

Manchester City Council Report for Information

Report to:	Communities and Equalities Scrutiny Committee – 5 December 2023
Subject:	Age Friendly Manchester Refreshed Strategy 2023-2028 (Draft Delivery Plan)
Report of:	Director of Public Health Age Friendly Manchester Programme Lead

Summary

Manchester's new age friendly strategy *Manchester: a city for life 2023–2028* was endorsed by the Council Executive on 15 November 2023. This will be followed by the official launch event on 28 November 2023 at Central Library and a presentation to Full Council on 29 November 2023.

The strategy attached has been produced 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, and frontline workers. The strategy is aligned to the Making Manchester Fairer Action Plan and Anti-Poverty Strategy (2022-2027).

The new strategy builds on previous progress and looks to a vision for Manchester over the next five years, while proposing a series of immediate and preventative responses to address the ongoing impact of the pandemic and the ensuing cost-of-living crisis on the over 50s. 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.

The Assistant Director of Public Health and the Age Friendly Manchester Programme Lead presented a report on the draft strategy to Communities and Equalities Scrutiny Committee on 18 July 2023. The Committee requested that the strategy and associated draft delivery plan is considered by the Committee, prior to the commencement of the implementation of the delivery plan.

Recommendations

The Committee is recommended:

- (1) To consider and comment on the draft delivery plan.
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Wards Affected:

All

<p>Environmental Impact Assessment - the impact of the issues addressed in this report on achieving the zero-carbon target for the city</p>	<p>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</p> <p>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.</p>
<p>Equality, Diversity and Inclusion - the impact of the issues addressed in this report in meeting our Public Sector Equality Duty and broader equality commitments</p>	<p>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.</p> <p>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.</p>

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.

Manchester's new ageing strategy, Manchester: a city for life 2023-2028-Council Executive 15 November 2023

Age Friendly Manchester Strategy Refresh - Communities and Equalities 18 July 2023

1.0 Introduction

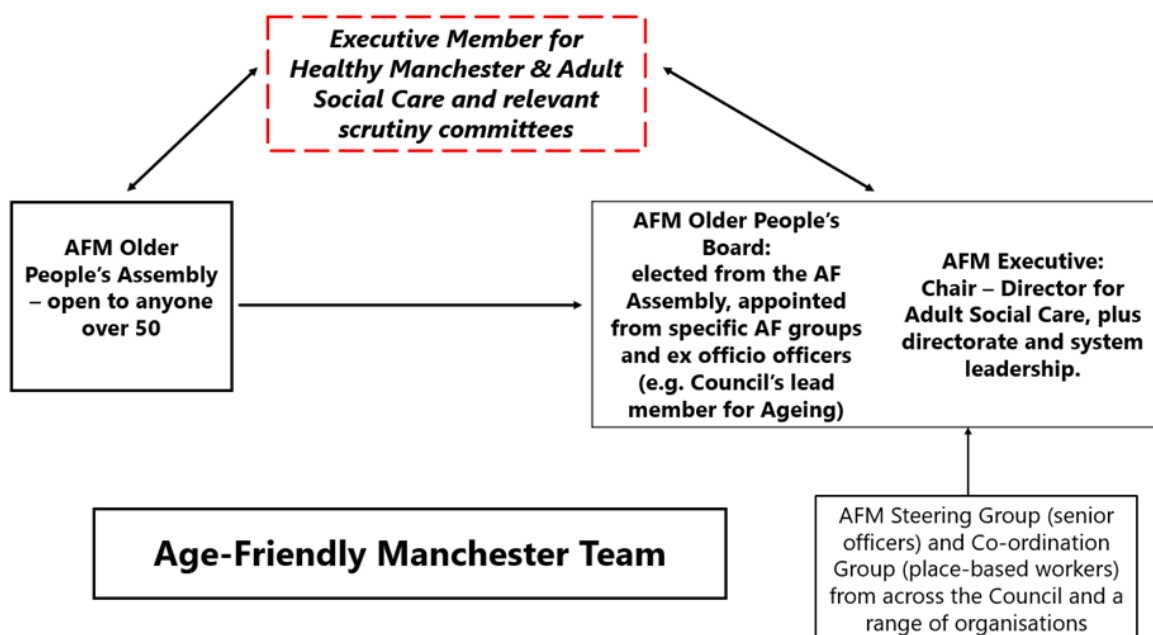
- 1.1 Manchester launched its previous ageing strategy, Manchester: A Great Place to Grow Older in 2010 as a ten-year strategy. This was refreshed in 2017 in response to changes both nationally and regionally, particularly the impacts of austerity.
- 1.2 The new strategy Manchester: A city for life 2023-2028 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 middle 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 many of the positive developments that have taken place in recent years including:
 - An increase in age friendly features across more of Manchester's neighbourhoods. This includes all libraries being badged age-friendly and the 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 on how services are commissioned that has resulted in both the Community Falls Service and the Community Nutrition and Hydration Service being better connected to neighbourhood based activities.
 - Improved guidance to support people to carry out better equality impact assessments that takes a more rounded view of age as a protected characteristic.
 - The pandemic response that successfully amplified the voice of older people, challenging the 'invisible and vulnerable' characterisation of older people that had taken hold during successive lock downs.
- 1.4 The draft of the new strategy was presented to the July 2023 meeting of the Communities and Equalities Scrutiny Committee. The comments from members of the Committee were incorporated into the final version of the strategy and the request from the Committee to consider the delivery plan linked to the strategy was noted. Therefore the final version of the strategy and the draft delivery plan are attached to this cover report.

2.0 Development of the strategy

- 2.1 As stated above, although there have been these positive steps forward 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 middle 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 Therefore 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 the Making Manchester Fairer/Anti-Poverty Strategy along with other key overarching strategies such as Our Manchester, the Work and Skills Strategy 2022-2027 and the Greater Manchester Ageing Strategy.
- 2.3 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 Manchester spaces and places to be age friendly over the years to come.
- 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
 - Age friendly work, skills and money
- 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 most important of all it 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 middle 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.

The diagram below describes the governance arrangements for the programme.



2.7 The Board approved the final draft of the strategy in the summer and this was presented to Communities and Equalities Scrutiny Committee on 18 July 2023. Comments from members of the Committee have been incorporated into the final version of the strategy along with the draft delivery plan which accompanies this report.

3.0 A summary of the strategy document

3.1 The strategy is structured as follows:

- Foreword from the Chair of the Age Friendly Manchester Older People's Board
- Foreword from the Executive Member for Healthy Manchester and Adult Social Care
- Executive Summary
- Highlights from the past five years
- The realities of ageing in Manchester (key statistical information)
- The bigger picture – how the strategy connects and supports other key city strategies and plans
- Our principles – the principles upon which the AFM programme are based
- The strategy's four themes which are:

3.1.1 Being heard and age equality

Theme 1 outlines an equalities approach with the voice of residents over 50 central to informing and shaping the life of the city. It highlights the need to consider age more consistently as part of equalities assessments when

developing strategic plans and delivering services, along with tackling ageism in society.

It recognises the spectrum of inequality older people experience and the intersectionality of ageing alongside other protected characteristics.

3.1.2 Age friendly neighbourhoods where we can all age in place

Theme 2 focuses on the importance of place in supporting us to age well in the neighbourhoods of our choice with access to the right services, housing, information and opportunities – social, cultural and economic.

The Team Around the Neighbourhood is central to supporting this by understanding its local older populations and identifying local strategic age friendly priorities.

3.1.3 Age friendly services that support us to age well

Theme 3 focuses on services better adopting an equalities approach, which understands the lived experience of the over 50s, to respond to and meet their needs as they age. It wants age friendly commissioning processes, strategic plans, and services that are age-aware and adopt an age-friendly lens.

Theme 3 also puts forward the approaches needed over the next 18 months to counter the impact of COVID-19 and the cost-of-living crisis on older people with a prevention approach focused on social connection, physical movement, better nutrition and falls prevention. These all centre around developing neighbourhood approaches supported by local strategic partnerships and are described in the accompanying draft delivery plan.

3.1.4 Age friendly work, skills and money

Theme 4 sets out what needs to be done to support older workers (50-67) to remain economically active and in good work, to support planning for retirement, and to ensure pensioners receive the financial support they are entitled to.

4.0 Draft Delivery Plan

4.1 The attached draft delivery plan, like the strategy, is a plan for Manchester and sets out the activities and collaborative work which will be delivered across the city by the Council, its partners and with local communities.

4.2 The delivery plan is the mechanism through which the Making Manchester Fairer (MMF) ambitions are realised for people aged over 50 (MMF priorities are highlighted where relevant) and has a specific focus on issues such as equalities, social isolation, volunteering and prevention.

- 4.3 The final version of the delivery plan will be completed to take effect in January 2024 and it will be reviewed and updated on a rolling 12 month cycle.
- 4.4 Progress on the implementation of the strategy and its delivery plan will be through the governance structures described in the diagram under 2.6. Capacity for monitoring and evaluation will be provided by the Making Manchester Fairer Programme Team. There will be regular reports and updates to Communities and Equalities Scrutiny as requested.

5.0 Recommendations

- 5.1 The Committee is recommended to consider and comment on the draft delivery plan.

6.0 Appendices

Appendix 1 - Manchester: a city for life 2023-2028

Appendix 2 - Draft Delivery Plan January 2024 – April 2025