

# AGEING IN PLACE PATHFINDER

DOING THINGS DIFFERENTLY  
FOR GREATER MANCHESTER

## Ageing in Place Pathfinder

Annual Report Year 1: 2022-2023

Creating great places to grow older

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# Introduction

It is with immense pleasure and a huge sense of pride that I am introducing this report from the first year of our Greater Manchester Ageing in Place Pathfinder. The Pathfinder started in October 2022 but it is important to acknowledge that working to make our neighbourhoods and places across the city-region great places to grow older is not new for our Greater Manchester Ageing Hub partners. We are building on a rich wealth of knowledge and experience across a wide range of partners in all sectors and the voices and lived experience of residents in mid and later life.

What is different is the scale of our ambition and our desire to learn and embed change across the system so we can deliver more places where people in Greater Manchester can age well. Over the last year, I have seen the passion, commitment and dedication our partners have brought. In particular, the impact of the staff working with residents in these Pathfinder neighbourhoods, engaging people, building trust and enabling them to share their voice and their experiences to shape the places where they live. Each one of our Neighbourhood Partnerships are ambitious about the changes they want to create over the life of this Pathfinder, and beyond! I am looking forward to seeing delivery of a wide range of projects in the next year, engaging more partners in our learning and setting out our plans to support the work to sustain and scale.



Sara Todd, Chief Executive Trafford Council and Chair of the Ageing in Place Strategic Reform Group

# About our Ageing in Place Pathfinder

Our Greater Manchester Ageing in Place Pathfinder is a partnership led by Greater Manchester Combined Authority working with Manchester School of Architecture (Manchester Metropolitan University) and nine neighbourhood-based Pathfinder Partnerships. The Pathfinder is a key part of our Age-friendly Strategy to create great places to grow older.

We are working together to deliver the following key outcomes:

- Voices of people in mid and later life are heard and valued in the places they live.
- Creating strong and supportive neighbourhoods to improve connection, health and wellbeing in later life.
- Tackling inequalities in ageing well across our city-region.
- Working with stakeholders to learn and create a system shift to sustain and scale delivery of a neighbourhood approach to ageing well.

Over four-years we are investing a total of £4 million in the Ageing in Place Pathfinder. This is made up of external philanthropic grant funding and matched contributions from a wide range of partners, including our Lead Pathfinder Organisations.

## **Our Pathfinder Neighbourhoods**

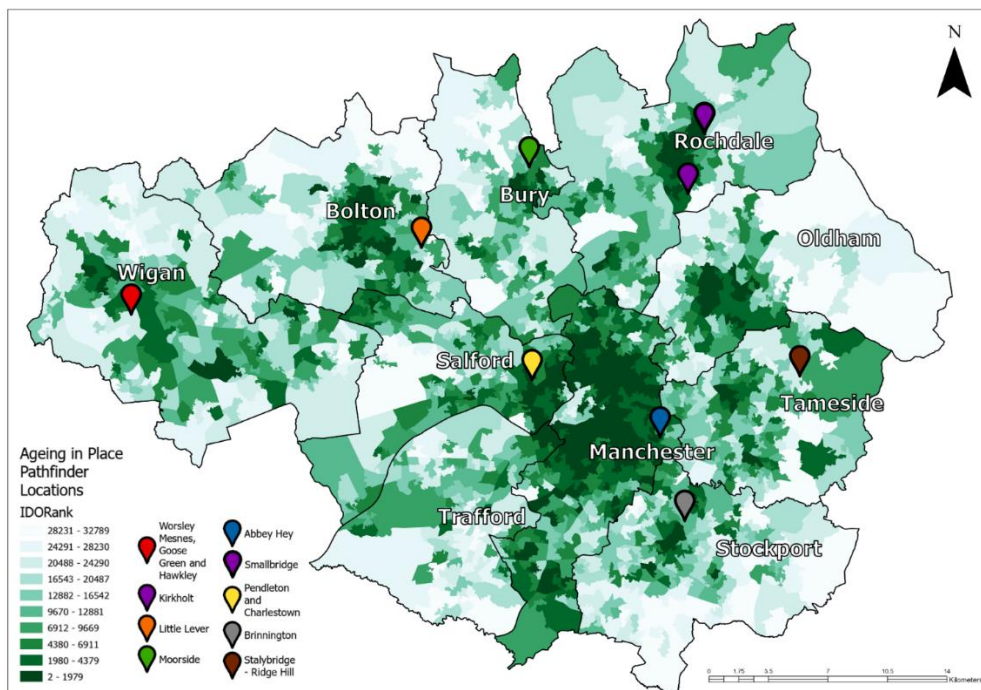
In these neighbourhoods our Pathfinder Lead Organisations and other stakeholders are delivering engagement programmes with local residents and anchoring resident-led partnerships. These partnerships will co-produce local spatial action plans and projects that improve healthy ageing, combat loneliness and social isolation and improve quality of life.

Our nine Pathfinder Partnerships along with the lead organisations are listed below, with a map showing their locations across Greater Manchester:

- **Little Lever**, Bolton with Bolton at Home

- **Moorside**, Bury with Bury Council and Persona Care
- **Abbey Hey**, Manchester with Southway Housing Trust
- **Kirkholt and Smallbridge**, Rochdale with Rochdale Boroughwide Housing
- **Pendleton and Charlestown**, Salford with Inspiring Communities Together
- **Brinnington**, Stockport with Stockport Homes
- **Ridgehill**, Tameside with Jigsaw
- **Worsley Mesnes, Goose Green and Hawkley**, Wigan with Wigan Council
- **Old Trafford**, Trafford with Trafford Collective

The map below identifies the location of these neighbourhoods in relation to a map that demonstrates how older people in Greater Manchester are affected by income deprivation (this is the Income Deprivation Affecting Older People Index or IDAOPI). This shows how our Pathfinder Neighbourhoods are located in relation to places where older residents are experiencing significant income, employment and health inequalities.



**Source:** Income Deprivation Affecting Older People Index (IDAOPI) 2019, Ministry of Housing, Communities and Local Government, [Open Government Licence \(gov.uk website\)](https://www.gov.uk), OS Open Data 2022, Open Geography Portal by Office for National Statistics 2021.

# Creating great places to grow older in Greater Manchester: a timeline

The timeline below shows the highlights of events that have taken place since 1998 to create age-friendly places and spaces and improve the lives of people growing older across Greater Manchester:

Start / End date	Location	Event
2010	Manchester	Manchester joins World Health Organisation Global Network of Age-friendly Cities and Communities
2011	Manchester	Manchester is founding member of the <u>UK Network of Age-friendly Communities</u>
2012	Old Moat, Manchester	<u>Old Moat Age-friendly Neighbourhood</u> , Manchester
2015	Salford	Salford Together Community Asset workstream brings partners together
2015	Salford	Salford joins UK Network of Age-friendly Communities
2015	Greater Manchester	Greater Manchester Older People's Network established
2015-2018	Gorton and Hulme	<u>'Can You Hear Me From Up Here?'</u> - Hulme and Gorton, Manchester
2015 - 2022	Greater Manchester	<u>Ambition for Ageing</u> invests £10.2 million across the city-region between 2015-2022

2016	Salford	Salford joins World Health Organisation Global Network of Age-friendly Cities and Communities
2016	Greater Manchester	Greater Manchester Ageing Hub established within Greater Manchester Combined Authority
2017	Stockport	Stockport joins UK Network of Age-friendly Communities
2017	Manchester	<b><u>Manchester Age-friendly Neighbourhoods</u></b> in Burnage, Moston, New Moston and Miles Platting, and Hulme and Moss Side
2017	Salford	Age Friendly Salford is commissioned
2019	Bolton	Bolton joins UK Network of Age-friendly Communities
2019	Trafford	Trafford joins UK Network of Age-friendly Communities
2019	Wigan	Wigan joins UK Network of Age-friendly Communities
2019 - present	Hopton Court, Hulme	<b><u>Hopton Court Hopefuls</u></b> in Hulme, Manchester
2020	Greater Manchester	53 Greater Manchester neighbourhoods achieve <b><u>Mayor's Age-friendly Challenge</u></b>
2022 - present	Manchester, Stockport	<b><u>Co-creating Age-Friendly Social Housing</u></b> project in Manchester and Stockport







2022 - present	Greater Manchester	Ageing in Place Pathfinder launches in eight neighbourhoods across Greater Manchester.
2023	Bury	Bury joins UK network of <b><u>Age-friendly Communities</u></b>
2023 - present	Greater Manchester and Trafford	Ageing in Place Pathfinder extends to nine neighbourhoods, working with Old Trafford.



# Why Ageing in Place?

Enhancing ageing by creating age-friendly environments on a place-based model has been shown to aid people's ability and capability to age well in their own homes and in their preferred neighbourhood. This means that residents can retain their social circle and stay in familiar environments/facilities etc., improving their ability to live independently for longer.

The table below displays some of the reasons why we are focusing on Ageing in Place when improving the lives of older residents living in Greater Manchester, including an ageing population, unequal ageing and a lack of social infrastructure.

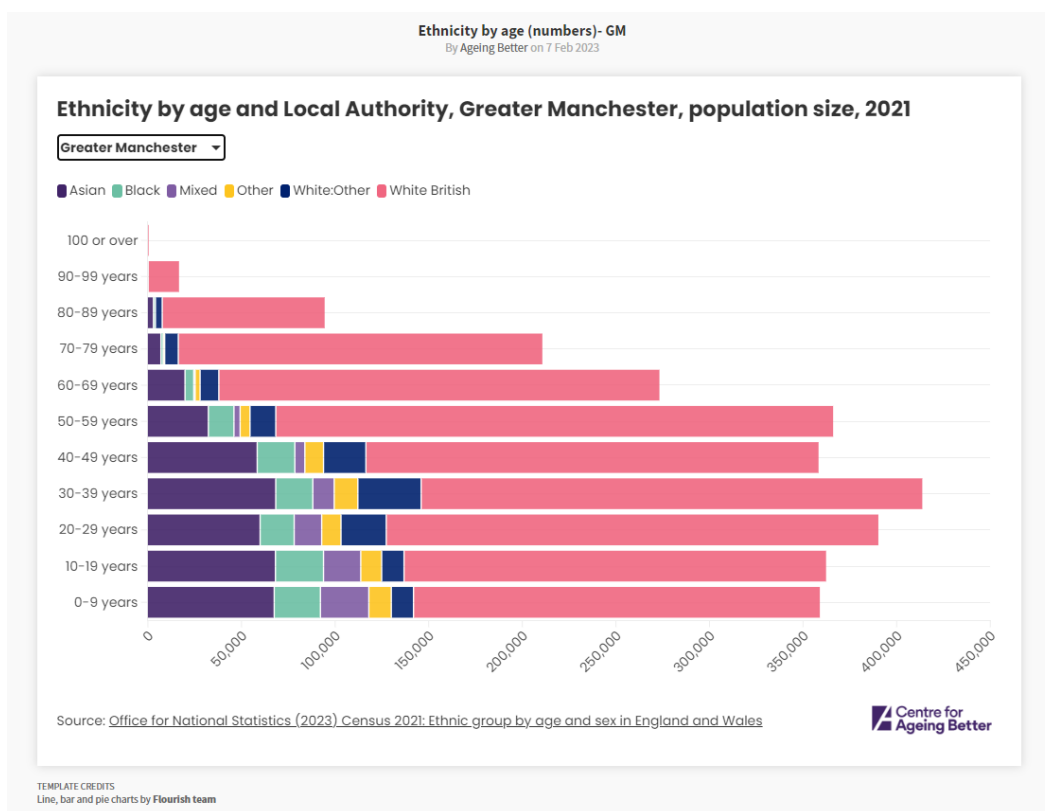
 <p><b>Population ageing</b></p> <p>Residents aged 55 and over as a proportion of the overall Greater Manchester population has increased by 1.9% from 2011 to now represent almost a third (27.4%) of the population - 780,000 residents.</p>	 <p><b>Not "ageing equally"</b></p> <p>Greater Manchester has among the lowest life expectancy and healthy life expectancy in England, research from the Office for National Statistics has found.</p>
 <p><b>Covid and cost of living</b></p> <p>Huge impact on physical and mental health, financial security and social connection for older residents.</p>	 <p><b>Lack social infrastructure</b></p> <p>Many of our communities lack places and spaces to create social connection and access local services and support.</p>
 <p><b>Live well at home</b></p> <p>Less than 10% of homes have the basic features that make them accessible for all ages and one quarter of homes headed by someone 75+ have at least one serious hazard, research from Centre for Ageing Better has found.</p>	 <p><b>Voices in place-making</b></p> <p>Place making and integration of neighbourhood services inclusive of the voice and lived experience of residents in mid and later life.</p>



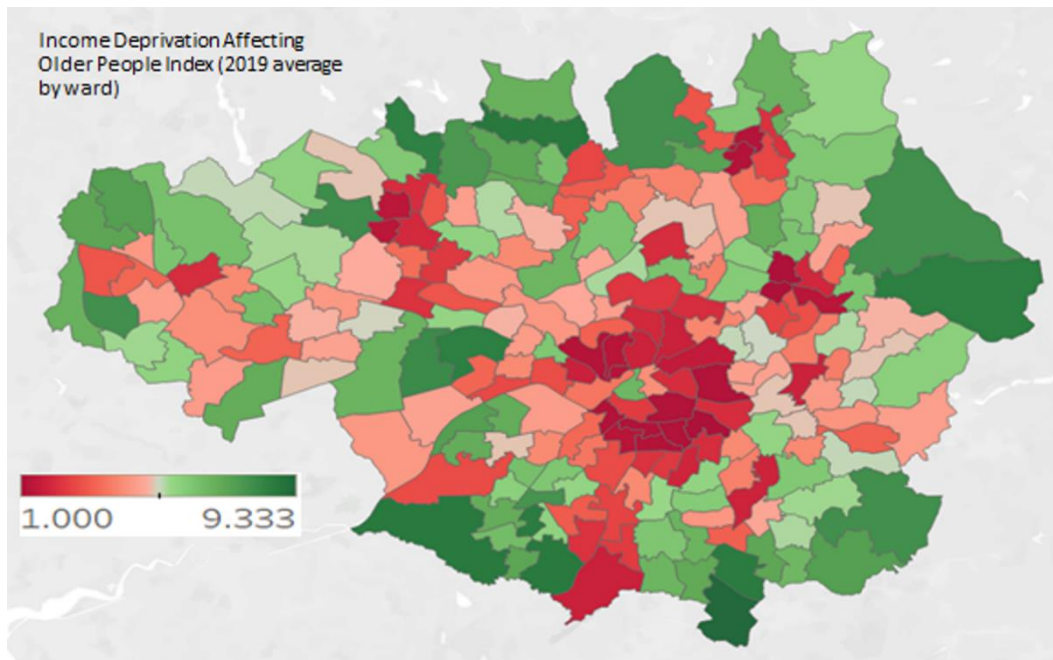
## Tackling ageism

55% of adults agree that the UK is ageist – with just 13% disagreeing. One in three people experience age-based prejudice or discrimination, research from Centre for Ageing Better has found.

The graphs below present some further data about older residents and the ageing population in Greater Manchester that support our focus on Ageing in Place.



The image above is a graph showing the data on the ethnicity of residents across Greater Manchester by age group. This tells us that over time our older population is becoming more diverse by ethnicity: already our 60-69-year-old population is more ethnically diverse than our population over 70 years old and this diversity will increase as younger generations get older. In addition, other data tells us that this diversity of the older population varies in different parts of our city-region.



This image above shows how the Income Deprivation Affecting Older People Index affects places across Greater Manchester. Red areas rank highest on the index and those that are green rank lowest. This tells us that the highest ranking areas (red) are where residents are experiencing the most significant income, employment and health inequalities. These areas of most significant inequalities for older residents are largely located in the dense urban or inner-city areas of the centre and south of the city-region, predominantly Manchester and Salford. They are also seen in the larger urban centres in other districts.

# In numbers: our achievements in Year One

The infographic below details the highlights of the first year of the Ageing in Place Pathfinder in numbers. In year one, the Pathfinder had a total of 783 residents in mid and later life engaged in the programme across its eight pathfinder neighbourhoods, along with more than 184 stakeholders engaged in a pathfinder partnership. There were eight engagement projects created, eight micro-residencies completed and eight action plans developed. Additionally, the programme team delivered 6 Ageing in Place Academy sessions, with 51 attendees at these sessions in year one and there were four Strategic Reform Group meetings in year one with key stakeholders and partners working across Greater Manchester.



# Spotlight

## Engaging residents

During our first year, our Pathfinder Leads have worked in eight neighbourhoods to engage and build trust with residents over 50 years old to understand what it is like to live in the area. 783 residents have been engaged in telling us:

- What's it like to live here?
- How can we make it better?
- How can we work together?

66 residents have been involved with a Pathfinder Partnership Board in their neighbourhood. 90 residents completed a Community Audit, a survey tool asking them in more detail about their life and the place they live.

Many varied methods of engagement have been used so far. Creativity has been of huge value in engaging residents, including the funding of eight visual artist micro-residencies with the Greater Manchester Combined Authority Culture Team. Local heritage and memory projects, using music events, pop-up drop-ins and “bru, biscuit and chats” have all been popular engagement methods. Our Pathfinder Leads have stressed the importance of “going to where residents are already meeting”.

Pathfinder Leads have been sharing their engagement practice, supported by the Ageing in Place Academy. This community of practice has focused on how to develop inclusive engagement and ensuring the most socially isolated are engaged. A collective shared statement on how we are developing our engagement and co-production practice was developed to demonstrate how we will listen to and value the voice of residents. This will be reviewed annually as we develop our practice and knowledge.



“We just nattered and moaned about stuff and [the artist] turned it into something beautiful that contains all our feelings,” Little Lever resident.



The image above displays a creativity session in Brinnington, Stockport.

“I think I speak for every single one of my group in saying it’s been a lot of unexpected fun, some haven’t laughed like that for a while and probably haven’t moved as much for a while either,” Brinnington resident.

## Building partnerships

Building neighbourhood Ageing in Place Partnerships is at the heart of the Pathfinder. Each of the Pathfinder leads are aiming to establish a Partnership Board that is resident-led, i.e. 50% of the membership are local residents. In this first year, eight Partnership Boards were established, made up of between 10 and 26 members (both residents and stakeholders). In total, 184 stakeholders were engaged with Pathfinder Partnerships, representing organisations across all eight of the World Health Organisation age-friendly domains.

Some examples of new and strengthened partnerships in the neighbourhoods:

- In Moorside, Bury a local resident member of the Partnership Board has led set-up of “Three Wheelers”, a 50+ Wheels4All session with Bury Council Live Well.



- In Little Lever, Bolton the Pathfinder is anchored in a strong partnership between Bolton at Home, Bolton Age UK and Bolton Council. Below is an image Bolton at Home window displaying the Ageing in Place Pathfinder team for Little Lever.



- Ridgehill Together is a partnership formed by Jigsaw Homes with Big Local, other local partners and residents to build a sustainable community-based partnership for Ridgehill, Tameside.

“Local people are passionate about it, with many wanting to be involved. They’ve organised their own Christmas Party so it’s definitely taking off!”

- A partnership between the Pathfinder anchored by Southway Housing and Gorton Central Community Centre has responded to resident feedback for an “age-friendly space” and created a regular drop in with tea and toast.



“We provide information, e.g. energy advice, Ability Net digital advice and about health care programmes. We use the opportunity to ask residents what else they would like and we aim to build a larger programme of activities. We get new faces now and residents get there early to set up the space before we start, it feels like they own it.”

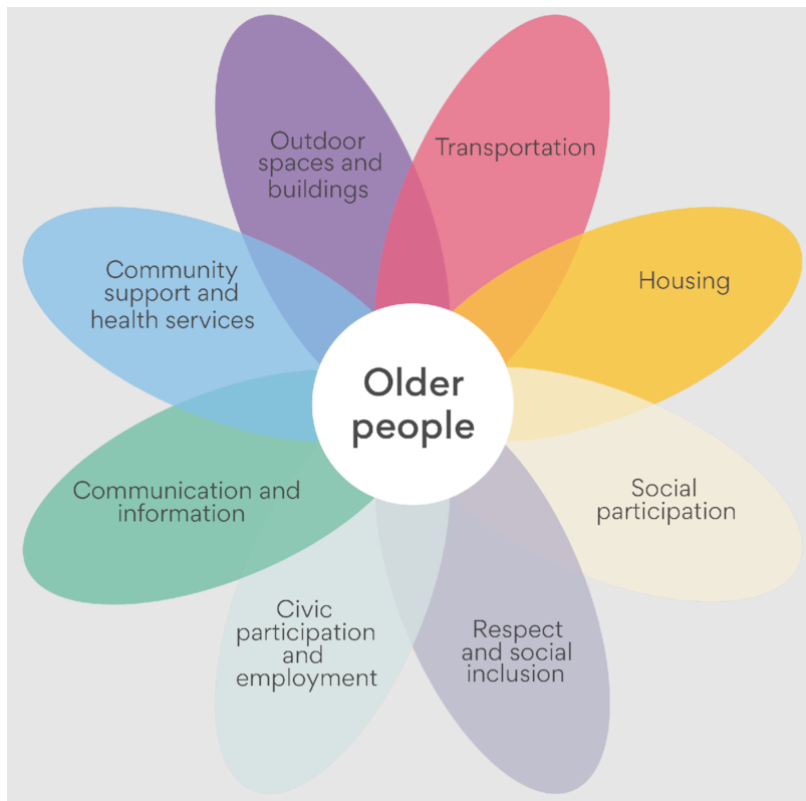
- In the Wigan Pathfinder there is a project with the SWAN area Primary Care Network and the GM Falls Collaborative to develop a data-led population health approach to reducing the risk of falls.

## **What’s it like to live here?**

### **Themes from the issues residents have raised**

The process of discussing places and action planning in each of the Pathfinder neighbourhoods has begun to develop a rich picture of each place. Bringing together spatial data, local environmental, social and service assets and the views and experiences of residents.

Using the eight World Health Organisation age-friendly domains (image below) there are some key themes in terms of issues or areas for improvement that have come up across the Pathfinder neighbourhoods:



**Image:** World Health Organisation Age Friendly Cities flower

**Respect and Social Inclusion:** anti-social behaviour, feeling unsafe, crime, increasing relationships with young people, fly tipping and litter.

**Social Participation:** range, type and timing of activities, accessible and affordable places and spaces to meet.

**Communication and information:** knowing what's going on, accessing help and support, digital exclusion.

**Outdoor spaces and buildings:** walkability, walking/ cycling groups, benches, toilets and growing spaces.

**Transport:** poor bus links, routes, timetables and reliability.

**Local amenities:** lack of shops, empty units, welcoming night-time economy and lack of "local bustle" around shops / high street.

## Projects

In each of the Pathfinder neighbourhoods, a number of projects were already agreed and underway in Year 1 to address some of the issues raised by residents. These

projects cover a wide variety of activities and issues. The key themes where action was being taken focused on: improving local information and communications, creating safe and welcoming spaces, intergenerational work with younger people and projects focused on outdoor and green spaces.

## **Focus on Outdoor Spaces and Buildings**

Residents have been keen to see environmental improvements in outdoor and green spaces and many have wanted to get involved with these projects. Residents have expressed the importance of experiencing welcoming and accessible outdoor spaces, both alone and socially and the impact on wellbeing. They have also seen the benefit of creating connections with other members of their communities and for the environment.

Activities have included:

- Residents and stakeholders using walkability assessments to identify issues and co-design improvements.
- In Kirkholt, Rochdale a number of improvements have been made to paving, provision of hand-rails, planters and benches to improve key walking routes within the neighbourhood. Alongside a weekly “Walk and Talk” via the Rhodes Ravine, ending with cafe stop. Some improvements were delivered through social value work of Rochdale Boroughwide Housing contractors.
- Five co-designed walking and benches schemes were started, with the “Couch to Out and About” scheme in Stalybridge, Tameside visited by Pathfinders as a model. These projects include heritage walks, walking guides.
- A number of cycling and wheeling projects have been started, and a number of grants have been accessed from Transport for Greater Manchester to support these.



The image above displays benches that have been installed at Smallbridge, Rochdale.



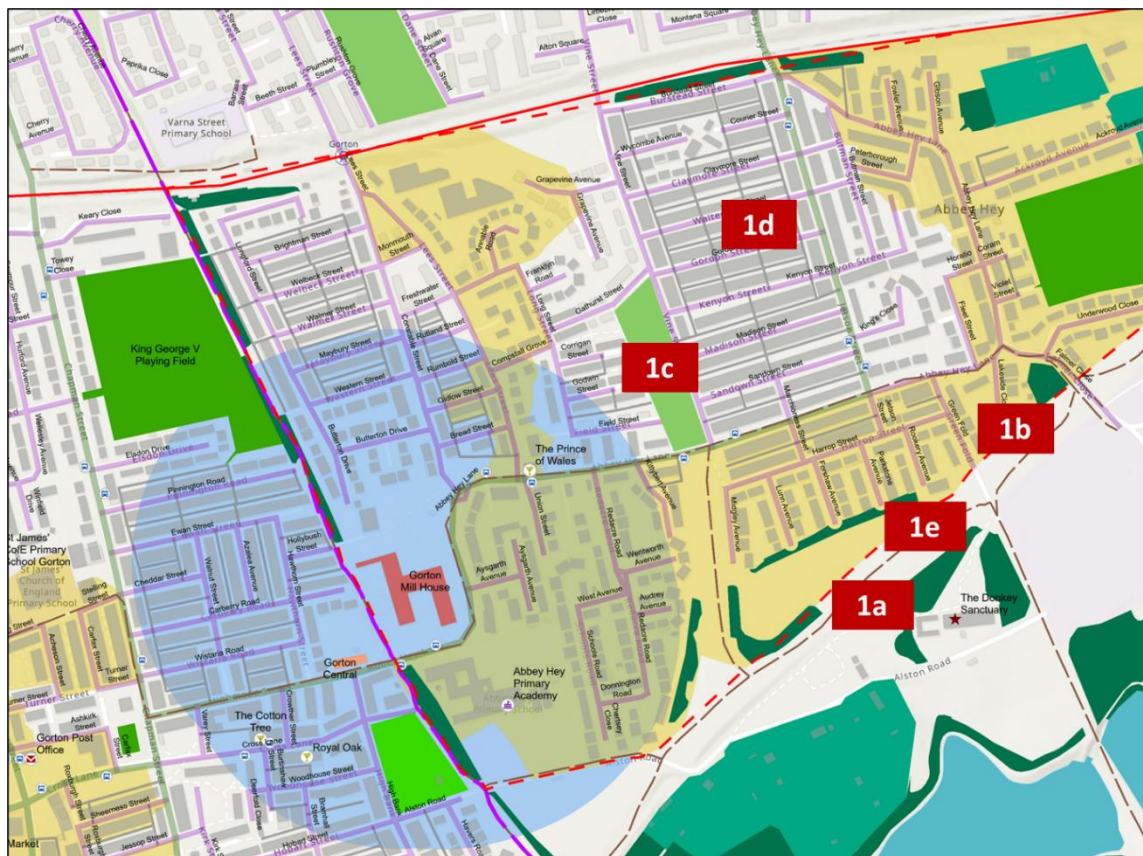
The image above shows sign language classes in Little Lever, Bolton



The image above shows walks in Wigan with residents. These walks have now increased from one per week, to twice due to demand from residents.

# Working spatially with residents to deliver improvements

This example captures some of the benefits of working spatially and visually with residents on action planning for their local neighbourhood. It enables residents to specifically capture the very local places where they would like improvements and they will then work with local stakeholders to find solutions.



The image above is an example of spatial planning.

The map is of Abbey Hey, Gorton. The yellow sections indicate areas with a significant population of older residents and the blue circle indicates 10-minute walking distances.

**1:** There are a number of existing green spaces located in Abbey Hey which are not utilised well. These could be utilised more by improving access, benches, maintenance and beautifying the area.

**1a:** Barriers to use of the Football Pitch and Public Playground as it is abandoned and not well maintained, access to the path is hidden with grass, no benches and facilities.

**1b:** Fallowfield Loop section and Green Fold have only one bench so no places to rest.

**1c:** Lack of maintenance and facilities prevent use of Vine Street Park

**1d:** Low level of resident involvement in litter picking / alleyway upkeep prevent these areas from being used

**1e:** Lack of maintenance/ cleaning/ benches/ facilities in parks, green fields, and walking and cycling paths.

# Shifting Systems: Our work to sustain and scale Ageing in Place

The Pathfinder has brought together a wide range of partner organisations and system leaders across Greater Manchester, within local districts and at neighbourhood level. An Ageing in Place Strategic Reform Group has been set up with partners and has focused on understanding the learning and considering how the work and impact can be sustained and scaled across more places in Greater Manchester.

Some examples of the collaborations and contributions that have resulted:

- A partnership with Heriot Watt University and the Stockholm Environment Institute was supported by the Ageing Hub, the GMCA Environment team and Rochdale Council. A community workshop was facilitated in Kirkholt, Rochdale and contributed to the [Healthy Ageing in a Changing Climate](#) research publication. The creative “dinner party” engagement and dialogue practice was also shared at the Mayor’s Green Summit in October 2023.
- Partners at Manchester Metropolitan University have convened a Healthy Ageing research group across the university and are working with University of Manchester bringing together research interests for engagement with the Pathfinder.
- International connections and knowledge exchanges were made with the Hey Neighbour! Collective, Vancouver; the NORC Innovation Centre at University Health Network and the Oasis Evaluation and Expansion Project, Health Services and Policy Research Institute, Queen's University, all in Canada.
- £100,000 of additional funding has been secured with the Falls Collaborative to support pilot work on preventing falls with the SWAN Primary Care Network, Wigan. Five Pathfinders are actively involved with the rollout of the KOKU app to support older adults to be active.
- Collaboration with the Greater Manchester Combined Authority Culture team, Castlefield Gallery and Maria Bota have helped embed creativity and culture



within the Pathfinder Partnerships. Visual artist micro-residencies and mapping of local cultural assets were produced.

- The Ageing Hub and Greater Manchester Combined Authority Digital team have worked with Pathfinders, the Greater Manchester Digital Inclusion Action Network and local authority digital leads to ensure that understanding and addressing digital inclusion within the Pathfinder neighbourhoods is a priority. A range of activities and projects to support residents digitally and to improve communications have resulted.



The image above shows the Moorside Memories booklet in Bury.



The image above shows a community mural in Smallbridge, Rochdale.

# Our shared learning from Year One

At the end of Year one we held our first annual learning event. Over 80 stakeholders and residents came together to celebrate our achievements, share and explore our learning in a range of engaging and creative sessions.

## Safe and Welcoming Spaces poem

"We've history to unpick

Messages to unstick

Joyful boxes to tick

To create places and spaces

To be proud, visible, out loud

Places of community and unity

We could be rebellious, unshackled

Run wild, play and hang out

Enjoy joyful ways to get about

No need to be responsible

To be home before dark

We could go wherever, whenever

And wear what we want after dark in  
the park

Dance on pews

Sing in the loos

Fun things for us all to do

Music with our brew

Our places and spaces

Welcoming and safe

Will feel relaxed, inclusive and  
happy

There's no need to be brave

Social and active

Participatory places to be me

Spaces where we are free

Intergenerational, connection,  
respect, giggles and laughter."

The image below shows the word cloud (a collection of words) submitted by attendees at the One Year Learning Event to describe what they appreciated about the area which they live. There were 47 responses, with green spaces, good transport, good neighbours, walking routes and local amenities featuring prominently.



## Advice to new Pathfinders

Before the event, Pathfinders were asked what advice they would give to new Pathfinders, starting their journey now. There were many themes in the responses including:

- Being asset based, and mapping these first
- Building relationships with local groups and residents from the start before action planning commences,
- Empowering local residents; involve in decision making
- Taking the time to build relationships with stakeholders,
- Focusing on working closely with a few new stakeholders at a time, keeping existing stakeholders engaged
- Being realistic on expectations of progress, e.g. recruitment may take longer than expected
- Understanding that the programme requires time and effort to allow for learning and development

- Finding easy wins to demonstrate that the programme will deliver action (can build trust in the community) but take the time to deliver sustainable outcomes
- Finding a venue where people in mid and later life can gather and use as their own
- ‘Be prepared to make mistakes and learn from things that may not go to plan.’

This advice is invaluable for new neighbourhoods beginning their Ageing in Place journey, but also for those currently on the programme to reflect and build on learning.

## Event photos



The two images above show attendees involved in workshops and discussions at the Ageing in Place one year learning event in October 2023.