



Who's in our alliance?
Grassroots community organisations
Population Health Manager, Council
Director & manager at Action Together
Director of Public Health

About our work

Growing a shared ambition for community-led prevention in Tameside

Challenge

Local system pressure creating a constrained environment for a prevention ambition to grow, including the role of the local VCFSE in this. Reduced investment in preventative activity delivered by the VCFSE.

Our idea

Lead a collaborative from across crucial public and community sector organisations to identify and test what we mean by community led, system enabled wellbeing in Tameside.

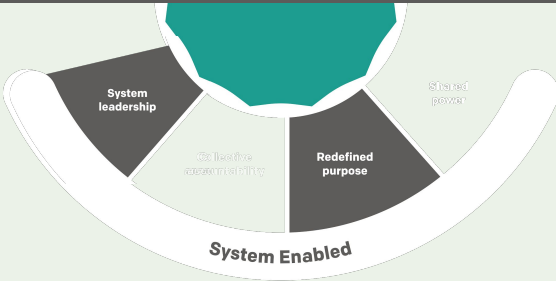
Our intended impact

Develop understanding of the role of VCFSE and community-led prevention
Grow system leadership around a shift to community-led wellbeing
Garner commitment to a shared prevention strategy for Tameside

Our journey
Bringing our idea to life

How might we use new and shared outcomes to demonstrate the role of Live Well activity in prevention?

Live Well Tameside are showcasing, through storytelling, the difference that community level interventions have on people's' lives and working with the system to sustain, grow and support this.



VCFSE-led storytelling



Developing principles



Testing the principles



Growing system support



Next steps

- Driving forward the 'Live Well agenda' in the locality, including modelling a neighbourhood approach of community-led prevention starting in St Peters
- Developing a VCFSE Partnership to deliver the Refugee Welcome Programme and influence the Economic Inactivity Trailblazer

What we did

Used storytelling as a tool for connection and change, [showcasing how communities keep people healthy and well](#) in Tameside and highlight positive people outcomes that link to Tameside's system strategic priorities.

Co-designed [seven community-led wellbeing principles](#) grounded in the stories. These principles describe the behaviours, values and ambitions that underpin community-led prevention in Tameside.

Launched the [Tameside Communities Fund](#) to invest in [local groups delivering community-led prevention](#), and used the principles as the foundation for decision-making. Socialised the principles in governance spaces - leading to the adoption into a system wide approach to prevention.

Brought together the Live Well System Leadership Group: partnership of DAS, DPH, Director of Place, Head of Employment and Skills, DWP, Action Together. Co-developing direction of travel for Tameside Live Well.

How our alliance worked

Coalesced Community Leaders and Public Health colleagues around a shared purpose, rooted in aspiration for communities. Focused on inequalities; poverty, youth, race, mental health. Formed the Live Well Leadership Group (alliance)

Hosted the Tameside VCFSE Summit to co-design principles with over 130 groups, organisations and system partners, an iterative process that kept different communities' experiences in the forefront of conversation.

Alliance formed the Fund panel, bringing deep understanding of Live Well, passion and wisdom. Principles and stories enabled focus on outcomes for people, not organisations - even if their own organisation was in the mix!

Used principles to map community spaces, centres and offers in a neighbourhood, and develop a Theory of Change for Live Well focused on hyperlocal connectivity and community-led wellbeing.

Key learning

We identified our 'coalition of the willing' - those with energy, shared values, and insight beyond formal job roles. Storytelling enabled us to cut through power, grow empathy and connect us to each other, and to 'why we do the thing we do'

Connecting the 'why' (stories), with the 'how' (principles), with the 'what' (real organisations and groups) grows understanding, credibility and buy in for community-led work by making it visible to partners.

Storytelling in both the Fund panel and in formal system spaces disrupts power structures by bringing humanity of communities into the room, enabling genuine and honest conversations about what matters.

Groundwork of previous stages, including relationship building and storytelling, has created renewed energy and partnerships connected by hearts and minds, alongside genuine system sponsorship of VCFSE-led work, and hope for the future.