

AUGUST 2025

WHAT I NEED TO LIVE WELL IN SALFORD

A COMMUNITY DISCOVERY REPORT

WELCOME

Welcome to this report, my name is Scott Darraugh and I'm the Chief Executive of Social Adventures. We're a not-for-profit organisation that is committed to improving health and wellbeing within Salford and the surrounding area.

For nearly a decade we've been fully embedded in the Greater Manchester health improvement scene, working with Local Authorities and the NHS to try and improve some of the most challenging health outcomes in the country. Much of our work to date has been in social prescribing, finding ways to promote healthier, more connected living. Work that prevents people becoming ill, or, when they are managing a health condition, keeping that condition managed.

We're very excited to be part of Greater Manchester's new Live Well programme and as a well-established anchor organisation embedded in our local community we are well placed to play a key role in its delivery. To inform our approach we wanted to find out what is and isn't working for the people who use our support and wider services across Salford. We asked people for fresh ideas around what they'd like under the 'Live Well' umbrella and how we and our third sector partners could truly adopt this approach. We asked people to build a wish list of transformation to change things for then better and more importantly to make them stick.

In July 2025 we held a series of co-production sessions and listening activities with a range of people, including parents of young children, volunteers and people who attend our activity programmes at the Angel Centre. A multitude of local voices were heard from a true cross-section of the local community. People were very clear on what they need and what must be focused upon if they and their community are going to truly 'Live Well'.

Later in the report we've a range of recommendations, of course we can't deliver on everything alone, but together as a sector, this is a real opportunity to take voices from our community and adopt their ideas to inspire local action plans that reduce need and keeps people well.

Enjoy reading

Scott



INTRO

WHAT IS LIVE WELL GREATER MANCHESTER?

Live Well is a transformative Greater Manchester wide community-led initiative that's focused on improving health, wellbeing, and equity. If it succeeds, the approach will not only improve quality of life, but ease pressure on the NHS and support more residents into employment, a key factor in living well.

We know there are huge imbalances between health and wellbeing across Salford and the surrounding area, and when we compare our area to average figures across England the gap looks big.

This work is a collaborative between NHS, combined authority, local authorities, and our sector - the third, or not-for-profit sector. We want to make sure the work we do at **Social adVentures** does everything it can to maximise the impact of this strategy, making sure that wherever you are in Greater Manchester, whoever you are, you have good health and the same opportunities to stay well and live life to the full.

Our interpretation of Live Well's Aims:

- **Tackle health, social, and economic inequalities** by addressing the root causes of poor wellbeing.
- **Give our communities the power** to lead on the stuff that really makes an impact.
- **Shift public service delivery to be more preventative**, community-based, and person-centred.
- **Create enabling environments where people can thrive** through better access to support, services, and opportunities.

HOW WE ALIGN TO LIVE WELL'S OBJECTIVES

Creating more 'Live Well' Centres, Spaces, and Offers

Connecting people to everyday support in their neighbourhoods—like social groups, advice services, and wellbeing activities.

Supporting vibrant not for profit organisations like our own

Ensure community organisations of all sizes are well-placed, well-resourced and resilient - enabling them to respond effectively and at scale. Helping smaller groups to thrive by giving them space in our Centre, working in partnership and helping them to grow.

Embedding a Neighbourhood Model: Working alongside people and communities to co-design services that reflect local needs and strengths.

Promoting a Culture of Prevention: Focusing on early intervention and long-term wellbeing rather than reactive approaches to care.

WHY ARE WE DOING THIS WORK?

This project is about the role of **Social adVentures** in strengthening the impact of Live Well. We want to feed lots of voices into our learning and thinking so that we can make sure we do a great job in truly living this project's aims.

Real people's insights will help shape how we, as an organisation, do things differently, so that the support we offer and the places we deliver from are engaging, accessible, and genuinely helpful to people across Greater Manchester.

Co-production means working together as equals. It's about listening, learning, and designing solutions with people, not just for people. Whether it's improving access to services, creating more welcoming spaces, or understanding what matters most to local people, our communities have the knowledge we need.



**SOCIAL
ADVENTURES**

OUR AIMS AND OBJECTIVES

Our aim is to plan how **Social adVentures** can maximise the impact of the Live Well strategy by aligning with it's aims and adjusting our work to inspire a cross GM third sector approach.



To map the key priorities and outcomes of the Live Well Strategy



To discover how the work we're doing aligns with these priorities



To find out where the gaps are locally and where there are opportunities to do more



To understand local need on a Salford level



To gather insights from communities we are already working with



To identify potential third sector partners and explore how we can scale/adapt our approach working together across GM



To create a framework to measure our contribution to the Live Well outcomes.



To develop a strategic action plan around capacity building, service design and funding resource.



To raise the profile of Live Well across Salford and show our role as a key partner in the Live Well programme.



WHAT DID WE WANT TO FIND OUT?

1

What supports or hinders people's wellbeing and that of their family and friends?

Key discover question: What helps you and your family stay healthy and well?

2

What do people see as 'barriers to good wellbeing' and what ideas do they have to tackle them?

Key discover questions: What gets in the way? What else could we do to help more?

3

What's working and how do we celebrate this? How can we make more of this happen?

Key discover questions: What bits of our/partners support or services make a real difference?

4

What ideas do people have to make real change?

Key discover questions: What change, or additional support and services would you have if you could choose? How might they work?



**SOCIAL
ADVENTURES**

WHAT DID WE HEAR?

HOW WERE PEOPLE FEELING ON THE DAY?

To start each of our sessions, we used the 'one word to describe your week' activity. This helped us to see where our participants were and how they were feeling and initiated conversations across different aspects of their and their family's lives.

Of the people who gave a response in this first task

17% were positive words/sentiments

14% were neutral words/sentiments

69% were negative words or sentiments

Some of the words we heard...

Existing

Hectic

Lonely

Nothing

Work

Sleepy

Fed-up

Boring

Happy

Disavowed

Satisfying

Overwhelm

Grateful

Unhappy

Long

Busy

Exhausted

Stressed

Unwell

Kind

Difficult

Frustrating

Hopeful

Boring

WHAT IMPROVES PEOPLE'S WELLBEING?

We went on to talk about existing behaviours, activities and routines that people felt helped them with their physical wellbeing. We were clear this didn't mean they felt fully 'well', but these were things that improved their state of mind or body.



Purposeful exercise

People highlighted the difference between purposeful and non-purposeful exercise. They felt that something with an end goal, learning a new skill, achieving an aim or serving a purpose (i.e. catching up with friends) were much easier to fit into their schedules.

Hiking and exploring "We love hiking, but we don't have a car, so we have to find ways to get to the countryside"

Learning to swim "We go swimming on holiday but trying to get lessons that fit with our schedule is difficult in Salford, the facilities locally aren't great".

Casual walks "Spending time walking with friends"



Animal care

Those who had animals couldn't underestimate the importance of the companionship and routine that comes from having a pet.

Walking the dog "Walking the dog gives me some routine and helps me make friends, every day I get up and the first thing I do (that gets my day going) is take the dog out."



Eating well

Food was very central to those born outside the UK, but hardly mentioned by others.

Cooking "I think we have quite a balanced diet, I cook a lot as it's part of our culture in Slovakia".

Cooking/Eating as an occasion "We cook from scratch, coming together for food is what we do"/"Eating together every evening"

“WALKING THE DOG GIVES ME SOME ROUTINE”



Trying new activities/groups

There was a huge and diverse range of things people did for enjoyment, learning and being with 'people like me' were central themes.

Dancing "I'm looking for dancing lessons at the moment, I'd love to learn something new".

Shared characteristics groups "I've joined something called the Girlhood community, it's activities for females"



Being in the outdoors

Using outdoor spaces at all times of the year was something many people enjoyed, spending their time in different locations across Salford's parks, waterways and streets.

Parks "We love to go to the park, even if it's just for a walk, although the weather sometimes messes with our plans"

Outdoors "I just love being outdoors"



Arts

Programmes delivered in the Angel Centre and in other organisations locally had helped people find their talents and build on these. There was a lot of pride around achievements and how far people had progressed.

Poetry/social media "We've got an exhibition in the Lowry and I've got my own TikTok"

Reading "I love the escape and fantasy"



Meeting new people/connecting

Many truly valued the people around them, they got a lot from this - community integration, support through hard times and reassurance.

Meeting friends "I'll go out with some of the other mums I've met through my little boy"

Sharing your story. "There is the grounding of sharing your life and being around normal people at the Angel Centre"

Cross-generational friends: "I think it's really important for my daughter to connect to my friends I've known a long time".



Family Relationships

For those without local family, retaining those relationships and links was key.

Keeping connected “My family are abroad but I stay in touch with them and we visit twice a year, my son's Godfather comes over too”

“I LOVE THE ESCAPE AND FANTASY”



WHAT GETS IN THE WAY OF GOOD WELLBEING?

As part of the next conversation, we went on to talk about what blocks self-care and how difficult this can make things.



No time for myself

Time poor parents "Getting 'me time' is so hard, particularly without a local support network, we don't have family locally and we both work full-time"

Time poor workers "I find it so hard to have my own time I can't even get to the gym – I have 30 minutes a day free - you can't get to the gym and exercise in that."



Social Isolation

Meeting new people is hard "I'm quite new here and trying to meet new people, I enjoyed learning English and on the course I met new people but I can't work yet (I was a Dentist in the Congo) so it's difficult"

Relating to people "I don't understand the culture here yet"



System failure

Feeling let down "I constantly have cancelled appointments with the doctors and nurses I work with"

Getting professional support "I'm trying to get a carer's assessments at the moment; I care for my granddaughter whose autistic - why is everything so hard?"

Benefit structures "If I could afford nursery full time I could get some time back for myself, but we don't get any free hours even though we both work full time and pay tax in the UK, it feels unfair".

“GETTING ‘ME TIME’ IS SO HARD, PARTICULARLY WITHOUT A LOCAL SUPPORT NETWORK, WE DON’T HAVE FAMILY LOCALLY AND WE BOTH WORK FULL-TIME”



Inequality

Postcode as a barrier "It feels like a postcode lottery not just the country but in Greater Manchester itself"

Racist environments "Discrimination and racist abuse means you avoid certain places"



Loss of routine

Transitions in life – after loss, after prison-exit, after retirement or kids leaving home how do you get that going again? Fill the time?

Bereavement "I just don't know where to start"



Pre-existing health conditions

Side effects of medication "My medication always makes me so tired, I don't want to do anything"

Chronic conditions and pain "It's really hard to do things with my arthritis"

Common conditions "I have trouble with my prostate which makes things difficult a lot of the time"

Self-belief, confidence and depression were regular themes.



Exclusion

Digital exclusion "I don't know what's on so my neighbour has to tell me, now through buddying I'm online"/"Everything going online more needs to go back to face to face"/"Not having services in COVID changed things and I feel like some things have never come back or are online"

Transport "Good things are a distance away and we can't get there by public transport"

Language/Culture: English as a second language was seen as a huge barrier in addition to not understanding the local culture (there was a huge keenness to learn)



Lack of funds

Cost of living "People eat and shop at places like Iceland because it's cheap but it's unhealthy"

Community assets "Gyms and leisure centres are expensive I can only afford 3 months at a time - why aren't they free?"

Poverty "The cost of some things is too much"/"My empty wallet stops me"



Poor use of community assets

Outdoor space "I don't think we make enough of our outdoor spaces, playgrounds can be scary, so we only go at certain times of day and often the equipment is broken or vandalised"

Community assets "I think there are limited activities in Salford and nothing is free".

Hard to understand what's on.



Communication "Before I came here, I had no idea what the Angel Centre was, I thought it was a GP - it just has lots of different signs"/"We need to get better at marketing in the community and telling people what is actually available and what we do"/"It's so difficult to find out what's available and what's going on".

“GYMS AND LEISURE CENTRES ARE
EXPENSIVE I CAN ONLY AFFORD 3 MONTHS
AT A TIME - WHY AREN'T THEY FREE?”

WHAT DO PEOPLE TRULY VALUE IN THEIR COMMUNITY AND DAY TO DAY LIFE?

Next, we talked about what people value within their existing support and services and how it positively contributes to their wellbeing.



Specialist support

Specialist Keyworker: “Drug services such as Orchard where you have a keyworker are really important”.



Community Centres/Venues/Activities

The Angel Centre “It’s great to have a place to come where I can see other people and do stuff”/“We use the Salford Hub sometimes but it’s far from where I live”/“Without a doubt this place is a lifeline for connecting with others”/“I eat well when I’m here”.

Libraries: “They’re great for me finding things to do with my child, lots is happening, storytelling classes and their community ambassadors share what’s going on”

Loaves and Fishes/Gateway “They’re great although they’ve got a waiting list for things like gardening, everyone needs more funding”.

Local memberships of culture venues “We’re Lowry members and they push us out of our comfort zone, it doesn’t feel like we shouldn’t be there, they display my artwork”

Church “I used to love going but I’ve not as much time since I’ve been in the UK, my son loves it and claps and sings too, we have a sense of community”

Salford Women’s Centre/Safe Spaces but these need prioritising and investing in.

Relationships “Places that help me connect to people who are like me”

Crafting and Handicrafts, Singing Groups and Exercise Classes: Physical movement, creativity and self-expression were met with great positivity.



Child/Family Support

Kids AdVentures: "Quality childcare, gives people some of their own time and space, they see pictures, activities, messy play – exposes them to new things"



Parks and Outdoor space

Light Oaks Park "I do mindfulness and meditation there and it's really important for me"



Giving Back

Volunteering: Helping others was a key thing that people said helped them "I got made redundant and it affected my confidence I've a lot to give back but the self-belief is hard"



Working

Employment was seen as beneficial but enjoying their role and working for companies that treat their staff well was critical.

"I love going into the office on the days I'm working it just helps me seeing people"



**SOCIAL
ADVENTURES**

WHAT WOULD PEOPLE CHANGE, CREATE OR ENHANCE IF THEY HAD THE CHANCE TO?

Lastly, we delivered a short 'visioning activity' to try and understand what people would like the future to look like. We asked them to be aspirational with this, to remove existing barriers and pretend 'anything was possible'.



Sequence support better

There was a clear undercurrent of not addressing things that were central on the hierarchy of needs. For those needing specialist support preparation for that journey was seen as vital to give the main support the maximum chance of success,

Getting the basics right "If you've no roof over your head, you're not going to care whether you're eating well or shouldn't be smoking"/"You've got to sort that stuff first, otherwise, you're pissing in the wind".

Preparing people for change: "Where do things like preparing for rehab happen, you can't just come out of one thing and get chucked in another, we need better drug support"



Joining up of the system

Working together "We've got to get the housing associations and the landlords and the Citizens Advice and benefits people as part of this else it won't work"/"If everything feels crap and you just keep hitting brick walls why would you be bothered, there needs to be stuff to support people with different needs and they can't just keep waiting or getting pushed from one place to another"



Making activities more accessible

Doable exercise "I need specialist activities I can do with my COPD"

“IF YOU’VE NO ROOF OVER YOUR HEAD, YOU’RE NOT GOING TO CARE WHETHER YOU’RE EATING WELL OR SHOULDN’T BE SMOKING”



Strengthen/build relationships

Reconnecting families: “Broken families have not seen kids in years – how do we bring that together – The Salvation Army have to charge to do that bringing together, if I could get it for free it'd change my life”

Dating “I'd love a special (Learning Disability possibly implied here) dating agency to meet someone or even just for friendships”

Meeting new people and sharing stories “Places I can meet others and hear their stories”



Maximise local assets

Ship Canal “Can we have boats on the Manchester Ship Canal”

Revitalising green spaces “We need beautiful trees, fruit trees not silver birch, apple trees around the city would be amazing”

Outdoor space “We need more for the community with trees and to stop developing on green space, wildflowers as well”

Reopening community venues “Why don't we put money back into pubs, can't the government take over the leases? They were always great community hubs and it doesn't have to be about booze.”

Leisure centres specialist sessions “Why can't we have the pool heated up for an arthritis session?”/“We need more stuff for kids in the leisure centres in the school holidays”

Community activities in the park: “You could play rounders in the park as a community”/“Could you have park monitors who do things like that and have the equipment”.



Making things accessible

Physical accessibility “Parking and buildings are just rubbish, so I don't feel I can be part of stuff. That all needs sorting out first.”

Disability accessibility Respecting disability and understanding it.



Cultural integration/learning

Where English is a second language the gap becomes even bigger, how can we get English skills up in creative ways? "I've done a course but I learn more when I'm interacting with other people".

What can we learn from other countries? "In Hong Kong they have a different pace of life there is lots of greenery". "We can learn so much from other cultures and countries"



Better public Services

Waiting times "We need more GPs and one you see repeatedly instead of starting again each time"



Availability of free/low price activities

Reduced prices for leisure centres

More activities and programmes "I love arts and crafts and would love to do more, I'd like to try street photography"/ "More exercise classes"/"BBQ days and socials"/"Community Samba bands and Ukulele groups"

Learning new things "I'd love to do a CPR Course"

School holiday programmes - not losing that routine.

Easy to access/free equipment "Can we not rent bikes for free?"

Adult cookery classes focused on men who are widowed, batch cooking and freezer, meeting particular dietary needs.

Baby Swimming Lessons "All the pools are big but a smaller, warmer pool is needed - are there not special schools with pools who could rent them out"?

Cooking classes with my children to teach them about food early as a family.

Community sports days encouraging sports and trying new things.



Specialist programmes of support

Informal carers This felt like a big gap, a good proportion of the adults we spoke to had some form of caring responsibilities and didn't feel supported in this role. "If I don't look after him someone else has to do that, but who's helping me stay well?".

Cuts to benefits The impact of cuts/potential cuts was seen as 'not understood by the system'; there were lots of gaps that people want filling. "My daughter has a disability, and I'm exhausted with fighting for support"

Taking Breaks The lack of breaks for families who can't afford it is huge and that lack of a break makes things really hard. "Could we not create a holiday camp for Salford people, like in an old Butlins, where we can get away and have a break?"

Life Transitions Peer Support We need to connect mums/new mums to support one another.



Focus on bereavement

Bereavement Support Many people we spoke to had suffered bereavement and turned to our services at that time, some people aren't in the right place to get out there, what support is there for them? "There isn't enough support for loss, when I lost my husband, I didn't know where to turn, having this opportunity to volunteer really helps me but it's still very raw".



Timing of activities

Evenings and weekends: Stuff that's on after work hours and in the evening, people would find the time for it. To do stuff as a family, with outdoor/park activities, meet-ups with kids the same age to keep them entertained, even just an hour a day. Evening social activities – not pubs but Board Game nights etc.

“IF I DON'T LOOK AFTER HIM SOMEONE ELSE HAS TO DO THAT, BUT WHO'S HELPING ME STAY WELL?”



Working with the whole family/becoming family friendly Salford

Families as one. “We need to see the family as a group. Everything seems to separate them, to be for kids or adults”/“Activities with babies and mummies would be brilliant”

Inter-generational learning Grandparents life experience is invaluable and many children haven't got that because (often because their families have come here from other countries). Can we build more connections to build stronger support networks for those who haven't got that local family, reducing the pressure and true integration.

Parenting advice for new parents move from transactional to relational “In the Congo where I'm from you go out with the midwife she's there to support you when you become a mum, here you just get a leaflet”

More activities for families

Shared spaces Opening the nursery up in the evening to the community.

Spaces for kids in buildings “Everywhere is designed for what adults need – washing etc. In other countries they design buildings so there is space for family time”



Better marketing and communications

Marketing of activities: “A jammed schedule full of loads of stuff you can book online in advance.”

Sharing what's available locally: “I don't know how to find out what's on and where”

“IN THE CONGO WHERE I'M FROM YOU GO OUT WITH THE MIDWIFE SHE'S THERE TO SUPPORT YOU WHEN YOU BECOME A MUM, HERE YOU JUST GET A LEAFLET”

OTHER OBSERVATIONS

Over the course of the workshops the following observations were made which will feed into the recommendations. These are useful to have in our awareness for future planning.

Racial tensions: although there were no direct interactions, comments were made that were political and on occasion oppressive. These mainly related to illegal immigration, the state of the country's finances and community cohesion.

Depression rates: over the course of the workshops there were several people who openly shared their depression diagnosis. Many were very keen to share how they felt, seemingly out of desperation. These individuals may need safeguarding plans putting in place if we're working with them regularly.

Frustration with the system: Endless frustration with the NHS and Local Authority systems were shared. A lot of Live Well's success feels dependent on rethinking and transforming some of the public sector's approaches rather than simply running more projects with VCSEs like ourselves. One participant said "we come up with all these ideas for lots of support organisations, but nothing gets done". There needs to be an output to our communities that shows the impact of their participation across Live Well, including how their ideas have been adopted within Social AdVentures and across the wider GM strategy.

Bigger need than me: The groups had a big focus on others who are more in need than themselves, they knew they all wanted more but their empathy for others who have less was clear. Homelessness came up repeatedly across the groups even though the people we were talking to had homes.

Cultural learnings: Social adVentures has an amazing cultural diversity and a lot can be learnt from other countries and cultures. We need to find ways to maximise and trial what works in other parts of the world alongside our hugely representative team of volunteers and supported people. What was clear is a lot of these countries had the problems we're trying to sort 'worked out' but we're not listening and learning from them.

Pride in achievements: People were very keen to share their pride in what they've achieved and celebrating this more formally is a great way to tell the story of Social AdVentures and the wider GM Live Well project. Real storytelling is also a great way to communicate the value of our work and the wider Live Well project.



**SOCIAL
ADVENTURES**

RECOMMENDATIONS

WHAT COULD WE DO NEXT?

| Challenge | Action |
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| Time poor parents and workers | Create activity programmes outside of 9-5 e.g. BBQs and social activities of an evening. Social 'Board games' nights in disused pubs. Activities in the school holidays so people don't lose their routines. Deliver more 'whole family activities' including messy play. Open up schools, nurseries and children's centres in the evening and weekends where families can do things together. |
| NHS/Local Authority customer service is not meeting expectations, | Work to co-produce better ways of communicating with communities and gaining feedback. Transform the transactional approach of most services and learn from other sectors around customer engagement and building trust. |
| Benefits structure not fit for purpose locally | Look for ways to revise how people receive 'in-work' benefits including childcare - local influencing projects. |
| Postcode lottery of support across GM. | Create cross-GM equality of opportunity. Map third sector services with our partners across GM, ensuring we learn, share and deliver equitable support. |
| No specialist programmes for the points of 'real need'. | Specialist support programmes at key life events. Preparation for change programmes e.g. preparing for rehab, becoming a parent, bereavement or retiring well. Supporting people to build new routines. |
| People are concerned about their racist abuse and safety. | Targeting racism and proactively promoting an inclusive culture. |
| People living with certain conditions find this stops them from accessing support. | Specialist support for wellbeing around chronic conditions, life-limiting illness, medication and common conditions. e.g. exercise with COPD or managing arthritis. |

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| Key 'under pressure' groups who our system depends on feel forgotten and undervalued. | Specialist programmes for groups such as informal carers that work within their caring role. Working with Adult Social Care within the Local Authorities to look at the role organisations like ours can play in supporting people. |
| Disconnected services mean duplication or gaps in delivery. | Key determinants of wellbeing such as housing and poverty managed within our wellbeing programme, through housing association and welfare and debt advice clinics based in Live-Well centres. |
| People don't feel heard, and the system doesn't feel accountable to them. | Run MP and Councillor surgeries within Live Well centres and promote them. Giving people a louder voice. |
| A lot delivery is online post-Covid | Increase the amount of face to face delivery through more Live Well Centres and mobile hubs including Live Well 'buses'. Revitalise lost hubs that need investment e.g. Salford Women's Centre and use community assets such as pubs for positive wellbeing activities to rebuild the community. |
| People can't get to the activities and sessions they want to. | Public transport routes need to be planned around Live Well centres to make them easier to access. |
| People living with poor mental health struggle to look after their physical health also. | Programmes and buddying based on self-belief and life coaching available to all. |
| Language is a key barrier in areas of high cultural diversity | Investment in more language support and translators within wellbeing services, build culture based peer support models. |
| Healthy food is expensive | Create community gardens to 'grow your own' and introduce cookery classes (including batch cooking). |
| Council leisure centres are too expensive | Heavily reduce the entry fee or make it free with a pre-booking. Free swimming lessons for kids and adults. |
| More activities need to be free, allowing all to access what they're interested in. | Supplement external activities and add more to the schedule, bring organisations in to offer more diversity relating to wants and needs. |

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| Families are lost, disconnected and intra-family support is then lost. | Develop a programme of activities that match isolated members of the community with a local family e.g. substitute grandparenting to give something to both sides. |
| Outdoor spaces are underutilised and not fit for purpose | Make more of the spaces we have e.g. parks and streets as centre of activities/events. |
| There isn't enough diversity within the available activities. | Add a range of activities including organised walks, cross-cultural cooking programmes, dancing, park-based activities in summer evenings, shared reading groups, accessible exercise, singing and choirs, adult cooking (batch cooking for example) and courses where you learn something and feel pride. |
| People want more opportunity to give back as it helps them grow | Create more opportunities for volunteering and create a local time-bank. |
| People feel socially isolated and not sure where to turn. | Create ways to build new connections e.g. dating groups for different needs and friendships, parent and child get together to build relationships between families. Enhance opportunities for people to share their life stories with one another. |
| People think improving their wellbeing is hard but there are lots of simple ways to do it. | Promote simple ways to feel better such as eating together as family - run local campaigns on this. Promote 'Live Well' employers who look after their staff and promote their wellbeing (this could even be kitemarked to motivate engagement). |
| People struggle to find out what's on. | Improve the marketing of what is available locally, online but also offline e.g. activity booklet monthly/quarterly across all organisations in the area. Ensure local influencers like hairdressers and community leaders are clued up about what's going on. Create noticeboards of activities outside each venue – updated monthly. |
| Limited view of partners who can make a difference. | Expand our horizons on what creates change, many people talked about their animal giving them routine and love. Explore partnerships with organisations like the 'Dogs Trust' around rehoming and life transitions. |
| People don't see beyond their own postcode | Build activities and opportunities to visit other parts of the country e.g. hiking days, free camping equipment to take on holiday (that would be unaffordable otherwise). Look into a shared holiday cottage that people can nominate themselves/be nominated to have a break in. |

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| English as a second language is not supported well enough. | Run chat and connect sessions where people can make friends and learn conversational English – sharing and bonding by learning about each other's cultures. Again, this is something that could work with time-banking. |
| Support and activities are not always accessible | Develop a Live Well partner checklist – parking/transport, accessible buildings, translator availability, cultural needs (e.g. food/drink and prayer rooms), disability – understanding basic needs. |
| Community assets are not looked after or well used. | Use boats on the canal as hubs, revitalise parks (plant apple trees to provide healthy food). Develop community games and sports days in the park e.g. rounders games. Have a leader in each park and community equipment stored for everyone to join in. Get more people into leisure centres by adapting how they run and their schedules e.g. warmer pools during 'arthritis hour' or baby sessions and school holiday sessions. |
| We aren't learning from other cultures about how they keep well. | Explore what we can learn from our international participants. Could we develop a programme of culture design/transfer projects that we could trial across the city? Buddying in the community with a new baby, cooking together etc. |
| Things the kids want to do are expensive and they grow out of quickly e.g. bikes. | Create a third sector 'bike hire scheme' that works nationally – paying a small subscription and upgrading the bike when the child grows out of it. |

CONCLUSION

The voices captured in this discovery report are powerful, honest, and deeply rooted in lived experience. They reflect the everyday realities, challenges, and aspirations of people across Salford and Greater Manchester. From the barriers of time, cost, and access, to the value placed on connection, culture, and community, it is clear that wellbeing is shaped by far more than individual choices, it is shaped by systems, environments, and relationships.

What we've heard is not just a list of needs, but a roadmap for change. People want to live well, and they know what it takes to get there. They've told us what works, what's missing, and what could be possible if we truly listened and acted together. The recommendations in this report are not just ideas, they are invitations to collaborate, to innovate, and to reimagine how we support one another.

As Social adVentures and our partners move forward, this report will serve as a foundation for action. It will guide how we shape services, build partnerships, and advocate for change. But most importantly, it will remind us that the answers lie within our communities. By continuing to co-produce, to listen, and to lead with empathy, we can build a Greater Manchester where everyone has the opportunity to live well, no matter who they are or where they live.

Let's make it happen, together.



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DOING THINGS DIFFERENTLY WITH
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