

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

Report to: Health and Wellbeing Board – 30 August 2017

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

Report of: Age-Friendly Manchester, Population Health & Wellbeing Team

Summary

This report provides the Board 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. The refreshed strategy will cover the period 2017 - 2021 and sets out to define what an Age-friendly Manchester might look like in four years’ time.

Recommendations

The Board is asked to:

- i) Note progress of the report;
- ii) Endorse the general approach of Age-friendly Manchester’s Ageing Strategy refresh

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.

Lead board member:

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 2010-202

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.

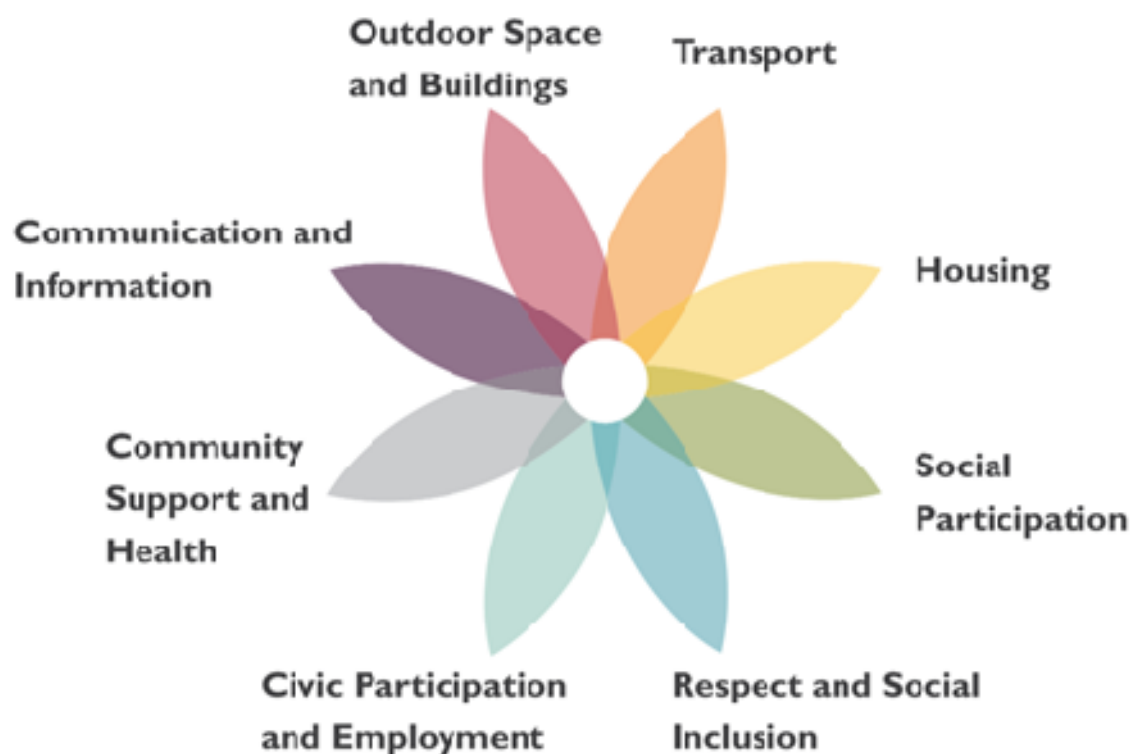
The Strategy Refresh Process

- 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

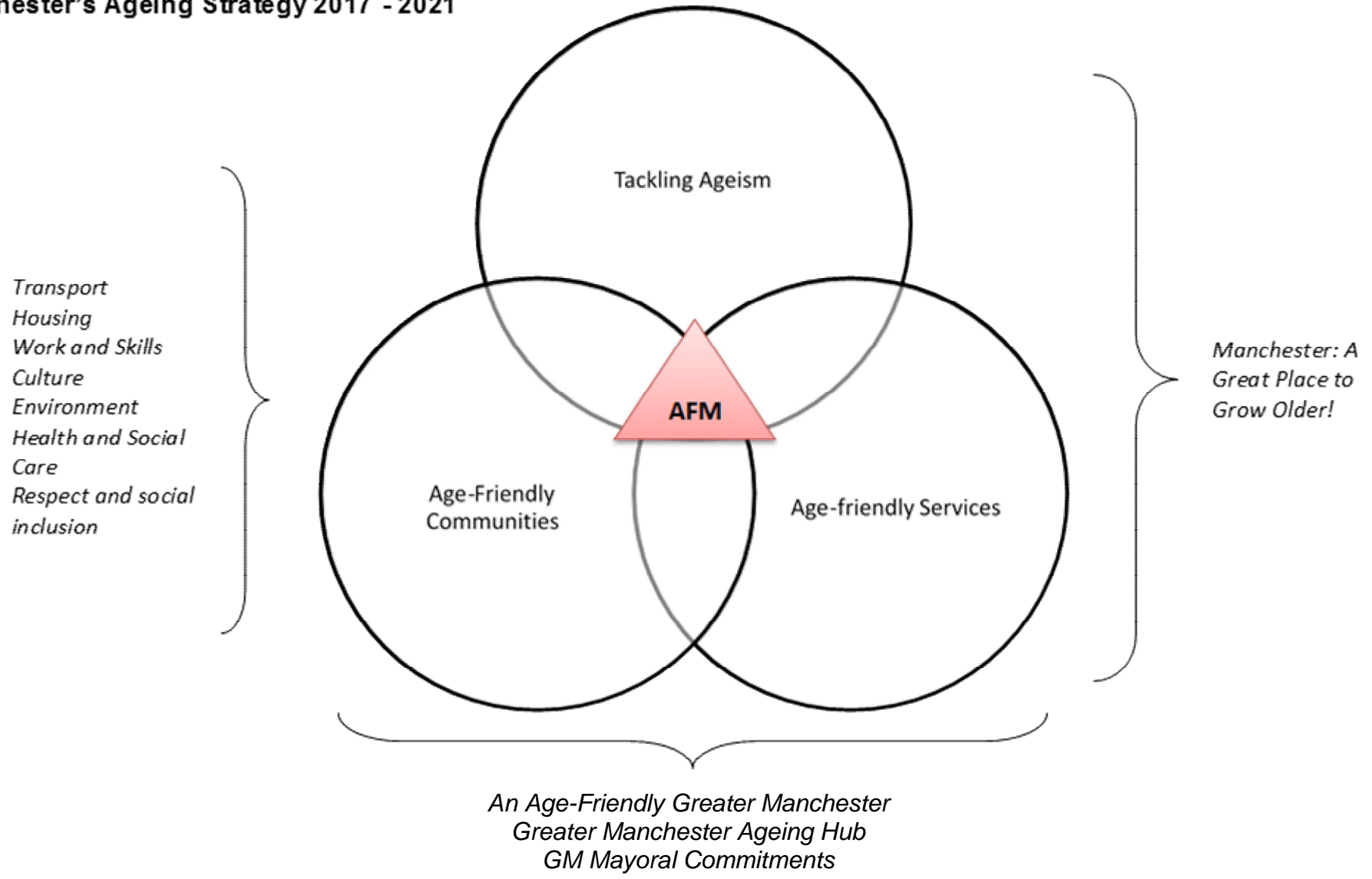
- 5.1 The review process began by considering the eight World Health Organisation domains that go together to make an age-friendly city. These were developed in 2006/07 following focus groups in 32 countries, and form the basis for the majority of age-friendly city strategies across the globe.



- 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 The board is asked to:
 - 1. Note progress of the report
 - 2. Endorse the general approach of Age-friendly Manchester's Ageing Strategy refresh

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
- Athia 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)