

Manchester City Council Report for Information

Report to: Communities and Equalities Scrutiny Committee – 3 December 2020

Subject: Manchester's Age Friendly Recovery

Report of: Consultant in Public Health (Ageing Well Lead)

Summary

The Age Friendly Manchester Older People's Board (the Board) has been articulating the experiences of many of Manchester older residents since the beginning of the Covid-19 pandemic. The report that follows draws on a report produced by an editorial group of the Board with the support of key officers within Manchester City Council. The views expressed are that of the Board and in turn the views of the many older people that Board members are in touch with.

COVID-19 and impacts of restrictions in place this year have disproportionately affected older people. Older people report that due to generic age based shielding instructions for example, they have at times felt marginalised, silenced and not heard.

The Board and its wider networks of older people is keen to play a part in Manchester's recovery from the pandemic, to be able to fully benefit from opportunities when things reopen and to be part of the process of finding solutions to a range of key issues that are adversely affecting residents in mid to later life from the age 50.

The Board and the Age Friendly Manchester Team has worked with a range of senior officers in the council to develop a set of proposals across five key areas that are designed to help address the barriers many of Manchester's mid to later life residents report that they face.

Recommendations

The Committee are invited to -

1. Note the report;
 2. Comment on and approve the recommendations outlined throughout the report; and
 3. Support the establishment of the Age Friendly Executive to work alongside the Age-Friendly Manchester Older People's Board to drive this agenda forward.
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Wards Affected: All

Environmental Impact Assessment - the impact of the issues addressed in this report on achieving the zero-carbon target for the city

The Age Friendly Manchester Older People's Board – and more broadly the Age Friendly Assembly is a strategic partner in the delivery of the Manchester Climate Change Framework 2020-2025

A key principle within the framework is that older people as residents of Manchester have a role to place in reducing the contributors to and impacts of climate change. It is expected that this will contribute to Manchester's zero carbon target.

Our 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	A key ambition of the city's ageing strategy 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 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	<p>An age-friendly approach starts with hearing the voice of older people and using older people's lived experience to shape what we do</p> <p>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.</p>
A liveable and low carbon city: a destination of choice to live, visit, work	Incorporating the principles of the age-friendly neighbourhood model and practice of the Ageing in Place Programme 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: A Great Place to Grow Older 2017 - 2021

Age Friendly Manchester - *Communities and Equalities Scrutiny 1st February 2018*

Economic Impact of the City's Age-friendly Manchester Strategy – *Economy Scrutiny 5th September 2018*

Overview of the economic characteristics of Manchester's population aged 50-64 and the implications for their economic participation – *Economy Scrutiny 20th June 2019*

Age-friendly approaches across Manchester Health and Care Commissioning and Manchester Local Care Organisation- *Health Scrutiny 16th July 2019*

Letter from the Age Friendly Manchester Older People's Board to the Leader of Manchester City Council and Chief Executive of Manchester City Council – June 2020

1.0 Introduction

Many older people have reported to Age Friendly Manchester their experiences during this year, since the start of the COVID-19 pandemic and the restrictions that have been in place for most of the year. The most commonly shared experiences reported are of being ignored, silenced and not always heard. Older people have told us that they accept that this is not unique to Manchester yet hold a belief that Manchester will want to be different and work with older people to address this. The views and insights reported in this report have been gathered via the Board, broader neighbourhood networks and through individual Board members' wider social networks.

- 1.1 The main content of this report has been written by an editorial board of the Board supported by officers from the AFM team within Population Health. It draws on significant input and contribution towards its content and the development of the proposals contained within from other officers across Manchester City Council.
- 1.2 Older people have told us that they are upset to observe a shift towards increased use of ageist language and attitudes in general society during the Covid-19 period, and in particular how they are framed as vulnerable and in need. Older people tell us that they consider the term 'the elderly' as offensive and dismissive. Older people report that they consider that being depicted as frail is undermining and constantly being portrayed in images as just a set of wrinkly hands is insulting.
- 1.3 Evidence shows that if we live in neighbourhoods that support us to age well, have good work, maintaining good social connections and if we have a positive attitude to ageing; we are likely to live on average seven and a half years longer - and with most of these extra years in good health.
- 1.4 We also know that problems faced earlier in life may increase with age due to pressures associated with poverty and poor health. The impact of physical changes, such as disabilities, or cognitive changes, such as dementia, may leave people insecure and isolated within their communities. People in their 50s and beyond actually get more rather than less diverse (e.g. in terms of income, health and social relationships). Older people report that they feel others often regard all older people as the same with the same needs, where this is not the case or the lived experience of Manchester's older people.
- 1.5 Older people's experience reveals that unfortunately many of the services which should be able to assist them do not always meet their needs because they are not age-friendly or even age aware in their approach. As a result, many older people report that they experience inequality. This is detailed more in Manchester's Age Friendly Strategy where it is made clear that this is not about an absence of new or specialist services, rather than existing services need to have a better understanding and focus on the changing needs of people as they age, from mid- through to later-life.

- 1.6 The Board agreed a set of priorities as part of a reset of the age-friendly programme as a result of the Covid-19 pandemic and have identified five key issues that they feel need to be addressed if Manchester's older people are to be able to contribute to, and benefit from, Manchester's post COVID-19 recovery.
- 1.7 Ageism
- 1.8 Older people tell us that they have been framed as vulnerable and in need throughout the pandemic – and that this has a significant impact on their sense of wellbeing. They tell us that this increases fear, a sense of isolation, and a sense of being 'locked away and out of sight' as well as often feeling disposable.
- 1.9 Age is a protected characteristic under the 2010 Equality Act. The impact ageism has on individuals is immense in terms of the negative impact on their own wellbeing, while the ageism of institutions can lead to individuals failing to gain access to the services, employment opportunities and support they need.
- 1.10 67% of older people believe that experiencing ageism has a negative impact on their health. Attitudes towards ageing and older people more generally can have an impact on how services are configured, influence the behaviours of the workforce and affect how older people access the services they need. Language needs to be tackled and greater understanding and awareness of ageism needs developing organisationally with a commitment similar to that made following the Council's Race Equality review, or that adopted via the Our Manchester approach outlined further on. Tackling ageism will require greater focus on applying an age friendly lens to how services are commissioned and delivered. Placing the experience of older people at the heart of this will go some way to removing the barriers many older people report they experience.
- 1.11 Care Homes
- 1.12 Care homes and their residents can often be seen by other older people as being disconnected from the neighbourhoods they are based in. Older people tell us that they see residents in care homes as members of their local community and they want organisations to see them as that too. Closer working between the Care Board and the Board will help identify ways to address this.
- 1.13 Neighbourhoods
- 1.14 Many neighbourhood-based groups responded well to the pandemic but there is an unequal spread of these groups across the city. The OPeNS fund has gone some way to addressing this but there remain gaps in terms of geography and capacity. An investment strategy needs developing to help address this for the longer term.

1.15 Employment

- 1.16 Manchester already had a lower than average 50+ employment rate: 32% of Manchester's 50 to 64 population is economically inactive. Long term conditions and long-term insecure work, or no work, means that many unemployed older workers may never work again. The Resolution Foundation found that the biggest impact of the economic consequences of the pandemic will be focussed on the under 25s and the involuntarily retired over 60s. Between the end of March 2020 to July 2020, the number of people in the city who are unemployed and claiming benefits rose by 91%, while the number of advertised vacancies halved. There appears to be a significant reduction in entry level jobs and while it is rightly important that there is a focus on young people, there also needs to be an equal focus on older workers.

1.17 Our Manchester Reset

- 1.18 Involvement of Manchester's older people in this is welcome, however the Board want to make sure that this is not a one-off, and that an ongoing and enduring dialogue is developed with the Board and other strategic networks directly.
- 1.19 Although Manchester faces many budget pressures dealing with the impact of COVID-19, the belief is that if neighbourhoods are resourced in a way that supports older people to live well at home for longer this will relieve some of the pressures on over stretched Council and NHS services. It is accepted that to achieve the aspirations set out in this report and to make progress against the recommendations will require work across a range of other organisations as well as Manchester City Council (MCC), including but not exclusively the following - Manchester Health and Care Commissioning (MHCC) and Manchester Local Care organisation (MLCO)

2.0 Background - Ageing in Manchester

- 2.1 Older people's experience of ageing is shaped by social and economic circumstances, which can lead to inequalities persisting into later life. These can reduce life expectancy, lead to earlier ill health and poorer quality of work or worklessness. Older people may experience fewer social connections, leading to loneliness and social isolation.
- 2.2 About 22% of Manchester's population is aged 50 or over with a life expectancy for men of 75.6 years (UK average 79.1) and a life expectancy for women of 79.1 years (UK average 82.8). However healthy life expectancy (years lived without one or more life limiting medical conditions) for men and women in Manchester is 56 years, whereas the UK average is 63 years for men and 64 years for women. This varies across the city with males in Didsbury East at 65.8 years while males in Miles Platting & Newton Heath at 49.6 years. Healthy life expectancy inequality in Manchester is 16.2 years.

- 2.3 A disproportionately higher number of people over 50 are on out of work benefits, with 20% of these due to ill health. Fewer over 50s have skills at level 4+, while 30% of over 50s have no formal qualifications at all.
- 2.4 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.
- 2.5 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.
- 2.6 Manchester's Ageing Strategy - Manchester: A Great Place to Grow Older 2017 – 2021 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.
- 2.7 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.
- 2.8 Progress over the past year includes:
- Work to establish and embed Manchester's age-friendly neighbourhood working model across Manchester. This has included working closely with colleagues in the Our Manchester team to deliver the Older People's Neighbourhood Support Fund (OPENS) worth £1.061 million and working with the Local Care Organisation to identify opportunities to incorporate age-friendly practices into their integrated neighbourhood health and social care services.
 - Age-friendly practice being built into projects and programmes across the city, notably the Northern Gateway Regeneration project, together with the installation of twelve age-friendly benches being placed in Whalley Range.

- On age-friendly services, a group led by the Age Friendly Manchester Team consisting of academics, healthcare professionals, the charitable sector and older Mancunians to improve the awareness of and support available for sexual health in older people. Achievements to date include communications campaigns which have reached over 100,000 people, gaining national support from Age UK and the Centre for Ageing Better, and the backing of city-wide practice nurse forum and MLCO Medical Director. Contributed to early work to reframe Manchester's wellbeing services and reshaped the community falls service.
- Promoted age equality through the production of two tabloid-sized age friendly newspapers; 15,000 copies of our Spring into Summer edition and 20,000 copies of our Winter Warmer edition were distributed around Manchester's libraries, leisure centres, parks, housing providers, cultural organisations, key community groups and large supermarkets. The newspapers demonstrate the high value and importance of printed information in ensuring older people receive the right information in the right place. We have continued to support and fund the Pride in Ageing Programme, run by the LGBT Foundation, which has already made huge strides in helping to ensure that Manchester becomes one of the best places for LGBT people to grow older.

2.9 A new report by Ipsos MORI and the Centre for Ageing Better shines a light on the impact lockdown has had on those aged 50 to 70, revealing dramatic changes to people's lives and their plans for the future. It reveals:

- One in five feel their physical health has worsened since lockdown.
- 32% have been drinking more.
- Over half have had a medical or dental appointment cancelled.
- 68% of those who are currently workless do not feel confident they will be employed in the future.
- 30% have been volunteering informally.

<https://www.ageing-better.org.uk/news/home-life-work-and-money-impact-lockdown-50-70s-revealed>

2.10 The Board has been meeting virtually since June 2020. As signs of the lockdown being lifted began to emerge the Board looked again at the age-friendly programme priorities and agreed ten reset priorities.

2.11 Tackling health and other inequalities in later life

2.12 Age-Friendly Services - an older people's focus on whole population services will need to be reapplied. Across design, delivery and commissioning stages. Recognising that many older people's needs have changed and how we deliver services in the post COVID-19 era will need to be rethought.

2.13 Age-Friendly Places - Ageing in Place Programme (AiPP) - relaunch and expand this across all 13 neighbourhoods, underpinned by the Age Friendly Neighbourhood model, creating lifetime neighbourhoods with a range of age friendly housing.

- 2.14 Develop an additional focus on our most vulnerable and isolated over 70s as restrictions begin to be lifted for most of us.
- 2.15 Extra effort in offering social and emotional support for Manchester's 'non vulnerable' older people.
- 2.16 Adopt a system wide approach about how we talk to and about older people, including a Comms campaign, to counter the ageist narrative about older people which reached new lows during the first stage of COVID-19.
- 2.17 Respond to the economic impact on older workers and a social inclusion offer for those who may never be able to work again.
- 2.18 Digital inclusion - enabling those that have no access to, or experience of using, IT to gain the means and skills to connect digitally to services and social networks.
- 2.19 Financial inclusion, including benefits maximisation e.g. pension credit and support to move to a more cashless economy.
- 2.20 Re-launching AFM governance, partnership and engagement structures virtually.

In order to make progress on these, the Board agreed 5 key areas it felt it important to address.

3.0 Five key Issues

- 3.1 The five key issues identified by the Board, and outlined in the Introduction above, are described in greater detail below providing some basic context; what older people are telling us about these issues; details of work already underway; identifying some key opportunities and making recommendations. The aim is to sketch out a route map that will remove barriers to older people being able to play their part in Manchester's recovery, be able to live at home for longer and to have their voice heard on things that matter most. Key officers from across MCC have contributed to this section and helped shape the recommendations that follow. The intention being that a wider range of officers will own and be responsible for making progress on these recommendations.

4.0 Ageism

- 4.1 Age UK describes ageism as the unfair treatment of someone because of their age, which includes but is not limited to, the way that older people are represented in the media, which affects the wider perceptions and public attitudes towards older people. Age UK further goes on to note the damaging effects of ageism on older people's confidence, self-esteem, job prospects, financial situation and quality of life and health.

4.2 The City of Manchester and Manchester City Council have a proud recent history of tackling ageism and promoting the rights, strengths and contributions of older people in the area, largely through the work of the Age Friendly Manchester Programme. However, broader societal portrayals of older people, and the terminology used to describe them, have continued to create damaging and / or limiting perceptions during that time. More recently, this has been compounded by stereotypical portrayals of older people in relation to the COVID-19 pandemic. Older people have reported this an issue in both national and local communications. Some examples of this have been in Council-produced information and communications, for example the recent You Tube video 'To Everyone Keeping Us All Safe' where 4 seconds in older people are portrayed as a set of wrinkly hands.

4.3 The Equality Act 2010 says that you must not be discriminated against because:

- you are (or are not) a certain age or in a certain age group
- someone thinks you are (or are not) a specific age or age group, this is known as discrimination by perception
- you are connected to someone of a specific age or age group, this is known as discrimination by association

The Act defines age as one the 'protected characteristics', meaning that people are protected by the Act against a range of adverse impacts related to their age (including but not limited to older age). The Act protects older people from four main types of age discrimination:

- **Direct Discrimination:** when someone treats you worse than another person in a similar situation because of your age.
- **Indirect discrimination:** when a particular policy, rule, system, process or norm that applies to everyone puts people older people at a disadvantage.
- **Harassment:** when someone makes you feel humiliated, offended or degraded because of your age.
- **Victimisation:** when you are treated badly because you have made a complaint of age discrimination under the Equality Act. It can also occur if you are supporting someone who has made a complaint of age discrimination.

4.4 Age discrimination is a complex area which is not fully detailed in this report, but Members are invited to consider the further guidance available from the Equality and Human Rights Commission.

4.5 Section 149 of the Equality Act 2010, the Public Sector Equality Duty which is applicable to Manchester City Council, goes further and states in its General Duty that public bodies must, in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act;
- Advance equality of opportunity between people who share a protected characteristic and those who do not;

- Foster good relations between people who share a protected characteristic and those who do not

Having due regard involves:

- Removing or minimising disadvantages suffered by people due to their protected characteristics;
- Taking steps to meet the needs of people from protected groups where these are different from the needs of other people;
- Encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low

This means simply seeking to avoid age discrimination is not sufficient for Manchester City Council, and a more proactive, positive and inclusive approach is required not only to fulfil the requirements of the Public Sector Equality Duty, but to ensure that the Council does not regress on its considerable recent achievements in this area.

4.6 Learning from Older People's Experiences

The Board has recently shared its insight and collective frustration at what it describes as 'a retreat to ageist language and attitudes that have pervaded all corners of society' nationally. In particular, the Board has noted an increased use of the collective term 'the elderly', which it regards as offensive and dismissive. The Board has pointed out that the Council has, at times, used images of older people that have reinforced ageist stereotypes, i.e. images of wrinkly hands or images inferring dependence or vulnerability as the norm. The images initially used to represent Manchester's people for Our Manchester depicted older people in terms of frailty – for example using a Zimmer frame. An Our Manchester Experience for the Board drew attention to this and to the team's credit these images were removed and updated. The challenge is to establish a deep understand so as to avoid similar occurrences in the future.

- 4.7 The Board has approached the Council with a very clear ask of it to lead by example in tackling ageism, not just through the work of the Age Friendly Manchester Programme but running across and embedded within all its functions. In particular, the Board has asked to see the term 'the elderly' banned in Manchester, starting with the Council's own information and communications. The Board has also asked that the Council shares this commitment with all its stakeholders and partners.

- 4.8 The Board is very clear that the aim here is to achieve fairness, equality and equity for older people; however they do recognise that the issues and impacts related to ageism are very specific and may require equally specific responses that differ to 'standard' measures, to address them. The Board feels there is a case for some form of positive discrimination similar to the range advocated as part of the Council's race review recommendations.

- 4.9 The Board's concerns reflect the Council's broader commitment and approach to achieving equality for the City, which recognises that one size does not fit all. The work on tackling ageism and promoting positive images of ageing should be viewed in that context.

4.10 Opportunities and Work Underway

There is an opportunity for the Council's Communications team to adopt a set of guiding age friendly principles and standards in partnership with the Age Friendly Manchester team, the Board and national experts in ageing. These age friendly communications standards will offer guidance and underpin all future Council communications, providing both a counter to ageist language and imagery and offering an exemplar to other organisations.

- 4.11 Communications about major campaigns and activities around ageing (e.g. the UN's International Day of Older Persons, celebrated across Manchester, or the Leader's signing a national letter committing the Council to tackling ageist language) should be given equal prominence in the city's calendar of equalities events alongside Black History Month, International Women's Day, etc.
- 4.12 Manchester's outstanding commitment to deliver an annual positive images of ageing comms campaign needs to be acted upon, in conjunction with current initiatives at a GM and national level. This is an even more pressing countermeasure to tackle negative attitudes to ageing in light of the impact of COVID-19 on older people's lives as described in this report.
- 4.13 There is much research and work already in place to support these approaches, particularly via the Age Friendly Manchester programme's partnership with the Centre for Ageing Better and Manchester's place on the steering group of the UK Network of Age Friendly Cities and Communities. Pre-COVID-19 AFM had supported a piece of national work looking into Attitudes to Ageing which took Manchester as one of its reference sites.
- 4.14 At Health Scrutiny in July 2019 a report was tabled that outlined the age friendly approach across MHCC and MLCO. In the report 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.
- 4.15 The report 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.
- 4.16 This approach needs to be extended further across the system in Manchester and include Manchester City Council commissioned and delivered services too.

4.17 Maximising Impact

The measures described above move the Council on considerably in addressing age equality in line with the requirements of the Public Sector Equality Duty. They will be supported and supplemented by a wide range of other priorities and projects as described elsewhere in this report, which again support the aims of the Duty. However, the Duty also requires the Council to analyse the impact on (age) equality of these priorities and projects, to maximise their potential and to protect against any unforeseen adverse impacts.

4.18 Recommendations

- 4.18.1 Activities and projects taken forward to advance age equality in the Council are underpinned by robust Equality Impact Assessments (EIAs). The completion of an EIA will not only ensure that the activities maximise the outcomes for older people generally but will also allow the Council to have regard for intersectionality, recognising that people of all identity groups share ageing as a common characteristic. EIAs against the ageing well activities will allow consideration of the differing experiences of, for example, older Black, Asian and Minority Ethnic people compared with older white people, older women compared with older men, etc.
- 4.18.2 Update the age friendly communication strategy and commit to a set of age-friendly communication standards.
- 4.18.3 Commit to giving prominence to a series of age friendly communication campaigns including positive images and the UN International Day of Older People.
- 4.18.4 Consider how the approaches outlined in the report on age friendly practice to service delivery to Health Scrutiny in July 2019 can be better incorporated across the range of services commissioned and delivered by Manchester City Council.

5.0 Care Homes

- 5.1 Board members recognise and value the importance of being seen as part of their communities - be that their local neighbourhoods, the communities of interest they are connected to, their friends and their families. They also see that other older people living in care homes or other residential care settings in their neighbourhoods are not always afforded the same opportunities. Far too often older people in these kinds of settings are disconnected even from the immediate neighbourhood around them.
- 5.2 The work of the Care Homes Board is commended, and the Board is keen to work more closely with them to help achieve their shared aspiration of seeing every care home as part of its immediate neighbourhood. Having the voice of older people living in the range of care home settings and other residential care settings articulated alongside the voice of their neighbours, the other

older local people in their neighbourhoods is something the Board wants to work together with the Care Homes Board on. The Board believes that every older person should be able to benefit from what's on offer locally - our parks, the library, the local community centre, etc.

- 5.3 It is accepted that the care home market is complex and, alongside other residential settings such as extra care, variable in range and offer across Manchester's 13 neighbourhoods. It is understood that not every person in need of a care home is able to be placed in the neighbourhood they come from. However, helping connect to other older people in that neighbourhood and where possible remaining connected to friends from their original neighbourhood can have a significant positive impact on a person's general health and wellbeing.
- 5.4 Recommendations
- 5.5 Facilitate a joint session of the Board and Care Homes Board to help establish common ground and further understanding on the key issues.
- 5.6 Develop a plan of action that seeks to support a better articulation of the voice of older people in residential settings.
- 5.7 Explore options for opening up opportunities of all older people living in a neighbourhood, irrespective of the tenure, to be able to connect, to experience 'accidental acquaintance' and be given the choice to be able to access the same range of social opportunities.
- 5.8 Provide opportunities for members of the Board to contribute to work underway to develop a new care home model.

6.0 Neighbourhoods

- 6.1 Place; the neighbourhoods where we grow up, live, work, play and make social connections throughout our lives is a key influence on how we age. Neighbourhoods can impact on whether we age well, or instead live long periods from mid to later life experiencing ill health, social isolation and poverty.
- 6.2 We already know from research carried out by the University of Manchester that at least 80% of the time of those aged 70 and over is spent in the home and the surrounding area. With the advent of COVID-19 and lockdown, and fear among older people about resuming normal activities as lockdown eases, it's highly likely that this number has increased. As a consequence, the importance of neighbourhoods has taken on an even greater relevance in a COVID-19 world.
- 6.3 Older people report how much they value the neighbourhoods in which they live and since the lockdown they have appreciated how their local communities have rallied round. As restrictions begin to be lifted, they are

keen to be seen out and about again, even though many remain worried and scared.

- 6.4 Older people feel that making their neighbourhoods safe and easy to navigate will be vital in helping many older people to overcome their fears. This involves creating permanent safe walking routes, for example connecting to local centres, services and transport. Installing Age Friendly benches, as in Whalley Range, has proven to benefit older people, enabling them to leave their homes with confidence and to reconnect with their communities. Older people want to see similar initiatives across all of Manchester's neighbourhoods.
- 6.5 Local neighbourhood groups, for example the Good Neighbours Groups, have been vital in keeping many older people connected, offering practical support and advice and linking into the excellent community response that Manchester set up. Many older people will choose to remain shielded even after the government has said it's safe to stop. These older people will remain vulnerable and isolated for some time, requiring the continued support of local community-based groups.
- 6.6 Manchester's Age Friendly Neighbourhood Model was developed with the Board in conjunction with the Age Friendly Assembly, and key stakeholders including MLCO and Manchester's voluntary sector. It was guided by the World Health Organisation and informed by research at Manchester University. It proposes three key components:
- Age Friendly Neighbourhood Services - good neighbour type projects delivered by a range of voluntary sector organisations offering a core range of activities, advice and information in one place
 - Age Friendly Networking - collaborative partnerships of local place-based services and agencies, which ensure that age friendliness and the voice of older people is built into local strategic plans and partnerships.
 - 1-2-1 and Specialist Services - understanding the specific needs and uptake of services by older people and ensuring that an age friendly lens is applied to services such as smoking/lifestyle; wellbeing; physical activity; mental health; sexual health and wellbeing.

When Manchester moves to re-open and to recover from this pandemic, this model provides a route map out of lockdown for many older people.

- 6.7 The Greater Manchester Ageing in Place Programme has a focus on improving residents' quality of life and health and offering better opportunities to benefit from all the city has to offer. It also sets out to create new or additional opportunities to define local priorities and inform decision making, resulting in better targeting of whole population services and support to different groups of older people, especially the most marginalised.
- 6.8 Initially being piloted in Gorton and Old Moat & Withington, the proposal now is that this needs to be rolled out across all 13 neighbourhoods, alongside the Team Around The Neighbourhood. Creating a broad alliance of key services and organisations at a neighbourhood level, using the foundations of local

older people's lived experiences, will provide the bedrock for the increased wellbeing and resilience of older people as the city moves through its COVID-19 recovery stage. It also aids preparation for any future waves of infection.

- 6.9 Manchester's voluntary and community sector delivers essential services to many older residents and provides people with a wealth of opportunities to contribute to their local neighbourhood. In order to support, enable and increase their activity, we established the Our Manchester Older People's Targeted Fund (OPENS) to increase the health and wellbeing of older people in every one of the 12 neighbourhoods of Manchester. The overall amount of the fund is £1.061million over two years, being allocated to projects which enable older people to be more socially connected, increase their skills and abilities to help themselves and others, and make more use of local organisations and amenities. Older BAME communities, and those who are lonely or isolated, are priority groups. It is hoped OPENS will establish long-term infrastructures (partnerships, networks, support and activity) in the VCSE sector in each neighbourhood of the city, with a view to securing future investment.
- 6.10 In the resident and communities work stream of Manchester's recovery plan there are a number of outcomes relevant to this. When Manchester begins to open up its neighbourhoods and services including libraries, parks and leisure centres, there is the opportunity to consider the unique and specific needs of Manchester's older people. Age Friendly Manchester contributes to the 'resilient communities' workflow in this workstream, providing insight and articulating the voice of older people. For example, when libraries open up dedicated hours will be made available to those feeling vulnerable, many of whom are older people. When Manchester's leisure facilities open there is the challenge to consider how Manchester's active ageing programme, in places such as Debdale Park, can be restarted. The work that has already taken place to develop age-friendly standards for both libraries and parks will go some way in helping to reopen more of these spaces and places with older people in mind.
- 6.11 As Manchester's community hub response adapts and evolves there is the need to consider how to support older people during this next phase of the pandemic. Many older people will choose to remain shielded; others will continue to feel vulnerable or isolated and many more will feel worried and scared. The community response, working with local hubs and local groups, needs to evolve in a way that these individual groups can be supported; both in terms of their practical needs as well as their emotional and social needs.
- 6.12 There is a need for a more coordinated cross organisational community development approach, with greater flexibility in funding and a targeted investment in neighbourhoods which are poorly served by local groups. This can be achieved by a better coordination of effort from various neighbourhood-based roles, while simultaneously ensuring the voice of older people is at the heart of drawing up the one plan for that neighbourhood.

- 6.13 As many new volunteers returned to work from furlough there is the opportunity to 'backfill' these posts across Manchester neighbourhood-based groups via places such as MCRVIP – the Manchester Volunteer Inspire Programme or MACC's volunteer portal.
- 6.14 **Recommendations for action**
- 6.15 Agree a set of age friendly standards (similar to those in place for libraries and parks) to ensure older people receive the same high levels of service as other groups. This applies not only to Manchester City Council's neighbourhood based and facing services but all commissioned and delivered services across the Council and its partners. Age friendliness needs to be included in new specifications as and when services are redesigned or recommissioned, thus ensuring services are age aware and understand how people's needs and experiences change as they get older and they become more diverse.
- 6.16 Provide the right information, in the right format, in the right place, and make sure older people's voices are heard, including those across all residential settings, for example extra care.
- 6.17 Create neighbourhoods which keep older people connected and they can navigate in order to access services, social opportunities, transport and shops; supported by the inclusion of age friendly benches, walking routes and crossings.
- 6.18 Develop an investment strategy that seeks to safeguard levels of investment in existing neighbourhood groups, extending the freedom and flexibilities attached to this so that groups can better respond to their local neighbourhood needs. Also seek to provide additional investment to directly address the gap across neighbourhoods - in terms of spread and capacity so that each neighbourhood is served by a neighbourhood group that is led and informed by the needs of older people.
- 6.19 Shape how Manchester's community response hub evolves to consider the specific needs of Manchester's older people. In particular, those that choose to remain shielded and those that are vulnerable and isolated. Working with local hubs target the support and base the response on local older people's needs.
- 6.20 Develop an integrated approach across services, organisations and sectors that results in a one place-one plan-one team model. Where priorities and plans are based on the voice and articulated needs of older people. Practically this means for example that the ward plan, the Integrated Neighbourhood Team neighbourhood plan and the BUZZ wellbeing plans are fully aligned. Alternatively, the Team Around the Place priorities should reflect these priorities. Also, the teams in place to support this will work together as one, for the place. Their respective community development functions are targeted at direct capacity building of local neighbourhood groups.

7.0 Employment

7.1 Residents over the age of 50 in Manchester are more likely to be economically inactive; less likely to be highly skilled; and more likely to suffer from poor health. Evidence suggests that for someone over 50 who is out of work and with poor health, as they get older, they will become more socially isolated, increasingly unhealthy and more dependent on services than if they had worked. Getting more of the City's residents who are over 50 economically active, and keeping those who are working in work as they age, will have a very positive impact on their health and wellbeing, help reduce health and social care costs, as well as generate a significant contribution to the local economy.

7.2 **Stepping up to the Age Friendly Employment Challenge: Analysis and Activity**

Analysis conducted in 2019 revealed that there are significant underlying and long-term health conditions affecting more than half of Manchester's 50-64-year olds and their ability to maintain good work. In addition to many living in deprivation, a large proportion of these are on Employment Support Allowance (ESA), with only 15% of Manchester's out of work 50-64-year olds on Job Seekers Allowance or Universal Credit.

7.3 Recent years have seen a rise in the skill requirement for jobs in Manchester – half of all jobs in the city today are management, professional and associate professional roles. While this has helped Manchester's economy grow, few employers expect to see growth in entry level jobs over the long term. This has the potential to further narrow job entry opportunities for those with low skills, placing a premium on activity that enables staff in low paid jobs to upskill and progress in their careers. This creates a challenge for older workers as they are less likely to receive in-work training than younger workers.

7.4 Further research illustrates a lack of confidence from older job seekers in their own ability and in their perceived employability. Unsuitable training, changes to the ways that jobseekers are expected to find and apply for jobs, and underdeveloped digital skills add to this group's difficulties. In addition, many have caring responsibilities or health concerns and there is a lack of opportunities for flexible working to accommodate these needs. To add to this, more work needs to be done with employers to tackle the perceived or actual ageism of their recruitment practices.

7.5 There is a broad consensus that this group requires intensive tailored employment support, with digital skills and retraining, along with age-aware advice and support within programmes. The Age Friendly Manchester team has been working closely with the Work & Skills team over the last 18 months to develop new approaches aligned under three themes:

- Employment - develop stronger evidence of what works; better engagement with employers via existing networks; positively promote all-age apprenticeships; increase the number of employers with age-friendly practice in place.

- Health - improve access to information at GP practices of support programmes and social activities available; promote the uptake of midlife career reviews.
- Social inclusion - develop targeted approaches with a range of partners but particularly those in the culture sector to reach the most marginalised out of work people; support those who are ready to move forward and enter into volunteering and social activity; explore potential for 'social appraisals' to help provide meaning and a sense of community to those most distant from work.

7.6 While this research and thinking was carried out pre-COVID-19, its impact means that lessons learnt are now more important than ever in ensuring over 50s jobseekers and those in employment have access to the most suitable and successful models of support.

7.7 In 2017 Manchester's ageing strategy made a commitment for the Council to become an age friendly employer. An initial assessment has been carried out by HROD to determine the extent to which the Council's workplace systems, policies and practices are age friendly. In the absence of an Age Friendly Employer charter mark, the Council has used the measures of age friendliness in employment issued by the Centre for Ageing Better (who are currently working with Greater Manchester Combined Authority to develop such a charter mark), to self-assess its current measures and outline areas for improvement. The development of the Future Ways of Working Programme will bring opportunities to embed age friendly employment practices, in the journey to becoming an age friendly employer, and further consideration of this will be had as part of the developing workforce equality strategy being developed by HROD.

7.8 The Council has a framework to support equality staff networks but there is currently no network in place for older workers. It recognises the potential basis for older workers to have a voice and inform policy and strategy that relates to them. In the second half of the year we will reach out with a communication across the organisation to assess the interest in forming such a group.

7.9 **Impact of COVID-19 on employment**

Between March and May 2020 when COVID-19 and the lockdown took hold, the number of people aged 50 and over in the UK claiming benefits more than doubled (ONS 2020).

7.10 During the same time period in Manchester, the claimant count for those aged over 50 increased by 73%. This crisis in the labour market is forecast to increase unemployment by 9-11% in 2020 but could be much higher if ending furlough produces significant redundancies.

7.11 The pandemic and lockdown have further impacted Manchester's labour market at an unprecedented scale. Between the end of March to July, the number of people in the city who are unemployed and claiming benefits rose by 91%, while the number of advertised vacancies halved.

- 7.12 Analysis by Business in the Community of the sectors where most jobs have been furloughed suggests that the largest group affected is the youngest employees, followed by older workers. This reflects the concentration of these age groups in sectors closed during lock-down: non-food retail, restaurants and hotels, passenger transport, personal services and arts and leisure services.
- 7.13 Baby boomers have suffered a larger drop in earnings because of coronavirus pay cuts than younger workers, and are just as likely to have been furloughed, a study has found.
- 7.14 Research by the Financial Conduct Authority (FCA), the UK's financial watchdog, found baby boomers – defined as those born between 1946 and 1965 – saw on average a 23 per cent decrease in earnings because of the coronavirus crisis.
- 7.15 This compared to a 19 per cent drop in earnings among millennials – born between 1981 and 2000 – and a 17 per cent reduction for generation X, defined as being born between 1966 and 1980.
- 7.16 With the State Pension Age rising to 66 this year, a more tailored approach is needed to support longer working lives. Prior to the COVID-19 crisis, people aged 50-64 already had the lowest re-employment rates following redundancy. If over 50s who lose their jobs or are made redundant in this crisis aren't helped back into work, they are likely to struggle financially for the rest of their lives, spending down any savings they had built up and having to rely on benefits, while facing the increased risk of falling into long-term ill health (thus increasing demand on health and social care services). Furthermore, the potential productivity loss from a spike in early retirements is one that our struggling economy cannot afford.
- 7.17 Despite this, the Centre for Ageing Better describes how the COVID-19 crisis has been framed with a "false [generational] binary: between those who face a risk to their health, and those who will be affected economically". Nationally, the COVID ageist narrative has not acknowledged older people as a group who can actively contribute to society. Evidence can be seen in the Government announcement of a Kickstart Job Scheme for those aged 16-24, signifying a national re-pivoting of focus to younger job seekers. It further risks a cohort of people in their 50s and 60s being shuffled out of work before their (increasing) pension age, leaving them struggling both now and in their later life.

7.18 **Opportunities**

The AFM and Work & Skills teams jointly facilitate an Over 50s Employment & Skills Support group which launched in 2018. The group brings together organisations working to support Manchester people into employment, to develop and co-ordinate the approach to employment support for older workers - those pushed out of employment through redundancy, ill health or

early retirement and to explore how we can work better together to tackle inequalities across the city.

7.19 Pre-COVID-19 we had begun to test a few new approaches to specific interventions. As a result of lockdown, most are not currently functioning in the same way (some have been paused or repurposed), further compounding the impact on the support we are able to offer. However, the learning from these projects is still relevant. These include:

- Work Clubs - There is a network of around 40 work clubs across the city, delivered by voluntary and community sector groups, housing providers and skills partners. The Work & Skills team have re-commissioned work club activity for 2020/21 with the over 50's group specified as a priority group for this funding stream.
- Sonder Radio - A one-week radio making programme was delivered in central Manchester at the end of 2019, to help participants gain new creative, employability and digital skills, social connectivity and volunteering opportunities. During COVID the Sonder team have continued to support older residents to get online.
- North Manchester Age Well in Employment Pilot - A test and learn project was commissioned at the end of 2019 to support over 50's residents to move closer to the labour market or into employment, with a specific focus on Miles Platting and Newton Heath. Despite the lockdown we have already seen the added value of the pilot - more personalised approach, integration with other services and time to effect behaviour change.
- GM Over 50's into Employment Pilot - Manchester has been selected as a pilot area for this project, led by the Department for Work and Pensions, GMCA and the Centre for Ageing Better. It will look to develop and test new approaches to supporting over 50s back into work.
- Employment & Skills and Culture - Pre-COVID we had begun conversations with cultural organisations as to how we can create closer links between employment and cultural agencies to better coordinate opportunities such as volunteering.
- Digital Inclusion - A Manchester Digital Inclusion working group has been established to oversee and promote the delivery of the wider digital inclusion agenda and to support voluntary sector organisations to embed enhanced digital support offers across their provision. GM digital skills funding has been used to employ a Digital Inclusion Officer spanning the Libraries Service and Work & Skills.
- Employer Engagement - ensuring opportunities in key sectors such as digital, health and care remain strong in Manchester are open to people of all ages is crucial to overcoming both the external ageism of some employers and the internalised ageism of jobseekers. We will continue to work with employer networks and employers to develop age-friendly employment practice. Manchester City Council is becoming a Timewise Council which will promote flexible hiring and working across the Council.

7.20 Recommendations

Manchester is facing its worst labour market crisis for a century. Age-friendly employment will be key to the City's plans for economic recovery. In response to the array of challenges and opportunities now facing local people and employers, we recommend the following:

- 7.20.1 Support MCC to become an Age Friendly employer and accelerate the work to support this that is already underway in HROD. This work needs to be used to help and inform MHCC's and MLCO's commitments to become age friendly employers too.
- 7.20.2 Review the retraining offer available to older working people to support job security and career progression. Work with MACC and other VCS groups to explore development of volunteering programmes for unemployed residents of all ages as part of an individual's pathway to employment.
- 7.20.3 Support unemployed Manchester residents, especially those over 50 to re-enter work as quickly as possible. Intensify focus of employment and skills support providers on over 50s.
- 7.20.4 Identify and target age sensitive career and development support for the over 50s such as the inclusion of basic digital skills and other relevant support programmes.
- 7.20.5 Maximise employment opportunities for the over 50s that will arise from key investment sites including the North Manchester General site.
- 7.20.6 Support all age apprenticeships and other training opportunities to better equip employers with the skills to survive and grow, while helping more residents to upskill and progress in their careers.
- 7.20.7 Work with GMCA to consider how over 50s can be better reflected in programme design, delivery and contract management.

8.0 Our Manchester reset

8.1 Background to the Our Manchester Strategy Reset

On 6 May 2020, Manchester City Council's Executive agreed for a reset of the Our Manchester Strategy 2016 - 2025 to be undertaken as part of the Council's COVID-19 recovery planning. The reset will reframe the existing Strategy, with it continuing to provide the overarching ambition of the city of Manchester. The overarching principles of equality, inclusivity and sustainability will be at the heart of the reset and the final Strategy document. The Our Manchester Forum will oversee the reset and approve the adoption of the final version in February 2021.

- 8.2 Using the learning from other recent strategy development, a three-pronged mixed methods approach will be taken with the OMS reset. This will include

conversation-style engagement with residents, workers, businesses and organisations across all the city's neighbourhoods, as well as speaking to our strategic partnership boards, to develop a qualitative evidence base:

- **Engaging Key Groups (targeted)** - engagement with key groups of residents to ensure a diverse range of experiences are reflected, including working to capture those voices who often aren't captured in traditional engagement, as well as those who have been particularly impacted by COVID-19. Addressing the intersectionality across key groups will help to diversify engagement. Bespoke engagement activity will provide the opportunity to hear from older people within a variety of contexts, ensuring that the diverse experiences and voices of older people are captured.
- **Citywide Consultation (universal)** - a universal, standard city-wide consultation aimed at engaging with a range of residents and communities. This will be promoted via numerous channels, including the wide variety of existing channels used by MCC, partners and organisations which are known to reach older people. As well as being accessible online, the printed survey for the consultation will be available in a variety of formats, including versions produced for those with visual impairment and translated to a variety of languages.
- **Neighbourhood Engagement (targeted)** - a neighbourhood-led, place-based approach ensuring tailored and geographically diverse engagement. Engagement will capitalise on the existing connections, activities and programmes of work that engage with older people within neighbourhoods. The COVID-19 response activities have also provided the opportunity to identify gaps of engagement activity, including where older people may be socially isolated and vulnerable, as well as offering the opportunity to build on where existing links and relationships have been strengthened during this period.

8.3 Age Friendly Manchester Older People Board - Involvement in Reset

The Board has a permanent representative on the Our Manchester Forum. As such, the board will be able to make representations into the Strategy reset throughout its entire process. This will include five in-depth workshops with the Our Manchester Forum over the summer, and a workshop on the draft reset in winter.

- 8.4 Council staff from City Policy and Reform & Innovation attended the Board meeting on 14 July to highlight the proposed forward strategy for engagement through the Community Engagement Framework. Following on from this, the Board were asked to feedback on engaging older people. Initial commentary highlighted several key themes that should be considered in the development of the engagement activity. These are in line with proposed plans for wider engagement, and engagement in relation to the OMS reset. Key themes included:

- The far-reaching impacts of COVID-19, including permanent changes to the lives of individuals and communities, as well as the presentation of new opportunities and connections
 - The necessity for appropriate and inclusive use of language and terminology to convey clear messages
 - The importance of hearing unfiltered voices from disadvantaged and excluded communities
 - Engaging through bespoke conversations to reach people in the most meaningful way possible
 - Recognising the role and importance of local level action
- 8.5 The conversation with the board also determined key areas of learning for the Council's engagement practice, including the need to embrace and act on challenge, and to develop a more inclusive approach. Recognising the variety of impacts of COVID-19 will also be key to making sure diversity of perspectives are considered moving forward.
- 8.6 Initial conversations with the board have also identified several areas of action for the OMS reset engagement to reach Manchester's older people in both the universal and targeted resident engagement for the OMS resets:
- The potential for a wider 'conversations' campaign which focuses on promoting discussion around the Strategy and holds potential for communities to take ownership of this process themselves, as well as promoting ownership of the actions and legacy of the Strategy.
 - Inclusion of the OMS reset activity within the Age Friendly newspaper, which has a significant distribution of 18,000 people and reaches many of the groups not engaged with services and who may not be reached through traditional consultation methods.
 - Inclusion within Age Friendly e-bulletin - distributed monthly to 10,000 people
 - Engagement activity with the Age Friendly Assembly to ensure representation across diverse groups. Officers are in conversation with Age Friendly Manchester colleagues to ensure this is taken forwards.
 - Strengthen links with the Council's digital exclusion activity.
- 8.7 Of key importance is the development of sustainable links via the conversations that arise from this engagement. Whilst the engagement around the OMS reset may be very clearly defined, it is expected that this will operate as a catalyst for ongoing conversations - developing understanding, building relationships and realising action across communities, organisations and sectors.
- 8.8 Representatives from City Policy and Reform & Innovation returned to the Board meeting on 12 August to capture the Board's views on the progress that has been made towards the Our Manchester Strategy 2025 vision, and where the reset must prioritise. The Board's views will be added to those gathered elsewhere. This is a commitment to return to the Board early 2021 in order to inform and update the Board on the Our Manchester reset. In between now and then representation for the Board will remain on the Our Manchester

Forum and opportunities to collaborate with the Board on engaging a wider group of older People via the Age Friendly Assembly will be explored.

8.9 Wider Engagement Practice

At a broader level, the work with the Board will inform wider activity for developing engagement practice across the organisation.

- 8.10 The Community Engagement Framework comprises three workstreams, all of which offer the opportunity to develop the quality of engagement with older people within the city. Processes of engagement across the organisation are being reviewed to develop consistent models and resources that support staff, partners and communities to be able to engage most effectively. In order to undertake this, there is a need to build on existing structures and processes of engagement to support creative engagement practice, with a focus on meaningful conversations, building and developing relationships and creating sustainable action. The voices of older people are key to this process and will be considered throughout both the development and realisation of new resources and approaches.

- 8.11 Some key examples of how this will take place are provided below:

Workstream 1 - Inspire action and build capacity in our communities

The strand to develop the role of community leaders will ensure the necessary guidance and links to engage with older people is available in order to guarantee the representation of older people within this programme of activity.

Workstream 2- Increase trust, building reputation and improving relationships between MCC and residents.

'Developing a strong community of identity engagement' is a key strand of this workstream, which will support the objective to engage more effectively with older people. Working with the MCC Equalities Team and the trusted partners and organisations who work with older people will ensure that guidelines of engagement are inclusive to engaging older people.

Workstream 3 - Ensure our workforce have the skills to take an Our Manchester Engagement approach to working with people

The provision of resources and training will provide staff with the skills and confidence to engage outside of existing structures. For example, in developing 'citizen voice across engagement' embedding principles of co-production may be appropriate in some instances to develop solutions and ensure implementation brings about desired change. Within this context, the inclusion of Age Friendly representation within a co-production network would ensure activity could be developed in line with the perspectives of older people.

8.12 Recommendations

- 8.12.1 Ensure that the Board continues to input into the Our Manchester Strategy reset via their permanent representative on the Our Manchester Forum, and

via officers' attendance at Board's meetings to capture members' views on the Strategy.

8.12.2 Ensure that the voices of older residents are captured in the engagement activity that will underpin the Our Manchester Strategy reset

8.12.3 Continue to work with the Board to ensure that wider engagement is more inclusive of our older communities and leads to a continued sustainable dialogue with Manchester's older people.

9.0 Next steps

9.1 The Age Friendly Manchester Team will work to support lead officers across these five key areas on taking forward the recommendations contained within this report

9.2 The Age Friendly Executive will be established. It will work alongside the Board and provide senior leadership across the system in Manchester. It will take responsibility to oversee the delivery of work to support the recommendations in this report. The Executive will be chaired by the Executive Director or Adult Social Services and will call on other senior leaders across Manchester.

10.0 Recommendations

10.1 The recommendations listed throughout this report are summarised below.

10.2 Activities and projects taken forward to advance age equality in the Council are underpinned by robust Equality Impact Assessments (EIAs). The completion of an EIA will not only ensure that the activities maximise the outcomes for older people generally but will also allow the Council to have regard for intersectionality, recognising that people of all identity groups share ageing as a common characteristic. EIAs against the ageing well activities will allow consideration of the differing experiences of, for example, older Black, Asian and Minority Ethnic people compared with older white people, older women compared with older men, etc.

10.3 Update the age friendly communication strategy and commit to a set of age-friendly communication standards.

10.4 Commit to giving prominence to a series of age friendly communication campaigns including positive images and the UN International Day of Older People.

10.5 Consider how the approaches outlined in the report on age friendly practice to service delivery to Health Scrutiny in July 2019 can be better incorporated across the range of services commissioned and delivered by Manchester City Council.

- 10.6 Facilitate a joint session of the Board and Care Homes Board to help establish common ground and further understanding on the key issues.
- 10.7 Develop a plan of action that seeks to support a better articulation of the voice of older people in residential settings.
- 10.8 Explore options for opening up opportunities of all older people living in a neighbourhood, irrespective of the tenure, to be able to connect, to experience 'accidental acquaintance' and be given the choice to be able to access the same range of social opportunities.
- 10.9 Provide opportunities for members of the Board to contribute to work underway to develop a new care home model.
- 10.10 Agree a set of age friendly standards (similar to those in place for libraries and parks) to ensure older people receive the same high levels of service as other groups. This applies to not only to Manchester City Council's neighbourhood based and facing services but all commissioned and delivered services across the Council and its partners. Age friendliness needs to be included in new specifications as and when service are redesigned or recommissioned, thus ensuring services are age aware and understand how people's needs and experiences change as they get older and they become more diverse.
- 10.11 Provide the right information, in the right format, in the right place, and make sure older people's voices are heard, including those across all residential settings, for example extra care.
- 10.12 Create neighbourhoods which keep older people connected and they can navigate in order to access services, social opportunities, transport and shops; supported by the inclusion of age friendly benches, walking routes and crossings.
- 10.13 Develop an investment strategy that seeks to safeguard levels of investment in existing neighbourhood groups, extending the freedom and flexibilities attached to this so that groups can better respond to their local neighbourhood needs. Also seek to provide additional investment to directly address the gap across neighbourhoods - in terms of spread and capacity so that each neighbourhood is served by a neighbourhood group that is led and informed by the needs of older people.
- 10.14 Shape how Manchester's community response hub evolves to take into account the specific needs of Manchester's older people. In particular, those that choose to remain shielded and those that are vulnerable and isolated. Working with local hubs target the support and base the response on local older people's needs.
- 10.15 Develop an integrated approach across services, organisations and sectors that results in a one place-one plan-one team model. Where priorities and plans are based on the voice and articulated needs of older people. Practically this means for example that the ward plan, the Integrated Neighbourhood Team neighbourhood plan and the BUZZ wellbeing plans are fully aligned.

Alternatively, the Team Around the Place priorities should reflect these priorities. Also, the teams in place to support this will work together as one, for the place. Their respective community development functions are targeted at direct capacity building of local neighbourhood groups.

- 10.16 Support MCC to become an Age Friendly employer and accelerate the work to support this that is already underway in HROD. This work needs to be used to help and inform MHCC's and MLCO's commitments to become age friendly employers too.
- 10.17 Review the retraining offer available to older working people to support job security and career progression. Work with MACC and other VCS groups to explore development of volunteering programmes for unemployed residents of all ages as part of an individual's pathway to employment.
- 10.18 Support unemployed Manchester residents, especially those over 50 to re-enter work as quickly as possible. Intensify focus of employment and skills support providers on over 50s.
- 10.19 Identify and target age sensitive career and development support for the over 50s such as the inclusion of basic digital skills and other relevant support programmes.
- 10.20 Support all age apprenticeships and other training opportunities to better equip employers with the skills to survive and grow, while helping more residents to upskill and progress in their careers.
- 10.21 Work with GMCA to consider how over 50s can be better reflected in programme design, delivery and contract management.
- 10.22 Ensure that the Board continues to input into the Our Manchester Strategy reset via their permanent representative on the Our Manchester Forum, and via officers' attendance at Board's meetings to capture members' views on the Strategy.
- 10.23 Ensure that the voices of older residents are captured in the engagement activity that will underpin the Our Manchester Strategy reset.
- 10.24 Continue to work with the Board to ensure that wider engagement is more inclusive of our older communities and leads to a continued sustainable dialogue with Manchester's older people, including those across all residential settings, for example extra care.