

**Manchester City Council
Report for Resolution**

Report to: Communities and Equalities Scrutiny Committee – 4 January 2017

Subject: Age-friendly Manchester strategy

Report of: Strategic Director, Adult Social Services and the Director of Public Health

Summary

This report sets out the city's plans for improving outcomes for older people through the Age-Friendly Manchester (AFM) programme. This report provides an update on the activities of the AFM programme in 2016/7.

Recommendations

The committee is asked to consider and comment on the information in the report.

Wards Affected: All

Contact Officers:

Name: Paul McGarry
Position: Strategic Lead, Age-Friendly Manchester
Telephone: 0161 234 3503
Email: p.mcgarry@manchester.co.uk

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 four years after the date of the meeting. If you would like a copy please contact one of the officers above.

1. Manchester Ageing Strategy 2010-2020
2. Age-Friendly Manchester Work Plan 2016/17
3. Older People in Manchester – A Profile of Residents aged 65 and over, V5.

1. Introduction

- 1.1. This report sets out the city's approach to improving outcomes for older people through the Age-Friendly Manchester (AFM) programme, based on the World Health Organisation's Age-Friendly City (AFC) approach. Section two describes the background to the AFM approach and section three explains the five AFM themes and relevant key aims, objectives and specific areas of work.

2. Background

- 2.1. The AFC concept was developed in 2006/7 by the World Health Organization (WHO) by an international research programme that involved cities in 33 countries. It is now an internationally recognised platform to enable and facilitate good quality-of-life for older people and prepare urban areas for ageing populations. The WHO Global Network, launched in 2010, has grown from ten members (of which Manchester was an initial member) to over 300 cities and national programmes. Creating age-friendly environments is one of the four objectives of the WHO's global healthy ageing strategy launched in 2015.
- 2.2. The WHO defines an AFC through eight separate but interrelated 'domains': outdoor spaces and buildings; housing; transportation; social participation; respect and social inclusion; civic participation and employment; communication and information; and community and health services. Each one of these eight domains is characterised by its own particular set of age-friendly features.
- 2.3. The AFM programme aims to create a city that, as the WHO states, "encourages active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age". Governance of the programme is provided by the AFM Steering Group, which is chaired by the Councillor Sue Murphy, and by the AFM Older People's Board, which consists 16 older people (Manchester residents aged 50 and over), drawn from a wide range of communities and organisations, providing a critical ear and direction to the programme. The AFM programme is organised around five themes, based on the WHO AFC domains: age-friendly neighbourhoods; age-friendly services; communication and involvement; knowledge and innovation; and influence.

3. Aims and objectives for 2016-17

3.1 Age-friendly neighbourhoods

- 3.1.1 As people grow older, they tend to spend more of their time in their neighbourhood, and increasingly access local services and amenities. An age-friendly neighbourhood includes: a physical environment which is accessible to older people; provision of basic services for older people within easy reach; networks of social support; and opportunities for older people to take part in the community in which they live. The aim of this theme is to create age-friendly neighbourhoods which enable older people to be involved

in their local area. The objectives are to: support older people to deliver and participate in community projects and activities; promote local social, cultural and leisure opportunities which support good health and wellbeing; and reduce the risk of social isolation and loneliness.

Progress in 2016/7

- 3.1.2 Buzz, the wellbeing service provided by the Mental Health Trust, is commissioned by the Council to coordinate **age-friendly locality** networks and neighbourhood **age-friendly plans**. A locality network brings together services and community organisations in an area to promote local activities and projects for older people. This work will also include coordination of 'Spring into Summer' and 'Winter Warm' events and campaigns.
- 3.1.3 The "**Manchester Age-friendly Neighbourhoods**" implements the Ambition for Ageing programme - a GM £10 million Big Lottery funded programme - in Manchester, developing projects and activities in Hulme and Moss Side, Moston, Burnage and Miles Platting.
- 3.1.4 The **Naturally Occurring Retirement Community** project is coordinated by Southway Housing and based in the Old Moat area. It is designed to respond to the high percentage of older residents living in this part of the city and act as test bed for citizen led approaches to integrated working with housing, health and social care agencies. AFM is working with the University of Manchester to develop a new '**village**' **model** of citizen-led action to reduce isolation experienced by people and promote neighbourhood action.
- 3.1.5 AFM supports the delivery of a range of **volunteer-led groups**. We will continue to support: Dementia-friendly swimming; Inspired People's Project; George House Trust health and wellness 50+; Age-friendly Whitemoss; Heathfield Hall User Group; North City Nomads; Stirling Centre Age-Friendly; and Wythenshawe Wanderers.
- 3.1.6 **Age-friendly design work** includes research, promoting age-friendly design principles and developing resources. This has involved a range of work, including Age-friendly Streets and Parks, Age-friendly Homes and contributing to consultations such as the All Age Disability Strategy and the Manchester Residential Design Guide.
- 3.2 Age-friendly services
- 3.2.1 As people grow older, they often access local services. These include health and social care, transport, housing, leisure and cultural services. To be age-friendly, services need to understand and be sensitive to the particular needs of older residents. The Older People's Charter was launched in October 2015 and outlines the principles of an age-friendly city.
- 3.2.2 The aim of this theme is to improve the delivery of the city's services through age-friendly working. The objectives are to: increase awareness and application of the AFM Older People's Charter principles; increase economic and cultural participation among older residents; and improve the health and

wellbeing of older residents. These objectives will be achieved through the pieces of work outlined below.

Progress in 2016/7

- 3.2.3 The **Manchester Older People's Charter** was launched in October 2015. The target is for 50 organisations to adopt the Charter with a pledge by the end of 2016/17. Support will include communications materials which explain what 'age-friendly' means; one-to-one advice and support for organisations on making pledges and implementing the Charter; and one-day age-friendly training sessions.
- 3.2.4 AFM partners, including the Buzz service, are working with the **One Team** health and social care integration programme to help connect the new service to local community assets. An AFM training programme is available to the new teams.
- 3.2.5 The new **Dementia Strategy** has recently been agreed by the Health Scrutiny Committee. The strategy has been developed through a full co-production approach which, through the consultation, has been substantially amended through stakeholder input. The vital component of the new strategy is the action plan for Manchester; this contains the essential responsibilities which the Dementia Strategy Steering Group will oversee. This Group will be led by a new Chair; Professor Alistair Burns.
- 3.2.6 Through the **AFM Culture programme** we will continue to support further opportunities for arts and culture to promote health and wellbeing. This dialogue will involve raising awareness of the role of arts and culture in health and wellbeing and developing new joint projects. Manchester's 150 Age-Friendly Culture Champions work with cultural organisations in the city to design events and activities for older people, and promote these among their networks.
- 3.2.7 **Intergenerational work** brings together younger and older people to help make places a better place to live. We have named our Intergenerational programme Manchester's **Generation's Together** and work is overseen by a steering group including our Intergenerational Champion Councillor Azra Ali. Highlights from this year include the focus from the Equalities Team on building Intergenerational work into their programmes, a two-day Design Symposium with Manchester Metropolitan University and neighbourhood Intergenerational work in Whalley Range.
- 3.2.8 The **Housing for an Age-Friendly Manchester Strategy**. This includes working with partners to deliver a range of housing options for older people, including extra care and retirement Housing. The Housing Options for Older People (HOOP) project, which is designed to provide timely housing advice to older people, has been piloted in north Manchester and its evaluation has indicated that in addition to giving good quality guidance to local residents can save money for health and care agencies.
- 3.3 Involvement and communication

- 3.3.1 As people grow older it is important that they continue to have access to the information that they need, in an appropriate format, in order to be able to participate in and contribute to their community. An age-friendly city should provide opportunities for older people to be actively involved in the design and delivery of services that are provided to support them, and to influence decisions that will affect their lives. There is also a role for age-friendly cities in promoting a positive discourse on ageing, and challenging stereotypes related to age.
- 3.3.2 The aim of this theme is to enable older people to access all of the information they need and to influence decision-making. The objectives are to: enhance the opportunities for older people to participate in and influence AFM; increase the number of communications issued in age-friendly formats; and promote AFM. These objectives will be achieved through the pieces of work outlined below.

Progress in 2016/7

- 3.3.3 The **AFM Older People's Board** is a representative group of residents who hold the city's decision makers to account on issues affecting older people. During 2016 we increased recruitment to the Board and conducted a wider review of engagement in AFM to ensure that we have the best arrangements for Manchester residents in place. The Board has promoted the Older People's Charter and provided formal response to the Transport for Greater Manchester Vision 2040 plan and strategy and the Local Care Organisation prospectus consultation.
- 3.3.4 The **monthly AFM e-bulletin** contains features, events, and opportunities. This is circulated to over 2,000 recipients and includes features, news, events and other activities for older people. Many groups in the city disseminate this information among their networks and it is a recognised mechanism for sharing information and advice. **The AFM website** includes a wide directory of information and advice for older people. This includes information about services, facilities and events including housing, transport, health and support and culture. Social media pages exist for several AFM projects. The AFM **twitter account** has 850 followers.
- 3.3.5 The Manchester **Older People's Forum** brings together over 100 representatives from local groups and older people's networks in the city. Meetings of the Forum provide an opportunity to share information about what is happening across the city, and to consult with community groups and networks on important topics. Two Forum events take place each year.
- 3.3.6 **International Older People's Day** is held each year on 1st October. This is an opportunity to promote age-friendly work and to organise activities and events for older people. This year's activities included a celebration event for the Vintage FM project – which involved older people in the radio production and broadcast of cultural events. AFM also launched a publication to mark the day, 'Living in Manchester – our age-friendly city'. The booklet profiles twelve individuals who play a strong age-friendly role within their local communities. It is available in print and from the Council's website.

3.3.7 **The AFM Ambassadors** are a group of leaders from sectors such as health, architecture, construction, town planning, culture and arts, housing, retail, education, research, banking, technology, and digital design. They have met three times this year to shape projects such as the Age-friendly Streets work. We will be recruiting more industry leaders to the Ambassadors programme due to its success this year.

3.4 Knowledge and innovation

3.4.1 The age-friendly cities and communities approach is defined by the World Health Organization and is supported by leading international research and evidence on best practice. A priority for AFM is for research, policy and practice to come together in a way which can improve the lives of older residents. This is supported by the city's universities, in particular the Manchester Institute for Collaborative Research on Ageing (MICRA).

3.4.2 The aim of this theme is to develop and test the city's world-class evidence base on age-friendly approaches. The objectives are to: complete a needs and assets assessment of the city's older population; agree a new set of indicators to measure progress for AFM; and deliver research projects which make a difference to the lives of older people. These objectives will be achieved through the pieces of work outlined below.

Progress in 2016/7

3.4.3 Support the development of a more detailed **Joint Strategic Needs Assessment** (JSNA) for older people. The JSNA for older people will be expanded to consider needs and assets, with a detailed analysis of the city's demographics of the older population, the factors which lie behind health conditions affecting older people.

3.4.4 An updated **population profile** of older people was published in May 2016 and is available on the Council's website. A key finding is that most wards have lower numbers of older residents than ten years earlier. A table detailing this information is attached as appendix one.

3.4.5 **Parks, green spaces and waterways** can directly and indirectly influence health and wellbeing, but access to these spaces is not shared equally among the population – in particular not among older people. A University of Manchester research project, working closely with Manchester residents and agencies, will consider how green infrastructure can be designed, managed and promoted to support health and wellbeing of older people.

3.4.6 The **Researching Age-Friendly Communities** initiative scooped an 'Engage Award' in November, recognising that the project among the best in the sector for involving the public in university work. It was led by the University's Manchester Institute for Collaborative Research on Ageing working with Manchester City Council, Whalley Range Community Forum, Chorlton Good Neighbours Neighbourhood Care Group, Age Friendly Whalley Range and Chorlton and others. The project trained people in their 50s through to their 80s to become 'co-researchers', who then conducted

interviews in Manchester neighbourhoods amongst older people likely to be experiencing problems associated with social isolation, poverty and poor health.

3.5 Influence

3.5.1 Manchester is recognised nationally and internationally for its age-friendly approach. The city benefits from working with other UK, European and international cities to share expertise on the age-friendly approach, influence policy, and develop joint projects.

3.5.2 The aim of this theme is to strengthen AFM's external partnerships. The objectives are to: increase recognition of age-friendly approaches in local, national and international strategies and funding programmes; strengthen Manchester's collaborative partnerships locally, nationally and internationally; and secure funding for AFM.

Progress in 2016/7

3.5.3 Manchester signed the **EU Covenant on Demographic Change** in early 2016. This provides opportunities to collaborate with other European cities, share best practice and develop project and funding proposals. In December 2016 Greater Manchester was officially recognised as an EU Reference Site for Healthy and Active Ageing.

3.5.4 The AFM team has played a central role in the **Greater Manchester Ageing Hub** which was established in March 2016 by the GMCA 'to enable older residents in GM to contribute to and benefit from sustained prosperity and enjoy a good quality of life'. It has three key priorities:

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

The Hub's immediate priorities are:

- The production of a GM Ageing **Foresight Report**.
- A **policy report** produced by the University of Manchester for GMCA.
- A major **GM conference** on ageing to be held on 16th February, jointly with the World Health Organization and the Centre for Ageing Better.
- The development of the Hub's first year **work plan**, including effective governance and leadership.
- Aligning the Hub's work with key GM strategies such as: the **GM Population Health plan**.

3.5.5 Contribute to the **Eurocities** working group on urban ageing. Manchester is a member of Eurocities, a network of over 130 major European cities. Through this working group Manchester are collaborating with a small

number of partners on influencing EU policy and developing new projects and funding proposals.

- 3.5.6 AFM has hosted a number of **study visits** to help build international collaborations. Countries include Finland, Norway, South Korea, Canada, Australia and New Zealand.

APPENDIX ONE: Table 1: Estimated changes in population aged 65 and over, 2004-2014, ONS MYE

The wards highlighted in red show wards where numbers of older population have reduced between the mid-year estimate for 2004 and the mid-year estimate for 2014, whilst green highlights an increase over the decade. Miles Platting and Newton Heath ward has the highest decline in numbers. Hulme ward has lost the highest percentage, down just over a fifth since 2004, followed by Fallowfield with 17% fewer. This may be an indication of changing neighbourhoods, as Manchester is increasingly perceived as a vibrant place for younger people, particularly around the city centre.

Ward (greatest loss to greatest gain)	Net change		% change
	2004-2014		
Miles Platting and Newton Heath	↓	-298	-13%
Woodhouse Park	↓	-294	-15%
Ancoats and Clayton	↓	-269	-16%
Fallowfield	↓	-236	-17%
Moss Side	↓	-218	-15%
Baguley	↓	-211	-10%
Higher Blackley	↓	-209	-9%
Whalley Range	↓	-190	-13%
Hulme	↓	-164	-21%
Old Moat	↓	-160	-12%
Ardwick	↓	-143	-11%
Longsight	↓	-131	-12%
Bradford	↓	-129	-8%
Crumpsall	↓	-125	-6%
Cheetham	↓	-121	-8%
Chorlton Park	↓	-98	-6%
Gorton North	↓	-94	-4%
Levenshulme	↓	-93	-7%
Burnage	↓	-91	-5%
Chorlton	↓	-85	-6%
Gorton South	↓	-65	-4%
Withington	↓	-57	-6%
City Centre	↓	-56	-13%
Harpurhey	↓	-51	-3%
Rusholme	↓	-48	-5%
Didsbury West	↓	-33	-2%
Northenden	↓	-30	-1%
Charlestown	↓	-23	-1%
Didsbury East	↑	56	3%
Brooklands	↑	58	3%
Sharston	↑	121	6%
Moston	↑	155	7%