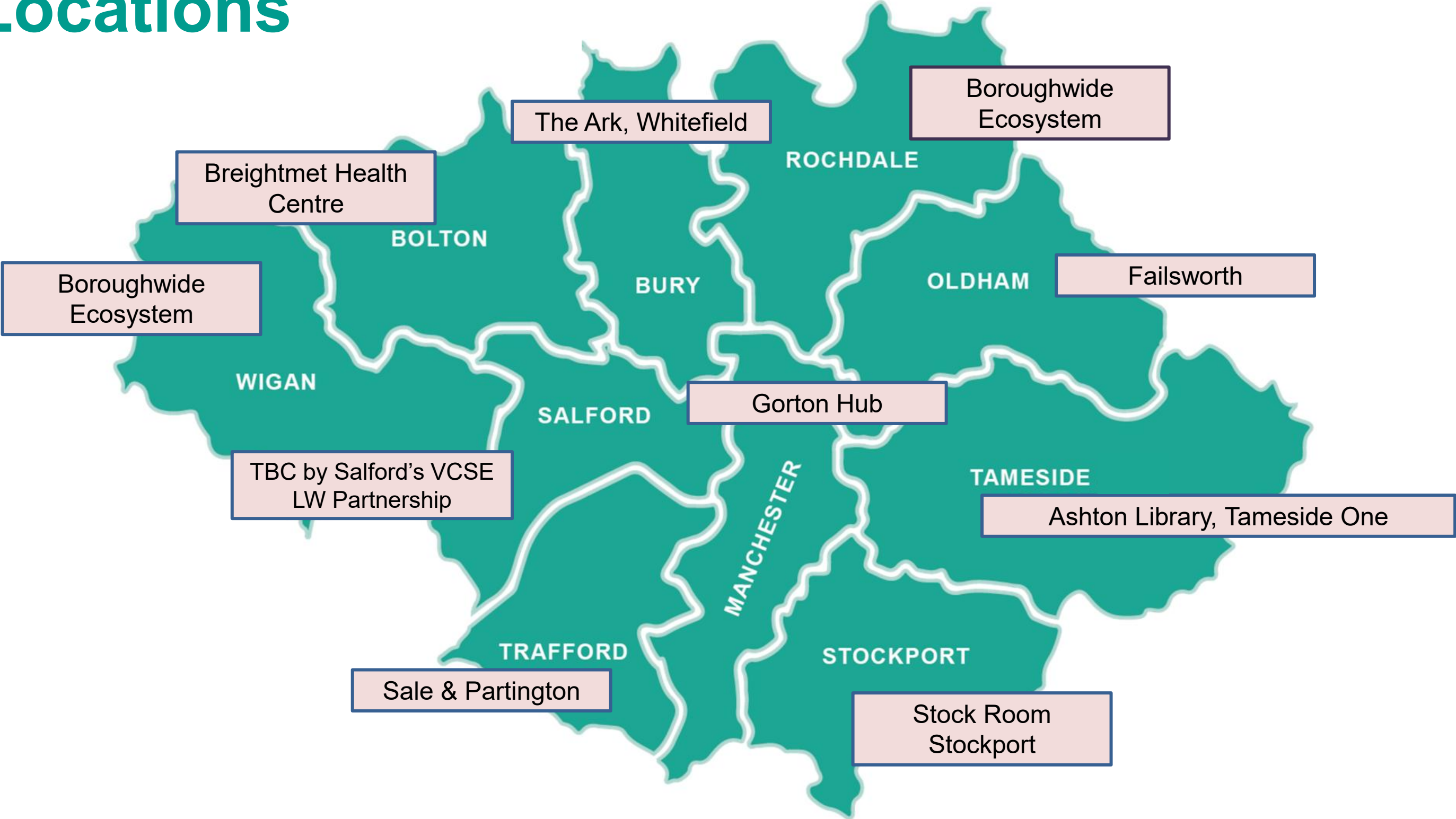
The delivery of Live Well will be led in the communities and neighbourhoods of Greater Manchester, shaped by people and places and built on existing strengths and histories.

To support this each locality has been allocated its share of a £10m implementation fund, coming into councils alongside the Government's £10m Economic Inactivity trailblazer funding.

Every locality has started to work with local people and partners to describe how they will approach this, including where their first flagship Live Well Centre will be. The following slides summarise each locality's plans.



# Live Well Centres – Initial Locations





## What did localities say about how GM can support them:

1. Enable regular peer learning and best practice sharing
2. Coordinate cross-locality work and address shared challenges
3. Advocate for long-term funding and supportive policies
4. Provide project management and redesign support
5. Create consistent GM-wide outcomes and messaging
6. Share evidence-based interventions and successful initiatives
7. Communicate funding and investment transparently
8. Champion prevention and community-led approaches
9. Support data-sharing, impact measurement, and research capacity
10. Encourage participatory budgeting, community power, and local flexibility







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# Brief updates



# The Economic Inactivity Trailblazer Role in Developing & Supporting the Employment and Skills System Towards Live Well

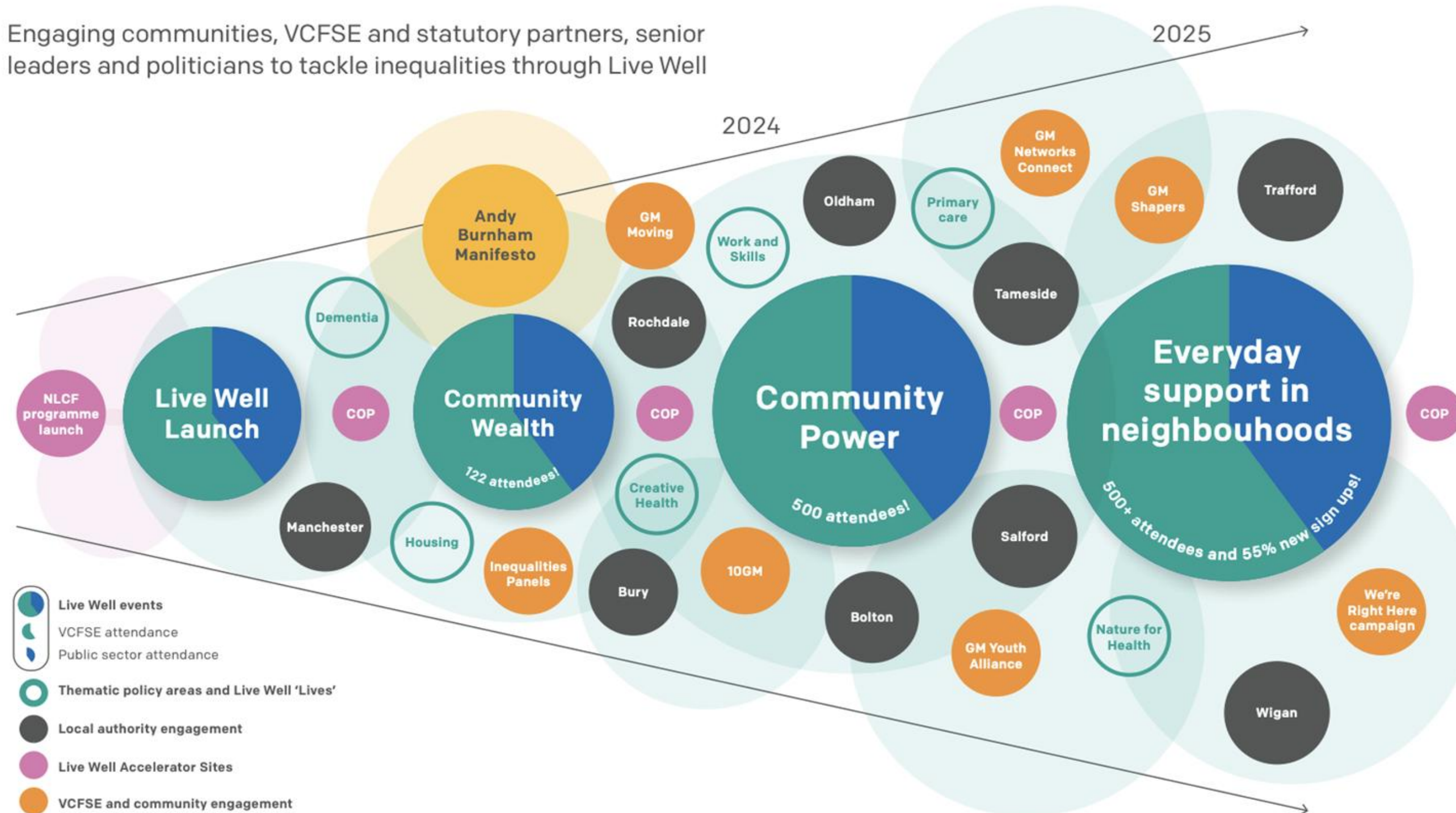
- The Economic Inactivity Trailblazer enables the shift in the GM employment and skills system to a Live Well model and approach.
- The £10m fund is being used across 2 test areas that both fills gaps in current delivery to support our residents furthest away from the labour market whilst shaping the system for the future as described in the Live Well Journey to Employment. As a 'trailblazer' it is about testing, learning and then adopting what works:
  - **Test 1 - Embedding a Live Well journey to employment** - System shaping work across digital & data needs, growing VCFSE capacity & capability, amplifying residents voice, JCP integration.
  - **Test 2 - Directly supporting residents on their journey towards work** - 40 different interventions across all 10 localities targeting a range of priority cohorts and learning 'what works' to engage and **support 4500 residents on their journey towards work**
- We now need to take this further to ensure that the Trailblazer embodies the Live Well approach acting as a proof of concept ahead of the Prevention Demonstrator. Wrapping support around the residents taking part, mapping their journey, measuring their outcomes and focusing on the individuals



# Growing the GM Live Well Movement

## Growing the GM Live Well movement to deliver community-led prevention (2024 - 2025)

Engaging communities, VCFSE and statutory partners, senior leaders and politicians to tackle inequalities through Live Well



Films from GM Live Well system-wide events:

- [Live Well launch](#) (Feb 2024)
- [Growing community wealth, opportunity & ownership](#) (Apr 2024)
- [Growing Community Power, decision making and leadership](#) (Oct 2024)
- [Growing Great Everyday Support in our Neighbourhoods](#) (March 2025)





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## Watch our community reporting videos to find out more about what Live Well means here:

- *Together* – what health and wellbeing means to people, how groups support connection and resilience, and where more can grow.
- *Ours* – what growing community wealth means to local people.
- *Able* – what community power means to people.
- *Connection* – everyday support in our neighbourhoods.
- *Hope* – the potential of Live Well centres as places of hope and pathways into good work.

## #GMLiveWell

Sign up to our newsletter at:

[gmlivewell@greatermanchester-ca.gov.uk](mailto:gmlivewell@greatermanchester-ca.gov.uk)

# Keynote speaker

**Liz Windsor-Welsh**

Chief Executive at Action Together CIO  
and VCSE local infrastructure's  
GM Live Well lead







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# GM Live Well

## What's the role of the VCSE?

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# Live Well over the past 1.5 years...

**Centering VCSE at the heart of  
Greater Manchester's transition to  
GM Live Well**

**Launch of Live Well Communities Fund**

**Live Well Implementation Funding –  
at least 50% for VCSE**

**Test and Learn Accelerator Sites  
community governance, participatory  
funding mechanisms and trusted  
support**

**10GM submitting VCSE led Strategic Bid  
to create Spaces of Hope and  
Connection**





# NLCF Live Well Accelerator Sites

## Bolton

Enabling communities to **lead decisions about priorities and direct funding**.

**Embedding ABCD principles** across public health and community engagement strategies.

## Rochdale

Changing how the council, partners, and the community work together to **make better decisions for people**.

## Oldham

Developing district (neighbourhood) based budgets for **commissioning and delivery of community-led prevention activity**.

## Salford

Developing locally-embedded ways of information sharing and connectivity, including **a network of trusted voices, to make everyday support accessible**.

## Tameside

Growing a **shared ambition for community-led prevention** in Tameside through storytelling.







# Live Well Implementation Funding and the VCSE

To support this each locality has been allocated its share of a £10m implementation fund.

Every locality has started to work with the VCSE and partners to describe how they will approach this, including where their first flagship Live Well Centre will be.

## Year 1 - Early indications of priorities

Engagement and lived experience to shape Locality Live Well delivery models

Live Well Offer – **identifying equity gaps** and **increasing support** for those most marginalised.

Establish and build **connectivity to VCSE offer** in neighbourhood model

Growing community power through increasing **community organising, social action and community accountability** in governance

Strengthening the **community-led spaces** as part of the Live Well priority neighbourhood(s)





# Live Well Communities Fund

The Live Well Communities Fund is being built to attract more resources for the communities of Greater Manchester.

Over the last year we have been prototyping this Fund – to see how it could work - and building the partnership.

- Every locality (through their Local Infrastructure Organisation), has contributed to the prototype, by exploring new ways of shifting power and decision-making on distributing grants to grassroots groups experiencing inequalities
- Through this they have deployed over £1m, which has so far (two thirds of it spent) been allocated to over 250 groups reaching 5000 people, from all walks of life
- NHS GM have begun developing an agreement with the GM Mayor's Charity and 10GM to enable the Fund to operate as an independent entity but connected to what's already working



Live Well Fund Design Jam, East Oldham, March 2025, where people from the local neighbourhood have come together to agree priorities for the Live Well Communities Fund



# Lottery bid - Spaces of Hope and Connection

**Together, we can grow a lasting ecosystem of Spaces of Hope across Greater Manchester.**

**Grow new spaces** in underinvested communities — where infrastructure is weakest and inequality runs deepest

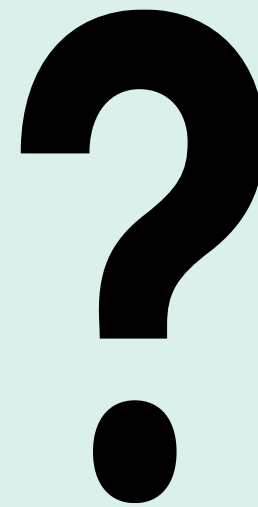
- **Strengthen and sustain** existing community-led spaces — helping them flourish long-term
- **Build a connected, city-region-wide network** of thriving, trusted, community-led infrastructure
- **Surface new learning and compelling evidence** about the impact of Spaces of Hope and how to make them thrive, building the case regionally as well as nationally.

**Live Well Centres, Spaces and Offers** are central to GM Live Well — this investment will ensure that VCFSE- and community-led assets are embedded at the heart of the model and evidence what it takes to sustain these.





# Questions



Chaired by **Michelle Warburton**,  
Senior Strategic Lead, Salford CVS



# Refreshments

Help yourself to a drink and take  
a break

11am – 11.15am



# Morning workshops

<b>(Community) Power to the People</b> Forget consultation, what does community ownership and wealth building actually look like?	<b>Willows Suite</b> Third floor
<b>Get Britain Working</b> The government is investing in Greater Manchester to tackle what they call 'economic inactivity'...	<b>Executive boxes</b> Third floor
<b>Community Anchors</b> What makes the good, the bad and the ugly?	<b>Press Lounge</b> Ground floor
<b>Community Connections</b> How do you join the dots between people and their communities?	<b>Barton Lounge</b> Second floor



# Lunch



# Afternoon workshops

<b>Homes for change?</b> Alternative housing options	<b>Executive boxes</b> Third floor
<b>What counts as work?</b> Carers in the informal economy, self-employment, 'wages for housework' campaign, Universal Basic Income	<b>Press Lounge</b> Ground floor
<b>One stop shop, or a muddled mess?</b> The great debate...	<b>Willows Suite</b> Third floor
<b>Is living well a myth?</b> How can we live well when there are so many others who cannot?	<b>Barton Lounge</b> Second floor



# Refreshments

Help yourself to a drink and take  
a break

2.45pm – 3pm





Coming  
this  
afternoon!

# *The Live Well Living Room Chat Show*

Join us on the sofa to  
chat about what  
**Live Well** means to you



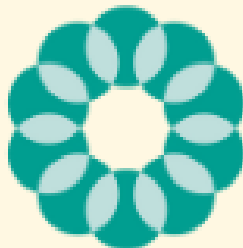
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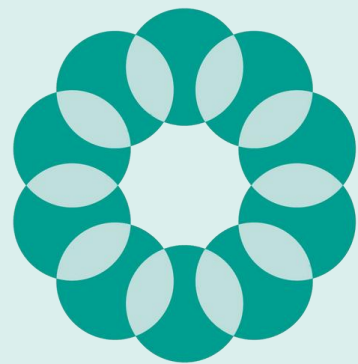


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# Share your views!

Facilitated by **Michelle Warburton**  
Senior Strategic Lead, Salford CVS



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# Closing remarks

**Alison Page**

Chief Executive, Salford CVS







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**Thank you for  
joining us today,  
have a safe  
journey home**

