

**Manchester City Council  
Report for Information**

**Report to:** Health Scrutiny Committee – 16 July 2019

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

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

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**Summary**

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

**Recommendations**

To note and comment on the contents of the report.

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**Wards Affected:** All

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

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

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

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### **Background documents (available for public inspection):**

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

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

## 1. Introduction

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

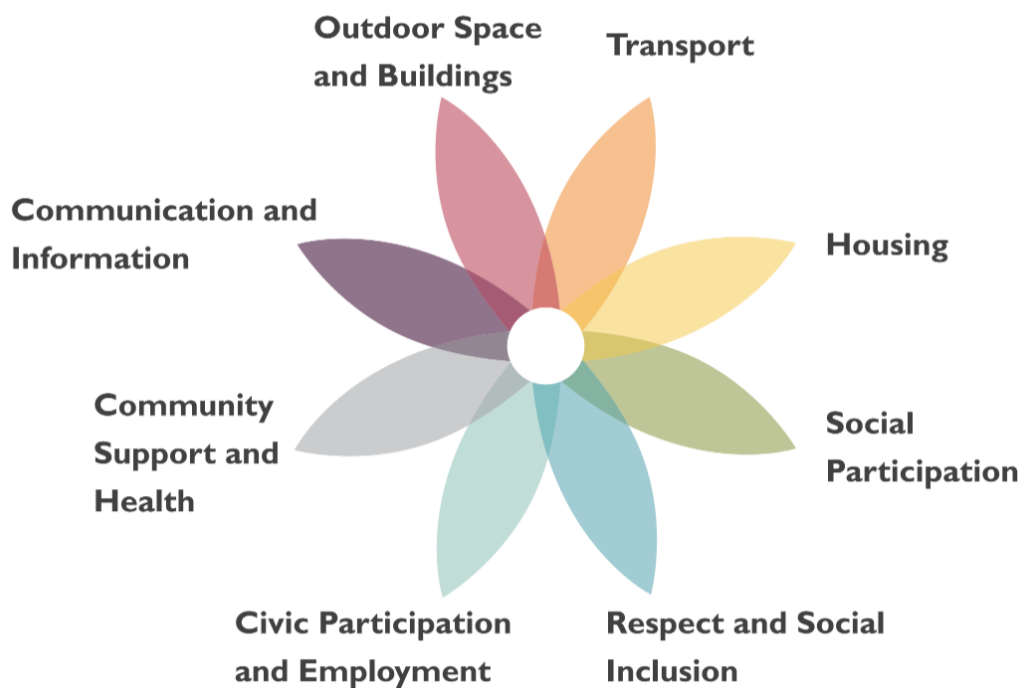
Therefore, this report is not so much about the work of Age Friendly Manchester and instead about age-friendliness across how health and wellbeing services are developed and delivered and how MHCC and MLCO are helping deliver Manchester's ageing strategy priorities. However, to provide some background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

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

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

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

- 1.3. Our age-friendly work is guided by the eight World Health Organisation domains that go together to make an age-friendly city. These were developed in 2006/07 following focus groups in 32 countries, and form the basis for the majority of age-friendly city strategies across the globe.



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

## **2. Background**

### **2.1. Manchester Health and Care Commissioning**

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

### **2.2. Manchester Local Care Organisation (MLCO)**

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

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

### 2.3. Age Friendly Partnership Structures

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

## 3. **Progress to date**

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

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

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

3.3. Social prescribing

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

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

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



3.4. Seasonal Flu vaccinations

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

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

3.5. Lung Health Checks in north and east Manchester

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

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

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

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

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

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

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

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

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

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

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

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

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

## **4. Next Steps**

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

### Age Friendly neighbourhoods

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

### Age Friendly services

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

### Age Friendly Employment

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

## **5. Conclusion**

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

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

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