

**Manchester City Council
Report for Resolution**

Report to: Manchester Health and Wellbeing Board - 30 August 2017
Executive - 13 September 2017

Subject: Manchester A Great Place to Grow Older (2010-2020) – the refresh of Manchester’s Ageing Strategy

Report of: Strategic Lead, Age-friendly Manchester

Summary

This report provides the Executive with an update on work undertaken to refresh Manchester’s Ageing Strategy, Manchester a Great Place to Grow Older (2010 - 2020), to ensure it reflects upon and addresses the economic and social change that has occurred in the City since its publication in 2009. It provides the Executive with the content of the newly refreshed strategy, which covers the period 2017 - 2021 and sets out to define what an Age-friendly Manchester might look like in four years’ time.

Recommendations

The Executive is asked to:

1. Note the report and strategy;
2. Endorse and adopt Manchester’s refreshed ageing strategy;
3. Give authority to make changes to the strategy for purposes of readability and proof reading, delegated to David Regan, Director of Population Health and Wellbeing, Manchester Health and Care Commissioning.

Health and Wellbeing Board Priority(s) Addressed:

Health and Wellbeing Strategy priority	Summary of contribution to the strategy
Getting the youngest people in our communities off to the best start	
Improving people’s mental health and wellbeing	Central to the strategy is delivery of models of health & wellbeing activity to address loneliness and social isolation, along with improved mental health and economic wellbeing through the world of work and healthy work.
Bringing people into employment and ensuring good work for all	The strategy proposes the need to prioritise partnerships to keep residents in their mid-life (late 40s, 50s & 60s) in work, promoting healthy work and getting those over 50 who are out of work, back into work.

Enabling people to keep well and live independently as they grow older	The strategy is underpinned by the development of age-friendly neighbourhoods, age-friendly services and active ageing in place.
Turning round the lives of troubled families as part of the Confident and Achieving Manchester programme	
One health and care system – right care, right place, right time	
Self-care	The strategy promotes improved active health and wellbeing leading to better informed and confident older residents, supporting self-care.

Contact Officers:

Name: Paul McGarry
Position: Strategic Lead, Age-friendly Manchester, Population Health & Wellbeing Team and Head, GM Ageing Hub, GMCA
Telephone: 0161 234 3503
E-mail: p.mcgarry@manchester.gov.uk

Name: Dave Thorley
Position: Programme Lead, Age-friendly Manchester, Population Health & Wellbeing Team
Telephone: 0161 234 5102
E-mail: d.thorley@manchester.gov.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 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Manchester: A Great Place to Grow Older 2010-2020

Introduction

- 1.1 Manchester's ageing strategy is called *Manchester: A Great Place to Grow Older (2010 - 2020)*. It was launched in 2009 and sets out the vision and priorities for Manchester to become an age-friendly city, a city in which people in mid and later life are economically, physically and socially active, are healthier, safe, informed, influential, independent and respected.
- 1.2 Since the strategy's launch in 2009, alongside significant changes in the national and regional political context the city has experienced major economic and demographic change. Whilst our original priorities are just as relevant as they were when first published, an update is now timely.
- 1.3 The Age-friendly Manchester (AFM) partners have spent six months reviewing and refreshing *Manchester A Great Place to Grow Older* and this report summarises the outcome of the review, sets out the refreshed strategic priorities for the AFM programme and considers what an Age-friendly Manchester might look like in four years' time - in line with the city's Population Health Plan.

Strategic Context

- 2.1 **Our Manchester's** ten year strategy references the work of Age-friendly Manchester as a 'pioneering' programme. Continuing age-friendly work is one of Our Manchester's strategic commitments for the City, listed under its *Progressive and Equitable* theme. The Our Manchester Strategy includes an ambition to improve the health and wellbeing of Manchester residents over the next ten years. The refreshed Ageing Strategy will demonstrate how the work of the AFM programme continues to support delivery of the Our Manchester vision and commitments.
- 2.2 **A Healthier Manchester** details the strategic approach being taken to improve health outcomes across the city. This outlines how a sustainable future for health and care services in Manchester depends on strong partnerships and effective collaboration. The AFM programme and *Manchester: A Great Place To Grow Older* is built upon a highly effective track record of partnerships and neighbourhood approaches involving collaboration with older residents, community groups, good neighbour schemes and the voluntary and community sector, public services, the private sector and academic institutions
- 2.3 **Manchester's Locality Plan** states its ambition of "adding years to life and life to years". The neighbourhood locality working of the AFM programme makes a difference to the quality of life of Manchester's older people, supporting them to remain healthy, independent and active for longer.
- 2.4 **The Joint Health and Wellbeing Strategy's** fifth priority is for Manchester to "*enable people to keep well and live independently as they grow older*". This is at the heart of the Age-friendly Manchester programme and AFM's work.

- 2.5 **Manchester Health and Care Commissioning (MHCC)**'s aims and values of – positive, collaborative, fair – are mirrored by the work of AFM. The Ageing Strategy demonstrates a continued commitment to deliver creative, ambitious and proactive projects, partnerships and collaborations for local older people in Manchester. AFM have, in preparation for this strategy, continued to consult, discuss and listen to older residents, with their comments shaping this refreshed strategy. Finally, a core component of the AFM programme is addressing inequalities and discrimination experienced by older people. Tackling ageism is one of the strategy's main priorities.
- 2.6 **Greater Manchester Combined Authority** The AFM programme will continue to influence and help shape development of the Greater Manchester Ageing Hub and the ageing well theme of the Greater Manchester Population Health Plan, while taking advantage of the opportunities that a city-region approach offers to Manchester's older residents.

Background to the Refresh

- 3.1 Since the publication of *Manchester: A Great Place to Grow Older 2010-2020* in 2009 Manchester has experienced economic and social change:
- The impact of the worldwide recession and the challenges posed by reductions in central government funding of public services and institutions.
 - Economic, housing and population growth, particularly in and around the city centre, has created a challenge for the City to connect its residents to concentrations of economic and social opportunity, especially when many of live in communities experiencing high levels of deprivation only a short distance away.
 - Growth can often focus on, or benefit, younger residents and working professionals, and older residents can be left out or bypassed.
 - In 2010 Manchester become the UK's first city - one of 12 globally to join the World Health Organisation (WHO)'s Global Network for Age-Friendly Cities and Communities. The Network now has over 500 members.
 - Manchester is at the forefront of growing national, European and worldwide age-friendly city networks, developing and sharing policy and best practice.
 - Introduction of Our Manchester and Manchester's Population Health Plan, and the bringing together of health, social care and commissioning functions.

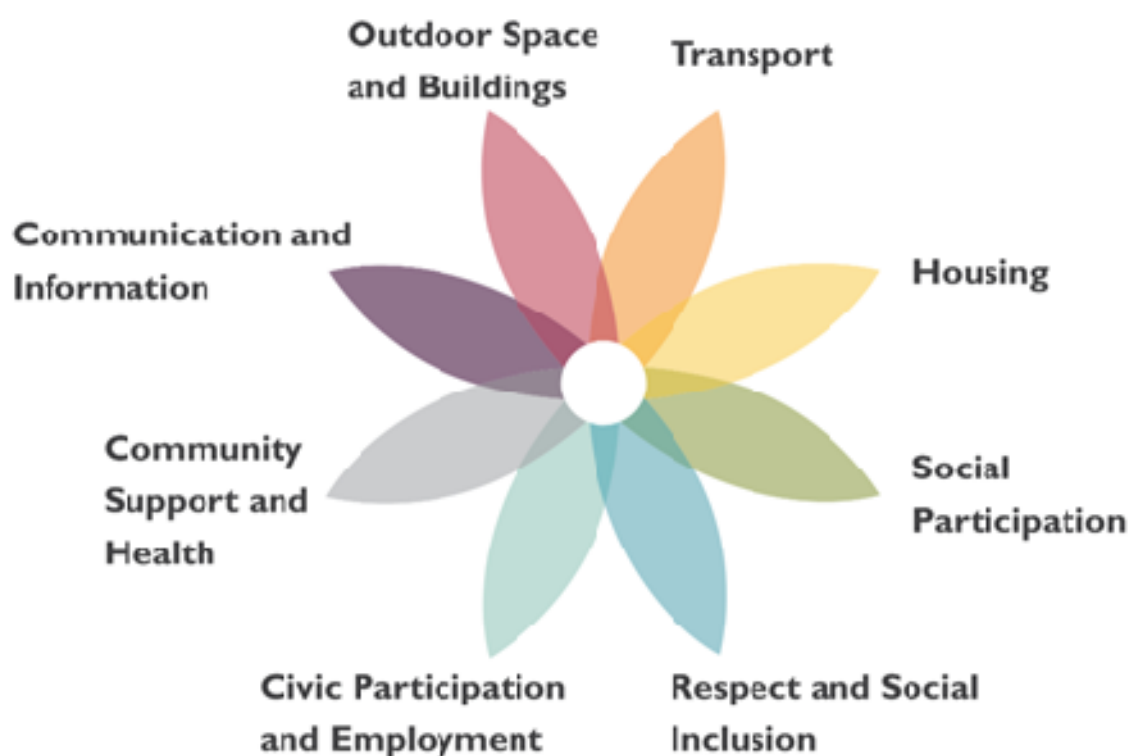
The Strategy Refresh Process

- 4.1 AFM have consulted with a wide range of partners to update the original strategy, while also drawing on the latest research and intelligence provided by the Council and local academic agencies.
- 4.2 The team will officially launch the refreshed strategy on 4 October 2017 to coincide with International Older People's Day. (Timeline in Appendix 1)

- 4.3 A high-level steering group and a working group of senior officers were established to govern the progress of the strategy refresh and to deliver activity around specific work streams.
- 4.4 The AFM team presented the strategy at over 20 consultation meetings and workshops. Team members also held 1:1 interviews with a wide range of key individuals across the Council, public, voluntary and private sectors. The team also linked its refresh to parallel work at other GM authorities, who are going through a similar process of developing their own age-friendly programmes. A list of organisations, individuals and workshops consulted appears in Appendix 2.
- 4.5 In addition, the AFM Team distributed a short consultation questionnaire to the 2,200+ subscribers of the monthly Age-friendly Manchester e-bulletin.

Key Priorities of the Refreshed Strategy

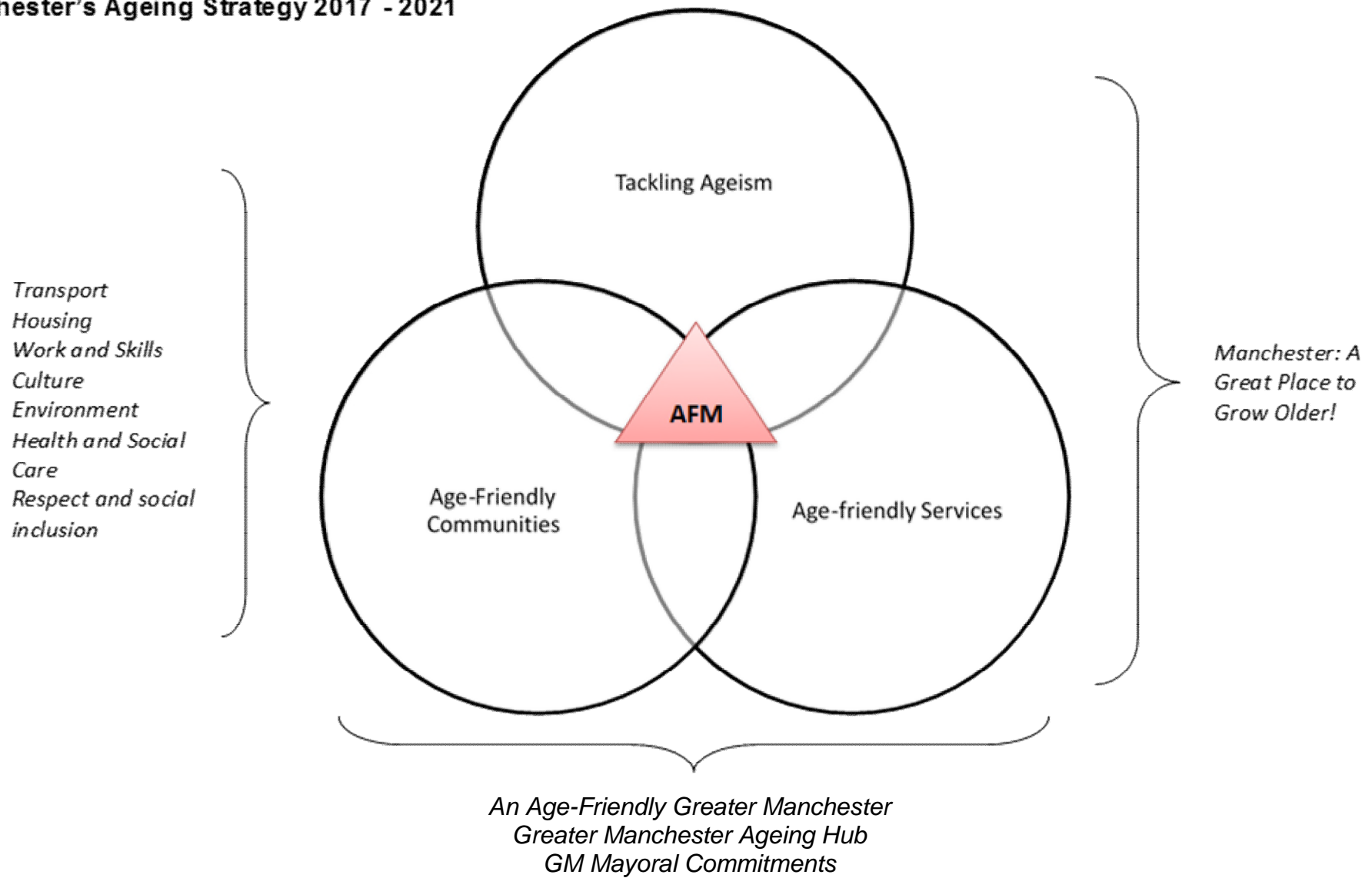
- 5.1 The review process began by considering the eight World Health Organisation domains that go together to make an age-friendly city. These were developed in 2006/07 following focus groups in 32 countries, and form the basis for the majority of age-friendly city strategies across the globe.



- 5.2 Over the course of the consultation and review process, three key priorities for an Age-friendly Manchester began to emerge. Namely, the need to:
1. Develop Age-friendly neighbourhoods,
 2. Develop Age-friendly services, and
 3. Tackle ageism

The Age-friendly Manchester team and its programme sits at the centre of these priorities acting as a catalyst and connector. This is represented in the following diagram.

Manchester's Ageing Strategy 2017 - 2021



5.3 **Age-Friendly Neighbourhoods and Communities**

Our strategy has an ambition that over the next four years Manchester will develop a consistent age-friendly place and asset-based offer in each of its neighbourhoods. The vision is for residents to live and age well in the neighbourhoods and communities of their choice - active ageing in place. For this to be effective age-friendly neighbourhoods need to be places that have the right mix of housing, be geographically navigable, have appropriate transport, services, and economic, leisure, social and cultural opportunities. Older people need the right information so that they can make informed choices and have a say in decision making about their neighbourhoods and the city.

5.4 **Age-friendly Services**

Services, service provider organisations and commissioning processes can all be more age-friendly. To effect change organisations will have an awareness of what it means to be age-friendly, actively listen to older residents and have a commitment to age-friendly practice and opportunities. Commissioners will consider how service specifications are age-friendly and older people's views will be taken into full consideration when developing strategies, policies and action plans.

5.5 **Tackling Ageism - how we talk about and represent older people**

There is a common narrative that portrays older people as being passive, frail and as recipients of health and care services. This is linked to concerns about a growing ageing population said to pose a financial burden on society and its public services. The AFM Team knows through its widespread conversations and relationships with older people and older people's groups how this can have a very negative impact on older people's confidence, self-esteem and mental well-being. Older people frequently talk about facing discrimination in the world of work, when trying to access services and in the way they are portrayed in the media and often in the publications produced by public services.

Therefore the third key priority within the strategy is tackle this misrepresentation and to celebrate the many vital and positive roles played by older people; as workers, artists, teachers, mentors, carers, volunteers and community leaders, to name but a few.

5.6 **Over the next four years**

In developing the priorities of the refreshed strategy consideration was also given to the sorts of emblematic and transformational work that could be delivered over the next four years.

These could include:

- Recruiting & training age-friendly community advisors
- Creating 12 age-friendly hubs with local older people's forums
- Creating age-friendly workplaces, beginning with the Council
- Improve the information available to older people
- Deliver new models of community leadership
- Create 100 age-friendly businesses

- . Increase the range of housing choices
- . Deliver an increased number of health checks
- . Promote better sexual health and intimate relationships among older people
- . Launch a campaign to promote the positive role and contribution of older people
- . Make age-friendly standards and awareness an integral part of services
- . Hold an annual festival of ageing
- . Improve the cultural opportunities available to older people

Next steps

- 6.1 Present the strategy at full Council.
- 6.2 Launch the strategy refresh on 4 October 2017.
- 6.3 Develop the four year delivery plan to support the strategy with an accompanying communication and engagement strategy to ensure an Our Manchester approach.

Recommendations

- 7.1 Executive is asked to:
 - i) Note the report and strategy;
 - ii) Endorse and adopt Manchester's refreshed ageing strategy;
 - iii) Give authority to make changes to the strategy for purposes of readability and proof reading, delegated to David Regan, Director of Population Health and Wellbeing, Manchester Health and Care Commissioning.

Appendix 1: Ageing Strategy Refresh – Timeline

April Fieldwork and Research	May Fieldwork and Research	June Consultation	July Consultation	August Writing Up, sharing with Partners for agreement	September Design and Production	October Launch
Early discussion with Prof Phillipson, MICRA/UoM	Presented to MHCC Executive Meeting	Held a Strategy Working Group	Focused 1:1 discussions with Equalities, TFGM, Libraries, Comms	Consulted with Paul Martin, LGBT Foundation	Present at GM Ageing Hub Steering Group	Present to Council
Presented to AFM Older People's Board	Met with Cllr Murphy and Cllr Cooley	Began focused discussions with MCC Work & Skills teams	Held a Strategy Working Group	Focused additional meeting with MCC Equalities	Convene AFM Steering Group	Hold a Strategy Launch Event
Met with Reform and Innovation (Our Manchester)	Promotion and consultation call out on Vintage FM	Attended at LCO Outcomes Framework Workshop	Held a dedicated Communication with Older People Workshop	Held a Strategy Working Group	Report to Health and Wellbeing Board	
Presented to Age-Friendly Manchester Ambassadors	Presented to AFM Older People's Board	Presented to Older People's Housing Alliance	Held an Age-friendly Neighbourhood Coordination Group	Updated AFM Older People's Board	Report to Executive	
Began collaboration with Stockport (inc. attending	Discussion with PhD researchers at MICRA	Focused 1:1 discussions with BUZZ, TFGM, Public Health,	Updated Age-Friendly Manchester Ambassadors	Submitted a complete draft to MCC comms team		

their Older People's Champions Board)		Sport and Leisure, Intelligence, Finance, Strategic Housing , Policy, MACC, Our Manchester				
Presented to AFM Culture Working Group		Presented to GM Ageing Hub Partnership Group	Consulted at the Age-Friendly Manchester Older People's Forum			
Discussed at Public Health Team Away Day		Updated AFM Older People's Board	Presented to LCO SMT			
		Presented at Public Health Wider Team Meeting	Held an Older People, Work and Skills Workshop			
			Continued collaboration with Stockport Age-Friendly Board			

Appendix 2 - Consultation

A dedicated working group was established to produce the refreshed Strategy. Members met as a collective group on four occasions. AFM team members had separate follow-up meetings with each member.

- Chaired by Ed Dyson, MHCC Executive Director for Operations and Planning
- Paul McGarry, Lead for the GM Ageing Hub and Strategic Lead, Age-Friendly Manchester, MHCC
- Dave Thorley, Programme Lead, Age-Friendly Manchester, MHCC
- Tracey Annette, Project Manager, Age-Friendly Manchester, MHCC
- Sophie Black, Graduate Management Trainee, Age-Friendly Manchester, MCC
- Bhim Virmani and Bren Fawcett, members of the Age Friendly Manchester Older People's Board
- Brian Goodman, Community Development Manager and Dawn Harris, Senior Neighbourhood Health Worker, BUZZ Health and Wellbeing Service (Greater Manchester Mental Health)
- Phil Clarke, Sports Specialist (Community) and Angela Martin, Commissioning Officer, Leisure, Events and Parks, MCC
- Suzanne Grimshaw, Reform and Innovation Manager (Our Manchester), MCC
- Adrien Slatcher, Senior Policy Officer, City Policy, MCC
- Cormac Downey, Work and Skills Specialist, Work and Skills Team, MCC
- Elisa Bullen, Senior Intelligence Officer (Demography) Public Intelligence, MCC
- Kath Hanna, Project Manager, Housing Strategy and Partnerships Team, MCC
- Nigel Rose, Strategic Lead (Commissioning), Manchester Community Central
- Claire Cowell, City-wide Age-Friendly Culture Coordinator, Whitworth Art Gallery
- Barry Gillespie, Consultant in Public Health, Population Health and Wellbeing Team, MHCC
- Jennifer Connolly, Consultant in Public Health, Stockport Borough Council
- James Baldwin, Policy Officer, Transport For Greater Manchester
- Samuele Remillard-Boilard, PhD Researcher, Manchester Institute for Collaborative Research on Ageing, University of Manchester
- Victoria Bottomley, Communications Business Lead, MCC

We have further consulted with:

- Age-Friendly Manchester Older People's Board
- Age Friendly Manchester Ambassadors
- Age Friendly Manchester Culture Working Group
- Paul Martin OBE, Chief Executive of the Lesbian, Gay, Bisexual and Transgender Foundation
- Atiha Chaudry, Chair of the Greater Manchester BME Network
- Suzan Gregory, Lead for Organisational Development and Keiran Barnes, Equalities Specialist, Equalities Team, MCC
- Manchester Health and Care Commissioning Executive
- Manchester Older People's Housing Alliance
- Manchester Population Health and Wellbeing Wider Team Meeting
- BUZZ North Manchester Age-Friendly Network Meeting
- Local Care Organisation SRO Meeting
- Greater Manchester Ageing Hub Partnership Group

AFM held a number of dedicated consultation events:

- Age-Friendly Manchester Older People's Forum
- Age-Friendly Neighbourhood Coordination Group (bringing together over 60 officers from the statutory and voluntary sector who work on the front line with older people across the City)
- A Workshop on Effective Communication with Older People (attended by colleagues from CMFT, PAHT, MCC, MHCC, TFGM, MICRA, GMCA, Southway Housing Trust, Manchester Safeguarding Boards)
- A Workshop on Older People, Work and Skills (attended by colleagues from MCC Work and Skills, Manchester Metropolitan University, The Growth Company, MACC, University of Manchester, GMMH, Yes, Motiv8, Job Centre Plus, The Work Company)

Appendix 3 – Manchester: A Great Place To Grow Older Strategy Refresh (2017 – 2021)

Age-Friendly Manchester Manchester Ageing Strategy 2017-2021 Draft

Page 1 - COVER

Title: Manchester: A Great Place to Grow Older 2017-2021

Page 2 - FOREWORD

Forward from Elaine Unegbu, Chair of Manchester Older People's Board
Forward from Cllr Sue Murphy, Deputy Leader

Page 3 - CONTENTS / EXEC SUMMARY

Quote at the top: "When I retire, I'd like to move to Manchester"

Contents

Executive Summary

Manchester's current ageing strategy is called *Manchester: A Great Place to Grow Older (2010 - 2020)*, which was launched in 2009 and sets out the vision and priorities for Manchester to become an age-friendly city, a city in which people in mid and later life are economically, physically and socially active, are healthier, safe, informed, influential, independent and respected.

Since the strategy's launch, alongside significant changes in the national and regional political context, the city has experienced major economic and demographic change. Whilst the strategy's original priorities are just as relevant as they were when first published, an update is now timely.

The Age-friendly Manchester (AFM) partners have spent six months reviewing *Manchester A Great Place to Grow Older*. In the course of the review the AFM team spoke to a wide range of organisations and individuals, including many older people themselves.

This strategy is the outcome. We took the eight key features that make an age-friendly city (see page XX) as defined by the World Health Organisation (WHO) as our starting point. During our many conversations we asked what are the city's priorities around ageing and what might an Age-friendly Manchester look like in four years' time?

Three priorities emerged clearly from these discussions, namely the need to:

1. **Develop age-friendly neighbourhoods** - places where people can age well in the neighbourhoods of their choice, with access to the right services, housing, information and opportunities, whether social, cultural or economic.

2. **Develop age-friendly services** - where services are age aware, value and retain their older workforces, deliver age-friendly services and commissioning includes age-friendliness in its specification
3. **Tackle ageism** - addressing the negative images and portrayal of ageing which older people tell us negatively impacts on their confidence, self-esteem, and mental wellbeing. Older people frequently talk about facing discrimination in the world of work, when trying to access services and in the way they are portrayed in popular culture. The strategy sets out the need to change the narrative to one that celebrates the valuable role and contribution of older people through positive images of ageing.

The strategy goes on to assess where we stand currently in relation to these issues and proposes a range of ideas and priority measures to take forward in the short to medium term.

The work doesn't stop there however. The strategy provides the basis for activity and via our extensive range of partnerships and relationships across the city, city region and beyond, the AFM team will develop a delivery plan that builds on the many commitments we have received and turns them into actions that improve the city and lives of Manchester's older residents.

Page 4 - AGE-FRIENDLY MANCHESTER: THE JOURNEY SO FAR

This strategy was produced by *Age Friendly Manchester (AFM)*, a partnership initiative to improve life for older people in the City.

AFM is part of Manchester's Population Health and Wellbeing team, which is based in Manchester Health and Care Commissioning (MHCC) – a collaboration between the NHS and Manchester City Council.

The team was established in 2003 under the name *Valuing Older People (VOP)*. In 2010 AFM's work gained accreditation with the World Health Organisation (WHO) and Manchester became the first UK city to join the WHO's Global Network of Age-friendly Cities. In line with this *Valuing Older People* became *Age-friendly Manchester*.

We want to make our city a better place in which to grow older and in turn improve the lives of older people. To achieve this, Age-friendly Manchester has worked with older people and organisations across the public, private, voluntary and community sectors. This form of partnership working is who we're referring to when we say 'we'.

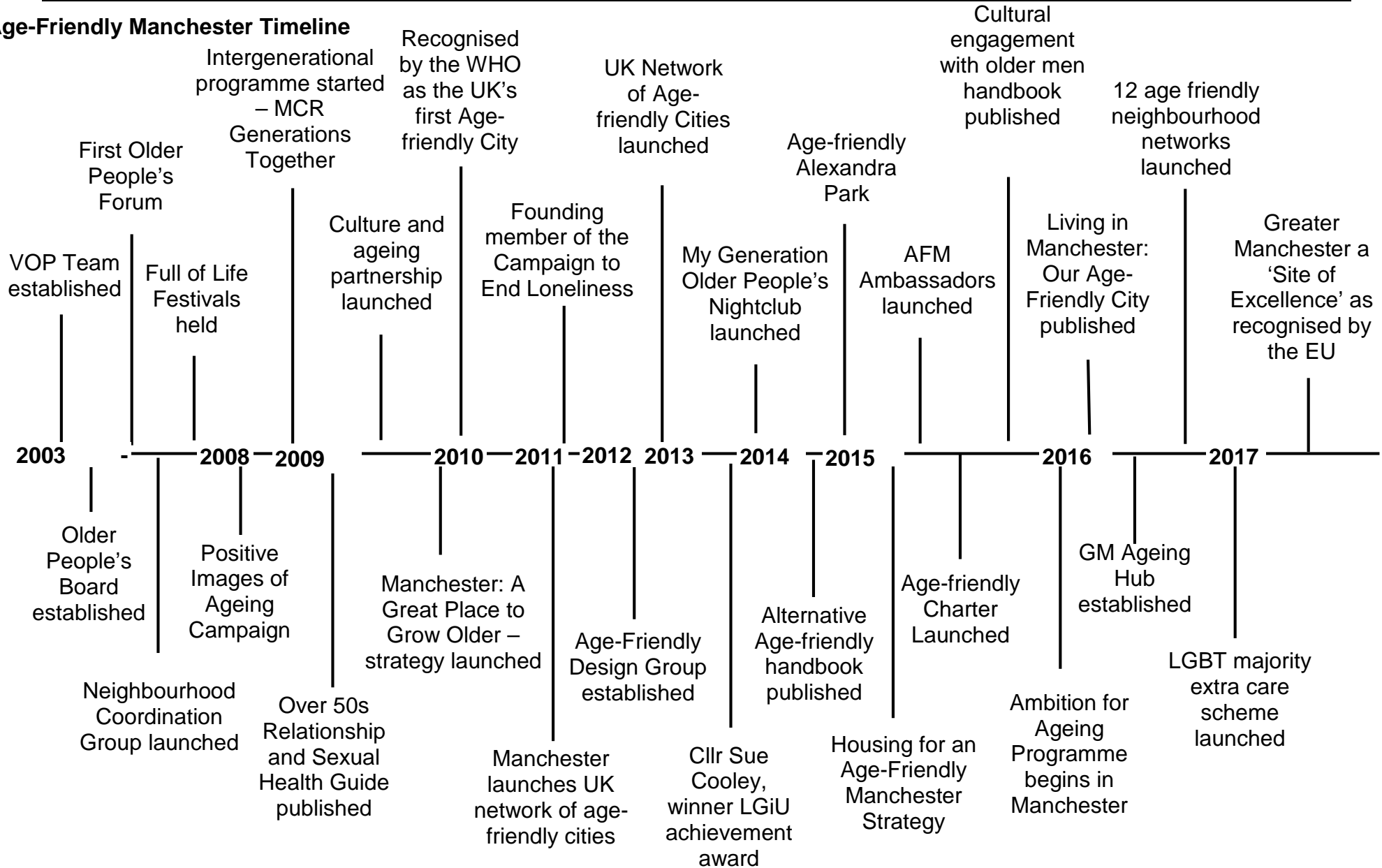
In 2016 the Age-friendly Older People's Board launched its own Charter, setting out the following rights which they identified as being central to their vision of an age-friendly city:

- The right to be treated with dignity and respect.
- The right to live independently.
- The right to information, advice and guidance in appropriate formats.
- The right to lead a healthy life.
- The right to influence decision making that affects their lives.

- The right to be safe and secure.
- The right to feel engaged.

The AFM approach to working is unique. We are guided by our older people's Board and Forum; we combine this with the unrivalled experience and work with our public, community and private sector partners; and our learning from the cutting-edge research taking place in Manchester's universities.

Age-Friendly Manchester Timeline



Page 6 - AGEING IN MANCHESTER: WHERE WE ARE NOW

Experience of older age is strongly shaped by social and economic circumstances, which in turn can lead to inequalities that persist into later life. Such inequalities can mean that older people experience reduced life expectancy, earlier ill health and disability, and poorer quality of work or worklessness. They may also miss out on the benefits of contributing to their local communities and have fewer social connections, leading to loneliness and social isolation. Inequalities can also manifest themselves through ageism and the impact of the negative portrayal of older people.

- Approximately 22% of the population of Manchester are aged 50 or older
- Moston ward has the greatest proportion of 65+ year olds (16.3%), followed by Brooklands (14.9%) and Higher Blackley (14.4%)
- Gender spread: of the over 50s, 48% are men and 52% are women
- Nationality: 77% of Manchester's older population were born in the UK
- In Manchester, life expectancy for men is 75.6 years and for women it is 79.8 years. Compared to the UK average of 79.1 for men and 82.8 for women.
- Healthy life expectancy in Manchester is 56 years for both men and women, compared to 63 for men and 64 for women nationally.
- Dementia: in August 2015, there were 2,895 people in Manchester diagnosed with dementia.
- 26.6% of out of work benefit claimants are over 50 years old, double the rate for the city across all ages
- 20% of Manchester's out of work benefit claimants due to ill health are over 50, compared to 8% for the city across all ages.
- 30% of 50-64 year olds in Manchester have no qualifications.
- 36% of older residents are income deprived
- 44% of older residents are renting their homes
- Over 2,200 people receive the AFM eBulletin every month
- Our older residents prefer to be contacted by phone, by letter and in person
- Over 120 Culture Champions
- 800 North City Nomads
- 15 elected members on the Older People's Board
- 12 age-friendly locality networks
- Over 100 organisations involved in the age-friendly locality networks
- Over 100 members on the Older People's Forum
- Manchester is one of 500 age-friendly cities and communities worldwide

Page 7 - 2017 STRATEGY: THE BIGGER PICTURE

Along the top of page: Our Drivers

1. **Greater Manchester Strategy** (GMS) makes creating an age-friendly Greater Manchester as one of its key priorities. The AFM programme will play an important role in supporting this commitment: working with the Greater Manchester Ageing Hub in the Greater Manchester Combined Authority and

leading on the ageing well aspects of the Greater Manchester Population Health Plan.

2. **Our Manchester's** ten year strategy references the work of Age-friendly Manchester as a 'pioneering' programme and under Our Manchester's *Progressive and Equitable* theme, makes a continued commitment to age-friendly work.
3. **Health and social care integration - A Healthier Manchester** details the strategic approach being taken to improve health outcomes across the city. This outlines how a sustainable future for health and care services in Manchester depends on strong partnerships and effective collaboration. Its ambition of "adding years to life and life to years" correlates with the neighbourhood locality working of the AFM programme which makes a difference to the quality of life of Manchester's older people, supporting them to remain healthy, independent and active for longer.
4. **The Manchester Population Health Plan** identifies as a key priority the need to create an age-friendly city that promotes good health and wellbeing for people in mid and later life.

Along the bottom of page: Our Partnerships include:

1. Manchester Institute for Collaborative Research on Ageing (MiCRA)
2. Housing for an Age-Friendly Manchester
3. Housing Providers
4. Voluntary and Community Sector Groups
5. Buzz Health and Wellbeing Service
6. Transport for Greater Manchester
7. Lesbian, Gay, Bisexual and Transgender Foundation
8. Centre for Ageing Better
9. Ambition for Ageing - GMCVO
10. Eurocities Urban Ageing Network
11. UK Network for Age-Friendly Cities and Communities
12. The Local Care Organisation
13. Central Manchester Foundation Trust (CMFT) and University Hospital of South Manchester (UHSM) Hospital Trusts,
14. Greater Manchester Authorities and the Greater Manchester Ageing Hub,
15. Greater Manchester Fire and Rescue Service,
16. Greater Manchester Police,
17. The Age-Friendly Culture Working Group,
18. Manchester School of Architecture and the Design School,
19. Age UK Manchester
20. Local businesses, large and small

The review process began by considering the eight domains of liveability identified by the World Health Organisation which influence the quality of life of older adults. These were developed in 2006/07 following focus groups with older people in 32

countries, and form the basis for the majority of age-friendly city strategies across the globe.

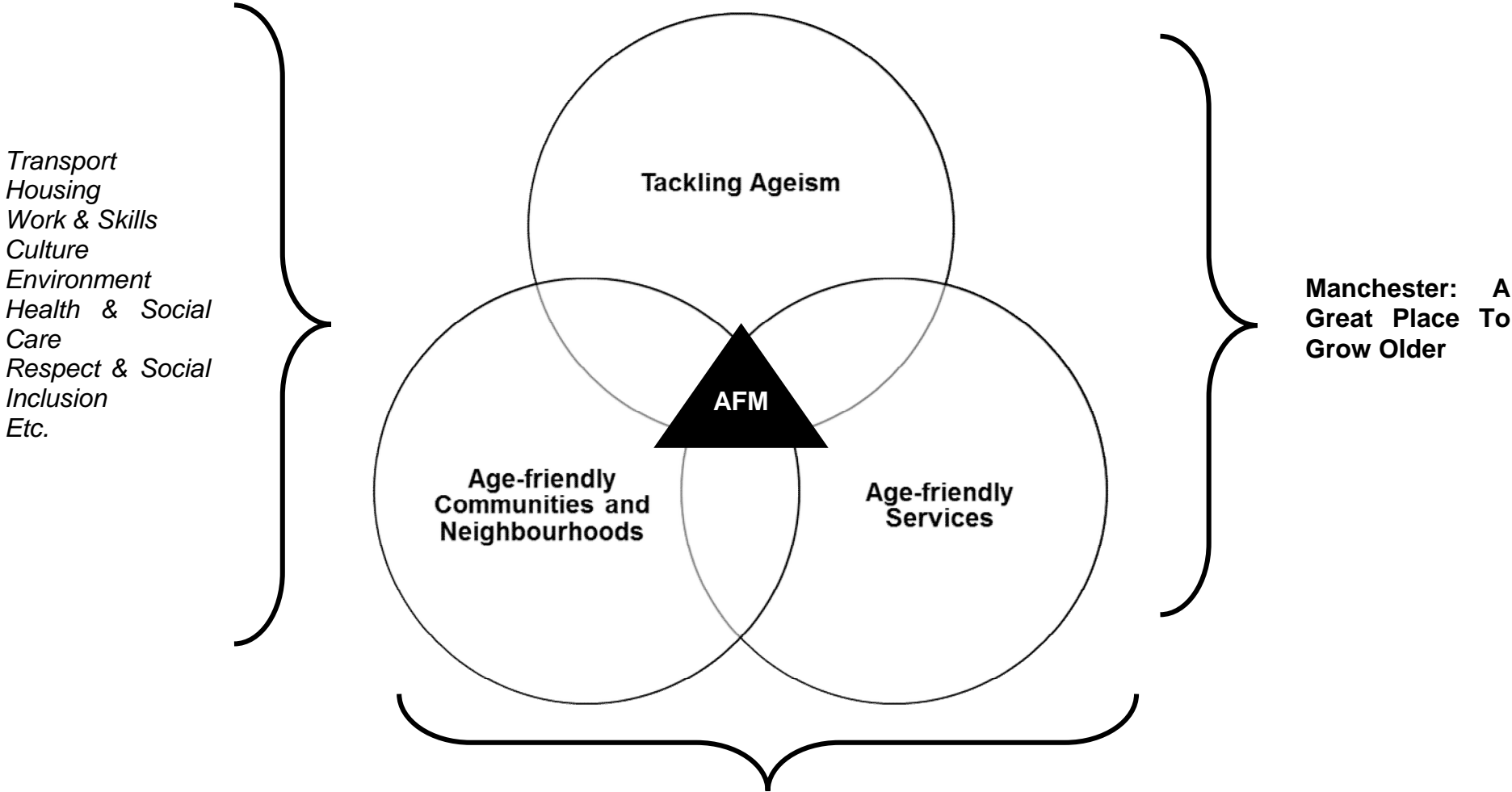


Over the course of the consultation and review process, three key priorities for an Age-friendly Manchester began to emerge. Namely, the need to:

1. Develop Age-friendly neighbourhoods,
2. Develop Age-friendly services, and
3. Tackle ageism

The Age-friendly Manchester team and its programme sits at the centre of these priorities acting as a catalyst and connector. This is represented in the following diagram.

Manchester's Ageing Strategy 2017-2021



An Age-friendly Greater Manchester – GM Ageing Hub & GM Mayoral Commitments

Page 8 - AGE FRIENDLY COMMUNITIES AND NEIGHBOURHOODS

What are people saying they want?

“Full of centres for senior citizens to go and learn new ideas, gardens designed for the older generation together with ideas for younger people to have contact with us”

“Inclusive, non-judgemental”

“Better information sharing and transport links”

Where we are now

We have a number of highly successful age-friendly neighbourhood and community projects in Manchester. These include work led by the Buzz service who organise twelve age-friendly neighbourhood networks covering the city; Southway Housing’s pioneering Old Moat Age-friendly pilot; and the MMU led Manchester Age-friendly Neighbourhoods work that covers Moston, Miles Platting, Burnage, Hulme and Moss Side. The Levenshulme Inspired People’s Project, Heathfield Hall and Age-friendly Whalley Range are other great examples of locality working. A range of hard-working community agencies, such as the neighbourhood care groups, provide crucial help and support to many older people and carers.

Housing for an Age-friendly Manchester (HFAFM) is a strategic group focussing on older people’s housing and how they can remain independent for longer with access to improved advice and guidance services.

Our age-friendly neighbourhood work currently forms a patchwork across the city, and there are still areas where we need to improve.

Where we want to be

Manchester’s older people will live in neighbourhoods where they will feel more safe, secure and supported. Neighbourhoods will be places where the social, cultural and physical needs and wants of older people are met: They will provide support at the heart of our communities.

In four years’ time, there will be an age-friendly offer in every Manchester neighbourhood and community with access to local facilities and amenities.

Getting around a neighbourhood will be easier, transport will be age-friendly and meet local need, the design of neighbourhoods will facilitate independence and make sense to older people.

Manchester’s neighbourhoods and communities will be places where older people can access age-friendly information, advice and support. They will be a base for older people’s groups and activities. In line with the Our Manchester approach this will give older people a voice, a sense of agency and the opportunity to participate actively in community life.

How we’re going to get there

We will develop this through an AFM neighbourhood framework to inform existing place-based commissioning and investment. A priority will be the establishment of age-friendly community hubs with anchor agencies. Working together, communities will offer dedicated age friendly services, activities and clubs.

- We will work with the Local Care Organisation in the development of twelve age-friendly localities.
- We will work with sport and leisure agencies to identify and target key groups of older people, tailoring physical activity groups to their needs and running targeted campaigns.
- Alongside colleagues from Buzz, we will continue to recognise the importance and value of the workforce within communities and neighbourhoods.
- We will ensure an age-friendly approach is taken within the three Our Manchester pilot neighbourhoods: West Wythenshawe, Gorton and Higher Blackley.
- We will work alongside the Manchester Institute for Collaborative Research on Ageing (MiCRA) in their development and delivery of the Village Model, support the next phase of the Ambition for Ageing neighbourhood projects, and champion findings from the community dementia action-research programme led by Manchester and Salford universities.
- We will work with housing providers to adopt age-friendly best practice, including the GM Take-a-Seat campaign, and better housing advice via the HOOP scheme.
- Work with Transport for Greater Manchester to promote age-friendly transport options and routes.
- Develop an LGBT Majority Extra Care Housing scheme

Who's involved

The following partners will help us deliver this priority:

Our Manchester, Older People's Housing Alliance, Housing for an Age-friendly Manchester, sport and leisure services, Buzz health & wellbeing services, the Local Care Organisation, Adult Services, MHCC, Strategic Housing, Transport for Greater Manchester, Neighbourhood Services, housing providers, Greater Manchester Police, Greater Manchester Fire and Rescue, the universities, local VCS, community groups and older residents.

Page 9 - AGE FRIENDLY SERVICES

What are people saying they want?

"Accessible, with job opportunities and continued consultations with older residents during decision making"

"Good transport links; employment opportunities for older people. Plenty of opportunities for continued-learning at realistic prices"

“People of any age can be treated equally in all aspects of life, including being considered for jobs without an assumption that they are filling in time until retirement”

“Transport is REALLY important, and good, adequate social care for people who need it. How about some physical activities that are exclusively for older people?”

“Plenty of chances to keep active both mentally and physically. Care and support available so that you can stay in your own home for longer”

Where we are now

Age-friendly Manchester has taken a lead role in engaging with Manchester’s older people. We’ve developed a wide range of opportunities for older people to give us their views, including an Age-friendly Manchester Older People’s Board, a city-wide forum, local networks and task groups. We have developed the Age-friendly Manchester Older People’s Charter, which reinforces the existing rights of older people in Manchester and champions the city’s older generation. A number of individuals, businesses and organisations have made pledges towards the Charter. However, there is far more we can do.

Where we want to be

We want to see all our services and city strategies “age-proofed”. This will help change attitudes to ageing and older people; they’ll see older people as the key to creating an environment in which people thrive as they age.

The services older people use will have changed the way they work with and think about ageing and their strategies, policies and action plans will have a commitment to meeting age-friendly measures.

Older people will be given opportunities to share their experiences and must be engaged in consultations about public service design and delivery.

Examples include:

- Manchester City Council, hospitals, and public services will be age-friendly employers and set a standard for services and businesses across the city to measure themselves by.
- Businesses and employers will recognise the value of older workers - retaining highly skilled and experienced workforces, providing healthy work, ongoing training, and maintaining older workers’ skill levels
- Raising levels of economic participation in the over 50s
- Reducing the number of older workers falling out of work due to ill health
- Offering meaningful retirement and later life planning, particularly focussing on disadvantaged groups within the LGBT and BME communities.
- Older people will be offered tailored, meaningful financial support.

- The dedicated age-friendly offer from Manchester's cultural institutions will continue and flourish – offering increasingly accessible culture both in the city and in the community.
- We will offer sexual health and advice services to older people that are age appropriate and age-aware, and take seriously older people's sexual and emotional needs.
- When older people wish to gain new skills, knowledge and qualifications, opportunities will be available to them
- Develop age-friendly transport with TfGM including driver awareness, demand response transport and local bus services.
- Promote the linking together of dementia and age-friendly programmes
- Increase rates of physical activity among people in mid and later life

How we're going to get there

We will work to ensure age-friendly practices are included in public sector business planning for 2017/18.

We will continue the success of the Age-friendly Manchester Charter, targeting more businesses across the City to become age-friendly.

We will work with Work and Skills colleagues to raise awareness of the benefits of older workers, pushing employers to change their approaches to recruiting and retaining older employees.

Who's involved

The following partners will help us deliver this priority:

Voluntary and Community Sector groups, Manchester Community Central (MACC), City Council Equalities team, LCO, CMFT, TFGM, Manchester's Cultural Institutions (via the Age-Friendly Culture Working Group), GM Police, GM Fire and Rescue, City Council Work and Skills teams and employers, Manchester's Libraries, Manchester's Housing providers, Manchester Health and Care Commissioning, sport and leisure providers, GP Practices, LGBT and Black and minority ethnic networks

Page 10 - TACKLING AGEISM

What are older people saying?

"Many older people have had fuller lives beyond what younger people imagine or can believe"

"I feel that older people are patronised by the press and media or are shown as decrepit and needing sympathy because they're not young anymore. Many older people are fit and well and play active parts in their communities and are very young at heart. We are intelligent and wise and often have held down good jobs with a lot of responsibilities. We still have a great deal to contribute!"

"The older generation should be more positively shown in all press and media e.g. showing what we have succeeded in doing"

“Life is at a much faster pace these days and no time to enjoy it. Many lessons can be learnt from 'yesterday's teenagers'. We have been there too”

“As older people near retirement age their past experiences should be celebrated and their suggestions added to the research into making our lives more age-friendly”

Where we are now

People all too often judge or assess a person’s capacity, ambition and worth on the basis of age. Discrimination against older people presents a major barrier to any ambition for active ageing.

Stereotyping older people, negative value judgements of age and ageing, ageist attitudes, prejudice and a sense that age itself might be a valid justification for discrimination – all are prevalent. Ageism takes many forms, including portraying older people as frail, dependent, and out of touch in the media, or through discriminatory practices such as health-care rationing by age, or institutional policies such as mandatory retirement at a certain age.

Negative attitudes about ageing and older people have significant consequences for the physical and mental health of older adults. Older people who feel they are a burden perceive their lives to be less valuable, putting them at risk of depression and social isolation. Exposure to everyday ageism poses the risk of older people internalising negative images or depictions of later-life.

The Centre for Ageing Better (CfAB) published an article titled ‘Old, Aged, P**ed Off’ which looked at discriminatory language that is too commonly used. Examples included:

Old. Frail. Dependent. Despondent. Burden. Hopeless. Lonely. Neglected.
Sad. Vulnerable. Sedentary. Depressed. Afraid. Elderly. Worried. Victimised.
Impaired. Feeble. Senile. Incompetent. Bitter. Complaining. Wrinkly. Helpless.
Demanding. Prejudiced. Nosey. Selfish. Stubborn. Isolated. Recluse.
Miserable.

Where we want to be

We want there to be a new positive account of ageing.

We want people, services and partners to recognise the need to change both the language and images used when talking about (and to) older people.

We want the myriad of roles older people play to be recognised and celebrated.

We want there to be an acknowledgement and appreciation of older people within local communities.

Campaigns will increase public awareness and recognition of the issue. Campaigns will make older people know we are aware of the issues around ageism, and that we are working to eradicate it.

We want to promote the benefits of older workers and supporting people later on in their working life

How we’re going to get there

1. Deliver new campaigns to promote the positive role and contribution made by older people.
2. Hold an annual festival of ageing
3. We will work with Work and Skills colleagues to change the perception of older workers to one of positivity: prioritising their unique set of skills, experiences and the knowledge they bring to the workplace.

Who's involved

The following partners will help us deliver this priority:

MCC Communications, Manchester Health and Care Commissioning, MCC Work and Skills, partners across the public, voluntary and private sectors.

Page 11: DELIVERING AND DEVELOPING

Making It Happen

Following the launch of this strategy, the Age-friendly Manchester team will prepare a detailed delivery plan, setting out lead responsibilities, timescales, reporting mechanisms, and links to other city-wide strategies.

Measuring progress

In collaboration with Centre for Ageing Better, we will develop a series of indicators and targets that will enable us to track the progress made on our two-year actions and our overall vision for each priority.

We will continue to collate information about older people living and working in the City, and will combine this with data from the Our Manchester Residents Survey. As part of Manchester's Joint Strategic Needs Assessment (JSNA), key data relating to the health and wellbeing of older people in Manchester is being continuously expanded and developed. This is through consultation with key stakeholders, and will incorporate the views of the community including adults and older people. We will collaborate with colleagues working in health intelligence throughout this task.

The Age-Friendly Older People's Board

Established in 2004, the AFM board is the primary consultative group of older people who provide a critical voice for the AFM programme. It comprises up to 15 Manchester residents, drawn from a wide range of backgrounds, neighbourhoods and organisations.

Its remit includes:

- Being champions for older people in their communities and organisations
- Representing older people's views to national, regional and local government, and other agencies.
- Giving hands-on leadership to central areas of AFM's work, such as the positive images and communications campaigns
- Developing expertise around the ageing agenda
- Agreeing the overall AFM strategy and bringing forward new priorities.
- Reporting to the Manchester Older People's Forum.

The current board is:
Elaine Unegbu, *chair*
Jamil Abdulkader
Jeredine Benjamin
Bren Fawcett
Margaret Greenhalgh
Marie Greenhalgh
Simon Katzenellenbogen
Charles McDermott
Amy Muthra
Pauline Sargeant
Bhim Virmani
Dave Williams
Joyce Gill
Cllr Sue Cooley
Cllr Mary Watson

Page 12: BACK COVER

Misc: Quotes we could scatter

Age-Friendly Manchester - Wish you were here!

- “Wish you were here to enjoy feeling independent in our Age Friendly neighbourhoods in our age friendly city!”
- “Wish you were here to join our campaigns – Caught Short in Levenshulme, Graffiti Grannies, Take A Seat – all making a difference”
- “It’s a lovely neighbourhood ... easy to walk around and people don’t mind if I take a bit longer to get around than others. I’m feeling much happier because I’m more independent”
- “Wish you were here. There are many diverse facilities and organisations that promote activity and healthy living for the benefit of older people living in the City. Why not come and see?”
- “Wish you were here to discover the treasures of Age-Friendly Manchester: A smile. A chat. A brew. A friend.”
- “Wish you were here in our lively diverse city that understands and listens to older people. A city that is keeping the ‘Ageing Agenda’ on track.”