

Manchester City Council Report for Information

Report to: Communities and Equalities Scrutiny Committee – 18 July 2023

Subject: Age Friendly Manchester Refreshed Strategy 2023-2028

Report of: Director of Public Health
Age Friendly Manchester Programme Lead

Summary

Manchester's new Age Friendly Strategy Manchester: A City for Life 2023–28 arrives following extensive engagement with the Age Friendly Manchester (AFM) Older People's Board (the Board), with people aged over 50 at the Age Friendly Assembly (the Assembly) and direct collaboration with key strategic partners, services, frontline workers and key complimentary strategy teams, for example Making Manchester Fairer.

The new strategy builds on previous progress, provides a series of responses to the ongoing impact felt by some older people to the pandemic and the struggles faced by the cost-of-living crisis for many people aged over 50. It outlines a series of priorities and commitments to drive better outcomes so that more people can age well in place with increased financial security.

Recommendations

The Committee is recommended:

- (1) To consider and comment on the four key themes, their outline aims, and the headline delivery priorities detailed in this report.
 - (2) To consider options for updates on progress during the lifespan of this strategy.
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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 AFM Older People's Board, and more broadly the Assembly, are strategic partners 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 play in reducing the contributors to and impacts of climate change. It is expected that this will contribute to Manchester's zero carbon target.

Equality, Diversity, and Inclusion - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments

Age is a protected characteristic under the 2010 Equalities Act. Manchester: A City for Life 2023-2028 specifically considers the inequalities Manchester residents may face in mid to later life which are related to ageing. It makes proposals for how the city can act collaboratively to challenge ageism, gain a better understanding of equalities and the specific characteristics of ageing, and as a result design and deliver services which will better meet the needs, and improve the quality of life, of residents aged over 50 in the city.

Manchester's new ageing strategy recognises intersectionality and how ageing may affect different groups in the city differently. While we all age together, we don't all age equally - experiences of inequality earlier in life (and perhaps ongoing), such as racism, sexism, disablism and homophobia, will shape the quality of life for different groups moving into older age.

Manchester Strategy outcomes	Summary of how this report aligns to the OMS/Contribution to the Strategy
A thriving and sustainable city: supporting a diverse and distinctive economy that creates jobs and opportunities	<p>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.</p> <p>This in turn will improve greater retention rates and stability throughout a greater number of Manchester's employers</p>
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 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 people in mid- to later life and using their lived experience to shape what we do</p> <p>A major component of the AFM 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 the 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	

Full details are in the body of the report, along with any implications for:

- Equal Opportunities Policy
- Risk Management
- Legal Considerations

Financial Consequences – Revenue

None

Financial Consequences – Capital

None

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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.

Age Friendly Manchester - Communities and Equalities Scrutiny 1 February 2018

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

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

Age-friendly approaches across Manchester Health and Care Commissioning and Manchester Local Care Organisation - Health Scrutiny 16 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

Manchester's Age Friendly Recovery – Communities & Equalities 3 December 2020

Opportunities and issues for older workers in the Labour Market – Economy Scrutiny 14 October 2021

Building Back Fairer in Manchester – Health Scrutiny 13 October 2021

Age Friendly Recovery – Communities & Equalities 9 November 2021

1.0 Introduction

- 1.1 Manchester launched its previous ageing strategy Manchester: A Great Place to Grow Older in 2010 as a ten-year strategy. We chose to review and refresh the strategy in 2017 in response to changes both nationally and regionally, particularly the impacts of austerity. However, the pandemic has understandably led to a pause of the refresh process.
- 1.2 The new strategy Manchester: A City for Life 2023-2028 builds on the previous strategy and continues to set out the vision and priorities for Manchester to become an age friendly city: a city in which people in mid- to later life can age happily with equality, respect and independence and where they both have a voice in the life of the city and are economically, physically and socially active.
- 1.3 It is set within the context of the ongoing impact that the pandemic still has on many older people's lives alongside the cost-of-living crisis. Yet it also builds on examples of strong progress over many areas, for example
 - An increase in age friendly features across more of Manchester's neighbourhoods. This includes all libraries being badged age-friendly and the former Buzz Age Friendly Team championing a significant expansion of age friendly benches that support improved navigation routes between where people live and where they want to go to locally.
 - Providing a greater age friendly lens to how services are commissioned has resulted in both the Community Falls Service and the Community Nutrition and Hydration Service being better connected to neighbourhood based activities.
 - Improved guidance is now in place to support people to carry out better equality impact assessments that takes a more rounded view of age as a protected characteristic.
 - Our pandemic response successfully amplified the voice of older people, challenging the 'invisible and vulnerable' characterisation of older people that had taken hold during successive lock downs.

2.0 Background

- 2.1 While there have been a whole range of positive steps forward since 2017's strategy refresh, these have been in the shadow of the impact of the pandemic, followed by the national cost of living crisis. This has meant some Manchester residents in mid- to later life have seen a stalling or reversal in the quality of their lives, while those who were already experiencing some of the biggest challenges are now facing even greater difficulties.
- 2.2 The refreshed strategy has been developed with the voice and experience of older people at its heart and follows a wide-ranging consultation with services and voluntary sector colleagues. It builds on the recovery priorities identified

by the Board, which led to the city's age friendly pandemic recovery plan and connects with other city strategies including Our Manchester, Making Manchester Fairer, Making Manchester Fairer Anti-Poverty Strategy 2023-2028, Work and Skills Strategy 2022-2027 and the Greater Manchester Ageing Strategy. These and more are detailed later in this report.

- 2.3 While looking ahead towards the sort of age friendly city we want Manchester to be in five years' time, the strategy also proposes the immediate responses required to address the impact of pandemic and the cost-of-living emergency in the here and now, which is something older people have told us is a priority.
- 2.4 Drawing on the eight key features which go towards making an age friendly city as identified by the World Health Organization, Manchester has identified four key themes:
- Being Heard and Age Equality
 - Age Friendly Neighbourhoods where we can all Age in Place
 - Age Friendly Services that support us to Age Well
 - Work and Money

These are outlined later in this report.

- 2.5 The strategy is for Manchester, and is not the strategy of one particular team, department or even organisation. Over the previous couple of decades, a strong cross sectoral age friendly partnership has been built up that includes Manchester City Council, the NHS, universities, housing providers, cultural organisations and the VCSE and is underpinned by the voice and lived experience of older people in the city. Ultimately the strategy is a representation of the priorities expressed by older people at the Board, and more broadly the Assembly.
- 2.6 The Board is made up of Manchester residents over the age of 50 who drive the focus of the strategy and accompanying work programme. They know what issues those in mid to later life face and what is important to them. They are dedicated to getting older people's voices heard; to make places and services more age friendly and to promote age equality.
- 2.7 Being over 50 covers a wide age range and this is usually broken down in to three approximate age ranges: aged 50 to retirement age, retirement age to 80 and people aged over 80.

3.0 Key statistical update and strategy development

- 3.1 About 24% of Manchester's population is aged over 50, while between 2011 and 2021 the number of people aged over 75 has fallen slightly by about 4%.

Conversely the number of people aged over 75 across the whole of Greater Manchester has risen by 14%.

- 3.2 Life expectancy in the most disadvantaged fifth of Manchester for men is 70.9 and women 76.4 compared to the least disadvantaged fifth in Manchester which is 78.6 for men and 82.5 for women. (England average 78.7 for men and 82.7 for women). As an average, life expectancy at age 65 in Manchester is amongst the lowest in England for both men and women.
- 3.3 In 2018-20, life expectancy at age 65 for men in Manchester was around 2.7 years lower than that for men in England as a whole. For women, the difference in life expectancy at age 65 between Manchester and England overall was 2.4 years. There is emerging evidence that the pandemic is likely to have widened these differences still further.
- 3.4 Despite having much-needed skills, older workers are twice as likely to become long-term unemployed. For example, people over 50 who involuntarily fall out of work are twice as likely than all other ages to still be out of work 12 months later.
- 3.5 Long-term unemployment is a significant challenge for those aged 50-67. In less than 20 years, one in four people will be over 65. By the time they reach state pension age, one in four men and one in three women will have not worked for five years or more, and the pension age continues to rise. A disproportionately higher number of people over 50 are on out-of-work benefits. In February 2023, 5.8% of Manchester residents aged 50+ were unemployed, compared to 2.8% nationally and 3.6% in Greater Manchester. Currently, within Manchester the largest age cohort in terms of economic inactivity is the 50-64s.
- 3.6 Over 12,000 people receive the monthly AFM 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 to be recognised in the UK by the World Health Organization in 2010.
- 3.7 The refreshed strategy provides some practical focus to the current cost of living pressures being experienced and the ongoing impact of the pandemic alongside our collective ambition for more spaces and places of Manchester to be age friendly over the years to come.
- 3.8 Following a wide programme of engagement throughout spring 2023 on the initial draft strategy, proposals were tabled at the April 2023 Board and a final draft set of proposals was approved at the June 2023 Board.
- 3.9 Key changes made following the engagement include a greater emphasis on our already established equalities approach and developing stronger links to Making Manchester Fairer – in particular, the delivery plan that will accompany this strategy will be the mechanism through which Making Manchester Fairer's ambitions are realised for people aged over 50. More

specifically, mention of digital inclusion, volunteering, social isolation, climate change and dementia is now included.

- 3.10 At the same time the strategy needs to establish clearer links to other strategies and action plans, some of which are outlined below.

Our Manchester Strategy (OMS)

- 3.11 The importance of inclusion and diversity, and sustainability as being critical in creating a world class city are highlighted in OMS. Recognising, celebrating and supporting inclusion and equality for all of Manchester's residents and communities are key priorities across the city, and are particularly important in ensuring that the city's older population can live safe, happy and independent lives.
- 3.12 In addition to the OMS, there are over 50 other key city-wide strategies. The following strategies are the key strategies that will support and add value to the refreshed AFM Strategy.

Making Manchester Fairer

- 3.13 The Making Manchester Fairer action plan is aimed at reducing health inequalities in Manchester by addressing the social determinants of health. It is a bold, ambitious 5-year plan that aims to close the gap in healthy life expectancy and outcomes, and to pave the way for a fairer and more inclusive city that is representative of its communities. The action plan will support the Age Friendly Strategy priorities of ensuring that older people are treated fairly. The plan will address inequality in health outcomes and work towards ensuring that older people in the city can live economically secure lives and are free from the structural discrimination that impacts on healthy life outcomes.

Making Manchester Fairer Anti-Poverty Strategy 2023-2028

- 3.14 This identifies four key themes of preventing poverty: mitigating poverty, creating pathways out of poverty and inclusive and effective delivery. The Anti-Poverty Strategy has a key role to play in ensuring that the city's over-50's population is not adversely impacted by the cost-of-living crisis, and they can access support and advice as required.

Work and Skills Strategy 2022 - 2027

- 3.15 This focus is on creating a more inclusive, sustainable, and diverse economy that benefits everyone in Manchester. With high levels of unemployment persisting in the city's over 50s population, the Strategy will ensure that older people can access opportunities that match their skills and experience and

can re-train where needed and that they are fairly recognised for their contributions.

Manchester Digital Strategy 2021– 2026

- 3.16 This supports business growth, employment, skills and training in the digital sector, and will specifically provide opportunities for older people to upskill and retrain.

The Housing Strategy 2022 – 2032

- 3.17 This commits to building 36,000 new homes by 2032, one third of which will be affordable. The Strategy will support in addressing inequalities across the city and create neighborhoods where people want to live and can live well. Access to safe, clean, and affordable housing will be critical to ensuring that the city's over 50's can live healthy and connected lives.

Active Travel Strategy

- 3.18 This aims to make walking, wheeling, and cycling more accessible, safe and comfortable for everyone throughout the city to work towards a healthier and stronger city. Active travel can benefit older 50's to live healthier lives and is more affordable, and the Strategy will support older people to be included in the plans to make Manchester's infrastructure more age friendly.

The Community Safety Strategy 2022 – 2025

- 3.19 This identifies five key priorities to ensure safe and livable communities where communities are protected. The Strategy will contribute to ensuring that older people can be happy, safe and independent within their communities.

The Building Stronger Communities Together Strategy

- 3.20 This is due to be launched in Autumn 2023, is Manchester's first strategy focused on social cohesion. The strategy sets out three key themes to support socially cohesive communities that will ensure that older people can live in safe, thriving and socially connected communities:
1. Relationships: This means mixing both with people who are like us, and those who are not like us.
 2. Participation: This is about bringing people together to get involved in meaningful activities, for a shared purpose, and to engage in decisions about things that affect their lives.
 3. Belonging: Relationships, trust and participation help to bond and bridge within and between communities and build social capital. This in turn helps to create a sense of belonging for communities.

4.0 Themes

This strategy adds an additional theme to the three themes of the 2017 refresh reflecting the additional focus required towards work and money which previously sat within age friendly services. The four themes are self explanatory and are outlined in some details as follows. Highlights of some initial delivery focus is included for each theme.

4.1 Being heard and age equality

- 4.1.1 Underpinning everything is the lived experience of people in mid to later life living in Manchester's different neighbourhoods. A mature set of arrangements are in place to facilitate this. 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.
- 4.1.2 It's vitally important we ensure that the voice and experience of the over 50s is amplified and heard across Manchester's different partnerships and engagement structures and goes beyond AFM's engagement and partnerships structures. More work is needed to connect the voice and experience expressed in many places across Manchester's neighbourhoods to the Board so that it has a greater and more granular understanding of the lived experience of many more people living in Manchester in their mid and later lives.
- 4.1.3 We will continue to convene the Board and Assembly with older people at the heart of the partnership. A development programme is being put in place for the Assembly to help refresh and boost its membership which has declined following the pandemic due to an ongoing loss of confidence among some members and others, sadly, no longer with us. The programme has a good track record of innovative ways to challenge ageism however there is a need to provide a greater focus where older people experience sexism, disablism and other forms of discrimination too, sometimes known as intersectionality. This is being supported by an increased emphasis being applied to understand the needs of older people in communities who face the most barriers to participation.
- 4.1.4 Great strides have been achieved in Manchester City Council to better communicate in an age friendly way including recognising the need for more digital inclusion support, but more can be done to achieve a more consistent approach to this. Manchester's first ever State of Ageing report is being produced to better articulate the realities of ageing in this city which in turn will be used to highlight opportunities, influence change and measure success and progress of the strategy overall.
- 4.1.5 An initial 18-month delivery plan is in development and the highlights for this theme include:

- A recruitment and development campaign for the Board and Assembly that will boost numbers and increase broader representation across Manchester's different communities and neighbourhoods
- The relaunch of the AFM Newspaper, which will be made available for free in supermarkets, community centres, libraries and other public buildings
- Develop a better focus on digital inclusion for the over 50s
- Develop a policy that will support an increased use of equality impacts assessments (EIA) across the Council

4.2 Age friendly neighbourhoods where we can all age in place

- 4.2.1 For the over 70s, over 80% of their time is spent in their home and immediate neighbourhood which means neighbourhoods need to be places which understand and meet older people's needs and aspirations. Creating the right environment with the right features to support us to age in place across all of Manchester's neighbourhoods is key if we are to see a greater number of people ageing well in place, continuing to thrive and remaining active and connected.
- 4.2.2 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.
- 4.2.3 A set of proposals aims to build on the examples of good practice already in place across a range of neighbourhoods, to reduce social isolation and have the needs and aspirations of people aged over 50 better represented in local delivery and partnership arrangements. A set of proposals that will aim to see every neighbourhood making strides to becoming a truly age friendly neighbourhood.
- 4.2.4 We will achieve this by building on and testing new ways to develop age friendly spaces and places where we can all thrive as we grow older. We will work with people over 50, neighbourhood teams, and other place-based services, as well as voluntary, community and faith groups to develop a set of key features which build on the excellent examples already in place in some neighbourhoods. We need to better understand the needs of different communities and their experiences to define what makes an age friendly place for them.
- 4.2.5 It's important that we better embed age friendly working and an equalities approach to support a better understanding of older people's needs in place-based coordination and partnerships groups. For example, the Team Around the Neighbourhood and Ward Coordination.
- 4.2.6 In North Manchester there is a significant opportunity to contribute to the development the North Manchester Healthy Neighbourhood and support proposals for the International Centre for Action on Health Ageing. At the same time there is real opportunity to work closely with Greater Manchester's

Ageing in Place Programme to scale up good practice across Manchester's neighbourhoods. This £4 million programme is working across 8 neighbourhoods, including Abbey Hey in Manchester, testing new approaches that will support a greater number of people in mid to later life to age well in place, by placing them at the very heart of decision making, and via a co-production approach, help better design service delivery locally.

- 4.2.7 Many people tell us that since the pandemic they are out and about less often, others talk about a noticeable decline in their confidence to travel too far from their home. We are receiving reports of an increased sense of social isolation being experienced. Plans will be put in place to better involve the voluntary sector and prepare the business case for more localised delivery of services. This would include services such as Manchester Active as a way of providing a greater local offer that helps people get out and about more and connect with their friends and neighbours, whilst at the same time-sharing good practice across different communities.
- 4.2.8 Many people over 50 form the backbone to volunteering in many parts of Manchester and work will be put in place that promotes and seeks to diversify and celebrate, age friendly volunteering opportunities.
- 4.2.9 Manchester's impressive expansion of extra care, the refocus on supporting people to make the right housing choices (rightsizing) and opportunities across several significant residential regeneration schemes provides the ideal platform to widen age friendly housing choices. This includes examples such as the planned LGBTQ+ Affirmative Extra Care scheme in Whalley Range, the lifetime homes approach adopted in Collyhurst as part of Victoria North and in development around the North Manchester General Hospital site.
- 4.2.10 Victoria North is a good example where the involvement of people over 50 in developing the proposals will ensure that the area will be attractive to over 50s who might want to relocate there and to those already living there who will have a better experience of ageing in place. We want to this approach to become standard and there is a need to better apply it to future commercial and non-residential developments. People over 50 need to feel that all areas of our city are accessible and open to them. Far too often the access needs of, for example those with reduced walking mobility, are not taken in to account when considering navigation routes.
- 4.2.11 Further work is required to build older people's resilience within communities in response to climate change, extreme weather and the ongoing impact of the pandemic. It's recognised that for many people over 50 they already have skills and knowledge useful to younger generations which offer increased inter-generational opportunities.
- 4.2.12 An initial 18-month delivery plan is being developed, highlights for this theme include:

- Co-produce an updated age friendly neighbourhood model that describes the key features required in each neighbourhood to support people to better age in place.
- Pilot a better representation of age friendliness and neighbourhood delivery plans in Gorton and Crumpsall
- Develop a campaign, in conjunction with volunteer support agencies which celebrates volunteering in the over 50s whilst diversifying volunteering opportunities
- Test an Equality Impact Assessment (EIA) approach to the development plans in place around North Manchester General Hospital Healthy Neighbourhood and Gorton District Centre.

4.3 **Age friendly services which will support us to age well**

4.3.1 There are many good examples of where a better understanding of the lived experience of older people have produced truly age friendly services, universal services that can respond to and meet our needs as we age. Therefore, this theme is not about proposing a whole range of services targeted specifically at people over 50, rather an equalities approach which seeks to understand how our needs, as we age, might change and how these can be met.

4.3.2 AFM were co-sponsors and collaborators with Manchester University in commissioning a longitudinal study into the impacts of the pandemic on older people living in areas of multiple deprivation. Research highlighted issues around declines in mobility, and physical and mental health; changing social and family relationships; increased feelings of loneliness; the importance of faith; the value of green space and inequality of access; and the vital role of technology.

4.3.3 Members of the Board and Assembly have been clear that there needs to be an immediate response within the strategy that seeks to address the ongoing impact of the pandemic on the lives of people aged over 50. Support and targeted interventions to address the longer-term impacts of the pandemic along with the ongoing direct impacts of the cost-of-living need further developing. This includes developing a prevention and reconditioning focus to a range of measures which will:

- Increase options and levels of physical activity, encouraging people to move more
- Deliver a range of falls prevention activities
- Create a range of social eating events
- Improve over 50s' access to Community Health Services
- Enable better over 50s' access to mental health support
- Enable better access to GP and other health services

4.3.4 Supported by an EIA focus, work with commissioners and planners will make sure a stronger age friendly perspective is included in service design that understands and meets the needs of different kinds of older people.

- 4.3.5 Manchester Libraries and Manchester Parks have led the way in co-producing age friendly service equality standards that have had a positive impact on the customer experience. The aim is to develop, implement, and roll out a further set of age friendly equalities service standards across key services, via co-production with older people, so that these too can better meet the needs of people over 50.
- 4.3.6 Manchester's age friendly culture offer is strong because of the robust and enduring partnership between AFM, key cultural institutions, and people over 50. There is scope to further drive this work, exploring new partnerships and ways of working to make culture more accessible and relevant to older people (both as consumers and contributors), especially those who participate least in cultural life.
- 4.3.7 We want to see a stronger link established between neighbourhood-based services for example lead care organisations and the Dementia Alliance so that the care and support we may need as we grow older is more integrated and aligned.
- 4.3.8 There is an opportunity, through the strong and close relationship between AFM and the Greater Manchester Ageing Hub to better mobilise Greater Manchester resources, programmes of work and services to better reach and meet the needs of older people across Manchester's neighbourhoods. For example, Transport for Greater Manchester developing sustainable transport solutions that boost confidence and uptake of public transport for older people.
- 4.3.9 An initial 18-month delivery plan is being developed, highlights for this theme include:
- Co-produce a new placed based prevention approach that puts the lived experience of people over 50 at its heart.
 - Deliver in collaboration with anchor organisations across 4 neighbourhoods a programme of activity to increase social eating events (with an additional focus on better information on good nutrition and hydration). An increased investment in hyper-localised activity that supports people to get out and about and move more. Also, incorporate an integrated falls prevention programme across these activities.
 - Co-produce an age friendly service quality standard for leisure centres
 - Use culture checks across cultural venues and their programming to develop a range of age friendly culture commitments and standards.

4.4 Work and Money

- 4.4.1 People are working longer and retiring later, and many people are not aware of the additional benefits they are entitled to. Being in good, well paid, healthy, work and the ability to remain economically active into later life is a strong determinant in older people's health and wellbeing outcomes.

- 4.4.2 To this end it's important we continue to challenge ageism within the workplace so that older workers continue to feel valuable members of their team, their place of work, their company. Work led by the Centre for Ageing Better in collaboration with key employers such as British Telecom has demonstrated that adopting a set of age friendly employment principles helps both retention and attendance rates. There are a number of age friendly employers in Manchester, but we want to see many more. Manchester City Council, for example, has recently established an Over 50s Staff Group which over time will be used to help better articulate the voice and experience of older workers and in turn help better shape policy that supports people in their remaining years of employment. This needs to be assisted by a set of strong work and skills support services. Great strides have been made on this since the launch of the last strategy due to the dynamic relationship put in place with Manchester Work and Skills service, the ambition is to develop this even further.
- 4.4.3 There is a good track record in Manchester of increasing claims by older people entitled to pension credit but there is still much more we can do. The aim is to develop a further range of campaigns and targeted support on the pension top up, and wider benefits maximisation – including non-digital information. Alongside these we need to develop a better understanding of poverty and its impact on older people and in turn refine our targeted responses. Also, more work can be done to develop better ways to support later life planning, including pensions savings and retirement planning.
- 4.4.4 Manchester Libraries has successfully trialled business support and entrepreneurship for people over 50 and the aim is to build on this and make this offer more widely available.
- 4.4.5 An initial 18-month delivery plan is being developed, highlights from it for this theme include:
- Manchester City Council to become an age friendly employer informed by a pilot being delivered by Manchester Libraries.
 - Launch a new information and awareness raising campaign on pension top up and attendance allowance that seeks to support further benefits maximisation
 - Co-produce a later life planning programme with employee groups and employers
- 4.4.6 The refreshed strategy provides a clear focus for the next 5 years. It is backed up by decades of research from Manchester's universities and the Centre for Ageing Better, and grounded in long term collaboration, partnership working and engagement with older people at the very centre of everything.
- 4.4.7 A whole range of activity is used to support older people to age well across Manchester's neighbourhoods and feel more financially secure.

- 4.4.8 Over the next five 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. The voice and lived experience of people over 50 will better shape service that will support us all to age well.
- 4.4.9 An initial 18-month delivery plan will be in place by the time of the launch of the strategy this autumn.

5.0 Conclusion

- 5.1 In five years' time Manchester will be a city in which more people in their mid-to later life can age happily with equality, respect, and independence, and where they both have a voice in the life of the city and are economically, physically, and socially active.
- 5.2 This will be achieved by many more voices of people aged over 50 being better heard and responded to in all the spaces and places across Manchester. As we age, more of us will feel our neighbourhoods, the places we where we work and the areas where we mix with our friends and family will feel welcoming to us, and where our needs are met. More of us will be in good work for longer, our identity will be better reflected in the cultural fabric of the city and the very services we may depend on to help us age and live well will better understand our needs and meet them as these change with age.
- 5.3 Practically there will be more age-friendly neighbourhoods with the key features required to enable us to age well in place. In these neighbourhoods, activity will be delivered in local spaces that help address some of the worse effects of the deconditioning experienced by many because of the pandemic. There will be greater range of targeted support to help us of age well with strengthened financial security and a significant increase in number of people claiming their pension top-up and other benefits they are entitled to. A greater number of the positive contributions of Manchester's over 50s will be recognised and celebrated by a greater number of people.
- 5.4 More people will feel equal and fewer feel marginalised as this strategy and its delivery plan becomes the mechanism through which Making Manchester Fairer's ambitions are realised for people aged over 50.
- 5.5 Progress will be reported to the Board via a number of partnership structures that are already in place, for example the Age Friendly Executive, which provides senior officer support to the Board. The State of Ageing Report, that provides a snapshot of the realities of ageing in Manchester, will provide a baseline for the strategy. Progress will be captured by a range of qualitative and quantitative evaluation approaches that mirror those set out in the Making Manchester Fairer action plan. The rolling 18-month delivery plan that will accompany the strategy will be informed by these approaches and reviewed and updated every 12 months. This will provide the focus and the opportunity to accelerate progress and address challenges when they arise.

6.0 Recommendations

6.1 The Committee is recommended:

- (1) To consider and comment on the four key themes, their outline aims, and the headline delivery priorities detailed in this report.
- (2) To consider options for updates on progress during the lifespan of this strategy.