



Health Scrutiny Committee

Date: Tuesday, 16 July 2019

Time: 2.00 pm

Venue: Council Antechamber, Level 2, Town Hall Extension

This is a **Supplementary Agenda** containing additional information about the business of the meeting that was not available when the agenda was published

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Membership of the Health Scrutiny Committee

Councillors - Farrell (Chair), Curley, Holt, Mary Monaghan, Newman, Riasat, Watson and Wills

Supplementary Agenda

6. **Age Friendly approaches across Manchester Health and Care Commissioning and Manchester Local Care Organisation** 3 - 26

Report of Director of Strategy / Deputy Chief Executive, MLCO, Programme Director - Our Healthier Manchester, MHCC, Executive Director of Adult Services, Manchester City Council and Manchester Local Care Organisation, Director of Population Health, Nursing and Safeguarding, MHCC and Strategic Lead for Ageing and Head of the Greater Manchester Ageing Hub, GMCA

This paper provides information on how Manchester Health and Care Commissioning and Manchester Local Care Organisation are developing age friendly approaches across service development and delivery.

Further Information

For help, advice and information about this meeting please contact the Committee Officer:

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This supplementary agenda was issued on **Wednesday 10 July 2019** the Governance and Scrutiny Support Unit, Manchester City Council, Level 3, Town Hall Extension , Manchester M60 2LA

Manchester City Council Report for Information

Report to: Health Scrutiny Committee – 16 July 2019

Subject: Age Friendly approaches across Manchester Health and Care Commissioning and Manchester Local Care Organisation

Report of: Director of Strategy / Deputy Chief Executive, MLCO
Programme Director - Our Healthier Manchester, MHCC
Executive Director of Adult Services, Manchester City Council and Manchester Local Care Organisation
Director of Population Health, Nursing and Safeguarding, MHCC
Strategic Lead for Ageing and Head of the Greater Manchester Ageing Hub, GMCA

Summary

This paper provides information on how Manchester Health and Care Commissioning and Manchester Local Care Organisation are developing age friendly approaches across service development and delivery.

Recommendations

To note and comment on the contents of the report.

Wards Affected: All

Alignment to the Our Manchester Strategy Outcomes (if applicable):

Manchester Strategy outcomes	Summary of how this report aligns to the OMS
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	There is a commitment across the system to become an age-friendly employer. Via commissioning and purchasing we will influence a greater number of age-friendly employer practice
A highly skilled city: world class and home grown talent sustaining the city's economic success	
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	An age-friendly approach starts with hearing the voice of older people and using older people's lived experience to shape what we do
A liveable and low carbon city: a	Incorporating the age-friendly neighbourhood model

destination of choice to live, visit, work	into the integrated neighbourhood model will help support older people to live well in their own home for longer
A connected city: world class infrastructure and connectivity to drive growth	

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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.

Manchester Locality Plan - Our Healthier Manchester
 Manchester: a great place to work older 2017-2021
 MHCC Operational Plan
 MLCO Prospectus
 MLCO Business Plan 18/19
 MLCO HSC Neighbourhood plans 19/20 and MLCO service plans 19/20.

1. Introduction

- 1.1. This report provides information on how the age friendly approach is realised via Manchester Health and Care Commissioning (MHCC) and in the delivery of health services within the Manchester Local Care Organisation (MLCO).

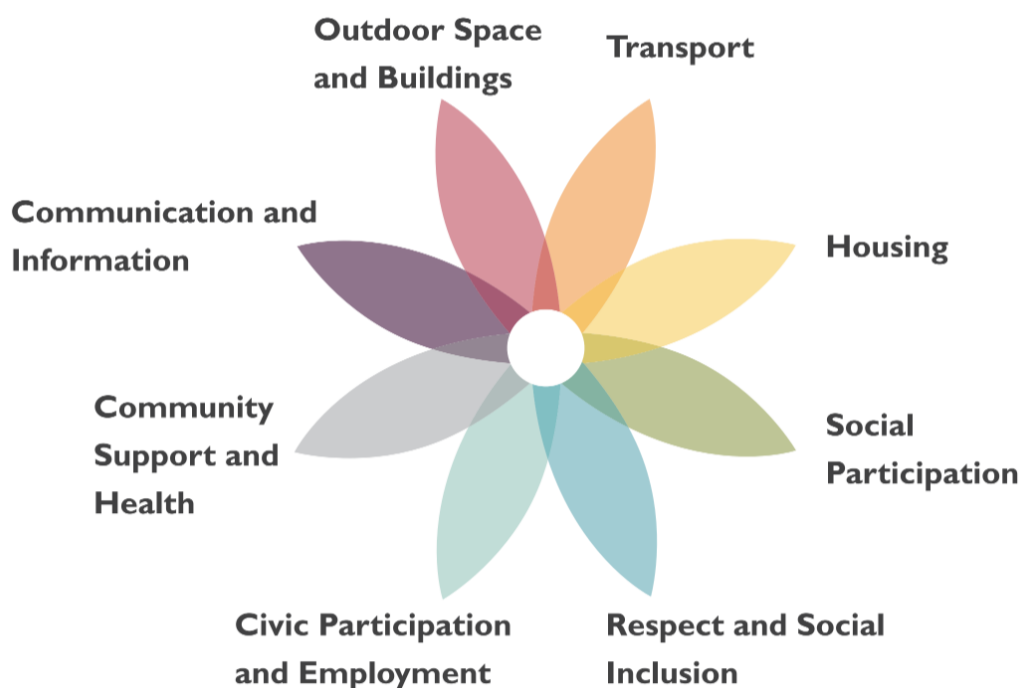
Therefore, this report is not so much about the work of Age Friendly Manchester and instead about age-friendliness across how health and wellbeing services are developed and delivered and how MHCC and MLCO are helping deliver Manchester's ageing strategy priorities. However, to provide some background context attached with this report as in appendix 1 is a copy of a report to the Community and Equalities Scrutiny Committee in February 2018. Manchester's ageing strategy can be viewed via this link: https://secure.manchester.gov.uk/downloads/download/6786/manchester_age_friendly_place_to_grow_older

- 1.2. For older people, living in an age-friendly Manchester means having the right to: be treated with dignity and respect, live independently, receive information advice & guidance in appropriate forms, lead a healthy life, influence decisions that affect their lives, be safe and secure, and feel engaged.

In Manchester, from their 50s people get *more* rather than *less* diverse (e.g. in terms of income, health, social relationships).

Older people tell us that they want to be treated equally in all aspects of life, including being considered for jobs without an assumption that older people are filling time until retirement. They want good social care for those that need it. They want to stay physically and mentally active, have access to cultural opportunities, so that they can stay in their own homes for longer and they want to be involved in meaningful conversations as part of decision making.

- 1.3. Our age-friendly work is guided by 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.



- 1.4. Age friendly services are 'age proofed' where older people are seen as key to creating an environment in which people thrive as they age. Those people providing services across the city need to change the way they work with older people. Older people need to be given the opportunity to share their experiences and must be engaged in consultations about public service design and delivery.
- 1.5. An age-friendly city is a place where people can grow older without any barriers to living a healthy and fulfilling life. The Manchester Older People's Charter was launched 2015. It describes what is required to make this happen, illustrated by six wide-ranging themes. It can and will only be a success if the organisations and businesses across the city, public to private, recognise it, adopt it and promote it. This should be done by encouraging organisations to pledge their support by offering practical and measurable improvements to produce tangible results that improve experience for older people.
- 1.6. By the age of 70 up to 80% of a person's time is spent in their immediate neighbourhoods therefore a greater emphasis on developing place based approaches across Manchester's neighbourhoods is essential. This increases the ability of residents to choose to 'age-in-place' and to create better places to age. Supporting people to live well at home for longer and delay or reduce demand for health and care services.
- 1.7. It all starts with listening to the voice of older people and using their lived experience to help shape what we do. To support this both MHCC and MLCO are active members of a range of Age Friendly Manchester partnerships (see below for further info) that includes the Age Friendly Steering Group and soon to be established Age Friendly Executive. Both are regular attendees and contributes to the Age Friendly Board and Age Friendly Assembly.

2. Background

2.1. Manchester Health and Care Commissioning

- 2.1.1 Manchester's vision for improved population health outcomes, and a transformed health and care system, is described in our Locality Plan, 'Our Healthier Manchester'. Delivery of the plan is overseen by the city's Health and Wellbeing Board, chaired by the Leader of the Council and including the principal health and care organisations in the city as well as representatives from the local Voluntary, Community and Social Enterprise sector (VCSE) and Healthwatch Manchester.
- 2.1.2 In April 2017, Manchester Health and Care Commissioning (MHCC) was established to oversee the commissioning of health, public health and adult social care services. This is a partnership between NHS Manchester CCG and Manchester City Council (MCC), led by a Chief Accountable Officer. MHCC's Board leads the work and includes membership from the CCG's Governing Body and key MCC leaders – the Executive Member for Adults' Health and Wellbeing, the Chief Executive, the City Treasurer, the Director of Adult Social Services and the Director of Public Health.
- 2.1.3 The MHCC Operational Plan is developed on an annual basis. It describes the key priorities for the year across health and social care for MHCC and how MHCC plans to deliver its statutory requirements, comply with national guidance (across health and care) and deliver the Manchester Locality Plan.
- 2.1.4 The Operational Plan reflects progress and achievements made within MHCC, across the wider health and care system in Manchester and across Greater Manchester. It covers the requirements of the 2019/20 national planning guidance, including the assurance statements, the NHS long term plan, Joint Strategic Needs Assessments (JSNAs), the Care Act and MHCC's constitutional standards. The priorities identified have also been informed by engagement with MHCC staff, providers and with the Patient & Public Advisory Group (PPAG). The plan also reflects MHCC's commissioning intentions for 2019/20 and the requirements of the Locality Plan.
- 2.1.5 The 2019 – 20 Operational Plan within Priority 2 Preventing and tackling health inequalities includes two high level actions to support the development of age friendly neighbourhoods and age-friendly employment.

2.2. Manchester Local Care Organisation (MLCO)

- 2.2.1 MLCO was established in April 2018 to integrate health and social care across Manchester for all residents of all ages.
- 2.2.2 Since establishment in April 2018, the MLCO has been working to establish integrated health and care services at neighbourhood, locality and citywide levels; focusing on the safe transfer of in scope services into the MLCO, the establishment of integrated teams at the neighbourhood level and supporting the resilience of our urgent care system.

- 2.2.3 During its first year, the MLCO has also worked to develop relationships with key stakeholders across the City. Outlined later are examples of MLCO and the work with Age Friendly Manchester to ensure approaches are aligned and services are planned and delivered through an age friendly lens. There has been a focus on building the foundations for an aligned approach, ensuring the MLCO Executive and service teams understand the ambitions set out in Manchester's Ageing Strategy and the priorities being driven by the Age Friendly Manchester team.
- 2.2.4 The MLCO has presented progress and approach reports to the Age Friendly Board, been an active member of the Age-Friendly Steering Group and regularly attended the Age-Friendly Forum on the emerging neighbourhood model, the implementation of the New Care Models (such as High Impact Primary Care and Manchester Community Response) and the approach to integrate health and social care services across the City.
- 2.2.5 The Age Friendly Team has also presented the work of the team to the MLCO Executive through the MLCO Programme Board. This discussion clarified the priorities and work of the team and led to the agreement of a number of priorities work areas that MLCO could work with the Age Friendly team together on.
- The Director of Adult Social Services will chair the Age Friendly Executive that is to be established this year, to support greater connectivity to MLCO service delivery. The Chief Medical Officer (CMO) of MLCO will be added to the membership of this board also.
 - MLCO is a member of the Age Friendly Steering Group and Forum.
 - It has been agreed that during 19/20, the alignment between the Age Friendly neighbourhood model and the development of Integrated Neighbourhood Teams will be further strengthened through joint work between the MLCO Chief Operating Officer and the Age Friendly team
 - It has also been agreed that the Age Friendly team will work with the Assistant Director of Adult Social Care to ensure that, as the work on Learning Disability services in Manchester progresses, it does so through an Age friendly lens.
 - The MLCO Director of Workforce and OD attended a workshop focusing on Age friendly employment and developing new approaches for those most marginalised and further away from work. MLCO will continue to support the development and delivery of the initial ideas that came from this workshop.
 - The CMO and public health staff working with MLCO will work with the Age Friendly Board, McrActive, Greatersport and MFT colleagues to look at opportunities to ensure better coverage of activity opportunities for older people, including those at risk of falls, as well as around the prevention agenda for the wider older population

2.3. Age Friendly Partnership Structures

- 2.3.1 Age Friendly Manchester has established a range of partnership structures that bring together the age-friendly family. At the very heart of this are Manchester's older people.
- 2.3.2 The **Age Friendly Manchester Older People's Board**, which has met on a bi-monthly basis since 2004, is a consultative group of older people. Its mission is to advance and influence Age-friendly Manchester's ambition of improving the quality of life for older people and making the city a better place to grow older. A third of Board members are elected by the Age Friendly Assembly, a third are representatives of key organisations (e.g. BME network; Carers Forum, Good Neighbour Groups; Wai Yin Chinese Society) and a final third are co-opted members.
- 2.3.3 The **Age Friendly Manchester Executive** will provide high-level strategic direction and buy-in for the AFM programme.
- 2.3.4 The programme **Steering Group** oversees the delivery of the City's ageing strategy. Membership of the group reflects our wide ranging partnerships and priorities, including housing providers, the Local Care Organisation, culture, transport and the VCS sector. As part of their role as Steering Group members, they will champion and support the implementation of the ageing strategy across public, community and private agencies and organisations in the city; and support and promote the work of the AFM Older People's Board and Assembly which represent the voice of older residents in Manchester.
- 2.3.5 The **Age Friendly Neighbourhood Coordination Group**, which has been meeting for over a decade, brings together individuals and partners who work to improve the health and wellbeing of older residents. Together, we work to create Age Friendly Neighbourhoods, places where people age well with access to the right services, housing, information and opportunities – social, cultural and economic.
- 2.3.6 The **Age Friendly Assembly** is a broader consultative group open to all older Manchester residents who have an interest in the ageing agenda. It aims to provide an opportunity for residents to have their say on issues that directly affect people as they grow older. The Assembly also provides members with the opportunity to take issues directly to the Age Friendly Manchester Older People's Board.

3. Progress to date

- 3.1. Re-designed and recommissioned services
Recently a range of new models and approaches have been developed that better meet the needs of older people or better connect and support Manchester's age-friendly approaches. These include the redesigned BUZZ Wellbeing service that now has three dedicated age-friendly champions and a commitment to establish better age-friendly networking opportunity across all 12 neighbourhoods. Through a community development approach this new

model will help BUZZ to better develop more age-friendly activity and build stronger neighbourhood based partnerships. Working closely with older people locally and using their lived experience to help shape activity will overtime be used to inform and influence other health, wellbeing and care service development. The new nutrition service that incorporates an improved neighbourhood based prevention model seeking to build on established age-friendly and older people led local voluntary groups, increasing social eating opportunities in every neighbourhood.

- 3.2. Research and increased engagement with older people is beginning to shape the design of new approaches for sexual health and drugs and alcohol services so that these are better able to meet the growing needs of Manchester over 50s. Over the next commissioning cycle it is expected that this will result in new, more age friendly, models of service. For example ELSA (English Longitudinal Studies of Ageing) reveals that over 80% of people aged over 75 agree satisfactory sexual relations are essential to the maintenance of a long term relationship. Yet the typical quote below from an older person's about their experience show's there's much room for improvement - *"(the) NHS seems reluctant to help with sexual problems in someone of our age. Penetrative sex is incredibly painful and I have been advised it's due to age"*

3.3. Social prescribing

Social prescribing is a means of enabling GPs, nurses and other primary care professionals to refer people to a range of local, non-clinical services (The Kings Fund). It also aims to support individuals to take greater control of their own health. Social prescribing schemes can involve a variety of activities which are typically provided by voluntary and community sector organisations. Examples include volunteering, arts activities, group learning, gardening, befriending, cookery, healthy eating advice and a range of sports.

Manchester currently has a citywide social prescribing scheme known as Be Well which is currently funded until 2021. The aim of the scheme is to develop a coherent citywide social prescribing model that gives people who access health and care services, a link to social and non-medical support within the community. Work-related health support is also being provided through Be Well so patients who would previously have been referred to the Fit for Work or Healthy Manchester services can be referred to Be Well and expect the same level of support.

It is recognised that investment in the local voluntary and community groups that will support people as a result of the scheme is a necessary part of an effective social prescribing approach. The Population Health Targeted Fund will go some way to achieving this with an additional £1.06m available to support an increased number of 'good neighbour' type activity across all neighbourhoods, with a focus on social activity, befriending, advice and guidance. This will directly support small community and voluntary groups working with older people. This fund is currently being co-designed with a range of voluntary groups that are already in receipt of Our Manchester funds and is expected to become available this autumn.

3.4. Seasonal Flu vaccinations

During October and November 2018, engagement activity took place to gain a better understanding of the uptake of the flu vaccination in Manchester by older people. In 2017 only 70% of people who were eligible on a GP practice register to receive a flu vaccination, aged 65 or over, received it in Manchester. 150 conversations were held with older people across Manchester and recommendations from this activity is being used to inform the 2019 seasonal flu campaign to increase the uptake of vaccinations by older people.

This includes clearer information about what is in the flu vaccination, possible side effects, who is eligible for a free vaccination, which strains of flu you will be protected against and how this is updated and changed yearly. Short films have been created about the difference between a common cold and the flu. Older people want easier access to clinics to have the flu vaccination, at times that are flexible with appointments available out of hours. Alternative venues to have the free vaccine would also encourage take up of the vaccination, with healthcare professionals visiting luncheon clubs or activities that are used by people aged 65 years and over.

3.5. Lung Health Checks in north and east Manchester

To raise awareness of the lung health checks MHCC has worked with voluntary and community sector organisations that support older people such as North Manchester Black Health Forum, Manchester Cares, North Manchester Nomads and 4CT. Activities have been funded to engage with older people and have conversations about the lung health checks and these have included Armchair Exercises, Laughter Yoga and Bat and Chat. Themes from the conversations have helped inform and influence awareness of the lung health checks.

We have also worked with North Manchester Black Health Forum and North Manchester Nomads to identify people aged 55 to 80 years to be photographed to make the awareness and public information more reflective of older people and local residents.

3.6. Understanding the experiences of older people living with chronic respiratory long-term conditions.

MHCC have been working with people aged over 50 and developed a singing group and other creative art sessions in Wythenshawe. This has enabled people to share their experiences and the group has written a song expressing how respiratory illness affects them. Also attended and supported respiratory education events held with colleagues from Northern Care Alliance and MFT. These have been well attended by people over 50 who have shared what works well and what can be improved as part of their journey through services from GP practices to specialised Pulmonary Rehabilitation Services. Learning from their experiences is being used to inform the delivery of respiratory services across the system in Manchester.

3.7. Manchester Carers Network and delivery of training and support to unpaid carers over 50.

As part of a commissioned training and development programme with Manchester Carers Network to support unpaid carers across the city, carers over 50 have been involved in co-producing the training sessions and sitting on the board to provide oversight in how this programme of work is being delivered. Carers have informed the training and development sessions that are commissioned.

3.8. Integrated Neighbourhood Leadership Teams have been working to connect with the local age friendly networks and connect to the neighbourhood partnerships as they develop. Specifically, in the Miles Platting, Newton Heath, Moston and City Centre neighbourhood, MLCO staff have been involved with the development of the two age friendly groups in Moston and Miles Platting. This has helped facilitate some local consultation work, in relation to both the "Winning Hearts and Minds" programme, as well as the "Northern Gateway" development.

Moston's age friendly group were also a significant contributor to the MLCO's November Neighbourhood Engagement Event. Their feedback (which identified social isolation as a significant local problem) led to a NESTA 100 Day challenge being undertaken to test potential solutions and will continue to shape work and priorities into the future.

3.9. The High Impact Primary Care service pilot has described tangible benefits that a better understanding of and alignment to age friendly services and approaches have produced. One of the Wellbeing Advisors has provided feedback on how this has worked in practice:

'I have been able to introduce a lady who was socially isolated to the Grand Day Out. I drew her a map to the Forum and attended the first session with her and she's been going every week since. She has signed herself up to go to the trip to Llandudno in a few weeks' time.'

3.10. A small homes pilot has been operating in Buccleuch Lodge in Withington. This is a first in the UK and pioneers an approach that helps older people recover after a hospital stay. It replaces the more traditional institutional-based approach and gets people participating in their own recovery as fast as possible. It focuses on what the patient can do, not what they can't do and helps people return home successfully.

3.11. The Village 135 Extra care development supports older people to feel part of the community and promote independence as opposed to going into 24-hour care. Students from the Manchester Academy work in the bistro to build relationships and address isolation.

3.12. The South Gate Gardens development in Openshaw provides bungalows specifically built to provide independent living for people living with cognitive conditions and includes the wider family group such as partners, spouses and carers who may form part of the moving group.

4. Next Steps

- 4.1. Both MHCC and MLCO priorities have been guided by and aligned to Manchester's ageing strategy three key strategic priorities. Key Age Friendly Manchester priorities are reflected in both MHCC's operational plan and MLCO's work for 2019 – 20, in particular:

Age Friendly neighbourhoods

- 4.1.1 Especially embedding the principles of age friendly working and the age friendly neighbourhood working model in the MLCO locality model. Better connecting services and organisations - to each other and to older people. Promoting and increased access and awareness of services and activities delivered at a local level. In doing so, maximising opportunities for intergenerational activity and support the positive role older people play within families.

Age Friendly services

- 4.1.2 Especially a targeted approach to reach and engage the most marginalised older people. Improving access to key services such as NHS Health Checks and Lung Checks, alcohol/substance misuse and sexual health services. Delivering an effective neighbourhood based falls prevention programme. Ensuring strong links are in place between dementia and age-friendly activity. And adopting age-friendly communications standards across the system.

Age Friendly Employment

- 4.1.3 Integrate the range of supportive interventions that will support older people back into work or better connect them to other meaningful opportunities – it should be noted that this links to this the broader Work and Health Programme under development. Making sure we are all an age-friendly employers will help enormously.
- 4.2. Age-Friendly Manchester team members will work with both MLCO and others across MHCC to drive this work and help ensure it is properly integrated into the to the work of MLCO and across MHCC, shaping wider work and further ensuring an age-friendly lens is applied to how services are developed and delivered.
- 4.3. Active participation in and engagement with the Age Friendly Manchester partnership structures will continue. The relaunch of the Older People's Charter this year will be supported.
- 4.4. Work under the banner of Bringing Services Together with its focus on people and place issues in a joined up approach will be the ideal platform to bring more of the age-friendly agenda to different parts of the system.

5. Conclusion

- 5.1. There are a number of examples already in place that show progress is being made that align to the ageing strategy and age friendly priorities to the work of MHCC and MLCO and in particular how this impacts on service delivery. Both

organisations have a commitment to work closely with older people across Manchester to help better inform and shape service development and delivery.

- 5.2. It is recognised that more can be done, more needs to be done to apply an age-friendly lens across a greater range of services and it will start with more conversations with Manchester's older people at places including the Age-Friendly Assembly.

**Manchester City Council
Report for Information**

Report to: Communities and Equalities Scrutiny Committee – 1 February 2018

Subject: Age-Friendly Manchester

Report of: Strategic Lead - Ageing

Summary

The purpose of this report is to provide the Committee with an update on Manchester's Age-Friendly Strategy, its key priorities and our long term approach to tackling loneliness.

Recommendations

To note and comment on the contents of this report.

Wards Affected: All

Alignment to the Our Manchester Strategy Outcomes (if applicable)

Manchester Strategy outcomes	Summary of how this report aligns to the OMS
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	One of Manchester's Age-Friendly Strategy (2017-2021) key ambitions is to see an increase in the number of age-friendly employers and age-friendly employment practices. This in turn will improve greater retention rates and stability throughout a greater number of Manchester's employers
A highly skilled city: world class and home grown talent sustaining the city's economic success	With a greater number of age-aware services and employers the strategy will support improved skills and employment support offered to Manchester's over 50s, both in terms of with in work progression and when returning to work
A progressive and equitable city: making a positive contribution by unlocking the potential of our communities	A major component of the Age-Friendly Manchester programme is a long term commitment to tackling ageism, promoting age equality and placing older people's voices at the centre of its work.
A liveable and low carbon city: a destination of choice to live, visit, work	
A connected city: world class	

infrastructure and connectivity to drive growth	
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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.

Manchester: A Great Place to Grow Older 2017 - 2021
 Jo Cox Commission on Loneliness - a call for action

1.0 Introduction

- 1.1 This report provides an update on the recently refreshed age-friendly strategy for Manchester; Manchester: a great place to grow older. The strategy was originally launched in 2009, since then the city has experienced major economic and demographic change, alongside significant changes in the national and regional political context. Whilst its priorities are still relevant it felt timely to refresh and update to reflect the current picture.
- 1.2 The refreshed strategy focuses on the key priorities for the city and its partners, offering a framework to deliver real improvements to the lives of older people, putting them centre stage.
- 1.3 Taking the eight key features of an age-friendly city, as defined by the World Health Organisation as the starting point, through many conversations these have been converted into three key priorities:
 - Develop age-friendly neighbourhoods - places where people can age well in neighbourhoods of their choice with access to the right services, housing, info etc
 - Develop age-friendly services - where commissioning includes age-friendliness in its specification and services are delivered in an age-friendly way
 - Promote age equality - by addressing negative images and changing the narrative to one that celebrates the valuable role and contribution of older people.

2.0 Background

- 2.1 This strategy is produced by Age-Friendly Manchester which is part of Manchester's Population Health and Well-being Team based in Manchester Health and Care Commissioning - a partnership between the NHS (Manchester Clinical Commissioning Group) and Manchester City Council.
- 2.2 The team was established, under the name of Valuing Older People, in 2003. Between 2003 and 2006 the Older People's Board, Older People's Forum and the first locality networks were established. Since then the team, the strategy and the programme of activity have been delivered through collaboration and dialogue with older people and organisations across the public, private, voluntary and community sector. It is this enduring partnership that drives the ambitions set out in this refreshed strategy. It is all underpinned by decades of work leading research done by Manchester's universities.

3.0 Ageing in Manchester - where we are now

- 3.1 Older people's experience is shaped by social and economic circumstances, which can lead to inequalities persisting into later life. These can reduce life expectancy, earlier ill health and poorer quality of work or worklessness. Older

people may experience fewer social connections, leading to loneliness and social isolation.

- 3.2 About 22% of Manchester population is 50 or over with life expectancy for men at 75.6 years (UK average 79.1) and life expectancy for women at 79.1 years (UK average 82.8). However healthy life expectancy for men and women in Manchester is 56 years, whereas the UK average is 63 years for men and 64 years for women. Double the rate of all ages of over 50s are on out of work benefits with 20% of out of work benefit due to ill health are over 50. Fewer over 50s have skills at level 4+ with 30% of over 50 with no qualifications at all. However over 2,200 people receive the monthly Age-Friendly Manchester e-bulletin, there are over 100 organisations involved in Manchester's age-friendly locality networks and Manchester is one of 287 age-friendly cities and communities worldwide, and the first in the UK.

4.0 Strategic Context

- 4.1 *Greater Manchester Strategy.* One of the ten priorities is to create an age-friendly Greater Manchester. Age Friendly Manchester is playing an important role in supporting this commitment but working closely with the Greater Manchester Ageing Hub in the Greater Manchester Combined Authority.
- 4.2 *Our Manchester.* Under the strategy's Progressive and Equitable theme, a continued commitment to age-friendly work is one of the 64 'we wills'. The strategy recognises the pioneering work of Age Friendly Manchester.
- 4.3 *A Healthier Manchester.* Its ambition of 'adding years to life and life to years' ties in with Age-Friendly Manchester's programme and strategy ambition of making a difference to the quality of life of Manchester's older people, and supporting them to remain healthy, independent and active for longer.
- 4.4 *The Manchester Population Health Plan.* A key priority is to create an age-friendly city that promotes good health and well-being for people in mid and later life.
- 4.5 *The Jo Cox Commission on Loneliness* was set up before her death in summer 2016, to shine a powerful spotlight on the millions of people who are lonely living in our communities. Over a 12 month period the Commission, comprising 13 charities and business worked together to respond to the challenges of loneliness. It's 'call for action' that came about because of this is calling for action from Government in three key areas - national leadership, measuring progress and being a catalyst for action. But the call for action is extended beyond government in a belief that there is a role for council leaders, public sector leaders, community and voluntary groups and each and everyone of us.

5.0 Develop age-friendly neighbourhoods

- 5.1 We want to see safe neighbourhoods where Manchester's older people will feel safer, more secure and supported. We want to see every neighbourhood

with clear age friendly features where it's easier to get around to use local facilities. Our neighbourhoods will be places where older people can find the information, advice and support services they need. Older people will have a voice and our neighbourhoods will be places where social, cultural and other needs of older people are met.

- 5.2 Manchester has some successful age-friendly neighbourhoods and networks. Southway Housing's Old Moat age-friendly neighbourhood pilots show what can be achieved with the right level of resource and approach.
- 5.3 Some examples of activity being delivered in neighbourhoods is summarised below. A key component of most of these examples is to connect older people, provide opportunities to socialise and participate in activities and in doing so tackle isolation and loneliness. In essence this is Manchester's long term response to Jo Cox's Commission on Loneliness.
- 5.4 Funded by the Big Lottery Fund, Ambition for Ageing is a £10.2 million Greater Manchester programme aimed at creating more age-friendly places and empowering older people to live fulfilling lives.
- 5.5 In Manchester, the work is being led by the Manchester Age-friendly Neighbourhood Team, which is a partnership between Manchester School of Architecture and Southway Housing Trust. The areas of work focus on Moss Side and Hulme, Burnage, Moston and Miles Platting. A resident led partnership has been established in each neighbourhood to promote and develop work on active ageing and older people's participation. This includes funding for resident led projects to tackle social isolation and make the neighbourhoods more age-friendly. The programme will run until March 2020.
- 5.6 North City Nomads is open to residents of north Manchester or those attending social groups and classes within the area and has 800 members. The initial project was established in 2015 following a discussion at the Age Friendly Locality Network about the best way of reducing loneliness amongst older people. The group, managed and run now entirely by volunteers, offers its members four trips a year, providing participants with companionship and access to information about other interesting activities, things to do and health messages. The group have organised a number of successful outings to places of interest such as Liverpool (the City of Culture 2016) and York for the Award Winning Christmas Markets.
- 5.7 Heathfield Hall is located within the grounds of Heathfield Resource Centre in Newton Heath. The Hall remains a valuable community asset to older residents living in Newton Heath and surrounding areas as it offers multiple opportunities to stay active and socialise. From fitness classes, to line dancing, relaxation and film shows, Heathfield Hall offers something for everyone.
- 5.8 In addition to providing a wide range of activities on a daily basis, Heathfield Hall also offers various events throughout the year which are organised by the Heathfield User Group, a Management Committee elected by Hall Users.

These events allow all users of Heathfield Hall to meet together, outside their respective groups, in a social setting. The Summer Festival and Winter Hotpot events have been particularly successful and provide a useful fundraising opportunity for the Management Committee allowing them to contribute to the maintenance and upkeep of the Hall.

- 5.9 The Inspired People's Project was developed as a response to a consultation held with local older people living in Levenshulme who raised concerns about social isolation, loneliness, mental health issues, financial issues and other barriers that prevented older people from enjoying a positive healthy life. The initial three-year project, supported by Levenshulme Inspire, Age Friendly Manchester and a number of local partner organisations received funding through the Big Lottery Reaching Communities Fund to support local older people to:
 - Feel less lonely and have improved well-being;
 - Feel more confident about making informed decisions;
 - Feel better able to influences the services which affect them.
- 5.10 In 2017 the project was successful in obtaining ongoing Lottery funding and also received an annon donation of £200k to continue it's valuable work. The Leve Task Force, an Action Group formed by members who participate in activities delivered by the Inspired People's Project, received national press attention for the innovative way they tackled the issue of uneven and poorly maintained pavements.
- 5.11 The Golden Voices Community Choir, formed with direct support from the AFM team is making preparations for its up and coming 10 year anniversary celebrations. The Choir came together following a performance at the Manchester International Festival (MIF09) given by the Young At Heart Choir from Massachusetts USA, when a group of east Manchester residents proposed that Manchester from its own choir of older people. The Choir has a robust relationship with Keele University and have been the subject of a number of studies looking at the health benefits of singing as a group. They continue to support the Singing in Hospitals programme and remain committed to providing performances for older people living in Residential and Nursing Care.
- 5.12 Good Neighbours Care Groups have been operating in south and central Manchester, for more than 50 years in some places. Their ethos is prevention, to provide befriending services to those older people who are experiencing loneliness and isolation. A strategic review has recently been undertaken in order to identify ways to make these more sustainable in a climate of decreasing funds and changing priorities.
- 5.13 The buzz health and wellbeing service is commissioned to support the development and organisation of age-friendly locality networks across the city. In addition buzz are responsible for developing action plans for each of the networks. Locality networks aim to bring statutory and voluntary sector organisations together with older people's groups and local residents to promote closer local working, new and strengthened partnerships and a focus

on addressing priorities identified by older people. (Noah Mellor from Buzz has been invited to attend and will be able to talk more about the approaches he has developed.)

- 5.14 We use a variety of ways of publicising the offer across Manchester's neighbourhoods including the age-friendly e-bulletin with over 2,200 subscribers, our age-friendly ambassadors and age-friendly culture champions, the older people's forum and older people's board, via local networks such as the good neighbours projects, key social landlords such as Southways Housing Trust and of course word or mouth via the extensive age-friendly family working across a broad range of services and living across our neighbourhoods.
- 5.15 However this good offer is not delivered consistently across all of Manchester's neighbourhoods. It's a patchwork rather than a network. For example places like Old Moat could be considered a example of a good age-friendly neighbourhood because of the level of engaged partners, the number of older people engaged in the neighbourhoods and the focus of supporting organisations such as the university working in this area. An example of where we could do much more are the neighbourhoods on the edges of the city centre where network and opportunities are not as well developed.
- 5.16 Our focus for the next 4 years will be to:
- 5.17 Work to deliver the Manchester Age-Friendly Older People's Board 2021 vision for what a good neighbourhood working model looks like - this includes a more consistent approach and range of offer across all neighbourhoods, greater level of integration and collaboration between different services working in neighbourhoods and longer approach to funding and commissioning neighbourhood groups.
- 5.18 Working closely on integrating an age-friendly approach to the LCO's locality model and exploring ways to roll out some of the benefits of the model developed in Leeds.
- 5.19 Exploring options to expand the neighbourhood care groups mainly focussed in central/south Manchester across other neighbourhoods and consider how to support recommendations coming from the recent good neighbours care group strategic review (yet to be published)
- 5.20 Work will continue with buzz on increasing the number of age friendly networks and also contribute to the review and development of the new service specification beyond the current commission (March 2019).
- 5.21 Continued work with Leisure and Park on delivering the ambitions set out in Widening Access and Participation approach and focus for over 50s and the Parks Strategy with a commitment to develop 15-20 age-friendly parks.
- 5.22 Being led by Manchester Institute for Collaborative research on Ageing (MICRA), the Village Model research aims to test innovative ways in which

self-care, volunteering and informal care can influence changes in the delivery of professional and statutory care. It is testing a participatory approach to mobilising support for people aged 55 plus living in Brunswick and Levenshulme.

- 5.23 There is an intention to develop lifetime neighbourhoods where older people have housing choices and options in everyone of our neighbourhoods. Work will continue on developing further extra care housing options including an LGBT affirmative scheme.
- 5.24 Further work will be undertaken with the Community Safety Team and GMP, making sure that older people are both able to access the kind of support required, feel safe in their homes and neighbourhoods and where older people's views are better heard when reviewing and developing services.
- 5.25 It is expected that a focus of most of this work and intended outcome will be to tackle loneliness and social isolation, further supporting the call for action in Jo Cox Commission report.

6.0 Develop age-friendly services

- 6.1 We want to see all of Manchester's services and strategies 'age-proofed', with services changing the way they work with older people and with older people being given opportunities and be engaged in consultations about public service design and delivery.
- 6.2 It is recognised that much more work can be done in this priority area. Age-Friendly Manchester has taken a lead role in engaging Manchester's older people via a wide range of approaches including the Older People's Board and the Older People's Forum. Through these engagement opportunities Manchester's older people's voices have been better placed to influence and shape services. For example the Age-Friendly Design Group has directly influenced TfGM plans for bus services in neighbourhoods and carried out a perks audit that has directly influence Manchester's Parks Strategy.
- 6.3 The Older People's Charter was established in 2015 and describes 6 themes important to older people. The charter intend to reinforce the existing rights of all older people in Manchester. The 6 themes were identified by the Age Friendly Board members and the charter has been used to secure pledges from business, organisations and individuals to contribute to creating an age-friendly city.
- 6.4 Examples of pledges include:

Greater Manchester Fire & Rescue Service

Will, through their free 'Safe and Well' visits, help older people with issues such as staying well, reducing the risk of falls, keeping warm at home, staying safe from fire and with social isolation. This work is being carried out in conjunction with Public Health England. As well as signposting people to

other agencies and services they will also look to reduce risks during initial visits, where appropriate. The overall aim is to make all older people safe, well and independent in their own homes for as long as possible and aims to help reduce the demand on the NHS, the police and social care services.

Southway Housing Trust

Will deliver our Age-Friendly Strategy to improve the quality of life for older residents. Using the World Health Organisation's Age-Friendly cities principles, their projects support older people to participate and drive changes in their neighbourhoods. They support partners and community-led organisations delivering local initiatives to tackle isolation and loneliness. They are improving and increasing housing options for older people in south Manchester and creating neighbourhoods where older people feel involved, valued and safe. They will continue to work strategically across the city to support the age-friendly movement, sharing their learning with others.

Royal Exchange Theatre, St Ann's Square

Will make sure older people are fairly represented in their work on stage and are supported in accessing their space and programmes. They will continue to support people living with dementia to attend venue by creating more Dementia Friends within their organisation and encouraging groups and individuals to attend their Relaxed Performances. Their resident Elders Company is their flagship programme for older people to feel included, make connections, learn new skills, make work and have a creative voice. They are currently developing their intergenerational work to promote creative collaboration between members of their resident community companies: the Elders Company and the Young Company

- 6.5 It's recognised that not enough work has been done on following up these pledges, reviewing impact, celebrating success and encouraging further take up. Now that the team is fully resourced this will form one of the priorities for 2018 and the charter will be re-launched. Using it again to engage more people in commitment to delivering an age-friendly city.
- 6.6 The Culture working group brings representatives of over 40 of the city's cultural institutions together to discuss how their programmes can be age-friendly, accessible and relevant to older people. There are now more than 120 Age-friendly Culture Champions in Manchester. They are cultural ambassadors who promote all aspects of culture and the arts to members of their communities, combining word of mouth with enthusiasm. Ambassadors aim to encourage residents to access cultural opportunities on offer around the city and are often volunteers themselves at cultural venues. The programme of Age-friendly Cultural events is wide ranging, recently including specialist events at the Manchester International Festival.
- 6.7 The Whitworth is an age friendly place. Everyone who works with visitors is, for example, trained as a dementia friend, and the gallery is an Age Collective partner. The Handmade at the Whitworth sessions delivered weekly at

Whitworth is one of their regular Age Friendly activities where participants can enjoy a cup of tea and a chat, and try their hand at a range of traditional skills including woodblock carving, sculpture, printing, watercolour painting and many others. Each month, an professional artist introduces a different technique to the group. Each Friday the Clore Learning Studio becomes an Age Friendly art studio, with sessions delivered in partnership with Age Friendly Manchester.

- 6.8 A Little Bite Music is a series of free lunchtime concerts held at The Bridgewater Hall during the spring and summer months. The concerts are designed to introduce new audiences to a diverse range of music. The informal foyer setting makes the concerts suitable for everybody including older people who may face barriers to attending performances which are part of the usual calendar of events. Visitors are welcome to join Little Bites for all or part of each performance, whether to snatch a bite of culture in a short break or make more of a day out of their visit. These events are free of charge and usually there's no need to book.
- 6.9 Our focus for the next 4 years will be to:
- 6.10 Work with commissioning teams and influence strategies to ensure that an age-friendly perspective is applied. This could be as simple as seeking older people's views ahead of developing tender / service specifications. In some case however it will require more detailed reconsideration of how service need to be commissioned and delivered differently for older people.
- 6.11 Considerable work will need to be developed that supports a greater number of older people remaining in good work or be supported back in to work. A significant increase in the number of age-friendly employers will be required to support this as well as ensure employment support programme provide sufficient targeting of their offer to out of work over 50s. Manchester's over 50s employment rates is below the national average and the ambition is to match the national employment rate by 2021.
- 6.12 As a greater emphasis is placed on developing dementia friendly communities and the emergence of both a City and Greater Manchester dementia strategy there will be a need to make sure these are better connected to the age-friendly networks.

7.0 Promote age equality

- 7.1 We want more 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 an acknowledgment and appreciation of the myriad of roles older people play in communities. We will have campaign to increase public awareness and recognition of the issues.
- 7.2 The images used in the front cover and throughout the refreshed ageing strategy are a good example of the quality of positive images used by the programme from the very beginning.

- 7.3 The Age-Friendly E-bulletin and twitter are used to further promote age equality and positivity around ageing. The programme and team has tirelessly and actively challenged negative image - such as imagery depicting older people as frail etc. There is an ongoing approach in challenging the use of word 'frail' when describing older people - e.g frailty index rather than independence index
- 7.4 Our focus for the next 4 years will be to:
- 7.5 Continue with a range of campaigns, with all of these being developed with the direct involvement of older people. For example supporting the No More Wrinkly Hands project, which will be a street based photography project created in collaboration with a range of community based projects that challenges the negative stereotype of older people, it will coincide with this year's British Society of Gerontology which is being held in Manchester in July.
- 7.6 There will be annual festival of ageing with the first to take place in July 2018
- 7.7 Manchester is hosting the 47th Annual Conference of the British Society of Gerontology in 2018. The theme for the Conference is Ageing in an Unequal World. The conference focus will be on how best to influence and shape environments of ageing for the coming century.

8.0 Delivery Plan

- 8.1 Following the launch of the refreshed Age-Friendly Strategy we now need to develop a 4 year delivery plan - basically the plan that tells us how we will achieve what we've set out in the strategy.
- 8.2 To build on the goodwill developed during the strategy refresh and sustain the enthusiasm across the broad partnership will require a collaborative and open approach whilst developing the delivery plan.
- 8.3 A series of thematic workshops are being held over the next couple of months - especially focusing on developing an age friendly neighbourhood working model, improving employment rates for over 50s and tackling ageism. These will be supported by an age-friendly partnership group of key individuals within the wider age-friendly family (basically to play the role of critical friend) and overseen by a re-established age-friendly steering group.
- 8.4 The intention is to have a delivery plan signed off by our key partners and have been approved by the Age Friendly Older People's board by April 2018.

9.0 Conclusion

- 9.1 The refreshed strategy provides a clear focus for the next 4 years. It is backed up by decades of research from Manchester's universities and grounded in long term collaboration, partnership working and engagement with older people at the very centre of everything.

- 9.2 A whole range of activity is used to support older people to live well across Manchester's neighbourhoods and this directly tackles loneliness and social isolation.
- 9.3 Over the next four years more of Manchester's neighbourhoods will become truly age-friendly, more of Manchester's over 50s will be in good work and a greater number of Manchester's older people's positive contribution will be recognised by a greater number of people.