

# Foreword

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In Greater Manchester, we are committed to pioneering a new positive vision of ageing

In 2015 there were 907,000 people aged over 50 in GM. Twenty years from now 1.1 million people in Greater Manchester will be over 50 – that's 37% of our city-region population. It is vital that we change the narrative and celebrate the fact that more people are living longer and the opportunities that brings for us individually and as a society.

The Greater Manchester Ageing Hub has been formed to coordinate a strategic response to the opportunities and challenges of an ageing population in our city region. A key goal is to make Greater Manchester the UK's first age-friendly city region, with a focus on improving the quality of later life of our residents and co-designing with older people. In doing so we acknowledge the diversity within our older population, with significant inequalities experienced by specific populations (such as Black and Minority Ethnic Groups and the LGBT community) and across our region.



Andy Burnham  
Mayor of Greater Manchester

This Strategic Plan is key to supporting the delivery of the Greater Manchester Strategy and is vital in order to realise Priority ten, 'An age-friendly Greater Manchester'. The GM Ageing Hub Strategic Plan also aligns with the Mayoral Manifesto commitments and supports the ambition to make Greater Manchester a great place to grow older.

Later life is not too late to make changes. We are working to help older people people stay in or return to work. As well as increased financial security, good quality work has mental and physical health benefits, and helps people remain active, and socially connected.

Greater Manchester is also putting resources into encouraging cultural and social participation, both of which are shown to benefit wellbeing. Neighbourhoods, housing, transport and healthy ageing are all connected and all need radical change to make GM truly age-friendly. We are committed to making this happen. Together we can make Greater Manchester a better place to grow older.

# In Greater Manchester, we will:

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1. Establish age-friendly communities across GM, promoting volunteering and bringing generations together
2. Build a health and social care system that works for older people
3. Increase housing choice to promote social connections and wellbeing in later life
4. Create opportunities to maximise the skills and experience of older workers
5. Create a transport network that supports older people to stay connected and active
6. Develop an age-friendly plan for each local authority area
7. Become a world leader in research and innovation for an ageing society
8. Campaign for positive change in the way older people are viewed
9. Make sure access to entitlements and benefits is easier and simpler
10. Show leadership in developing age-friendly initiatives at all levels and across all sectors
11. Support more people to be physically active as they age
12. Engage and involve older people in arts and cultural activities across Greater Manchester and establish a Centre for Age Friendly Culture – a world first

# Greater Manchester Ageing Hub: a unique partnership

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Our vision is that older residents are able to contribute to and benefit from sustained prosperity and enjoy a good quality of life. Working with our partners we have set up the Greater Manchester Ageing Hub to coordinate a strategic response to the opportunities and challenges of an ageing population.

Our priorities are:

- To become the first age-friendly city region in the country
- To be a global centre of excellence for ageing: pioneering research, technology and new ideas
- To increase economic participation amongst the over-50s

The Ageing Hub is co-ordinating activity around economy and work; age-friendly places; healthy ageing; housing and planning; transport; and age-friendly culture. We want to establish the age-friendly model as a framework for ensuring social inclusion in later life across Greater Manchester, with an emphasis on co-design with older people and improving the quality of later life in GM.

We will create and deliver a GM strategy to increase levels of physical activity amongst people in mid and later life, as well as an age-friendly GM transport plan and producing an age-friendly GM Spatial Framework which promotes social diversity and a mix of generations wherever possible.

We have a partnership with the Centre for Ageing Better to drive improvements in Greater Manchester by applying evidence around what works to ensure a good later life.

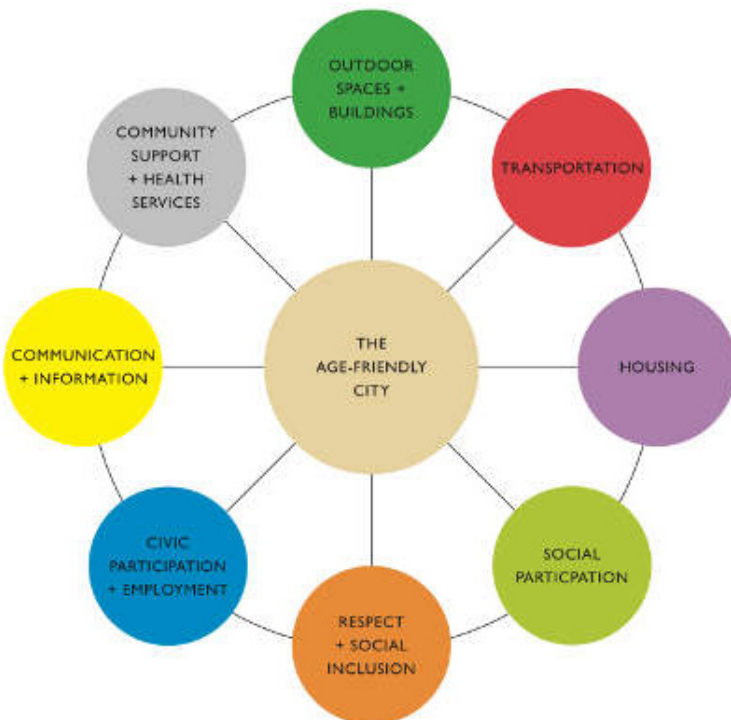
## Ageing Hub partners include:

- Ten Greater Manchester councils
- Greater Manchester Health and Social Care Partnership
- Age UKs in Greater Manchester
- Public Health England
- Greater Manchester Academic Health Science Network
- MICRA at the University of Manchester, Manchester Metropolitan University and the University of Salford
- Greater Manchester Centre for Voluntary Organisation (GMCVO)
- Greater Manchester Fire and Rescue Service
- Centre for Ageing Better
- GM Cultural Organisations
- Transport for Greater Manchester
- Greater Manchester Housing Providers
- Greater Manchester Police
- LGBT Foundation

## About the age-friendly approach

The World Health Organization's Global Network of Age-Friendly Cities and Communities has identified eight domains of livability that influence the quality of life of older adults. The network includes 500 cities and communities in 37 countries, covering over 155 million people worldwide.

The diagram below sets out the eight 'domains' of age-friendly approaches and is central to the Greater Manchester strategy. You can find out more about the UK network here: [www.ageing-better.org.uk/age-friendly-communities](http://www.ageing-better.org.uk/age-friendly-communities) and the Global network here: [www.who.int/ageing/projects/age\\_friendly\\_cities\\_network/en/](http://www.who.int/ageing/projects/age_friendly_cities_network/en/)



*The eight domains of an Age-friendly City*  
[ from the *Global Age-friendly Cities* guide (2007) ]

# The GM age-friendly strategic vision

**“Our vision is to make Greater Manchester one of the best places to grow up, get on and grow old.”**

Our vision is for older residents in Greater Manchester to be able to contribute to, and benefit from, sustained prosperity and enjoy a good quality of life. This vision is integral to the Greater Manchester Strategy, which was launched in 2017. The vision will be achieved through the delivery of three strategic priorities:

- GM will become the first age-friendly city region in the UK
- GM will be a global centre of excellence for ageing, pioneering new research, technology and solutions across the whole range of ageing issues
- GM will increase economic participation amongst the over-50s

The GM Ageing Hub Strategy will help turn our vision for Greater Manchester into a reality.

With the establishment of the Hub, and the election of Greater Manchester’s first elected Mayor, we are now in a position to plan for the next three years. Ageing Hub work is divided into six key themes, which link both the priorities and main issues that have arisen through research we have commissioned. This research is published in key reports including *‘The Future of Ageing in Greater Manchester’*, *‘Developing a Strategy for Age-Friendly Greater Manchester’* and *‘Some Things Can’t Be Confined To A Box: Age-Friendly Culture’*. A fundamental principle of the Ageing Hub

has been to bring research, policy and practice together so that public services are delivered, and commissioning decisions made on the best possible research and evidence. Greater Manchester is fortunate to have some of the world’s leading experts on ageing working in its universities, and the Ageing Hub will benefit from their academic excellence. We will also draw on our strategic partnership with the Centre for Ageing Better, an independent Big Lottery-funded What Works Centre, to develop and share innovative approaches to tackling social, economic and health inequalities in later life.

This work plan outlines the six key themes, the aims and objectives for those themes, the lead work streams and outcomes, and the timescales we have set for action. This document lays out ways we can track progress against objectives and provides a mechanism for the continued review of our projects over the strategy period.

In addition to the relevant other work streams and strategies being delivered across Greater Manchester, two key documents align to this ageing strategy. Firstly, *‘Our People, Our Place’* - the Greater Manchester Strategy, which was refreshed in 2017 with one of the ten key priorities focussing on the creation of an age-friendly city region. Secondly, the newly elected Mayor of Greater Manchester’s Manifesto, which included a number of commitments around the ageing agenda,

This strategy, other aligned strategies, the Greater Manchester Health and Social Care Partnership, the Mayoral manifesto and the Greater Manchester Strategy, will all combine to ensure Greater Manchester becomes an age-friendly city region where all older

residents are able to contribute to and benefit from sustained prosperity and enjoy a good quality of life. The Ageing Hub have developed key strategic themes and ways of working through extensive consultation and research with partners over last 12 months:

## **Key Themes**

- Economy, work and skill
- Age-friendly places
- Healthy ageing
- Housing and planning
- Transport
- Culture

## **How We Work**

- Leadership
- Innovation and research
- Centre of excellence
- Communication and narrative

# An inclusive Greater Manchester

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Social inclusion is central to our work, given the GM challenge of implementing the age-friendly model in neighbourhoods with high levels of economic disadvantage. Social inclusion is a response to structural barriers that deny individuals and groups the ability to participate fully in society, which pays particular attention to access to resources, such as goods, services, power and control. Our GM policy of linking age-friendly work with social inclusion gives a focus to the issues relating to inequality and poverty.

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## Key Facts:

- Significant concentrations of income deprivation affecting older people can be found across GM. Almost half of GM areas are within the 30% most income deprived areas in England
- Amongst older people, 50,000 people experience pensioner poverty in GM, reflecting experiences of long-term unemployment and chronic ill-health
- In the age-group 61-70, 34% of white English people report bad health, compared with 63-69% of Indian, Pakistani and Caribbean and 86% of Bangladeshi people
- In GM, healthy life expectancy at birth ends on average as early as age 60 for both men and women in Greater Manchester
- The majority of GM's residents aged 50-64 are economically inactive (nearly 60%), while 38.3% are in employment (some 344,000 people) and 4.5% are unemployed and actively seeking work (16,400 people)
- Nearly 63,000 people aged 55-64 in GM were claiming DWP benefits in May 2016, accounting for over a quarter of all benefit claimants
- Employment rates of people aged 50-64 are lower in GM than the UK average, with forecasts suggesting this performance gap will not close over time. An additional 19,000 over 50s would need to be in work to meet the current national employment rate
- In the GMCA area the number of children and proportion of children living with grandparents is higher than national average, especially in Manchester, Oldham and Tameside. The only areas with lower than national average are Stockport and Trafford.



Taking a social inclusion approach, the goal of age-friendly work must be to promote GM as a 'social city', one which is organised in ways which promotes connections across different minority ethnic groups, communities, and generations.

Central to our understanding of social inclusion is the quality of relationships in later life, including loneliness and social isolation, which we know are important aspects of quality of life. Our approach is to highlight how multiple-factors can influence social connections to promote a positive narrative of how we can take action at regional, district and local levels.

We recognise the importance of bringing together people from different generations, and that promoting greater understanding and respect between these generations contributes to building stronger communities. Evidence shows both young and old benefit from intergenerational activities, including a greater sense of wellbeing and confidence, a reduction in fear of other age groups and a greater sense of belonging in their neighbourhood.

### **Key Actions:**

- Publish a plan for improving financial inclusion amongst older people
- Develop a plan to promote intergenerational cohesion
- Highlight the 'Waspi women' (Women against State Pension Inequality) born in the 1950s, who have been disadvantaged because of the way the increases to state pension age have been brought in.

**Securing good quality and age-friendly employment is a GM priority. To better capitalise on the talent and expertise of our older residents, and to combat poverty later in life, we need to increase economic participation amongst the over 50s.** As life expectancy increases, many older people face pressures on their savings and pensions. Those remaining in work for as long as they want or need should be both supported and encouraged.

Evidence shows that good employment beyond the age of 50 can support financial resilience and promote positive emotional wellbeing. Good quality work can also contribute to opportunities to remain socially connected and improved healthy life expectancy. In the late-1970s and 1980s, many of those trying to enter or consolidate their position in the labour market hit problems. As a result, many people of this generation failed to gain a secure foothold in the world of work. Other factors affecting the over-50s ability to work include health problems; loss of manufacturing jobs; age-discrimination within the recruitment process; lack of skills and qualifications; and responsibilities as working carers. Many of these factors were explored in a recent co-design research project on worklessness in five areas in Greater Manchester within the 50-64 age group, carried out by Centre for Local Economic Strategies for the Centre for Ageing Better.

There is a particular need for good quality and age-friendly employment to target specific populations. Black, Asian, and minority ethnic groups experience particular challenges in the labour market, including a higher risk of discrimination. Census data shows that between 2001 to 2011 employment inequality worsened for the Black Africa, Black Caribbean and Bangladeshi groups.

National data confirms that for those aged-50 and over, the extension in working life has taken place alongside a decline in education and learning, particularly work-based training. It is those already in low-skilled occupations and working part-time who are least likely to undertake training and skill development. The greatest economic opportunity of the ageing population of Greater Manchester lies with increasing the rate of economic participation of those aged 50-65. This can be addressed both by reducing the numbers of people in this age group leaving the workforce involuntarily, and by increasing the rates at which they get back into work. In this, Greater Manchester has lagged behind the UK by an average of 4 percentage points over the last decade. Greater Manchester would need to get 19,000 additional people aged 50-64 in to work in order for GM to meet the UK average employment rate. Gross Value Added (GVA) could grow by as much as £813.6million if the GM 50-64 employment rate matched the UK average. And if the GM 50-64 employment rate was at the all-age GM average, GVA could grow by as much as £901.6million.

Beyond an increase in the rate of employment, there are further areas of economic opportunity for Greater Manchester with regard to older workers. Older entrepreneurship and the opportunity to set up businesses is a potential avenue. And the provision of tailored information and market insights for all entrepreneurs looking to develop products and services within the ageing marketplace could be an area of growth for the region. Furthermore, despite significant areas of poverty, older residents have considerable spending power to buy goods and services; particularly in the areas of culture, leisure, sports and exercise, health and tourism.

## Three year objectives

- GMCA and the HSCP will work with DWP, GM Job Centre Plus and Ageing Better to develop new models of service delivery. Our focus will be on community-based hubs designed around the specific needs of older workers.
- Create a GM network of public and private age-friendly employers
- Integrated services to support older workers at risk of falling out of work due to ill-health or caring responsibilities
- GM agencies and businesses taking advantage of the economic opportunities of ageing populations, such as goods, services and tourism



## Key Actions

- Incorporate age-friendly work in the GM Employment Charter
- Promote the economic and social case for taking action on older workers to local employers
- Host, with the Centre for Ageing Better, a GM Employers' summit on older workers
- Establish an expert group to lead this work stream
- Explore a concordat between local universities, colleges and the Local Enterprise Partnership around training and skills development for older workers



## Indicators

- Employment rate of those aged 50-64 is comparable to national average
- Variation of the economic participation rate across GM
- Number of those aged 50-64 who are in training or volunteering

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## Case Study: Out-of-work research

The Ageing Hub has worked with the Centre for Ageing Better and Centre for Local Economic Strategies (CLES) to produce evidence to support the case for Greater Manchester devolution being an opportunity to pilot ambitious responses to over 50 worklessness and insecure work. Research conducted across Greater Manchester on behalf of Ageing Better identified a need for new ways of supporting over 50s who are not in work.

The report argues that:

- In many cases the system is not working effectively for the older workers;
- We can draw on international evidence of what works;
- For a 'new social contract' for over 50s, which redefines relationships between national government, regions and over 50 citizens

# 2

## Age-friendly places

**An age-friendly place is a crucial resource for improving the lives of older people. These are neighbourhoods which treat everyone with respect, enable older people to participate in community activities, help people stay healthy and active, and makes it easy for older people to stay connected.**

Older people are likely to have spent a significant part of their life in their current home and neighbourhood, and supportive communities can be a major asset for improving the quality of daily life. At the same time, neighbourhoods can contribute to the vulnerabilities associated with old age including loneliness.

The loss of resources such as banks, post offices and corner shops (or changes in use) may represent serious problems for particular groups – especially people with limited mobility and those who rely on facilities within easy reach. The fear of being a victim of crime may also be an issue, with people often feeling unsafe about moving around their neighbourhood at particular times of the day or night. Working with each Greater Manchester local area, we will support the development of age-friendly places alongside other locality strategic developments and promote GM wide partnership opportunities.

### Case Study: Ambition for Ageing

Ambition for Ageing is a £10.2 million Greater Manchester level programme aimed at creating more age-friendly places and empowering people to live fulfilling lives as they age.

It is funded by the Big Lottery Fund's Ageing Better programme which aims to reduce social isolation of older people. Led by the Greater Manchester Centre for Voluntary Organisations, the five year programme is delivered by a cross-sector partnership with Local Delivery Leads (LDLs) working in 25 neighbourhoods across eight local authorities in Greater Manchester.

Ambition for Ageing's belief is that a series of small changes within communities will bring large scale success in a practical and sustainable sense that will ultimately help to reduce social isolation. This is done by providing small investments to help develop more age-friendly neighbourhoods in Greater Manchester. The aim is for communities to be more connected and for there to be more opportunities and activities for older people in the places they live, with people of all ages being respected and able to actively contribute to decisions about their homes and neighbourhoods.

## Three year objectives

- Ten district age-friendly strategies delivering evaluated improvements for local areas
- Establish age-friendly place-based initiatives in 50 neighbourhoods as part of public service reform and health service integration programmes, building on learning from the GM £10m Ambition for Ageing programme and other research programmes including the 'village model', which has been developed in north America
- Promote intergenerational approaches to age-friendly projects
- The Greater Manchester Older People's Network informs and influences GM strategies and decisions that affect older people



## Key actions

- District level age-friendly strategies produced using the WHO framework
- Take-a-seat campaign led by the GM Ageing Housing provider forum to support 25 local projects
- Options identified for mid-life and later life public service models, linked to opportunities for good-quality volunteering
- Deliver scaled-up Ambition for Ageing programmes aimed at reducing isolation and creating age-friendly neighbourhoods. These will focus on: the most excluded, a festival of ageing, and age-friendly community navigators
- Support self-organised support and care models such the 'Village model' and naturally occurring retirement communities (NORCs)
- Safe and Well visits by Greater Manchester Fire and Rescue Service will become a common approach across all local health and social care systems through Local Care Organisations



## Indicators

- Percentage of people who describe their area as being age-friendly
- Number of participants in age-friendly neighbourhood programmes
- Public and private partners signed up to being age-friendly
- The rates of later-life volunteering

# 3

## Healthy ageing

**There is clear evidence of significant, but avoidable, inequalities in health between groups of people in later life.** Where you live, your ethnicity, your gender, your sexuality, and your social and economic position, can determine your risk of illness and the actions taken to prevent you becoming ill or receiving treatment.

Alarmingly, research predicts worsening levels of health for future generations of older people, especially the poorest. Continuing gains in life expectancy are likely to be comprised of additional years spent in poor physical and mental health (including dementia and depression for some), with the potential for increased associated health and care costs. As they grow older, the poor are more likely to experience earlier onset of frailty. Statistics show the poorest third have the same levels of frailty as people ten years older in the richest third of the population. For every 1,000 people over the age of 65, 250 will have a mental illness, 135 will have depression. Of these people, 115 will have no treatment.

We know that healthy ageing is dependent on how well someone is doing financially and the way in which they retire. Also, engagement in a range of social and cultural activities has significant benefits for people's health and wellbeing.

Central to our ambitions is the successful delivery of the integrated and community-focused health and care systems, and the ageing well priorities in the GM Population health plan, led by the GM Health and Social Care Partnership. We will also ensure integration with wider health strategies and improvement plans. The quality of care provision and support to carers, along with access to age-friendly health services are both critical to good quality later life. Bringing age-friendly approaches alongside these core health and care programmes, and planning for new or overlooked later life public health issues such as sex and intimacy, depression, and alcohol and drug addiction are also features of the healthy ageing agenda.

### Case Study: GM Active Ageing

The Greater Manchester Active Ageing programme will use £1 million investment from Sport England to work with inactive older adults aged 55+ in a range of communities across Greater Manchester. The programme will develop, test and learn from novel approaches and evaluate the conditions, characteristics and ways of working that most effectively bring about positive change in physical activity behaviour in older adults, and improve outcomes.

The GM Active Ageing project is part of Greater Manchester Moving, the 'comprehensive plan to reduce inactivity and increase participation in physical activity and sport' in Greater Manchester.

## Three year objectives

- Locality plans for health and care will incorporate age-friendly priorities and place-based methodologies
- Public health plans will invest in age-friendly approaches at a GM and district level



## Key actions

- Launch policy recommendations for GM agencies based on the 'Sex and intimacy in later life' report published by Manchester Metropolitan University and the University of Manchester
- Promote the linking together of age-friendly and Dementia United programmes
- Greater Sport, with support from Sport England, will establish a programme to increase rates of physical activity amongst people in mid and later-life
- Behavioural insights work on social prescribing and loneliness
- Protect and maintain great health and independence through:
  - Supporting the development of electronic frailty index in primary care to identify older people at risk
  - Co-ordinating action to prevent falls
  - Ensuring people are supported to live well with Dementia
  - Maintaining independent living through home adaptations through a GM home improvement agency approach and providing guidance and advice on housing options for older people
  - Improving diet among older people and reducing malnutrition and improving hydration
  - Enhancing mental health in older age by a focus on depression
  - Integrated health and social care services and commissioning leading the improvements in home care, and residential and nursing care services



## Indicators

- The proportion of adult social care users and carers who have as much social contact as they would like
- Rates of over 50 GM residents who are "active" or "fairly active"
- Hospital admissions due to falls amongst GM residents aged over 65



# 4

## Housing and planning

**The way we plan, build and organise our city region can help or hinder social connections. At worst, failed approaches can 'build-in' social isolation, with long-term damage to quality of life and physical and mental health.** We know that homes can be supportive of active and healthy living on multiple levels, and their design and layout can help people continue to carry out activities of daily living like washing and cooking. The local environment can also provide opportunities for social contact, expand social networks, and enhance feelings of safety and support as well as provide access to green space and other opportunities for activity and recreation. The design of public amenities including local government and NHS building, alongside private developments can also support

and discourage access to services and opportunities.

Inside the home, research evidence suggests that falls can be prevented through adaptation and modification (preferably before a crisis has occurred), through tailored physical activity, improving levels of strength and balance, and adoption of assistive technology.

Within Greater Manchester, the GM Spatial Framework offers an opportunity to find ways of addressing these issues across the whole of the city region, to include age-friendly principles in local planning policy and find new approaches to ageing in local development plans.

### Key Data

- In 2012 in GM, 41.1% of head of households were aged over 55 and this is expected to rise to 48.1% by 2037, equivalent to 659,216 households
- Half of people over 65 face problems getting outdoors
- At least 80 per cent of the time of those 65 and over is spent in the home and the surrounding area
- Across GM 23% of housing stock is pre-1919, and as such may be in need of modernisation

### Case Study: Take a Seat

Housing providers across Greater Manchester are encouraging local businesses to sign up to the 'Take a seat' scheme to make our region more inclusive, accessible and age-friendly. Shops and businesses are asked to make a few simple changes around their premises and to their services to make them more welcoming to older people. The idea has already been successfully implemented and delivered in south Manchester by Southway Housing and is now being rolled out across the region by Greater Manchester Housing Providers Group. Participating partners display the 'We are Age Friendly' window sticker and aim to have a place for older people to sit and rest, clutter free flooring (preventing trips and slips), and toilet facilities if available. Other aspects of being 'age-friendly' include ensuring items are within easy reach of older people, clear signage and offering extra help if asked, such as providing a glass of water.



## Three year objectives

- Have an age-friendly Spatial Framework promoting social inclusion and a mix of generations wherever possible, in planning processes and housing developments
- Have an active GM network of age-friendly housing providers promoting choice and innovation
- Age-friendly design principles will inform all GM housing and planning developments



## Key actions

- Bring together national and local housing and planning experts to produce a key report on the future on ageing and housing in GM
- Develop principles for the GM Spatial Framework, helping to define what we mean by quality places that are successful and inclusive for older people as well as other parts of our local communities
- Promote the development of new housing models such as co-housing, city and town-centre living and LGBT-friendly later-life housing
- Promote better information such as the Housing Options for Older People (HOOP) scheme
- Work with the GM Housing providers group to share age-friendly best practice that supports 'ageing in place'
- Support the GMHSCP work to develop GM standards for housing improvement agencies
- Publish a GM Age-friendly design guide
- Work with Centre for Ageing Better on GM research/insights to ensure new housing development is grounded in evidence of what older people want and need, and how the housing market operates
- Explore opportunities with Centre for Ageing Better to action research on the most effective equipment and adaptations, including innovative funding practice
- Working with GM colleagues to support older people to better manage their energy demands, bringing them out of fuel poverty and contributing to climate change goals



## Indicators

- Rates of new housing development that include age-friendly features
- District and Neighbourhood plans reflect age-friendly principles
- Rate of older people who live in accessible, safe and warm homes

# 5

# Transport

**Transport plays a vital role in maintaining independence and well-being, as well as ensuring that communities are connected and services and amenities can be reached.**

Neighbourhoods flourish where they are integrated with a transportation network offering a variety of options, including community transport and dial-a-ride schemes. Other interventions are also important, for example, improving the physical accessibility of buses (low-floor buses and minimum door widths); positioning bus stops at key locations with user-friendly seating; and clear, legible and standardised signage at transport intersections. Finally, encouraging more active travel, through walking and cycling, can lead to healthier ageing.

Devolution is providing new powers to the elected Mayor and the GMCA to exercise greater local control over the city region's transport, providing a great opportunity to make our whole region more accessible to older residents. Working with Transport for Greater Manchester (TFGM) and other transport operators we will ensure that the needs of older people are integrated into transport plans and policies, with a focus on removing barriers to mobility and ensuring the transport network is accessible. We will also extract learning from Cityverve – the UK's smart cities demonstrator – to test better transport services for older people.

## Key Data

- Older people use a wider range of modes than other demographics due to concessionary fares
- Many older people choose to live close to public transport links to safeguard their mobility
- Older people are receptive to travel behaviour change often driven by the desire to retain independent mobility
- The proportion of older people holding driving licences is increasing

## Case Study: AfA Bolton

Residents from the Hallithwood estate in the Bolton identified issues with the timing of traffic crossings on Crompton Way. This reduced access to a local health centre and restricted the use of bus stops. Pedestrian crossings are often set with the assumption of an average walking speed, however reductions in mobility associated with frailty can lower this.

TFGM met with residents and walked with them on the crossing sites, witnessing the concerns caused when traffic lights changed. Following this consultation, extra time was added to three crossings around the health centre, enabling residents to regain confidence in crossing the road.

## Three year objectives

- Age-friendly approaches will be integrated in the GM transport network
- Age-friendly principles will inform the design of transport facilities
- The voices of older people will be reflected in Transport for Greater Manchester's engagement strategy



## Key actions

- Produce proposals for an age-friendly GM transport system with TfGM, including demand responsive transport and local bus services
- TfGM to include the views of older people in the review of accessible transport services
- Incorporate within TfGM's design guide the needs of older people to ensure transport facilities such as Metrolink stops, bus stops and transport interchanges are age friendly
- Work with the GM Older People's network and TfGM to ensure that transport decisions reflect local priorities
- Work with the GM Cycling and Walking Commissioner to develop and promote age-friendly schemes
- Implement a local travel concession for the women worst affected by the acceleration of the State Pension Age changes, providing access to free off-peak travel on bus, Metrolink and rail services within Greater Manchester



## Indicators

- Public transport satisfaction levels amongst older people
- Use of the older person's concessionary pass
- Number of older people signing up for cycle training and guided walks

**Over the last decade, there has been a significant increase in age-friendly cultural activity by, with, and for older people.** There

is now compelling evidence for the benefits of the arts as we age, and age-friendly culture has been shown to encourage social connectedness. Data suggests that access to the arts can combat loneliness and improve health and quality of life. Yet we know there are significant inequalities in cultural participation around ethnicity, socio-economic background and health.

There is now significant local expertise in arts and ageing, recognised by widespread external support, funding and awards, including recognition from the Royal Society for Public Health, British Council, Arts Council England and Baring Foundation.

Recent evaluation of cultural volunteering particularly amongst older people in Greater Manchester concluded that those involved developed a strong sense of connectedness to people, local stories and events. This connection to human experience leads to better self-awareness, feelings of belonging, imagination and ability to connect. Much of the work to encourage and support older people to engage with culture is driven by health, social

and wellbeing outcomes. But the production of new art and cultural experiences by older people is also an end in itself, enriching life and community.

Environmental issues also link with the cultural dimension to age-friendly activities. Access to green and blue spaces is an important aspect of the region's cultural, educational and leisure life, and is connected to positive health and well-being. Working to ensure that these assets are accessible to older people will be an important part of our plan

Much of the work to encourage and support older people to engage with culture is driven by the health, social and wellbeing outcomes. There are several long-term partnerships between arts, health and social care organisations. We will build on these, but also acknowledge that later life and everyday creativity, the production of new art and cultural experiences by older people is an end in itself, enriching life and community. We will draw upon both the lived experience of older people and some of the most creative and imaginative writers, artists and performers living and working today to tell a different story about ageing.

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## Case Study: Cultural Champions

One of the flagship Age-Friendly programmes for Manchester, Culture Champions is a large-scale volunteer ambassador scheme for older people within Manchester's communities.

Over 130 Culture Champions advocate, lead and programme activities for their peers. They participate, promote and advise arts organisations, as well as organising their own events and festivals. They are an alliance of the willing - committed, creative engaged individuals who believe participating in culture

enriches lives. Many of them have links to other volunteering organisations and are active within their communities.

Increasingly several of the Champions have developed their roles to include work as producers, programmers, broadcasters, activists and leaders. They develop Punk Panels, cultural takeovers or hijacks, community-based events and have a brilliant must-listen radio show (Vintage FM at ALL FM).

## Three year objectives

- Mainstream culture within ageing priorities and practice for the widest benefit and impact of GM residents
- Promote a shared commitment and activities to reach those who are least likely to participate
- Enable and promote later life creativity and talent
- Manchester Museum (as part of the Museum for life) will be home to a new GM-based “Centre for Age Friendly Culture” when it reopens. Supported by GM Ageing Hub and MICRA, the “centre” will profile and share expertise and practice in relation to age friendly culture (including parks and green infrastructure), build local and international partnerships and seek to influence sector thinking and policy around the value of culture to active ageing and generational cohesion



## Key actions

- Agree scope of the GM Centre for Age Friendly Culture
- Extend the culture champions programme
- Establish a GM Age-friendly culture steering group
- Launch the older artist project
- Hold three culture and ageing listening events, in Salford, Tameside and Wigan.
- Support and promote Ambition for Ageing neighbourhood development of cultural activity/pilots



## Indicators

- Membership of the Culture Champions groups and level of cultural activity led by older people
- Participation in a range of cultural activities and programmes
- Cultural organisations and artists engaging in the age-friendly programme

# How we work:

## A

## Leadership

The *'Future of Ageing in Greater Manchester'* report set out the case for "building a broader-based, polycentric, dynamic leadership of the ageing agenda at all scales and geographies." In response the GM Hub partners have set up a range of thematic partnership groups. These are set out below. These groups report into the Hub's Steering group, which meets quarterly.

In addition, the Hub has established a forum for the ten local authority areas to galvanise working across boundaries, and at a local level. Each of the authorities has pledged to have an age-friendly plan in place by 1st April 2018. We recognise that the ageing agenda operates at different spatial and scalar levels. We are working with ten local ageing leads who will coordinate the development of a local ageing strategy across the public, private and voluntary sectors in their respective areas. We will work with the ten areas to develop applications to join the UK Network of Ageing Friendly Communities. Successful entry into the UK Network will be used to assess Greater Manchester's recognition as an age-friendly city region

We will continue to work with organisations across GM ensuring that older people from a range of backgrounds and communities have their voices heard in our work. The GM Older People's Network will be represented on our leading decision-making bodies, and will be a GM-wide group of residents discussing matters of concern to older people and developing ways to improve or change policies or services for older people.

### **Case Study: Local authority leads**

The Hub team is working with the ten local authority areas and the Centre for Ageing Better during the next twelve months to produce a high-quality evaluation framework which combines qualitative and quantitative information. A series of six modules will take place in 2018 to aid local partners design and implement effective plans.

Activity under the Ageing Hub is led by series of working and task groups:

- Physical Activity Group: Increasing the physical activity levels amongst older people, led by Greater Sport and designing a £1m Sport England investment
- Local Authorities Group: Developing and delivering age-friendly strategies for each local authority area, supported by the Centre for Ageing Better (see case study above)
- Health and Social Care Partnership: Linking together HSCP initiatives that support the AF agenda
- Ambition for Ageing: Developing resident-led, neighbourhood scale responses to social isolation through co-research and co-design processes
- Economy, Work and Skills Group: Promoting and supporting the economic opportunities of ageing populations and measures to increase employment rates amongst older workers

- Partnership Group: A community of interest around age-friendly Greater Manchester
- Housing and Planning Group: Supporting an age-friendly Spatial Framework with age-friendly design principles informing all GM housing developments
- Research Advisory Group: Fostering an academic community of interest to support GM Ageing Hub and inform GM policy-making and commissioning
- Innovation Group: Supporting a platform for GM's membership of the European Innovation Partnership on Active and Healthy Ageing (EIP AHA) and supporting work linked to the government's Industrial Strategy
- Culture Group: Create, scope and scale age-friendly cultural activities through partnership working, and in so doing, reach those who participate least in cultural activity

# B

## Innovation and research

Greater Manchester's Science and Innovation Audit identified a wide range of GM 'core strengths' and 'fast growth opportunities' relevant to ageing that sit within our businesses and universities. These include a myriad of world-class assets in the fields of health innovation, digital, advanced materials and biotechnology. All have a part to play in developing the products and services that will help people lead better later lives, as well as creating significant commercial opportunities so that GM's economy can access the growth benefits of ageing.

GM is home to the largest functional economic area in the UK outside south east England, with many small and large companies that are well placed to capitalise on the opportunities created by ageing. This, combined with a rapidly-growing older population, combines to create a significant emerging market with major potential to drive economic growth – such as via growing entrepreneurship by older people, the visitor economy, health and care, leisure and culture services.

Many excellent age-related initiatives are already underway in GM that merit scaling and/or replication. This presents an opportunity for the Ageing Hub to mainstream, scale up or share this excellent practice via our communities and services.

Digital inclusion is also essential in promoting social connectivity and realising Greater Manchester as an age-friendly city region. Improving the skills and motivation of older people to go online – whether living independently at home or in residential care – will help creating age-friendly places. Greater Manchester is committed to becoming a

better connected digital city region in ways which cover all age groups. While there is a natural focus on digital issues in the economy, education and skills, and employment settings, it is vital that digital inclusion is addressed across the whole the life course.

The Ageing Hub has the opportunity to drive a wide and deep engagement of GM's residents, employers and service providers on ageing. This can support new partnerships that deliver innovation in service delivery; greater agency and social capital on the part of its residents; and greater access to the economic opportunities created by ageing. The Ageing Hub has a critical role to play in connecting well-evidenced good practice and successful innovations with major service commissioners and providers.



### Case Study: MICRA

The Manchester Institute for Collaborative Research on Ageing (MICRA) at the University of Manchester and the Ageing Hub are working together to make GM a global centre of excellence of on ageing. The mutually beneficial partnership gives the Ageing Hub access to a network of researchers from across the disciplines, whilst academics have the opportunity to reach key policy makers and practitioners with their research.

**“The unique relationship between MICRA, the Ageing Hub, and the people of Greater Manchester, has been absolutely key to our becoming global leaders in research into urban ageing. This collaboration, this integrated way of thinking – this is what enables us to take profound steps forward in transforming daily life for the better”**

Debora Price, Professor of Social Gerontology, Director of MICRA and President of the British Society of Gerontology.

### Three year objectives

- Gather and disseminate research evidence that highlights the commercial market opportunities presented to GM businesses by an ageing population
- Draw upon local science and research strengths more generally (e.g. in health innovation and digital) to support businesses designing age-friendly goods and services
- Foster further age-friendly design innovations, potentially via prize funds
- Extract learning from Cityverve – the UK’s smart cities demonstrator – to test better services for older people across transport, healthcare, culture.



### Key actions

- Showcase GM’s world-leading research on ageing to local public service leaders and practitioners
- Review and publish opportunities for cross-sectoral cooperation
- Host an event for EU innovators in age-friendly practices

# A global centre of excellence on ageing

C

Population ageing is a global phenomenon and a rising policy area worldwide. The Greater Manchester Ageing Hub and its partners actively collaborate with cities and agencies internationally, sharing best practice and pioneering change.

We are a leading participant in the World Health Organization's Global Network for Age-friendly Cities and Communities, launched in 2010 in recognition of the growing importance of creating community environments that are supportive of healthy ageing. The network now extends to 500 cities and communities in 37 countries covering over 155 million people, sharing learning around how to better meet the needs of older residents.

The Organisation for Economic Co-operation and Development (OECD) 2015 report 'Ageing in Cities' had its global launch in Greater Manchester and features the city region as a case study. The international report by the 35 member country organisation calls for ageing societies to be seen as a way to build for the future, recognising that within OECD metropolitan areas the older population is growing faster than the total population.

In 2016, Greater Manchester was awarded three star Reference Site status under the European Innovation Partnership on Active and Healthy Ageing (EIP AHA). This European-level mark of excellence recognises system-wide strategies, research and practice across the region, with partnerships in place between government, health and social care, academia, industry and civil society. As such, Reference Site status is a key enabler to engaging with stakeholders around healthy ageing and to facilitating change across Greater Manchester.

As well as this, as part of the Eurocities Urban Ageing working group, Greater Manchester is improving strategies for age-friendly environments alongside other progressive city regions. Our universities have an international reputation for research on ageing, linking with partners across the globe to bring academic expertise, thought leadership and research funding to Greater Manchester.

## **Case Study: Working with European cities**

GMCA is leading a bid with seven European cities including Amsterdam, Barcelona, Gothenburg and Oslo for a multi-method investigation into the effectiveness of policies to develop age-friendly cities and approaches that support "ageing in place". In particular, we want to investigate disparate and divergent urban-ageing experiences relating to social exclusion, employment and skills, spatial inequality, emerging health and care innovations, transnational migration, and the impact of geographical, social and economic mobility.

## Three year objectives

- We will have established Greater Manchester as an international centre of excellence in ageing, developing strategic learning partnerships focused on creating impact, and pioneering new research, technology and solutions across the whole range of ageing issues.



## Key actions

- Develop a Eurocities action-research project focusing on the impact of globalisation and inequalities on vulnerable groups of older people.
- Explore opportunities to apply for EU funding with partner cities, including: URBACT III, ESPON and INTERREG Europe.
- Showcase Greater Manchester's arts and culture programmes at the Age-Friendly Cities Working Group Conference in The Hague.
- Sign up Greater Manchester as a city region to the WHO Global network of age-friendly cities and communities.
- Link with GM's Internationalisation strategy to explore opportunities for funding and investment into GM, and joint working with partner cities internationally.
- Support and promote the British Society of Gerontology annual conference in Manchester in July 2018, led by three GM universities.
- Holding an event for European cities, academics and private sector agencies on the theme of ageing, devolution and innovation

# Communication and D narrative

Greater Manchester is committed to pioneering a new positive vision of ageing. Our bold ambition is to rewrite the story of old age away from a narrative of loss or deficit to one of aspiration and growth. Older people are a key asset for our city region, presenting significant opportunities to us all as a society and economically. The growing trend of an ageing population will see more and more of us falling into this category. It is in everyone's interests that Greater Manchester is a great place to grow old, that older people in GM are valued and are able to contribute to and benefit from sustained prosperity and enjoy a good quality of life. These are messages GM shares with other leading cities internationally including New York, Brussels, Amsterdam and Oslo. We need to redefine the discourse for future generations and better equip GM as a resilient global city region.

In order to bring about the systems change necessary for Greater Manchester to become an age-friendly city region, we must change thinking and language around ageing, and tackle ageism. Age-Friendly Culture provides a high-profile platform and opportunity to share the vision of the GM Ageing Hub and tell a different story about ageing. In partnership with local and national media, there is an opportunity to develop a new campaign and narrative that draws upon both the lived experience of older people and some of the most creative and imaginative writers, artists and performers living and working today.

The Ageing Hub has a major role to play in normalising and socialising the issues and opportunities of ageing across multiple audiences. We will build a local narrative that mainstreams ageing as a topic, embedding ageing into future GM strategy, priorities and delivery across partner bodies. As a city region we have a powerful story to tell about ageing to others and to ourselves, explaining why ageing matters so much to GM's future.

Almost akin to brand values, this GM narrative needs to permeate any and all activity in GM by the Ageing Hub and other actors to respond to the challenges and opportunities created by ageing. This will involve emphasising a life course understanding of ageing, highlighting significant transition points, setting the foundations for people, places and policies to start early, plan and prepare for ageing; making clear ageing is not an 'older person' thing, but an 'every person' thing.

## Three year objectives

- To establish the age-friendly model as a framework for ensuring social inclusion in later life across Greater Manchester, with an emphasis on co-design with older people and improving the quality of later life in GM.
- To re-frame the current policy narrative around the ageing of the GM population, to one around assets and opportunities, addressing the needs of different birth cohorts, these varying in size, resources and attitudes.



## Key actions

- Host a second Greater Manchester Ageing event
- Establish a web presence for the Ageing Hub with signposting to online resources to support age friendly policy development and activities
- Increase links between academic research, policy and practice through the production of policy briefings, resources and events
- Disseminate good analysis, research and best practice regionally, nationally and internationally.
- Produce the Greater Manchester Age Friendly Design Guide.
- Scope opportunities for a GM positive images of ageing campaign.
- Create a facts and stats resource about ageing for the city region
- Produce a short citizen-friendly version of the strategy

# Next Steps

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## **Governance and Delivery**

The year one actions in this plan will feature in the Greater Manchester Strategy implementation plan for 2018/9. The Ageing Hub steering group and the GM Reform Board will be the key governing bodies which hold our plans to account. We will also report every six months to the GM Older People's Network, whilst actively seeking the views of a range of older people's groups.

## **Indicators and annual update**

We have included some important ways of measuring how well we are achieving our aims and objectives. However, we need to do more analysis and work in this area at neighbourhood, district and city-regional levels in order to collect the views of residents, but also identify the best data which can measure how effective our plan is.

We will work with the ten local authority areas and the Centre for Ageing Better during the next twelve months to produce a high-quality evaluation framework which combines qualitative and quantitative information. In twelve months we will produce an update report setting out how GM is doing.

# Acknowledgements

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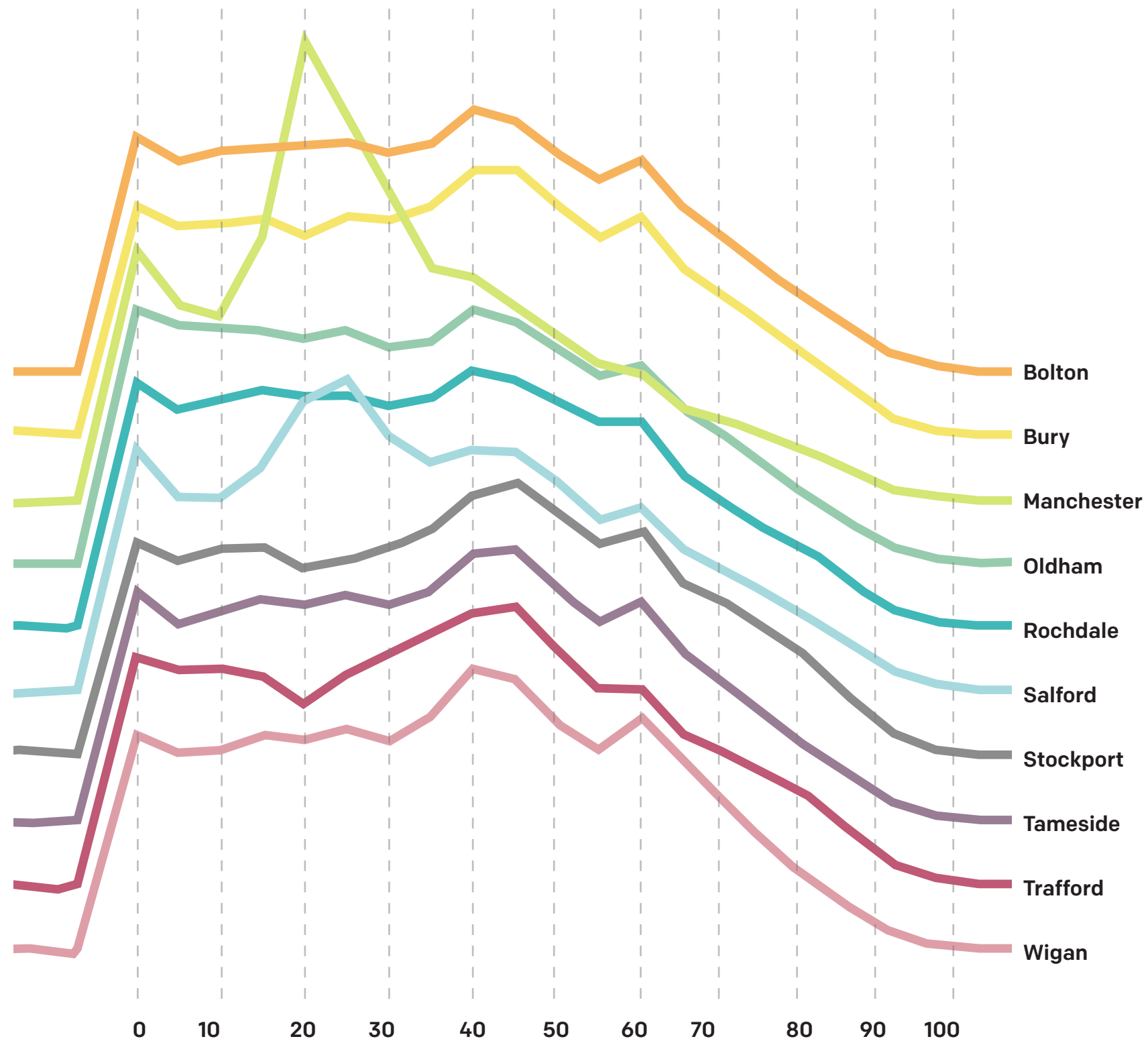
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GM Ageing Hub partners:



The GMCA is made up of the ten Greater Manchester councils:





**Figure 1. Age distribution within each of the ten Greater Manchester local authorities**

Joy Division's seminal debut album 'Unknown Pleasures' was released in June 1979.

An 18 year old who bought this record at the time is now age 56

A 30 year old who bought this record at the time now receives a state pension