

**Manchester City Council
Report for Resolution**

Report to: Communities and Equalities Scrutiny Committee -
7 September 2016

Subject: Manchester's Generations Together

Report of: Deputy Chief Executive (People, Policy and Reform)

Summary

This report outlines a range of activity underway as part of the Manchester Generations Together programme. This programme brings together the Intergenerational work being undertaken as part of the Age-friendly Manchester (AFM) programme and through work to support the Council's Corporate Equality Objectives.

The programme of activities builds on previous work undertaken including work to deliver 12 Intergenerational projects across the City supported by government funding between 2009 and 2011, and activity focussed on embedding Intergenerational working into service delivery between 2012 and 2014. A central theme of this work has been collaboration with partners across the City to deliver improvements which are cross-cutting across areas.

Recommendations

Members are invited to note and provide comment on the contents of this report.

Wards Affected: All

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the officers above.

None

1.0 Introduction

- 1.1 This report outlines a range of activities underway as part of the Manchester Generations Together programme. This programme brings together the Intergenerational work being undertaken as part of the Age-friendly Manchester (AFM) programme and through work to support the Council's Corporate Equality Objectives.

2.0 Background

- 2.1 Manchester has developed a definition of Intergenerational work, which is set out in the Manchester Intergenerational toolkit:

“Intergenerational work involves bringing people from different generations together in purposeful, mutually beneficial activities. These can promote greater understanding and respect between these generations and can contribute to building stronger communities. Intergenerational work builds on the positive resources that the young and old have to offer each other and those around them.”

- 2.2 Work to deliver sustainable interventions in this area contributes to a number of key Council and City-Wide objectives. The Council's Corporate Equality Objectives include a stated commitment to 'Know Manchester Better' and support the Council's resolution to increase community cohesion: bringing generations together to promote understanding and respect has a clear role to play here. This, in turn, will support the overarching Manchester Strategy commitment to create a city which is progressive and equitable.
- 2.3 The aim of the AFM programme is to improve the quality of life for older people in the city and to make the city a better place to grow old in. Taking an intergenerational approach to community projects and programmes is an important way of bringing younger and older generations together and promoting understanding of their diverse experiences of the city. It is important to realise that younger and older people live as part of multigenerational/all-age communities and that this can offer future opportunities for engaging all ages. Intergenerational work connects activity as part of the AFM programme to work to support other age-groups, including the organisation's Youth Strategy. This work forms part of the theme of 'Age-friendly Services' within the AFM Plan 2016 – 2017

- 2.4 This work is overseen by a small steering group made up of:

- Cllr Azra Ali (Intergenerational Lead Member)
- Suzan Gregory (Equalities Team Leader)
- Elaine Unegbu (AFM Older People's Board member and Intergenerational Lead)
- Patrick Hanfling (Project Manager, Age-friendly Manchester Team)

3.0 Manchester Generations Together Programme

3.1 Develop a model of service change, where the Equalities Team integrate Intergenerational work into their service delivery (April 2016 – April 2017)

- 3.1.1 Historically, Intergenerational practice across the UK has been delivered through a project approach. In Manchester, this approach was originally developed through the Generations Together programme between 2009 and 2011. However, while projects often had effective outcomes, there was often not a significant and sustained change in how services operated from an Intergenerational perspective.
- 3.1.2 One notable exception is the As Intergenerational training programme developed as part of this previous work. This has been delivered through the AFM Team for a number of years, and proved successful in offering a way for partners to develop their own Intergenerational work. This programme offers individuals the opportunity to learn, share good practice and support to help shape their work and bring about a sustainable change in their approach and outcomes.
- 3.1.3. Moving beyond this project based approach, this year, officers are working to embed Intergenerational approaches into a number of existing equality focussed initiatives, such as:
- Black History Month
 - LGBT Question Time
 - Disability History Month
 - International Women’s Day
 - Pride
- 3.1.4 The main intention of this work is to ensure that intergenerational considerations are undertaken as an integrated consideration across the full spectrum of the Council’s equalities work. If this is successful, then this approach can be used as a model for other services to support them to embed intergenerational thinking into their business-as-usual activity.. Taking an intergenerational approach to equality projects and programmes is an important way of bringing younger and older generations together and promoting understanding across the broader communities of interest. Furthermore, the hope is that this work will help identify future opportunities for engaging all ages and broader communities together.
- 3.1.5 By embedding the intergenerational approach within our broader work on Equalities the intention is to support and enable intergenerational relationships to further develop, and grow.

3.2 Delivery of Age-friendly City visioning workshops with young people (September – December 2016)

- 3.2.1 The Age-friendly Manchester programme works with a group of Ambassadors. These ambassadors are high level officers within the Council and businesses across the city, which help shape the programme and champion its aims.

3.2.2 The Age-friendly Ambassadors have agreed to support Intergenerational approaches and work in the city. The first step was identified as a workshop with 42nd street, which is a young people's mental health charity.

3.2.3 The aim of this workshop will be to consider what an age-friendly city would look like for the young people participating. This will then be used as a basis for a follow up workshop with older people to discuss age-friendly work now. Information captured from this activity will contribute to work to support the long term vision for the city as set out within Our Manchester, the new Manchester Strategy. It will also provide an ideal opportunity to start the thinking in relation to a potential Intergenerational Charter (see below) and begin building new partnerships between the AFM programme and young people's groups across the city.

3.3 Holding the Manchester's Generation's Together symposium (October 2016)

3.3.1 For the last five years, Age-friendly Manchester has worked with the Manchester Metropolitan University School of Art on a number of projects, including Age-friendly neighbourhood research and student volunteering.

3.3.2 This year, the School has agreed to collaborate with other faculties to deliver a two day symposium as part of Manchester Design Week. The symposium will be delivered with a range of partners focussing on how we can identify opportunities for generational collaboration, to improve how our city is designed for generations and how design can be the catalyst for discussion and debate and, ultimately, citizen action.

3.3.3 The event will happen in the same month as International Older People's Day (1 October 2016). However, in the future there could be potential to deliver such work on International Young People's Day in August.

3.4 Manchester's Generations Together Charter (October 2016 – launch in 2017)

3.4.1 In 2015, the Age-friendly Manchester Older People's Charter was launched. The charter describes what is required to achieve an age-friendly city. It was designed by the Age-friendly Manchester Older People's Board (a group of older people who shape the Age-friendly Manchester programme) and consulted on with older people across Manchester.

3.4.2 The AFM Team works with organisations across the city, so they can pledge changes within their organisations as part of their commitment to the Charter. Pledges have been received from organisations such as Waites Construction, O2 and Tesco as well as public services.

3.4.3 As the Charter has been so well received, the Age-friendly Manchester Older People's Board highlighted an opportunity to develop an Intergenerational Charter for the city. This will be explored over the coming months and, if agreed, developed through joint work with older and younger people. A charter

would provide a framework for residents, organisations and community groups to pledge work to support the definition of intergenerational working set out above and could be launched in 2017.

3.5 Intergenerational workshops (May 2016)

- 3.5.1 In May 2016, the AFM Team collaborated with a small company who made a bid for funding to run two small Intergenerational workshops. The workshops were very well received and from them, a number of small community initiatives are being explored, such as the development of an intergenerational community welcome pack. In addition, the Age-friendly Whalley Range Network is working to address a number of the areas raised, in particular through the Age-friendly Streets programme. This involves working with local community researchers to audit streets and to develop action plans for improvements to the streets and the physical environment.
- 3.5.2 Due to the success of the workshops, the Council is seeking external funding to develop this approach in other areas of the city, potentially within areas that have both a high student population and older people who have lived in an area for a long time as a way of building community cohesion.

3.6 Facilitated Discussion following the Referendum (Oct 2016)

- 3.6.1 A clear generational divide in voting patterns was identified following the recent referendum resulting in Britain voting to leave the European Union. Evidence suggests that no region of Britain voted as strongly to stay in the EU as did those aged 18-24 and none voted as strongly to leave as those aged 65 and over. A facilitated intergenerational discussion between residents, and representatives from the Older People's Board, students from Manchester University and representatives from the Young People's House of Manchester, to explore the challenges posed by this divide and promote intergenerational cohesion is being planned for October 2016. This discussion will seek to provide a safe forum for an open and honest exchange and identify areas for future work to support cohesion.

4.0 Next Steps

- 4.1 In addition to the work outlined above, there are number of areas that provide further opportunity for developing Intergenerational work. These include:
- Manchester's Voice and Influence Strategy (Our City Our Strategy) is being drafted. It will outline our commitment to listen to children and young people, value their opinions and experiences, and engage them in local decision making. Here, Intergenerational approaches could be built into community engagement work with young people and to join up services using an Intergenerational lens.
 - Building collaborations with organisations that have developed effective Intergenerational work in the city, for example the People's History Museum

and the Royal Exchange. This could be a way to deliver the work above effectively and to develop next steps.

- Continuing to deliver the Intergenerational Training Programme, as part of the wider Age-friendly training which is being developed through the AFM Team and BUZZ Wellbeing Service. This training has been well received in the past and it is a way of empowering others to develop their own Intergenerational work.
- Building a media campaign around the positive work that younger and older people are involved with in the city. This could utilise the current media work carried out with Age-friendly Manchester with Manchester City Council Communications, and promote work which is being carried out
- Continuing work to embed intergenerational considerations into the Council's programme of equality events and projects and using this as a model of best practice to reach out to other Services across the Council.

One of the results of the Intergenerational work over the last few years has been the recognition that it is very hard to establish long-term working between older and younger people when it is not overseen by a coordinator. This was identified in the evaluation of Manchester's Generations Together programme 2009 – 2011 and remains a factor to consider as we focus on building upon the years of learning and development of Intergenerational work and build on new partnerships.

5.0 Conclusion

- 5.1 As set out above, work to bring people from different generations together in purposeful, mutually beneficial activities can promote greater understanding and respect. This is an important area of focus in supporting the Council's Equality Objectives and builds on the established work around Age Friendly Manchester.
- 5.2 This report provides an overview of current activity and potential future developments. Fundamental within all of these activities and approaches is the aim to deliver sustainable change and embed an intergenerational focus and consideration within the work of the Council and our partners.