

**Manchester Health and Wellbeing Board
Report for Resolution**

Report to: Manchester Health and Wellbeing Board - 11 November 2015

Subject: Age-friendly Manchester Older People's Charter

Report of: Hazel Summers, Strategic Director of Adult Social Services

Summary

The Age-friendly Manchester Older People's Charter sets out the rights of older people in Manchester to live in an age-friendly city. The Charter was developed by and for older people in the city, led by members of the Age-friendly Manchester Older People's Board, and all organisations in the city are encouraged to sign up to the Charter's principles. The Charter builds on the city's internationally recognised Age-friendly Manchester programme. This report provides an update for the board on the delivery of the Age-friendly Manchester programme as well as the establishment of strategic workstreams on ageing at a Greater Manchester level.

Recommendations

The Board is asked to:

- To recommend to Full Council that the Council adopts the Age-friendly Manchester Older People's Charter.
 - agree that the organisations represented on the Health and Wellbeing Board work with the Age-friendly Manchester Board and team to identify how the charter can be adopted and implemented; and
 - note progress on the development of the Age-friendly Manchester programme and the establishment of a Greater Manchester Ageing Hub.
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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	
Educating, informing and involving the community in improving their own health and wellbeing	
Moving more health provision into the community	
Providing the best treatment we can to people in the right place at the right time	
Turning round the lives of troubled families	

Improving people's mental health and wellbeing	
Bringing people into employment and leading productive lives	
Enabling older people to keep well and live independently in their community	Age-friendly Manchester is the city's core programme for supporting residents to live independently in their community as they grow older. The programme is endorsed by the World Health Organisation as one which promotes healthy and active ageing. The Older People's Charter has been developed by and for older people living in the city, and sets out the principles required for an age-friendly city.

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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 contact officers above.

Introduction

1. The Age-friendly Manchester Older People's Charter sets out the rights of older people in Manchester to live in an age-friendly city. The Charter was developed by and for older people in the city, led by members of the Age-friendly Manchester Older People's Board, and all organisations in the city are encouraged to sign up to the Charter's principles.
2. The Older People's Charter is an important milestone in the city's programme of work on ageing. Manchester was the first UK city to be endorsed as a member of the World Health Organisation's Age-friendly City network. The Age-friendly Manchester programme builds on the previous Valuing Older People programme and supports the implementation of the Manchester Ageing Strategy.

Background to the Age-friendly Manchester Older People's Charter

3. The Older People's Charter, which is attached, was developed by the Age-friendly Manchester Older People's Board during the course of this year. The purpose of the charter is to set out the rights of older people living in an age-friendly city, and it is structured around the following themes;
 - Value
 - Independence
 - Information
 - Health and wellbeing
 - Decision-making and voice
 - Safety, security and justice

The Charter was launched on 1 October 2015 (International Older Person's Day) at a special Older People's Forum event, attended by over 100 people.

4. Following the launch, the next phase of work will ensure that the charter is understood and recognised by individuals, communities, organisations and businesses across Manchester, and in turn that the principles within the charter are adopted. Organisations which adopt the charter are also encouraged to submit a pledge outlining the actions that they plan to take to implement these principles.
5. Health and Wellbeing Board members are therefore encouraged to consider adopting and implementing the charter within their organisations.

Age-friendly Manchester programme

6. Enabling older people to keep well and live independently in their community is one of the Health and Wellbeing Board's strategic objectives.
7. Although the population of Manchester contains a smaller proportion of older people than many other parts of the country, the older people that do live in the city tend to have poorer health (and experience this poorer health earlier in their lives) and hence place greater demands on health and social care services. Life expectancy at age 65 in Manchester is the lowest in England

and Wales for men and the third lowest for women. Frailty is a significant factor underlying the poor physical and mental health of older people in Manchester. The rate of emergency hospital admissions for injuries due to falls in people aged 65 and over in Manchester remains significantly higher than the average for England. National research suggests that inequalities in levels of frailty are widening and that levels of frailty are increasing over time for the poorest in our population.

8. The Age-friendly Manchester programme brings together much of the work to deliver the board's strategic priority on ageing. Age-friendly Manchester aims to create a city that "encourages active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age." In 2010, Manchester became the first UK city to be endorsed by the World Health Organisation as age-friendly, building on the longstanding Valuing Older People programme which was established in 2003. Manchester is recognised internationally as a leading age-friendly city, and is represented on the World Health Organisation's governance arrangements for age-friendly cities.
9. The Age-friendly programme is structured around the following workstreams;

Age-friendly Neighbourhoods

Working at a neighbourhood level has been central to the AFM approach since the outset - creating partnerships by bringing community groups together with local services to plan and work towards creating places that are better to grow old in. During 2015, programme highlights include:

AFM Locality programme

The programme continues to support locality network structures across the city, developing and coordinating local activity and services for older residents. The programme supports two seasonal campaigns; Spring into Summer and Winter Warm and has organised two Spring into Summer Festivals in north and east Manchester. Networks are now working towards hosting Winter Warm events which are to be accompanied by a citywide campaign. In North Manchester the North City Nomads project, developed by the north SRF Networks, provides day trips for older people. The project was established in a direct response to older people's suggestions that organised days out would help to reduce feelings of loneliness amongst older people. The group currently has 442 members including a team of eight volunteers who support the project and act as coach coordinators on outings. During the summer the group has taken part in day trips to Southport and Llandudno and has a further trip planned at the end of November to Chester. The project has created a blueprint for similar initiatives in other parts of the city. This is an example of an activity which seeks to tackle social isolation, with many of the residents taking part in these activities not previously having been involved in social groups in their area. A review of the Locality Programme and proposals for sustaining this work in the longer term will be brought forward in the New Year.

Ambition for Ageing

The £10million Greater Manchester Ambition for Ageing programme (funded by the Big Lottery) will focus on reducing social isolation among older people over the next five years. Three Manchester neighbourhoods will receive funding – Moston, Burnage and Hulme and Moss Side – alongside neighbourhoods in seven other GM districts. Local Delivery Leads have now been appointed for most of the GM districts, with Manchester Metropolitan University in partnership with Southway Housing delivering the Manchester projects. There will be an option for additional initiatives to be funded after two years.

Age-friendly Services

The Older People's Charter is a milestone in the Age-friendly Manchester programme, setting out the principles of an age-friendly city in a format which service providers and other organisations in the city can now adopt and demonstrate commitment to. This will build on the wider work on age-friendly services to date. During 2015, programme highlights include:

- AFM Housing

The Housing for an Age-friendly Manchester strategy, discussed at previous board meetings, is led by a multi-agency group and chaired by the Director of Housing. This wide-ranging approach has supported some important initiatives. These include the launch of the HOOP – a housing options assessment questionnaire to assist older people to think about their future housing options, led by Northwards Housing and North CCG. Southway Housing is also working to develop a Naturally Occurring Retirement Community (NORC) project, which recognises the high proportion of older residents living in the Old Moat neighbourhood and is seeking to support 'ageing in place' by ensuring that individuals have the information and advice they need, or timely access to services, to support health, independence and wellbeing.

- Age-friendly Culture Programme

The AFM Culture programme brings together over 20 cultural organisations in the city to improve the wellbeing of older people through arts. Projects range from those aimed at people with dementia and people living in care settings to older people creating art in later life. The programme supports over 130 Culture Champions to co-design arts and culture activities and to promote these within their networks. Manchester's leading role in this field has been further highlighted by a new Whitworth publication and event aimed at the engagement of older men, especially those most excluded, from participating in arts activities. Manchester is also participating in a Cultural Commissioning programme which is exploring ways to enhance links between the city's arts and health sectors.

- Living Longer, Living Better

AFM is part of a Living Longer Living Better project which has developed a wellbeing model for older adults who are currently well. The project is aiming to maintain healthy and active lifestyles and reduce the need for health and care services.

Communication and Involvement

The Age-friendly Manchester programme is led by older people, and communicating and involving older residents in the city remains a priority. During 2015 programme highlights include;

- AFM Older People's Board and Older People's Forum

The Older People's Board meets every six weeks and most recently convened the city's Older People's Forum as a consultation event on the draft Manchester Strategy and Greater Manchester Strategy 2040. The views gathered at the event have been used to inform the board's contribution to the consultations on each of the draft strategies.

- Communications

The AFM Communications Group brings together older people, communications experts and local partners give oversight to all of the programme's communications and engagement activity. Good communication is recognised by the AFM Board and Core team as the cornerstone of effective working with older people, and this group, chaired by the Head of Corporate Services from Manchester CCGs has an extensive plan to improve the AFM website, support the Manchester Older People's Charter, and promote best age-friendly, practice amongst city agencies.

- AFM Ambassadors

The AFM Ambassador scheme will be launched later this month. This initiative will complement the Older People's Charter and pledge by identifying a number of opinion formers and leaders from a range of sectors who are responsible for promoting an age-friendly approach within their networks.

- Intergenerational work

The AFM team has run two intergenerational training workshops and provided support to individual organisations to develop emerging project ideas. An Intergenerational Symposium is planned for later in the year. AFM is also exploring workstreams connected to the city's European Youth Capital bid.

Knowledge and Innovation

AFM has a longstanding commitment to supporting and developing age-friendly research and innovation, and applying the latest research to the programme. During 2015 programme highlights include;

- Manchester Ageing Study

The Manchester Ageing Study, led by the Manchester Institute of Collaborative Research on Ageing, has worked with older people as co-researchers to explore opportunities and constraints for older people living in urban environments with a view to improving their experience of living in the city. The older co-researchers were

involved in the planning, design, development and implementation of the Manchester ageing study including identifying research questions, recruiting and interviewing older residents and analysing data. A toolkit for the project has now been published.

- OECD Ageing in Cities

Manchester was featured as a case study in the OECD ageing in cities report which was launched locally in Manchester earlier in the year. The report advocates a multi-agency approach to ageing.

Influence

In addition to the delivery of the above priorities in the city, Age-friendly Manchester supports work to establish the Greater Manchester Ageing Hub (detailed below) and continues to work with international partners to share expertise on building age-friendly cities and to influence European and global policy approaches.

Greater Manchester Ageing Hub

10. A significant development over the last few months has been the emergence of a strategic approach to ageing at a Greater Manchester level. Forecasts suggest that, in line with national demographic change, the over-65s population in GM will increase by 44% by 2028, and the over-85s by 81%.
11. However, whilst there are pockets of expertise on ageing across the conurbation, to date this has not been brought together within a single programme of work or as part of the Greater Manchester Strategy. Over the last few months GM partners have begun to explore the opportunities of ageing and to start to bring a programme of work together.
12. The scale of economic inactivity across the conurbation, and related impacts on inequalities in later life, is a particular driver for the development of a GM-wide approach. In economic terms, initial modelling suggests that if the GM 50-64 employment rate was at the UK average, GVA for the city region could grow by as much as £813.6million.
13. The concept of an Ageing Hub has been developed as a way to draw together existing work on ageing across GM and to start to develop a programme of work which seeks to proactively build on the opportunities of ageing. This approach has been endorsed by the Greater Manchester Combined Authority and forms part of the delivery arrangements for Ageing Well within the Greater Manchester Public Health Agreement.
14. The GM Ageing Hub will be a focal point for putting together a GM Ageing Strategy and to supporting GM's aspiration to become the first Age-friendly city region. It would also serve as the mechanism through which GM could draw down external funding.
15. Early priorities for the hub include the development of a Greater Manchester Ageing Strategy, employment support programmes for the over 50s, economic

opportunities of ageing, addressing social isolation and taking forward work on a social movement for change. A steering group comprising New Economy, GM Public Service Reform, Manchester Institute for Collaborative Research on Ageing (MICRA), Public Health England GM, GMCVO and Age-friendly Manchester, is supporting the development of the hub including these workstreams. Partners across GM are engaged in the development of the hub, with a view to it being fully established by April 2016.

Summary

16. This report has highlighted some of the progress made during the last year within the Age-friendly Manchester programme as well as recent developments to scale up work on ageing to a Greater Manchester level. It has also introduced to Older People's Charter to board members. The recommendations are set out at the front of the report.

AGE-FRIENDLY MANCHESTER, 2015



OLDER PEOPLE'S CHARTER

This charter reinforces the existing rights of all older people in Manchester to live in an age-friendly city. Manchester has a diverse population, and the charter recognises the diversity of older people. This includes gender, ethnicity, sexual orientation, religion and disability.

The charter recognises the diverse roles that older people have in the city and all that they bring.

The charter is for all older people as they are often marginalised in society, and we encourage all major organisations in the city to adopt it. It will be embedded through action.

VALUE

Older people have the right to be treated with dignity and respect and to be free to live a life that has meaning and purpose. Their contribution is a significant economic and social asset to the city. Older people work in the city with all generations to make it a better place.

INDEPENDENCE

Older people have the right to decide where they live, how they live and with whom they live. They have the right to access services and travel around their city without hindrance or barriers.

INFORMATION

Older people have the right to information, advice and guidance that is up to date, appropriate and relevant, in a range of formats.

HEALTH AND WELLBEING

Older people have the right to lead a healthy and proactive life wherever they live, with access to social and creative opportunities. They have the right to access health and wellbeing services and to be fully involved in later-life decisions.

DECISION-MAKING AND VOICE

Older people have the right to choice and control and to meaningfully influence the decision-making processes that affect their lives. They have the right to be engaged in shaping all aspects of life, including involvement in the design and delivery of the services that are provided to support them.

SAFETY, SECURITY AND JUSTICE

Older people have the right to be taken seriously when they are afraid. When they need the law to protect them, they should not be treated differently because they are older.