

**GREATER  
MANCHESTER**  
**DOING AGEING DIFFERENTLY**



GREATER MANCHESTER  
**AGE-FRIENDLY STRATEGY**  
2024-2034



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# FOREWORD

## **Making Greater Manchester an age-friendly city-region involves us all.**

Our population is ageing, and the nature of later life is changing too. More of us are living longer, by 2041 there will be over 900,000 residents aged 55 and over in Greater Manchester, an increase of 17% from today. Over the same period, Greater Manchester is predicted to see its population aged 75 and over grow by almost 50%, resulting in nearly 100,000 more residents. Our older population is also becoming more diverse in terms of ethnicity and older people were more likely to identify as Lesbian, Gay, Bisexual or Other in the 2021 census. The way we live in later life is changing too, we are working longer and are more likely to live alone or age without children.

As cities around the world take steps to adapt to demographic change, Greater Manchester is at the forefront of initiatives to ensure our societies are more age-friendly. The Ageing Hub is a partnership of organisations across Greater Manchester working together since 2016 to respond strategically to the opportunities and challenges of an ageing population in our city-region, focusing on reducing inequalities and ageing well. In 2018, following the publication of our first age-friendly strategy, we were recognised by the World Health Organization as the UK's first age-friendly city-region, a place committed to enabling people to age well and live a good later life.

Since then, the Ageing Hub has convened partners, facilitated, and delivered a range of programmes and initiatives to support residents in later life, from our trailblazing Ageing in Place Pathfinder, to the Keeping Well campaigns during the covid pandemic and our innovative case-finding for falls prevention. Greater Manchester is at the forefront of age-friendly policy-making. The Ageing Hub has also attracted a significant amount of investment through its work.

Despite these achievements, there is still a long road to go in making Greater Manchester a great place for everyone to grow old. The COVID-19 and cost of living crises have worsened inequalities in later life. There remains a strategic gap in policy and resource mobilisation that focuses on future-proofing and preventative measures deployed in mid and later life. This strategy is designed to address that gap by taking a holistic approach to ageing that puts older people's voices and working together at its heart.

Greater Manchester is already recognised as a global centre of excellence on ageing, with key strengths in research through our local universities. We have shared best practice with communities around the world who look to us as an example. We must continue to be a leader on this agenda and work together to make Greater Manchester a great place to grow older.



A handwritten signature in black ink that reads "Andy Burnham".

**Andy Burnham**  
Mayor of Greater Manchester



A handwritten signature in black ink that reads "Arooj".

**Cllr Arooj Shah**  
Leader of Oldham Council

**'As our older population grows and becomes more diverse, it is essential that our age-friendly strategy addresses ageing in a complete way. This new strategy recognises that the way we live in later life is changing and has put the many voices of older people at its heart. Greater Manchester already leads the way on age-friendly initiatives. Let's continue working together to make our city-region a great place for everyone to grow older.'**

Nakib Narat, Co-Chair of the Greater Manchester Older People's Equality Panel





# INTRODUCTION

**'Cities and countries are at the cusp of epochal global trends...the simultaneity of the demographic transition, deepening urbanisation, a technological revolution, frequent shocks brought on by health and climate emergencies mean that we need to plan for an older and more urban future.'**

World Bank Report, 2022

Greater Manchester is in the midst of a transformation in later life. Our older population is growing rapidly; by 2041 over 900,000 people will be aged 55 and over in the city region, an increase of 17.2% from today. Over the same period, Greater Manchester is predicted to see its population aged 75 and over grow by almost 50%, resulting in nearly 100,000 more residents (Appendix A). Yet not only is our population getting older, Greater Manchester's older population is also becoming more diverse. Between the 2011 and 2021 census, there was a 3% increase in the number of people aged over 55 identifying as an ethnicity other than White (Appendix B).

Almost a quarter of a million of our older residents are living alone in mid or later life – a record high – and we know that nationally, more people are ageing without children than ever before. At the same time, people are living and working longer, but many of the places we live and work are not accessible to older people.

Our ageing population and the changing nature of later life is one of society's grand challenges and the need to address this challenge has only become more urgent in recent years. Since the publication of Greater Manchester's last age-friendly strategy in 2018, the world has gone through the COVID-19 pandemic, the UK has left the European Union and at time of writing is going through a cost of living crisis. All of which have had a particularly significant impact on those in mid and later life.

Greater Manchester is in a unique position to rise to and meet these challenges. The city-region has led the way on devolution, agreeing the innovative first devolution deal in 2014 and subsequently securing deals that built upon this agreement, including a £6 billion health and social care deal in February 2015. Greater Manchester's 2023 Trailblazer devolution deal marked a new era in English devolution. The single funding settlement agreed in the deal is the first of its kind in England, giving Greater Manchester greater flexibility to go further and faster in growing its economy, reducing inequalities and providing opportunities for all. The deal also included greater powers over technical education, transport and brownfield funding.

[The Greater Manchester Strategy](#) is Greater Manchester's plan for all communities, neighbourhoods, towns and cities in the city-region. It provides a clear direction of travel, focussed on those areas where all parts of the conurbation

need to work together to achieve our shared vision of **Good Lives for All: that Greater Manchester is a great place to grow up, get on and grow old; a great place to invest, do business, visit and study.**

This new age-friendly strategy seeks to address the Greater Manchester Strategy's core challenge of making Greater Manchester a great place to grow old by setting out what we need to do over the next decade to get there. It is for anyone who wants to improve the experience of mid and later life in Greater Manchester and reduce inequalities in our city-region, which tend to widen as we age.

The age-friendly strategy also supports the delivery of a range of other key Greater Manchester strategies including the [Greater Manchester Integrated Care Partnership Strategy](#), [Greater Manchester Joint Forward Plan](#), [Greater Manchester Housing Strategy](#), the [Greater Manchester 5-year Environment Plan](#) and the [Greater Manchester Local Industrial Strategy](#) and Greater Manchester International Strategy which both recognise ageing as one of society's greatest challenges and an opportunity for innovation.

The strategy has four key themes: Economy, Work and Money; Places; Ageing Well; and Working Together – these are long-standing priorities with a strong base of evidence and good practice pioneered in Greater Manchester that we can draw upon as we respond to emerging challenges and opportunities. However, we understand that we need a holistic approach to ageing that recognises how these areas intersect and how grand challenges facing society like climate change and technological change cannot be understood in isolation.



The strategy sets ambitious objectives under each theme for where we want to be by 2027. These strategic objectives will be supported by an age-friendly implementation plan which will be refreshed every three years to detail the specific actions we need to take to move us closer to our vision for 2034.

The strategy has been developed by the Greater Manchester Combined Authority in collaboration with our partners in the Greater Manchester Ageing Hub. As well as presenting the 10-year forward vision and highlighting the urgent need for change, the following pages also showcase some of the innovation and good practice pioneered by the Greater Manchester ageing ecosystem, all of which could have seismic impact if scaled up.

Alongside this strategy the Ageing Hub has produced [The State of Ageing in Greater Manchester](#), published in January 2024. The State of Ageing is a comprehensive evidence base to support this strategy and everyone working in ageing throughout Greater Manchester.

These pages can only contain a snapshot of what is happening in 2024 and has been achieved over the recent past – you can find far more examples on our [website](#) and by [joining our mailing list or following us on twitter](#). The strategy is also an invitation to join us – we need more services, organisations, and residents driving the age-friendly agenda if our vision is to be realised.



# OUR 2034 VISION

**By 2034, Greater Manchester is a great place to grow old. Age-friendly is business as usual, a thread running through our devolution, reform, economy, transport, public health and cultural strategies (and others). By 2034:**

- **Our 50+ population** is mostly in good work and fewer older people are living precarious lives.
- **There are more places** in every Greater Manchester borough with the key features of an age-friendly neighbourhood, including age-friendly homes, good transport, and accessible services and shops. Residents will have more of a say in how their neighbourhoods are changing and be part of ensuring there are places for everyone to connect, socialise and do the things they enjoy in an age-friendly built and natural environment.
- **Older people have easier access to the preventative health care** they need.
- **Fewer older Greater Manchester residents are inactive**, and the number of falls has significantly reduced due to earlier risk detection.

- **Every local authority has an age-friendly plan** co-designed across the generations.
- **Greater Manchester hosts flourishing age-sector businesses** and is a world leader in ageing research, policy and implementation.
- **Generations are coming together to lead our work** tackling the impact of the climate emergency, adapting and developing the resilience of our communities, and ensuring those more vulnerable to the impact are supported and protected.
- **Ageism and structural inequalities** are in retreat.







# OUR APPROACH

## The Greater Manchester Ageing Hub

**The Greater Manchester Ageing Hub was established in 2016 and brings together Greater Manchester-based research institutes, public services, businesses and the voluntary, community, faith and social enterprise sector, working with national and international partners.**

The Hub is facilitated by a core team based in the Public Service Reform Directorate in the Greater Manchester Combined Authority. The work of the Hub is overseen by an executive group, chaired by Sara Todd, Chief Executive, Trafford Council, and the Hub reports to the Greater Manchester Reform Board.

The Hub supports thematic task groups across a broad range of policy areas to develop age-friendly policy and works alongside the Greater Manchester Older People's Network and the Greater Manchester Older People's Equality Panel to ensure older people's voices are heard in policy-making.



## How we work

Our approach recognises that delivering age-friendly objectives is intertwined with Greater Manchester's wider priorities, both in terms of opportunities and challenges. The Ageing Hub and its eco-system of agencies and organisations bring a particular focus to Greater Manchester programmes based on the following approach:

- **Adding value:** Take action where there are gaps in policy and strategy, and work to align age-friendly strategy with Greater Manchester and local authority priorities and plans.
- **Organising:** Convene stakeholders and attract resources to work together on issues of joint interest.
- **Influencing:** Engage Greater Manchester partners and bring an ageing lens to mainstream policies and programmes.
- **Enabling:** Act as a platform for views of older people in Greater Manchester.
- **Collaborating:** Combine research, policy and implementation.
- **Challenging:** Promote a narrative that challenges ageism and focuses on those groups of older people who face the worst inequalities.





## Progress 2016 – 2024

The timeline below gives a snapshot of just some of the Ageing Hub's achievements since its foundation in 2016. It is not an exhaustive list, but it showcases what is possible when we work together on ageing.

**2016**

- MOU with Centre for Ageing Better

**2017**

- GM Ageing Conference
- Future of Ageing in GM

**2018**

- First Age-friendly Strategy secures WHO recognition
- GM Active Ageing programme

**2021**

- Framework for Creating Age-friendly Homes
- Creative Ageing Development Agency
- Covid-19 and Social Exclusion research

**2020**

- Advantage GM Report
- Valuable not Vulnerable campaign
- Keeping Well booklets

**2019**

- Local Industrial Strategy: Innovation in Healthy Aging
- Pride in Ageing programme

**2022**

- Pension Top Up Campaign
- Ageing in Place Pathfinder
- Age-friendly Employer Toolkit
- Winterwise Guide

**2023**

- GM Falls Prevention
- Independent Age Partnership
- Creating Age-Friendly Developments

**2024**

- GM State of Ageing Report
- Refresh of Age-friendly Strategy

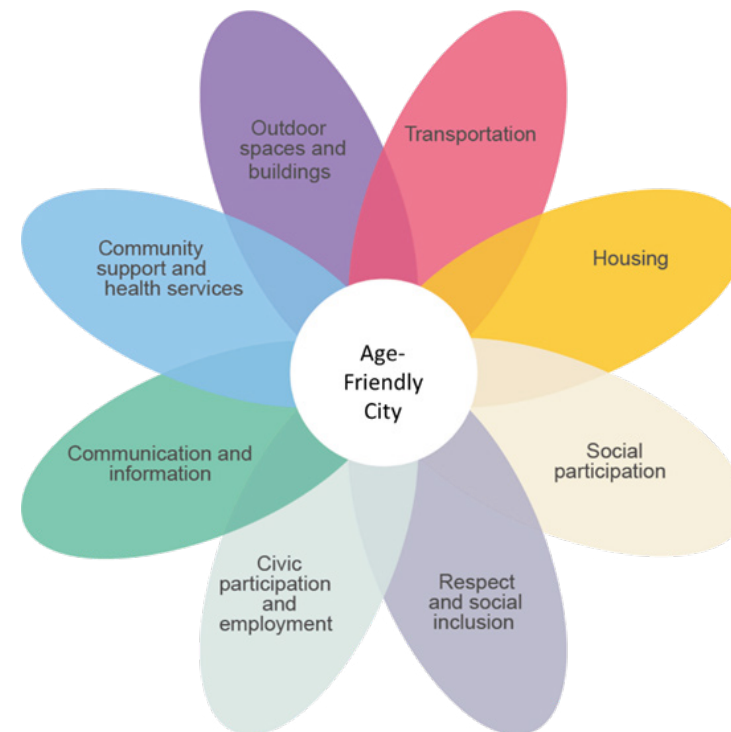
## Part of an international movement

[The age-friendly framework](#) was developed by the World Health Organisation in the early 2000s, responding to twin trends set to characterise the 21st century: ageing populations and increasing urbanisation. Drawing on research with older people and evidence from the public, voluntary and private sectors in 33 cities, the landmark publication [Global Age-friendly Cities: A Guide](#) highlighted the core features that contributed to a city being 'age-friendly'. The World Health Organisation groups these features into eight domains, spanning the physical, cultural, and civic environments which influence our experience of living in place. The domains are not intended to be viewed as separate to one another, but as interrelated – without consideration of all of them, none can be truly age-friendly.

This strategy has benefitted from the Ageing Hub's international links and received critical feedback through an international advisory board, made up of national and international experts who recognise Greater Manchester as a trailblazer on ageing.

## The eight domains of an age-friendly city

Since 2007, the World Health Organisation has launched a global network to further its understanding of these core features and to encourage collaboration between members. The network has also expanded to include rural areas, where the UK's older population is concentrated, and larger footprints, such as our city-region.





## UN Decade of Healthy Ageing

The United Nations Decade of Healthy Ageing (2021–2030) is a global collaboration, aligned with the last ten years of the Sustainable Development Goals, to improve the lives of older people, their families, and the communities in which they live. The Decade seeks to make change through the following actions areas: Combatting Ageism, Age-friendly Environments, Integrated Care and Long-term Care.

## Partnership with Centre for Ageing Better

The Centre for Ageing Better and Greater Manchester Combined Authority established a five-year, strategic partnership to collaborate on a number of joint priorities in 2016. Following a review this commitment to continue to work together was renewed in April 2021 for a further three years.

The partnership supports Greater Manchester Combined Authority and its partners in the Ageing Hub to be an exemplar as an age-friendly city-region, adopting best practice and testing innovative approaches to ageing. Greater Manchester holds an ambition to be a global centre of excellence for ageing research, technology and new ideas on ageing, and is supported in this by the work of the region's academic institutions. Together we generate evidence, that can be shared nationally, of what works so more of the region's 2.8 million residents are able to live a good later life.

## Addressing the strategic gap

Greater Manchester's population is ageing quickly, and we are not currently prepared for the challenges and opportunities of demographic change. The combined impacts of austerity, the COVID-19 pandemic and the ongoing cost of living crisis have exacerbated already existing inequalities and left many older people living precariously.

Our population is ageing, but our older population is also changing socially and economically, which is not always understood. Policy needs to reflect the diversity of older people in Greater Manchester and ensure the voices of all older people are heard in decision-making.

Despite good work by the Greater Manchester Ageing Hub and its partners, there remains a strategic gap in policy and resource mobilisation that focuses on future-proofing and preventative measures deployed in mid and later life. This strategy is designed to address that.

To manage current and future demand on public services, improve the lives of older people and help the Greater Manchester economy be more productive, we need a strategy that addresses ageing holistically.

# **ECONOMY, WORK AND MONEY:** BUILDING BLOCKS FOR INCLUSIVE SOCIETIES

**'There is a 39% gap between the average annual retirement income of women and men - more than double the size of the gender pay gap.'**

Greater Manchester State  
of Ageing Report, 2024





## Ageing is one of Greater Manchester's strengths

Greater Manchester is increasingly recognised as a region of economic prosperity and an attractive place to work, invest, and start a business or social enterprise. [Greater Manchester's 2019 Local Industrial Strategy](#) set out two concordant aims of social and economic progress, using advancements in productivity, pay, and investment to make equitable improvements to living standards across the region. The Greater Manchester Strategy, Greater Manchester Local Industrial Strategy and Greater Manchester International Strategy all recognise healthy ageing as a key challenge and opportunity for the city region, where it already has world class ageing research expertise and businesses.

## Our workforce is ageing, yet many older people can't access good work

Our workforce is ageing. Between 2009 and 2022, the number of older workers (50 and over) as a proportion of total employment increased from 25% to 33% and this is only set to increase in the future. Yet many older workers can't access good work, few employers are truly age-friendly, and many older people face discrimination in hiring processes and the workplace.

There is strong evidence that traditional employment support provision does not work for people in mid and later life, with unemployed people in their 50s and 60s less likely to engage with support programmes than younger people, and less likely to find employment when they do.

A lack of good quality work options, combined with high rates of poor health has led to an increase in economic inactivity among older people in recent years. Economic inactivity among older workers increased during the pandemic and has remained persistently high ever since. In the year to June 2023, 30.8% of 50-64 year olds were economically inactive in Greater Manchester. This compares to 26.7% across Great Britain as whole (Appendix C).

## Financial hardship is increasing for residents in later life, including for those in work

Everyone, including older people, should have access to good work and good pay, yet 3.6% (18,700) of those aged 50-64 in Greater Manchester are in employment and claiming Universal Credit and nearly a quarter of older people on a low income can only just afford essential costs and often struggle to make ends meet. (Appendix D)

This insecurity is exacerbated by a lack of take-up of later life entitlements such as Pension Credit and Attendance Allowance. Rates of unclaimed entitlements have risen over the last few years. In May 2023, the latest data available at the time of publication, an estimated £95 million in Pension Credit goes unclaimed each year in Greater Manchester. This money could be life changing for many of our residents and would additionally benefit the local economy.

Furthermore, many in mid-life are not currently saving enough for a financially secure later life and the impact of the cost of living crisis and the covid pandemic have hit personal finances hard, compounding existing financial insecurity.

## **Inequalities experienced throughout the life course exacerbate financial insecurity in later life**

Older women are more likely to live in poverty than older men and older people from Black and Asian ethnic groups are around twice as likely to be living in poverty as White pensioners. Residents from older minority ethnic groups have lower average incomes, are more likely to receive means-tested benefits, and less likely to receive private pensions. Minority ethnic groups have also felt a disproportionate economic impact from the pandemic and cost of living crisis.

## **The Ageing Opportunity**

Although there are many older people living precarious lives, there is also enormous potential for Greater Manchester to harness the longevity dividend, the spending power and economic contribution of the older population. The 50+ age group is the fastest growing consumer market in absolute terms, with these consumers spending approximately £3.4 billion on retail, culture, hospitality, tourism and sport in Greater Manchester each year - nearly half of all spending by residents in these sectors, and this figure is increasing by £280 million each year. Furthermore, residents aged 65+ are saving £1.8 billion per year that could be spent within the local economy.





## Our 2034 Vision

### Reduce inactivity and increase good employment

By 2034, economic activity among people aged between 50 and the state pension age will have increased, and we will be able to say with confidence that a large proportion of those staying in and returning to the workplace have done so because of improvements to employment support services, skills training, adult education, age-friendly recruitment practices, and good-quality work.

The number of employers who have taken action to improve their offer to older workers has increased, and we can start to see positive changes in occupational health and people's ability to stay in work as long as they want or need to. Economic growth has taken advantage of the potential of the longevity dividend, and the benefits of this have been shared equitably among the region's population in a way that supports healthy ageing, inclusion, and parity of services.

### Tackle poverty and improve financial security

More older people are accessing the benefits and entitlements they are due thanks to better public information, less stigma towards claiming benefits, sustainable funding for advice and support services tailored towards the region's diverse older

population, and equipping communities with the tools to help their friends, family and neighbours apply for benefits, grants, and social tariffs. There are also more opportunities for people to access support to plan for later life, including their financial security.

Poverty in later life has reduced and inequalities are in retreat. Economic outcomes for older women and older people from ethnic minority backgrounds have improved. They are not disproportionately impacted by economic shocks and crises.

Older people are valued as consumers and entrepreneurs and there are more businesses in Greater Manchester producing age-friendly goods and services. Older people are confidently participating in the economy and society.

### Where do we want to be by 2027?

**'To enable older people to remain economically active, workplaces will need to adapt, and such adaptations must be supported by government policies.'**

The Lancet, 2022

To move closer to our 2034 vision of an age-friendly city-region, where residents over 50 are mostly in good work and fewer older people are living precarious lives characterised by financial insecurity and discrimination, we have set the following three-year objectives:

- **Enhance** the employment, skills and training support offer for 50+.
- **Increase** numbers of residents aged 50+ in good quality employment.
- **Engage** employers to raise employment standards for older workers to improve health and wellbeing at work, provide better support to workers with caring responsibilities, help workers plan for their future.
- **Maximise** income and reduce costs for those in later life.
- **Raise** awareness across sectors of the contribution that older people make to the Greater Manchester economy and opportunities for growth.

## How do we deliver?

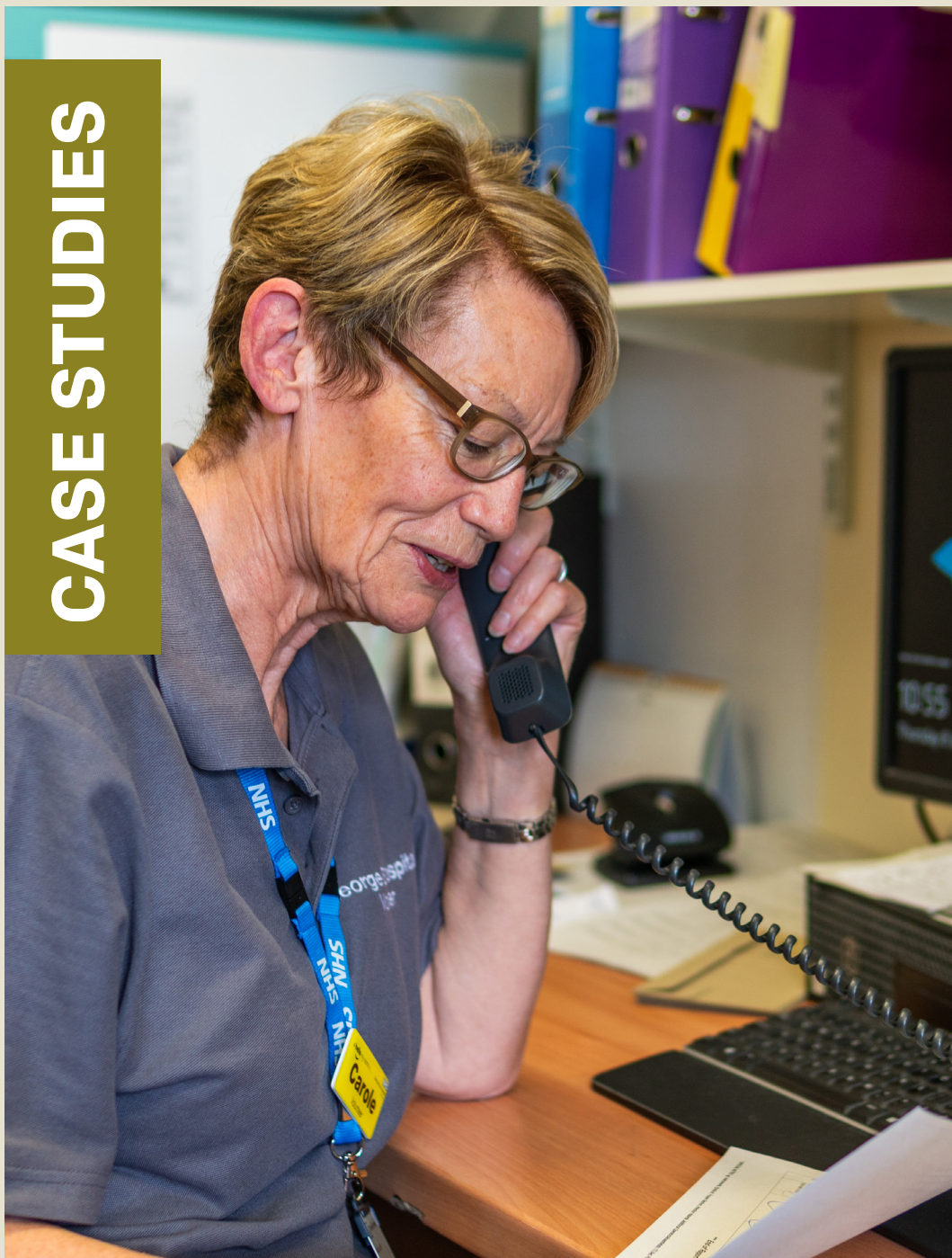
- **Specialist tailored support** for economically inactive aged 50 and over residents through the Working Well Support to Succeed Programme. Since their inception, Working Well programmes have supported thousands of people aged 50 and over who have experienced health and other barriers to accessing or remaining in employment.
- **Exploring support for over 50s** with health barriers to work through the Cities Inequalities programme,

a three-year Greater Manchester Combined Authority and National Health Service partnership project with the Health Foundation focusing on economic inactivity amongst over 50's as a result of poor health.

- **Promote the Greater Manchester Good Employment Charter** and Centre for Ageing Better's Age-friendly Employer Pledge to Greater Manchester businesses and public agencies.
- **Identify opportunities** through Adult Education Budget and other skills programmes to tailor to residents aged 50 and over.
- **Align with longevity dividend opportunities** and support the growth of the healthy ageing sector as identified in the Greater Manchester Local Industrial Strategy.
- **Work with Independent Age**, a national charity providing support for older people facing financial hardship, to develop a national pilot peer ambassador training programme in Manchester with and for older people with the aim of equipping and supporting the volunteers to be able to speak to their peers about maximising income and reducing costs.
- **Promote take up of later life benefits** and entitlements through training and printed resources offers to Greater Manchester partners and support more awareness of importance of pension saving throughout adulthood. The first phase of the Hub's Pension Top-up campaign, launched in January 2021, generated at least £3 million of additional income for older Greater Manchester residents. Case Studies.



# CASE STUDIES



## Let's be Winterwise together

Around 300,000 Winterwise printed guides were distributed to older residents by Greater Manchester partners in 2022/23. The 68-page A5 booklet contains practical information around how to 'stay well, stay safe, stay warm'. The Ageing Hub partnered with national charity Independent Age to produce the guide, with input from Greater Manchester subject matter experts. Content included how to claim later life benefits and entitlements, managing costs and paying bills.

## Age-friendly Employment

Working with the Centre for Ageing Better, Greater Manchester Combined Authority has developed an age-friendly employer toolkit, which sets out good practice examples of age-inclusive workplaces.



# **PLACES:** CREATING STRONG AND SUPPORTIVE NEIGHBOURHOODS TO IMPROVE CONNECTION, HEALTH AND WELLBEING IN LATER LIFE

**'Local people are passionate  
and want to get involved.'**

Ridgehill Ageing in Place  
Pathfinder, Tameside 2023





## **As our population ages, our homes and neighbourhoods need to be age-friendly**

An age-friendly place enables people to live in the homes and communities they choose to and remain independent, accessing support and care when and where it is needed. Greater Manchester is a pioneer in creating age-friendly places and we will continue this trailblazing work.

## **Our homes and neighbourhoods are vital to living healthy, connected lives**

Many of our communities lack the places and spaces needed to create social connection, enable them to do the things they enjoy and provide access to local services. This “social infrastructure” has been hugely diminished by austerity. For many residents there is a lack of access to green and blue space. They miss out on the benefits of well designed, walkable outdoor spaces and the natural world for physical and mental wellbeing. These spaces create connections and a sense of belonging to a community.

Older residents are more likely to have lived in their home, and their neighbourhood, for a long time, and as we get older we are likely to spend more time in our homes and in our local community. However, homes have not kept up with the changing needs of the residents that live in them. While older people are more likely to own their own homes, many face significant housing

challenges. Nationally, less than 10% of homes have the basic features that make them accessible for all ages, and half of all homes that fail to meet the government’s basic decency criteria are headed by someone over 50. In Greater Manchester, 18% of people aged 50 and over live in social rented accommodation, a growing group that are the most likely to be in serious financial difficulties. Furthermore, the number of people over 50 living in private rented accommodation and therefore entering retirement in those homes is increasing.

## **Building strong and supportive neighbourhoods**

Communities that have power and control over finding their own solutions are more likely to achieve better outcomes for all. Building the social and civic infrastructure that supports residents to create strong and supportive neighbourhoods through programmes such as the Ageing in Place Pathfinder is essential and is part of our wider movement across Greater Manchester to deliver community led wellbeing and civic participation.

Part of this wider movement is the Greater Manchester Housing, Planning and Ageing Group, an interdisciplinary group convened by the Ageing Hub and made up of policymakers, developers (both for and not for profit), architects, academics and older people themselves which works specifically on increasing the quality and quantity of age-friendly homes across the region. This unique group allows Greater Manchester to approach the cross-cutting policy challenges of providing older people’s housing from a holistic perspective and for different parts of the housing ecosystem to collaborate and share learning.



## Many older people face significant barriers to getting out and about

Older people are still using public transport less than they were before the COVID-19 pandemic. Use of the bus, tram or train by concessionary pass users has reduced by a third compared to 2019. Reasons for this include behavioural changes (using more local facilities or online shopping, feeling that there were fewer leisure or social opportunities to travel for), dissatisfaction with the transport service (particularly with trains and buses), and health reasons (concerns about catching COVID-19 or other illness or being unable to travel as often due to health or mobility changes). Many eligible older people do not have a pass either because they wrongly thought they were ineligible or faced barriers in the application process, or because they did not use public transport. Reducing these barriers and improving accessibility is critical, and our plans for active travel and enabling community-based transport provision must enable older people to get out and about in their communities.

Greater Manchester can do more to unlock its cultural assets, life-long learning and harness the many benefits of creative health for well-being.

While those aged 55-74 comprise 48% of audiences at cultural venues and activities, those aged 75+ make up only 6%, except in a select few art forms. Older people are a huge asset and make important contributions to their neighbourhoods and communities. However, while older people are still more likely to participate in regular volunteering, participation has fallen in recent years and the nature of volunteering and participation is changing.



## **Our 2034 Vision**

### **Age-friendly neighbourhoods across Greater Manchester**

In 2034, there are more places in every Greater Manchester borough with the key features of an age-friendly neighbourhood, including good transport within a short walk or wheel from every home; shared indoor and outdoor spaces which are inclusive of the whole community encouraging intergenerational and multigenerational connection; walkable streets; and a good mix of local shops, services and events.

It's easier to find out what's going on in your local area and whom to contact if you have concerns e.g. about community safety, your housing, or to report a street issue. More older people are active participants in the arts and cultural sector and volunteering has increased. Neighbourhoods are characterised by residents socialising with and caring for each other, creating connections and a sense of belonging. Residents take pride in their place.

### **Getting out and about**

The Bee Network, which has been operational for the best part of a decade, has made it much simpler for people of all ages to use all forms of public transport and to switch between them, as well as making local areas safer and more pleasant for travelling by foot or bike, with opportunities for people to learn how to cycle or to build up their confidence cycling or walking; more older people are regularly opting for active travel as a result.

## **Empowered communities**

Local residents have more of a say in how their neighbourhoods are changing, and it's easier for them to create the changes they want to see, from accessing some seed funding for a new group or event, to transforming pockets of green space, or getting new seating on their local high street. Resilience planning for extreme weather and other shocks has been developed alongside local communities, with people's vulnerabilities and their strengths given equal recognition.

More people are able to make well-informed choices about their housing in later life, whether that means rightsizing, adapting their existing home, or applying for social or sheltered housing or independent living options. The design of new housing developments has more age-friendly features built into the interiors of the homes themselves as well as shared spaces and the surroundings. Where they need to access specialist and supported accommodation or care homes, residents feel like they belong to a community both inside and outside of the home, and sites have community spaces they can use to make new social connections.

## Where do we want to be by 2027?

**'Health status is less important for wellbeing for those who think they are in charge of their environment, who perceive their neighbourhoods as more cohesive and who report higher identification with their district.'**

Oswald & Koponik, 2015

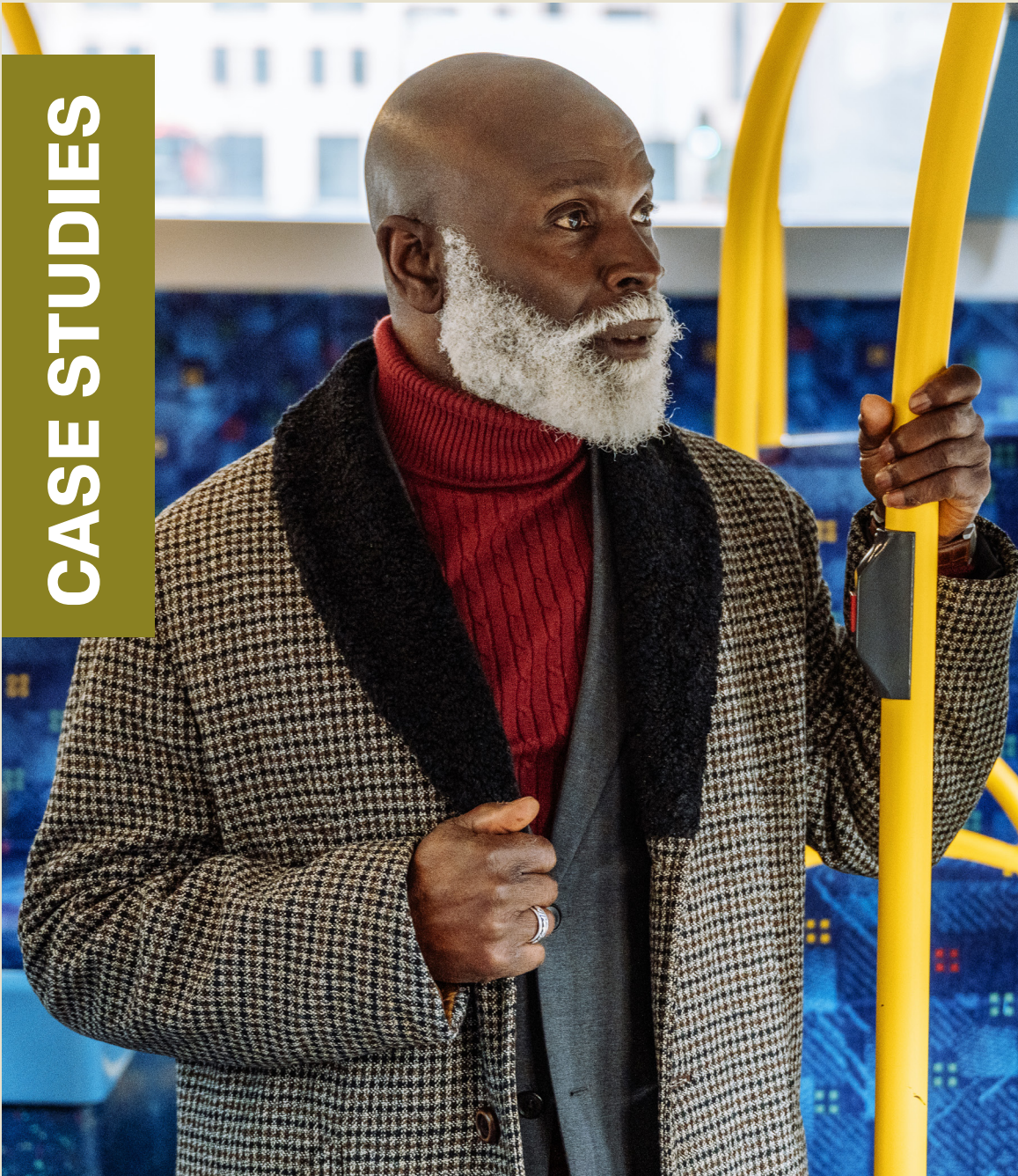
To move closer to our 2034 vision, where more boroughs in Greater Manchester have the characteristics of an age-friendly neighbourhood, residents voices are valued, a range of housing options are available, and it is easy to get out and about because of good transport links and an age-friendly public realm. We have set the following three-year objectives:

- **Learn from our Ageing in Place Pathfinder** to sustain and scale community led approaches to ageing well and deliver more age-friendly neighbourhoods with ageing well action plans across the city region, focused on tackling the inequalities experienced in ageing.
- **Support the creation of more opportunities** for residents of all ages to get involved in their local communities.
- **Improve our shared understanding** of what makes our spaces and places feel safe and welcoming for older residents and evidence the design and delivery of this into our public realm and regeneration work, on our transport system, in the home and online.
- **Improve the accessibility and suitability of transport**, across the Bee Network, door-to-door provision and within our work to increase active travel.
- **Increase Greater Manchester communities' resilience** in the face of climate emergency, extreme weather, pandemics, and other shocks.
- **Create more age-friendly homes in the development of new homes**, as we retrofit older homes and improve awareness of the housing options available to people as they age.
- **Help people to stay safe in their own homes** by reducing deaths and injuries due to home fires.



## How do we deliver?

- **Complete delivery of our Ageing in Place Pathfinder** by agreeing key principles to deliver co-produced ageing well action plans and social infrastructure within neighbourhoods and identifying priority neighbourhoods for implementation with the boroughs.
- **Develop and grow the network of age-friendly neighbourhoods** and places across Greater Manchester to promote and share practice and support skills development for our residents and workforce, alongside our reform of services to integrated neighbourhood working.
- **Convene partners to increase understanding of what creates safe and welcoming places and spaces** for older people by engaging residents, improving our data and sharing good practice.
- **Identify actions required to improve safety and feelings of safety** from key community safety partners including the police, local authorities, transport and housing providers.
- **Develop and deliver an age-friendly transport action plan** that brings an ageing lens to all transport modes and transport information, i.e. the Bee Network, active travel and community/demand responsive transport (DRT).
- **Utilise and build upon the available research and the expertise of the Greater Manchester Housing, Planning and Ageing Group** to ensure the voices of older residents inform and actively contribute to regeneration and place making programmes. Enable local neighbourhoods to thrive and provide the amenities, services and community spaces that enable residents to age well.
- **Embed understanding of older people's needs and assets** in planning for shocks, stresses and disruptive events linked to extreme weather events, the climate emergency, emerging infectious diseases and infrastructure failings.
- **Adopt tools and frameworks for increasing the age friendliness** of our housing stock, including the [Framework for Creating Age-friendly Homes in Greater Manchester and Creating Age-Friendly Developments](#).
- **Target Greater Manchester Fire and Rescue Service** locality resources, with a focus on private rental sector, to increase uptake of Home Fire Safety Check from residents aged 50 and over.



## Greater Manchester Ageing in Place Pathfinder

Around £4 million is being invested over four years to help create great places to grow older through the Ageing in Place Pathfinder. Led by the Ageing Hub, the programme is a collaboration with Manchester School of Architecture (Manchester Metropolitan University) and ten neighbourhood-based partnerships.

The pathfinder builds on extensive work delivered by a range of local partners over more than a decade to create age-friendly spaces and places across the city-region. In these ten neighbourhoods, the pathfinder lead organisations are delivering engagement programmes with local residents and other stakeholders and anchoring resident-led partnerships. Each pathfinder will co-produce a local spatial action plan and oversee projects that improve healthy ageing, combat loneliness and social isolation, and improve



# AGEING WELL: PREVENTIVE ACTION IN MID AND LATER LIFE

**'While the Government has set a target of five years of extra healthy life expectancy for everyone by 2035, according to the Health Foundation, achieving this through current policies will take 192 years.'**

International Longevity Centre  
- UK, 2023







## Our ageing population is one of society's grand challenges

The Greater Manchester Strategy recognises ageing as one of society's biggest challenges. Life expectancy in Greater Manchester bucked national trends by increasing in the years leading up to 2020. However, progress was set back by the COVID-19 crisis which affected Greater Manchester more deeply than other areas. Today, too many older people are living in poor health and severe inequalities remain.

Despite these challenges, Greater Manchester has the opportunity to build upon its history of joint working between the ten local authorities, and as an integrated care partnership co-terminus with a mayoral combined authority, to tackle inequalities in health and care and put ageing well at the heart of every policy.

Delivering our age-friendly strategy, and particularly our objectives for Ageing Well, is a key part of our shared Greater Manchester commitment to shifting the dial on prevention, we recognise this is not solely the responsibility of a single agency and are working across community, clinical and care to achieve our objectives.

Greater Manchester is also home to world-class healthy ageing businesses and is recognised as a centre of excellence for age-friendly research, as recognised by the Greater Manchester Strategy, Greater Manchester Local Industrial Strategy and Greater Manchester International Strategy and can draw upon these strengths to introduce innovations to our health and care system.



## Poor health in later life is compounded by inequalities

Where we live, our gender, ethnicity, sexual orientation and socio-economic class all have an impact on our ability to age well and lead healthy older lives. The UK has the largest gender health gap in the G20 and in Greater Manchester, although women's life expectancy is higher overall, women spend more years of their lives with illness and disability than men. This strategy will support the wider Greater Manchester Women's Health Strategy to address gender inequalities in later life and embed ageing well approaches in policy making across Greater Manchester.

Research has found that people in the south of England live longer and in better health than people living in the North and areas with high levels of deprivation face the worst health outcomes. On several key ageing well metrics, Greater Manchester is below the national average.

## Falls and Dementia

Falls rates in Greater Manchester are higher than they are for the rest of the country – six out of ten local authorities in Greater Manchester have a higher number of emergency hospital admissions per 100,000 due to falls in people aged 65 and over than the average across England. A fall in mid to later life can have a major impact on a person's ability to live life and age well. They are also a crucial indicator of potential poor health in mid to later life for which early preventative intervention can support individuals to age well.

In addition, dementia rates in Greater Manchester are higher than they are for the rest of the country – nine out of Greater Manchester's ten local authority areas have a higher rate of dementia diagnosis for people aged 65 and over per 10,000 than the England average. Research suggests that 40% of cases of dementia could be prevented or delayed by enabling lifestyle changes such as smoking cessation, physical activity, and reduced alcohol consumption; preventative health screening and referrals such as blood pressure and hearing checks; and environmental changes such as reducing air pollution and risks of head injury.

## Active Lives and Mental Health

Active lives are a key pillar of the Ageing Hub's work, helping people remain active for longer is a key component of healthy ageing. However, older people in Greater Manchester are less active than the England average - 34.8% of Greater Manchester adults aged 55 and over are inactive – meaning they participate in physical activity for less than 30 minutes a week. This is higher than the Northwest (33.7%) and England (32%).

Mental health conditions among older people are often under recognised, undertreated and the stigma surrounding these conditions can make people reluctant to seek help. This is compounded by ageist attitudes in society and the workplace. Our mental health is also affected by the cumulative impact of earlier life experiences including exposure to adversity, loss of intrinsic capacity or a decline in functional ability. In addition, older people are more likely to experience life events such as retirement, bereavement or physical illness, which can impact our mental health.



In Greater Manchester, there were 16,979 people aged 65 and over accessing health services due to mental health issues in September 2023, this accounts for 17% of all people accessing services. Depression is thought to affect around a quarter of people aged 65 and over (compared to a fifth of people aged 16+), yet it is estimated that 85% of older people with depression receive no help at all from the National Health Service.

## **Our 2034 Vision**

### **Longer, healthier lives**

In 2034, Greater Manchester residents are living longer and healthier lives. Health inequalities are in retreat, the health gap between the richest and poorest residents has reduced, older women's healthy and disability-free life expectancy has improved and access to health services is more equitable. Older people have easier access to the physical and mental healthcare they need, with care in both clinical and community settings meeting the changing needs of their neighbourhood.

The mental wellbeing of older people in Greater Manchester has improved, more older people are accessing mental health services and the presence of the most common mental health problems has receded. Older residents are able to access mental health services without fear of discrimination and ageist attitudes in mental healthcare have receded.



## Falls prevention and Active Lives

The number of falls has significantly reduced due to earlier risk detection, and people who have experienced a fall are better supported to recover and minimise their risk of falling again. More older Greater Manchester residents are regularly participating in creative activities, culture and heritage, enhancing their health and happiness. Fewer older Greater Manchester residents are inactive thanks to more widespread, affordable, and accessible leisure and fitness provision which provides social benefits.

## Dementia

The quality and experience of dementia care has improved across Greater Manchester. The health and wellbeing of those living with dementia has improved and support is available for everyone, where and when they need it.

## Community-centred approach

Public health policies take community-centred approaches, learning from the vital role of informal networks during the COVID-19 lockdowns. Those involved in commissioning and delivering strategy across Greater Manchester have a better understanding of the priorities for ageing well due to better information sharing across the National Health Service, social care, and voluntary sector organisations.

## Where do we want to be by 2027?

**‘Central and local government will have the principal responsibility for environmental factors which can delay or prevent the probability of early ageing.’**

Chief Medical Officer’s  
Annual Report, 2023

To move closer to our 2034 vision, where older people in Greater Manchester are living longer, healthier lives. We have set the following three-year objectives:

- **Embed** Ageing Well approaches in Greater Manchester public health strategies to focus on preventative action.
- **Increase** the proportion of older people receiving appropriate mental health support.
- **Increase** levels of physical activity amongst older people.
- **Reduce** the number of people falling by adopting a set of minimum standards for primary falls prevention across Greater Manchester agencies.
- **Support** the Greater Manchester Women’s Health Strategy to promote action on the health and wellbeing of older women.

## How do we deliver?

- **Develop a set of Greater Manchester Ageing Well Standards**, building on the approach we have taken to Falls Prevention in Greater Manchester to improve equity of access and equality across Greater Manchester.
- **Deliver on the Greater Manchester Falls Collaborative system-wide action plan**, documenting key 'opportunities for action' in relation to the key thematic areas identified in the 'Greater Manchester Falls Prevention: Delivering integration and reconditioning.'
- **Support the Community Mental Health Transformation Programme** to meet the needs of older people's mental health and wellbeing, with meaningful involvement from older people with lived experience through the Greater Manchester Older People's Mental Health Network.
- **Embed delivery of active ageing across Greater Manchester**, in partnership with Greater Manchester Moving.
- **Learn from our Ageing in Place Pathfinder** to sustain and scale community led approaches to ageing well that can support our shift to prevention, embed the principles of our Greater Manchester Live Well programme for older people and improve take-up/ access to public health and other services.
- **Ensure the Greater Manchester Ageing Hub plays an active role** in supporting delivery of the Greater Manchester Women's Health Strategy.
- **Work in partnership with the Greater Manchester Population Health team**, Directors of Public Health, and NHS Greater Manchester to help residents to Age Well across Greater Manchester.
- **Work in partnership with the Dementia United team** to support the delivery of the 'Dementia United and Brain Health: Delivery Plan 2023-25.'
- **Ensure the Greater Manchester Ageing Hub remain responsive** to opportunities to support and share knowledge and information to progress other essential health agendas for older people including creative health, nutrition and hydration, and gender-based violence.





## Case-Finding for Falls Prevention

The Greater Manchester Falls Collaborative, convened by the Ageing Hub, has secured £100,000 of funding from the Office for Health Improvement and Disparities (OHID) and the Centre for Ageing Better to test a 'case finding approach to falls prevention'. The project will take place in the South Wigan Ashton North (SWAN) Primary Care Network and will utilise key health/community data to case find cohorts of individuals at greatest risk of deconditioning and/or a fall. The project will build on the existing community intervention offer across Wigan, including strength and balance provision, a home falls risk assessment, medication review and a further health improvement conversation around nutrition and hydration, smoking, and alcohol.

## The Greater Manchester Moving Strategy: Active Lives For All

The Greater Manchester Moving Strategy makes a commitment to work with and meet the needs of Greater Manchester people, families, and communities, in all their diversity, to enable everyone to live an active life.

A key priority is to: Celebrate an active life in older age in a way that is age positive and inclusive, dismantling systemic ageism, creating, and embedding age-friendly language, structures, spaces, places and activities.





# **WORKING TOGETHER:** GREATER MANCHESTER AS A CENTRE OF EXCELLENCE IN AGE-FRIENDLY POLICY, RESEARCH AND DELIVERY

## **A successful age-friendly city-region must place older people's voices at the heart of decision-making**

In Greater Manchester, we want older people to co-lead our age-friendly city-region. Infrastructure like the Older People's Equality Panel and Older People's Network gives a platform for older residents to develop a shared voice to influence policy and practice.



In 2015, Greater Manchester Older People's Network was established as part of the Ambition for Ageing Programme and has since grown to over 430 members. It works in partnership with many organisations across Greater Manchester and maintains a strong link with the Ageing Hub.

The Greater Manchester Older People's Equality Panel was set up in March 2022, it works to champion the voices and experiences of older people in Greater Manchester and provide opportunities for them to feed into the development of policies and decision-making of Greater Manchester Combined Authority. It does this by:

- **Advising** the Mayor and Greater Manchester Combined Authority on key issues and concerns of older people, and help to provide and influence solutions.
- **Providing** a critical voice and scrutinise the work of the Mayor and Greater Manchester Combined Authority.
- **Undertaking** specific pieces of work and focussing on particular issues or projects on an ad-hoc basis.

Other initiatives such as Pride in Ageing, the Greater Manchester BAME Network, mental health and faith networks help make policy and steer priorities.

## Greater Manchester as a centre of excellence on ageing

Greater Manchester is recognised as an international centre of excellence on ageing, it hosts leading UK ageing centres and is home to a thriving ecosystem of businesses

in the Health Innovation sector (Appendix E). Key local organisations and infrastructure such as Health Innovation Manchester, MIDAS and the Growth Hub help to support this through a pipeline of ageing-related projects.

In 2018, Greater Manchester was recognised as the UK's first age-friendly city-region by the World Health Organisation. Greater Manchester also has an increasing number of community-led age-friendly programmes which Greater Manchester Combined Authority and Greater Manchester's local authorities have plans to support.

Age-friendly Greater Manchester collaborates with national and international programmes to share good practice and influence international agendas, including the World Health Organisation and Eurocities. Greater Manchester's world-class expertise on ageing makes it an international leader on this agenda. The Ageing Hub drew upon its national and international links in the development of this strategy and received world-leading expertise and critical feedback from an international advisory board (Appendix F).

The Greater Manchester Local Industrial Strategy supports the development of an International Centre for Action on Healthy Ageing. At the time of publication the Greater Manchester Ageing Hub is working on the business case for this centre which has cross-sector support from both domestic and international partners, who recognise the unique opportunity Greater Manchester has to develop an International Centre given its already existing strengths in ageing and working together.

## Our 2034 Vision

### Age-friendly is business as usual

By 2034, age-friendly is business as usual, a thread running through our devolution, reform, economy, transport, public health and cultural strategies. An age-friendly lens is applied to all policy-making and every local authority has an age-friendly plan co-designed across generations.

All ten local authorities are part of the UK network of age-friendly cities and Greater Manchester has further advanced its reputation as a world-leading age-friendly city-region. Our age-friendly work has contributed to transforming the help and support available in neighbourhoods and place-based integrated working as described in our Greater Manchester model of unified public services.

### A growing older people's network

The Greater Manchester Older People's Network has continued to grow and has a diverse membership drawn from across the city-region. A wider intergenerational age-friendly movement has flourished and is influencing people and organisations throughout the city. Valuing and listening to the voices of older people is business as usual with leading practice in engagement and co-production throughout organisations and places in Greater Manchester.

The Greater Manchester Older People's Equality Panel has been giving a voice to older people for 12 years, has a settled structure and governance arrangements. The Greater Manchester Older People's Network has continued to grow and is coming up on its twentieth anniversary.







## International collaborations and commercialisation

The International Centre for Action on Healthy Ageing has established itself as a world-leading research centre on healthy ageing and is developing innovations to help people live longer, healthier lives. These innovations are being commercialised and shared around the world.

Greater Manchester hosts flourishing age-sector businesses and is a world leader in ageing research, policy and implementation. These businesses are working collaboratively with Greater Manchester's universities, local authorities, and NHS Greater Manchester to develop and implement innovations.

## Where do we want to be by 2027?

To move closer to our 2034 vision, where age-friendly is business as usual and a thread running through all policy and strategy, we have set the following three-year objectives:

- **Increase** the voices and experiences of older people in Greater Manchester decision-making, ensuring they reflect the diversity of the city-region's older population in terms of background, identity and experience.
- **Continue** to convene partners to raise awareness, share research and listen to the voices of older people with complex needs or who may be experiencing structural disadvantage to understand the different experiences of ageing. For example, veterans or learning disabled adults.

- **Grow** the Greater Manchester ageing eco-system with new partnerships & distributed leadership.
- **Work** together as 10 distinctive age-friendly places to share best practice and improve our knowledge base to develop evidence-based practice policy and strategy.
- **Support** the voluntary, community and social enterprise sector to respond to the challenges and opportunities of ageing.
- **Create** innovations in the way we deliver age-friendly work, including as part of our Greater Manchester work to deliver place-based integrated working, and develop our skills and leadership to create system shifts that enable us to scale good practice.
- **Develop** Greater Manchester as a centre of excellence on ageing.
- **Continue** to work with international collaborations.

## How do we deliver?

Support the Greater Manchester Older People's Equality Panel and the Greater Manchester Older People's Network, including expanding membership of the network and promoting co-production methods across our strategy and the work of others

- **Produce** a business case for the International Centre for Action on Healthy Ageing.
- **Produce** a Greater Manchester age-friendly framework to support Greater Manchester local authorities.
- **Increase** uptake, output and quality of Hub online events, social media and online materials.
- **Develop** a protocol with our university partners to ensure Greater Manchester research supports the age-friendly strategy.
- **Review** Ageing Hub governance arrangements to be more inclusive and effective.
- **Host** a World Health Organisation event on subnational programmes and become a World Health Organisation age-friendly affiliate.





## Greater Manchester Older People's Equality Panel

The Greater Manchester Older People's Equality Panel was set up in March 2022. It works to champion the voices and experiences of older people in Greater Manchester and provide opportunities for them to feed into the development of policies and decision-making of Greater Manchester Combined Authority. It does this by:

- Advising the Mayor and Greater Manchester Combined Authority on key issues and concerns of older people, and help to provide and influence solutions.
- Providing a critical voice and scrutinise the work of the Mayor and Greater Manchester Combined Authority.
- Undertaking specific pieces of work and focussing on particular issues or projects on an





# SPOTLIGHT ON

## Digital Inclusion

**We live in an increasingly digitised world, where access to key services is moving online and offline alternatives are disappearing. Older people are disproportionately affected by these changes. Rates of older people experiencing digital exclusion are growing, impacting on their ability to participate in everyday life.**

Reasons for digital exclusion are varied and interconnected. Improving digital skills is key but cost is also a factor. Not only is the cost of a laptop, tablet or smartphone prohibitive, with recent sharp rises in utility bills, many older people are struggling to keep up with their broadband bills with some cancelling the service. The Greater Manchester social housing digital inclusion pilot suggests that people in low-income households can afford to pay £4-£7 per month whereas current social tariffs are £12-£20.



## Where do we want to be by 2027?

- **Close the digital divide experienced by older people**, securing and promoting digital support offers to older residents, including around data, devices and skills, and making the case for offline alternatives where practical.
- **Support industry** and Greater Manchester partners to most effectively manage the Public Switched Telephone Network transition from analogue to digital for older residents.
- **Improved access to information** about local services, what is going on in your area and how you can access it.
- **More private businesses have improved accessibility** to their services including banking and other essential services.

## How do we deliver?

- **Contribute to the Greater Manchester Public Switched Telephone Network working group**, raising the concerns of older customers including telecare users.
- **Work with NHS Greater Manchester to improve health care access for older people** who are digitally excluded, with a particular focus on primary care.
- **Work with Transport for Greater Manchester** to support the provision of Bee Network travel information in non-digital formats.



## Greener Later Lives

Climate change and extreme weather are an increasing risk to older people's lives and health. Greater Manchester faces major environmental challenges that threaten the future health and prosperity of our region and older people are one of the most vulnerable groups to these challenges. Although historically extreme cold has been associated with a greater number of excess deaths, over recent years, heat-related deaths have increased. Increased likelihood of ill-health means that older people are also more vulnerable to the effects of poor air quality and pollution.

The green agenda can also be a negative, generational dividing narrative, which can overlook the voice, role and needs of older people. Older people are a huge community asset in tackling and adapting to climate change – and many older people are already active participants in making their neighbourhoods greener.

## Where do we want to be by 2027?

- **Ensure the voice and lived experience of residents** in mid and later life informs our environmental and climate action.
- **Improve and expand communication and messaging** about the climate emergency for older age groups.
- **Increase understanding of the impact of the climate emergency on residents in mid and later life** across systems responsible for adaptation planning, resilience, and other responses.
- **Work to achieve a low carbon economy for Greater Manchester** in a way that is inclusive of residents in mid and later life.

## How do we deliver?

- **Collate, promote and share practice** on older residents' engagement and leadership.
- **Incorporate ageing into emerging Greater Manchester plans.**
- **Active travel strategies are inclusive of those in mid and later life**, including disabled residents and those with limited mobility.
- **Work on the energy advice demonstrator**, retrofit and home improvement.
- **Identify opportunities for intergenerational dialogue and carbon literacy education** in community settings.



# MEASURING IMPACT

**This strategy has set out a range of short-term objectives intended to move us closer to becoming a great place for everyone to grow old. The Ageing Hub will develop an implementation plan setting out clear milestones, deliverables and timings for the actions set out in the strategy and regularly report progress to the Greater Manchester Ageing Hub Executive and Greater Manchester Reform Board. The objectives set out in this strategy will be reviewed every three years and actions set out in the implementation plan will be refreshed every 12 months.**

The Ageing Hub will monitor progress through a combination of quantitative and qualitative data collected for our implementation plan and will also draw upon the Ageing Hub's existing relationships with world class academics, researchers, and the voices of older people themselves to inform our monitoring and delivery.

To support the implementation of our objectives under the Places theme, we will develop and deliver an age-friendly transport action plan and continue to learn from older residents through the Ageing in Place Pathfinder while identifying opportunities to scale up. We will also continue to convene the Housing, Planning and Ageing Group to generate evidence-based research and policy.

Under the Ageing Well theme, we will continue to learn from the Greater Manchester Falls Prevention Collaborative and work with Greater Manchester Moving to deliver the Active Lives for All strategy and with NHS Greater Manchester to influence the development and delivery of the Women's Health Strategy.

Finally, we will continue to share learning and knowledge with other members of the Ageing Hub in addition to national and international partners and listen to the voices of older people through the Greater Manchester Older People's Network and Older People's Equality Panel.



# ACKNOWLEDGEMENTS

## Executive group

**The Ageing Hub executive group provides strategic direction and accountability for the Age-friendly Greater Manchester strategy and oversees the work of the Greater Manchester Ageing Hub team. Chaired by the lead Chief Executive for Equalities and Communities, the executive group includes representatives from:**

- NHS Greater Manchester
- Greater Manchester Housing Providers
- Greater Manchester Moving
- The University of Manchester
- Transport for Greater Manchester
- Greater Manchester Centre for Voluntary Organisation (GMCVO)
- Centre for Ageing Better





## Age-friendly Greater Manchester wider team

The Ageing Hub core team works in partnership with the ten Greater Manchester councils, meeting quarterly to monitor progress with age-friendly local plans. Seven of our councils have been awarded membership of the UK Network of Age-friendly Communities (Bolton, Bury, Manchester, Salford, Stockport, Trafford, and Wigan), with Manchester and Salford also achieving World Health Organization recognition and others working towards this. Each of the ten councils has a nominated lead officer for ageing and an elected member with responsibility for age-friendly work.

The Ageing Hub core team, based at Greater Manchester Combined Authority, works with a wider team of associates and partners on issues around ageing including:

- The ten Greater Manchester councils
- [NHS Greater Manchester](#)
- [Age UK](#) in Greater Manchester
- [Office for Health Improvement and Disparities](#)
- The University of Manchester
- [Manchester Metropolitan University](#)
- [The University of Salford](#)

- [Greater Manchester Centre for Voluntary Organisation \(GMCVO\)](#)
- [Greater Manchester Fire and Rescue Service](#)
- Greater Manchester Police
- [Greater Manchester Housing Providers](#)
- [Centre for Ageing Better](#)
- [Health Innovation Manchester](#)
- [Transport for Greater Manchester](#)
- [The LGBT Foundation](#)
- [Greater Sport](#)
- [Greater Manchester Active](#)
- [Talking About My Generation](#)

## International networks

The Ageing Hub core team participates in a number of international networks on issues around ageing including:

- [Eurocities](#)
- [World Health Organization Global Network for Age-friendly Cities and Communities.](#)



# REFERENCES

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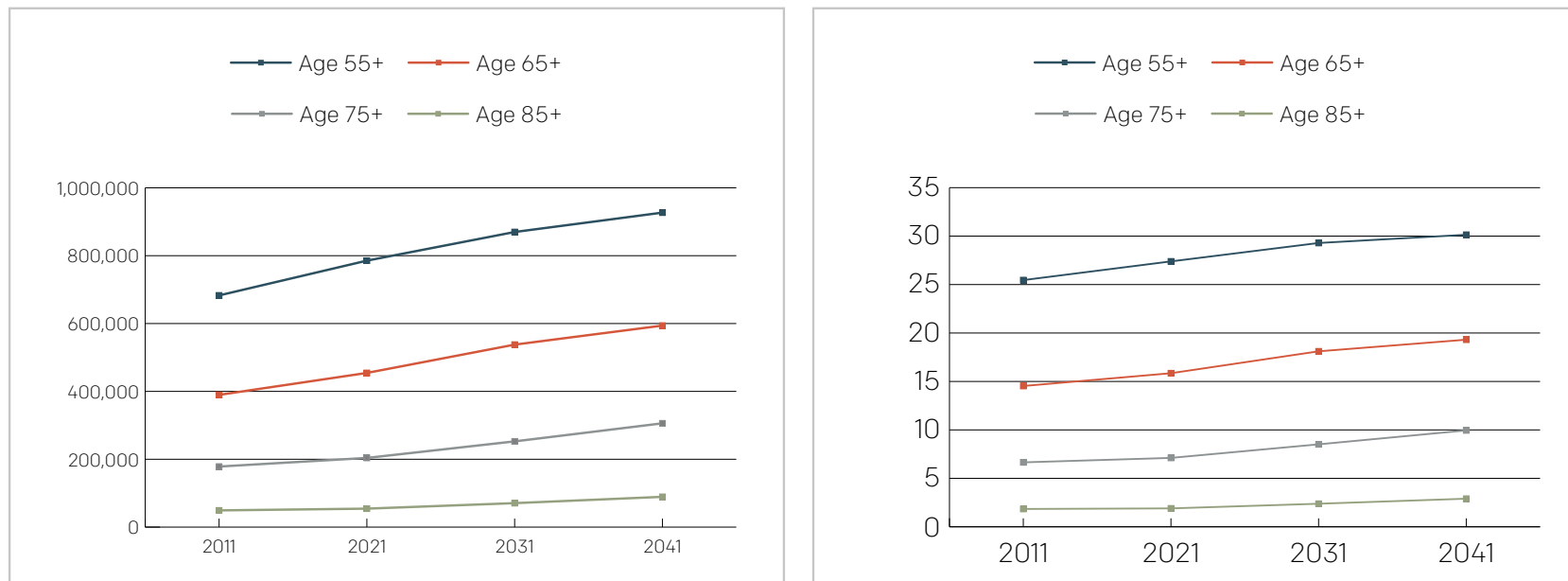
# APPENDICES

All data and commentary contained in the appendices below can be found in [The State of Ageing in Greater Manchester](#), published in January 2024.

## Appendix A: Our changing population

Every age cohort above age 55 has increased in size and as a percentage of the Greater Manchester population over the last ten years, with even greater increases projected over the next two decades for the oldest age groups. There are over 780,000 people aged 55 and over living in Greater Manchester today, 27.4% of Greater Manchester's population. This is projected to grow rapidly, in both proportion and number. Between now and 2041, Greater Manchester is predicted to see its population aged 75 and over grow by almost 50%, resulting in nearly 100,000 more residents.

### Older Greater Manchester residents by number and Older Greater Manchester residents as % of population

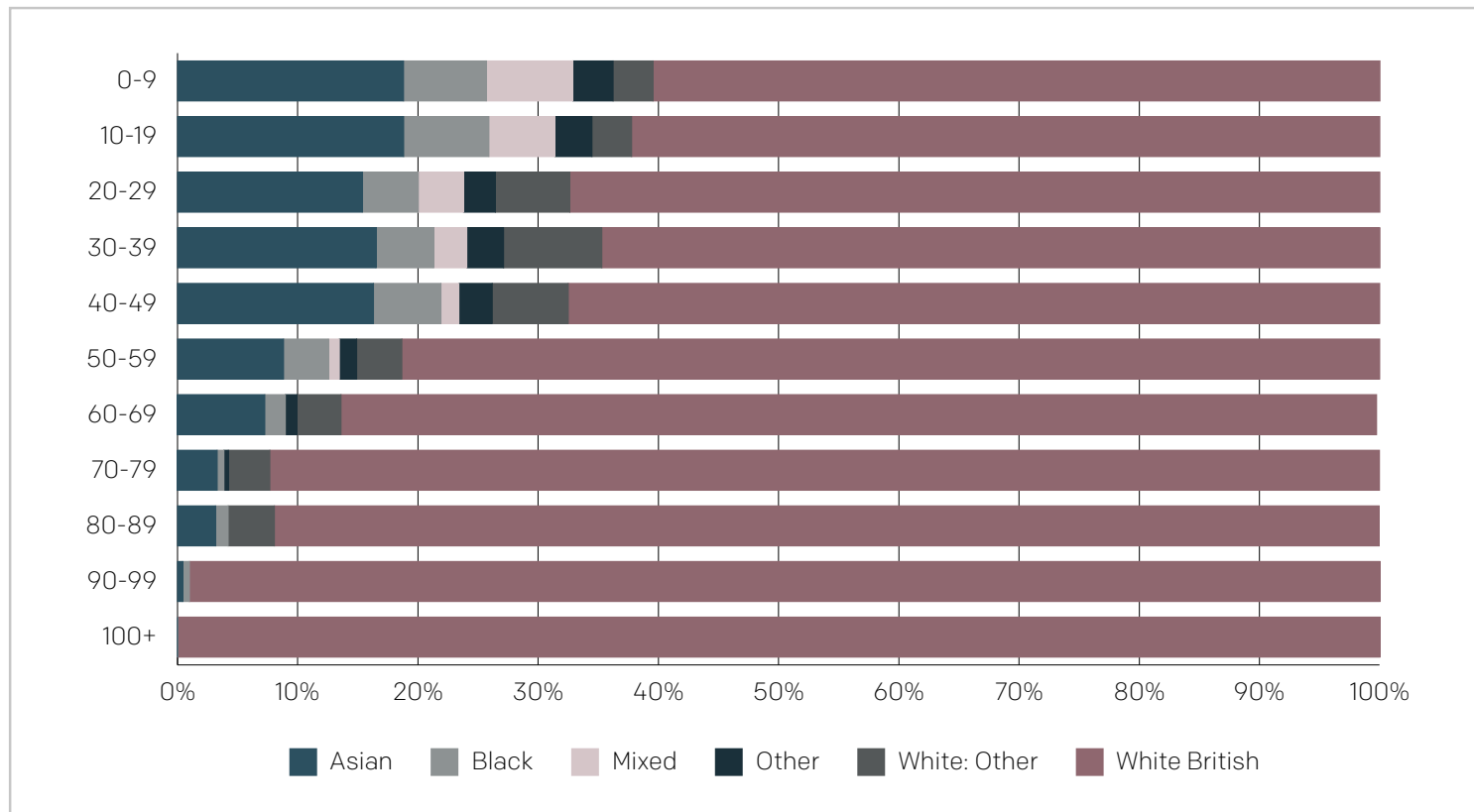


The ten local authorities in Greater Manchester are ageing at different rates. Amongst residents aged 75 and over between 2011 and 2021, Manchester saw a 4% decrease, while Wigan saw a 33% increase. Bolton, Stockport and Tameside also have significant growth and projected growth in the oldest age groups.

## Appendix B: Greater Manchester's older population is becoming more diverse

Greater Manchester's older population has become significantly more ethnically diverse between the 2011 and 2021 Census, and is predicted to have an even larger increase in groups including Asian, Black, and Mixed identities when the current cohorts of 40-49 year olds, 50-59 year olds, and 60-69 year olds enter their 50s, 60s and 70s by the 2030s, notwithstanding the differences in life expectancy among some people experiencing racial inequalities.

### Ethnicity by age and local authority, Greater Manchester, % of population, 2021



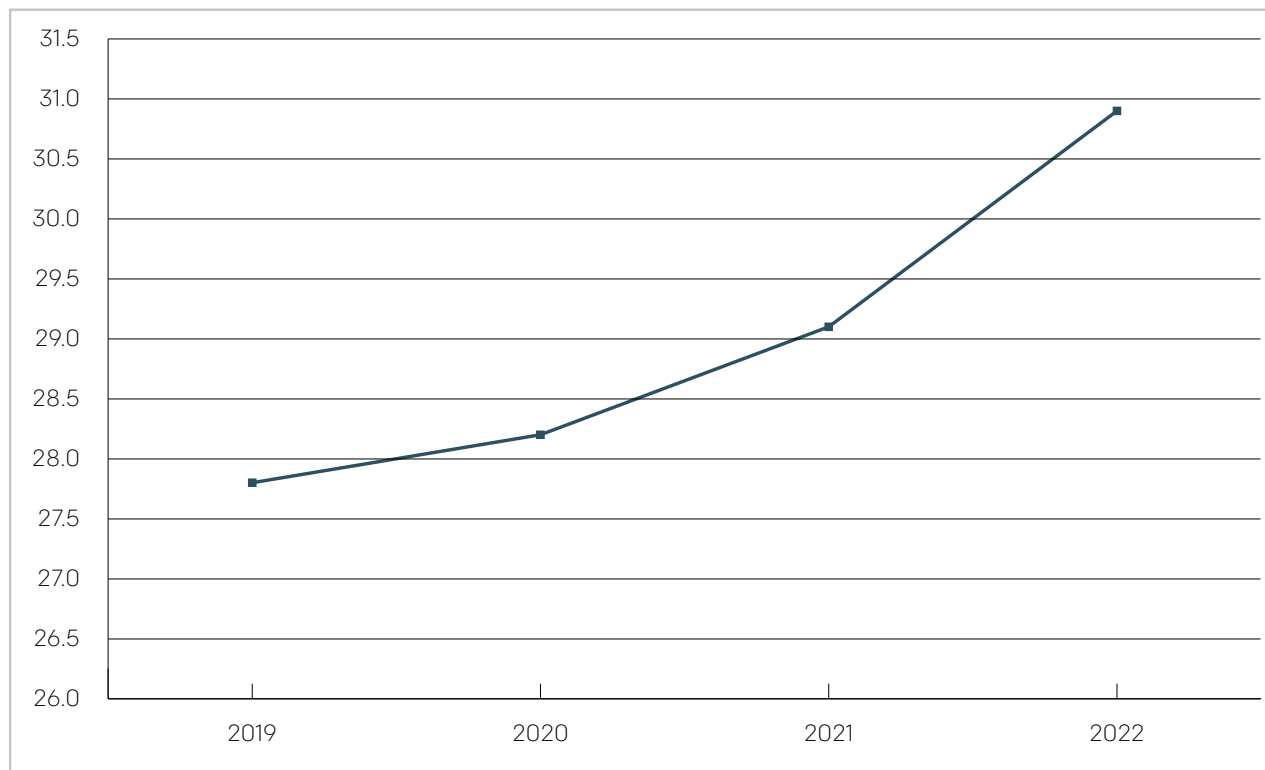


## Appendix C: Economic Inactivity among older people in Greater Manchester

Between January and December 2022, 23.8% (428,000) of Greater Manchester's Working-Age Population (WAP) were economically inactive. 30.9% (160,000) of those aged between 50 and 64 and 91.1% (408,000) of those aged over 65 were economically inactive in 2022. Since the pandemic began, economic inactivity across the UK increased by 565,000, reversing the downward trend inactivity had been on since the turn of the 21st century and marking the UK as an international outlier, being one of the only OECD countries that has not returned to its pre-pandemic employment rates.

Between 2019 and 2022 in Greater Manchester, the number of working age people that were economically inactive increased by 10,200 (0.4 percentage points), however, those aged between 50-64 were disproportionately affected. The number of economically inactive residents aged 50-64 increased by 19,300 (3.1 percentage points).

### Percentage of economically inactive people aged 50-64, 2019-2022

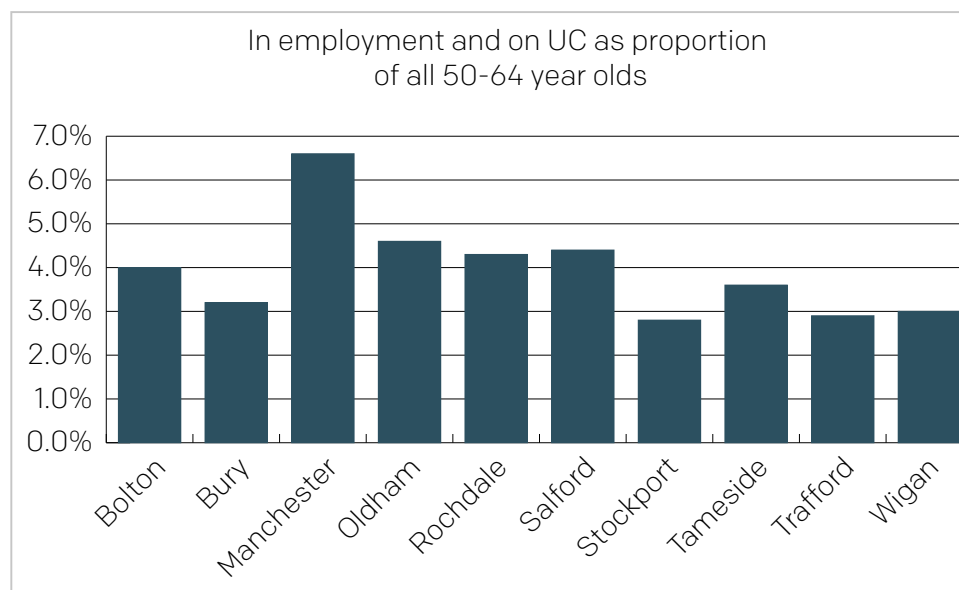


## Appendix D: Older People in work and claiming Universal Credit

The number of Universal Credit claimants rose sharply during the early stages of the pandemic and has remained persistently high since then. Looking at those of working age, Greater Manchester has a slightly lower proportion of Universal Credit Claimants aged between 50 and 64 than Great Britain as a whole. There were 345,300 people claiming Universal Credit across the city region in October 2023, 21.5% (74,200) of which were aged between 50-64 (14.2% of the total population aged 50-64). This compares to 22.2% for the North West and 23.0% across Britain. Of those claiming Universal Credit in Greater Manchester, 8.3% were aged 50-54, 6.8% were aged 55-59, 6.3% were aged 60-64.

However, there are significant numbers of older people facing financial insecurity despite being in employment. 4.0% (21,100) of people aged 50-64 in Greater Manchester are in employment and claiming Universal Credit. The chart below shows the proportion of people aged 50-64 in employment and claiming Universal Credit by local authority: Bolton 4.0% (2,100), Bury 3.2% (1,200), Manchester 6.6% (5,200), Oldham 4.6% (2,000), Rochdale 4.3% (1,800), Salford 4.4% (1,900), Stockport 2.8% (1,600), Tameside 3.6% (1,700), Trafford 2.9% (1,300), Wigan 3.0% (2,000).

### Proportion of people aged 50-64 on Universal Credit and in employment





## Appendix E: Greater Manchester Ageing Hub International Advisory Board

In January 2024, the Greater Manchester Ageing Hub convened a panel of international and national advisors to provide insight and feedback on the development of this strategy:

- **Thiago Hérick de Sá** – Technical Officer, World Health Organization
- **Tom van Benthem** – Director, Public Health Service of Amsterdam
- **Anne Berit Rafoss** – Project Manager, Norway Age Friendly Communities Programme
- **Natalie Turner** – Deputy Director for Localities, Centre for Ageing Better
- **Cristina Odone** – Head Family Policy Unity, Centre for Social Justice
- **Catherine Foot** – Director, Phoenix Insights
- **Helena Herklots** – Older People’s Commissioner for Wales
- **David Sinclair** – Chief Executive, International Longevity Centre - UK
- **George MacGinnis** - Healthy Ageing Challenge Director, UK Research and Innovation
- **Nic Palmarini** - Director, National Innovation Centre for Ageing
- **Liz Hayes** – Grant and Operations Manager, Worwin Foundation
- **John Palmer** - Director of Policy and Communications, Independent Age
- **Chris Phillipson** – Emeritus Professor of Sociology and Social Gerontology, University of Manchester
- **Farrell Renowden** – Director, Creative Ageing Development Agency



**GREATER  
MANCHESTER**  
DOING AGEING DIFFERENTLY

