



Communities & Equalities Scrutiny Committee
6 December 2018

Festival of Ageing



Introduction

During the first two weeks of July we celebrated the Greater Manchester Festival of Ageing.

AFM strategic context - age equality: Festival themed around recognising positive and diverse experiences of ageing.

- Over 12,000 people took part in over 360 events across the city-region
- 9 main events held across 8 Greater Manchester boroughs (two in Manchester).
- 103 smaller local events supported with funding from the One Small Thing investment programme (average investment of £217 per event).



Launch Event at Albert Square – active ageing

How it came about

- Large scale co-design event with residents called “Growing Older in Greater Manchester” followed by a series of workshops.
- Older people told us they wanted to see:
 - Positive images of ageing
 - Opportunities to share culture
 - Bring diverse people together
 - Opportunities to learn new things
- Funded by Ambition for Ageing, the festival was co-ordinated by a partnership of five groups: 4CT, Heywood, Middleton and Rochdale Circle, Manchester Metropolitan University Age-Friendly Team, Persona and Wigan Athletic Community Trust.



What it aimed to achieve

- To have a launch and a finale event
- To use a community development approach, supporting local groups to be active and engaged, using small investments to 'add to' existing provision
- To support a host of community led activity – aiming for a variety of 'traditional' and new or different activities
- To reach as many older residents as possible.
- When we asked what older residents wanted for the festival they said music, dancing and food
- Fun (and sunshine) – we were very fortunate to get lots of both during festival fortnight



Launch Event at Central Library – Arabic dancing

What happened in Manchester - overview

Two main events:

- Launch event held in the City Centre - Albert's Sq, Central Library and Manchester Art Gallery, attracting 431 attendees
- Finale afternoon-tea event in the Midland Hotel, attracting 300 attendees

Local events during the two weeks:

- 16 local events were supported with a 'One Small Thing' small investment; total value of £3,620.
- A further 117 'fringe' events were supplied with an event pack and support with publicity.
- Events attracted an estimated 3,510 attendees.



Launch Event at Albert Square – axe throwing

A few examples of events in Manchester...

Mindfulness Art Session

Aqua Relax

Sporting Memories

The Psychedelic DiscoTech

Openshaw Garden Party

Age-friendly guided photography
walk

Chatty Cafe Coffee Mornings

Happy Choir Concert

Computer buddy classes

South-MCR-Fest

Lovechester 1970's performance

Total body conditioning

Ladybarn Summer Extravaganza

Arabic feast of music & food

Age-friendly Levy Market

Gorton local history group

Over 50s film Club launch

Out in the City

Let's Sing! Singing for fun group

Pilates and Circuit classes

Gorton Visual Arts exhibition

Retro summer music festival

Water taster activity day at Debdale

Golden Voices Community choir

The Great Tea dance

Clayton Hall Open day

Bobbins knitting group

Retro Summer Music Festival

- 150 attendees danced the night away to sounds of the 60s/70s pop music festivals (old school Glastonbury and Woodstock), soul and motown.
- Guests participated in a Dance Steps challenge, each supplied with a pedometer sponsored by Manchester Health and Care Commissioning.
- All attendees also received a free entry ticket to a "match of your choice" at FC Utd.
- Transport was provided in the form of coaches.
- The North City Nomads supported the promotion and ticket sales and benefitted from raffle prize money raised on the night.



Festival Outdoor Fun for Parent Carers of Older Children

- A partnership event - Active Lifestyles, the Active Ageing 50+ Steering Group, Age-Friendly Manchester and Debdale Outdoor Centre.
- Aimed to offer respite to Parent Carers from Talbot House and service users at Heathfield Day Centre.
- Talbot House in rafted canoes and Heathfield in one of the accessible boats.
- Following the activity they came back for a light lunch; the Heathfield group then went on a walk in Debdale Park.

Eric, who is 90 years old, attended with his 60 year old daughter. They took part in the rafted canoe activity. Eric has one day per week respite. He left a donation at the end of the session which we put towards the tea fund for Active Ageing.



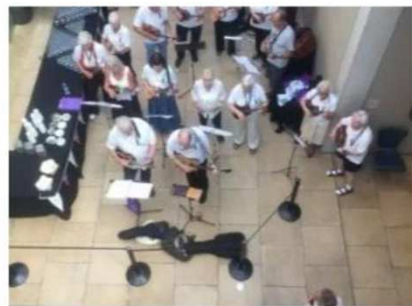
Positively Ageing: We're Jamming in Whalley Range

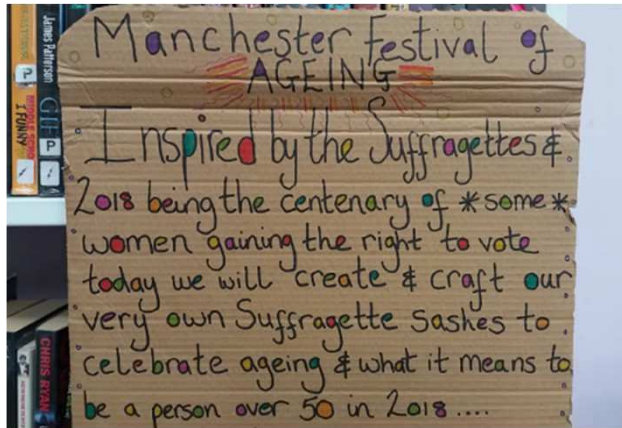
- Held by the Whalley Range Community Forum
- Attracted both younger and older people.
- Interactive performances from local over 50's musicians, poets and entertainers, pampering, a music workshop, chair-based exercise and Tai Chi - and afternoon tea!
- Set up age-friendly information displays and stalls, and promoted centre activities.
- Planning on holding the event in the Spring.



Programme at Wythenshawe Forum

Afternoon tea	Aqua relax	Over 50s Film Club Launch	50+ Total Body Conditioning	Swim for 50+
Cake, tea and a chat in the library.	For those living with Dementia or other long term illnesses. (two sessions)	Free film showing at the Library	Low impact workout class for 50+ (two sessions)	Public swimming 50+ session (two sessions)





Abraham Moss Library

Create & craft suffragette sashes to celebrate ageing and what it means to be a person over 50 in 2018



Age-Friendly Levenshulme Market

"It was brilliant to join the beautiful voices of Levenshulme Inspire's Task Force Inspire the Choir at Levenshulme Market today"



SouthFest Tea Dance

Held by Southway Housing for residents in West Didsbury, Chorlton, Burnage, Old Moat and Withington. Music provided by George King Snr.

Also welcomed volunteers from the local foodbank

Equality & Inclusion

A number of the 'One Small Thing' small investments were to groups (rather than locality-based).

By working in this way the Festival was better able to work with key groups and reach communities that can sometimes feel excluded.

Examples include:

- Wai Yin
- People First
- Out in the City



Together in Song Gospel Choir



Wai Yin Sheung Lok Centre Tai Chi Group



Outdoor Fun at Debdale Park

Older Person's Experience

- ❖ "I had a fantastic afternoon trying out new activities... especially Tai Chi in Albert Square" - participant feedback
- ❖ "Age is but a number. We're loving being a part of Manchester's Festival of Ageing" - twitter post
- ❖ "Activities in the Central Library and Art Gallery were stimulating, interesting and the facilitators welcoming" - participant feedback
- ❖ "Thank you for having us at the Festival of Ageing - everyone really enjoyed it and have not stopped talking about it since" - feedback from Hearts and Minds Theatre Group
- ❖ "Having a great afternoon talking with older people from across Gtr Manchester and beyond about their memories and perceptions of ageing" - twitter



BBQ held in Elizabeth Yarwood Court, Brunswick, with live music from swing band Jazette

A pot plant for each participant was donated by Chorlton-on-Medlock Allotment Society (COMAS)

One resident said "it was so good to see so many young people come along and enjoy the fun with us older ones – they certainly bridged the generation gap and we showed them we certainly haven't forgotten how to have a good time!"

Conclusions

- Small amount of money yet great impact
- Older people led approach
- Inclusion and equality angle
- Introducing social connections
- Going forward – appetite for similar event
- Legacy – Ambition for Ageing





Greater Manchester Festival of Ageing

For more information: <https://ambitionforageing.org.uk/festival>

Event finale video: https://www.youtube.com/watch?time_continue=2&v=Criq2hdF6MI