

**Manchester City Council
Report for Information**

Report to: Communities and Equalities Scrutiny Committee – 1 February 2018

Subject: Age-Friendly Manchester

Report of: Strategic Lead - Ageing

Summary

The purpose of this report is to provide the Committee with an update on Manchester's Age-Friendly Strategy, its key priorities and our long term approach to tackling loneliness.

Recommendations

To note and comment on the contents of this report.

Wards Affected: All

Alignment to the Our Manchester Strategy Outcomes (if applicable)

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	One of Manchester's Age-Friendly Strategy (2017-2021) key ambitions 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 of 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	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.
A liveable and low carbon city: a destination of choice to live, visit, work	
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
Jo Cox Commission on Loneliness - a call for action

1.0 Introduction

- 1.1 This report provides an update on the recently refreshed age-friendly strategy for Manchester; Manchester: a great place to grow older. The strategy was originally launched in 2009, since then the city has experienced major economic and demographic change, alongside significant changes in the national and regional political context. Whilst its priorities are still relevant it felt timely to refresh and update to reflect the current picture.
- 1.2 The refreshed strategy 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.
- 1.3 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.

2.0 Background

- 2.1 This strategy is produced by Age-Friendly Manchester which is part of Manchester's Population Health and Well-being Team based in Manchester Health and Care Commissioning - a partnership between the NHS (Manchester Clinical Commissioning Group) and Manchester City Council.
- 2.2 The team was established, under the name of Valuing Older People, in 2003. Between 2003 and 2006 the Older People's Board, Older People's Forum and the first locality networks were established. Since then the team, the strategy and the programme of activity have been delivered through collaboration and dialogue with older people and organisations across the public, private, voluntary and community sector. It is this enduring partnership that drives the ambitions set out in this refreshed strategy. It is all underpinned by decades of work leading research done by Manchester's universities.

3.0 Ageing in Manchester - where we are now

- 3.1 Older people's experience is shaped by social and economic circumstances, which can lead to inequalities persisting into later life. These can reduce life expectancy, earlier ill health and poorer quality of work or worklessness. Older

people may experience fewer social connections, leading to loneliness and social isolation.

- 3.2 About 22% of Manchester population is 50 or over with life expectancy for men at 75.6 years (UK average 79.1) and life expectancy for women at 79.1 years (UK average 82.8). However healthy life expectancy for men and women in Manchester is 56 years, whereas the UK average is 63 years for men and 64 years for women. Double the rate of all ages of over 50s are on out of work benefits with 20% of out of work benefit due to ill health are over 50. Fewer over 50s have skills at level 4+ with 30% of over 50 with no qualifications at all. However over 2,200 people receive the monthly Age-Friendly Manchester 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 in the UK.

4.0 Strategic Context

- 4.1 *Greater Manchester Strategy.* One of the ten priorities is to create an age-friendly Greater Manchester. Age Friendly Manchester is playing an important role in supporting this commitment but working closely with the Greater Manchester Ageing Hub in the Greater Manchester Combined Authority.
- 4.2 *Our Manchester.* Under the strategy's Progressive and Equitable theme, a continued commitment to age-friendly work is one of the 64 'we wills'. The strategy recognises the pioneering work of Age Friendly Manchester.
- 4.3 *A Healthier Manchester.* Its ambition of 'adding years to life and life to years' ties in with Age-Friendly Manchester's programme and strategy ambition of making a difference to the quality of life of Manchester's older people, and supporting them to remain healthy, independent and active for longer.
- 4.4 *The Manchester Population Health Plan.* A key priority is to create an age-friendly city that promotes good health and well-being for people in mid and later life.
- 4.5 *The Jo Cox Commission on Loneliness* was set up before her death in summer 2016, to shine a powerful spotlight on the millions of people who are lonely living in our communities. Over a 12 month period the Commission, comprising 13 charities and business worked together to respond to the challenges of loneliness. It's 'call for action' that came about because of this is calling for action from Government in three key areas - national leadership, measuring progress and being a catalyst for action. But the call for action is extended beyond government in a belief that there is a role for council leaders, public sector leaders, community and voluntary groups and each and everyone of us.

5.0 Develop age-friendly neighbourhoods

- 5.1 We want to see safe neighbourhoods where Manchester's older people will feel safer, more secure and supported. We want to see every neighbourhood

with clear age friendly features where it's easier to get around to use local facilities. Our neighbourhoods will be places where older people can find the information, advice and support services they need. Older people will have a voice and our neighbourhoods will be places where social, cultural and other needs of older people are met.

- 5.2 Manchester has some successful age-friendly neighbourhoods and networks. Southway Housing's Old Moat age-friendly neighbourhood pilots show what can be achieved with the right level of resource and approach.
- 5.3 Some examples of activity being delivered in neighbourhoods is summarised below. A key component of most of these examples is to connect older people, provide opportunities to socialise and participate in activities and in doing so tackle isolation and loneliness. In essence this is Manchester's long term response to Jo Cox's Commission on Loneliness.
- 5.4 Funded by the Big Lottery Fund, Ambition for Ageing is a £10.2 million Greater Manchester programme aimed at creating more age-friendly places and empowering older people to live fulfilling lives.
- 5.5 In Manchester, the work is being led by the Manchester Age-friendly Neighbourhood Team, which is a partnership between Manchester School of Architecture and Southway Housing Trust. The areas of work focus on Moss Side and Hulme, Burnage, Moston and Miles Platting. A resident led partnership has been established in each neighbourhood to promote and develop work on active ageing and older people's participation. This includes funding for resident led projects to tackle social isolation and make the neighbourhoods more age-friendly. The programme will run until March 2020.
- 5.6 North City Nomads is open to residents of north Manchester or those attending social groups and classes within the area and has 800 members. The initial project was established in 2015 following a discussion at the Age Friendly Locality Network about the best way of reducing loneliness amongst older people. The group, managed and run now entirely by volunteers, offers its members four trips a year, providing participants with companionship and access to information about other interesting activities, things to do and health messages. The group have organised a number of successful outings to places of interest such as Liverpool (the City of Culture 2016) and York for the Award Winning Christmas Markets.
- 5.7 Heathfield Hall is located within the grounds of Heathfield Resource Centre in Newton Heath. The Hall remains a valuable community asset to older residents living in Newton Heath and surrounding areas as it offers multiple opportunities to stay active and socialise. From fitness classes, to line dancing, relaxation and film shows, Heathfield Hall offers something for everyone.
- 5.8 In addition to providing a wide range of activities on a daily basis, Heathfield Hall also offers various events throughout the year which are organised by the Heathfield User Group, a Management Committee elected by Hall Users.

These events allow all users of Heathfield Hall to meet together, outside their respective groups, in a social setting. The Summer Festival and Winter Hotpot events have been particularly successful and provide a useful fundraising opportunity for the Management Committee allowing them to contribute to the maintenance and upkeep of the Hall.

- 5.9 The Inspired People's Project was developed as a response to a consultation held with local older people living in Levenshulme who raised concerns about social isolation, loneliness, mental health issues, financial issues and other barriers that prevented older people from enjoying a positive healthy life. The initial three-year project, supported by Levenshulme Inspire, Age Friendly Manchester and a number of local partner organisations received funding through the Big Lottery Reaching Communities Fund to support local older people to:
- Feel less lonely and have improved well-being;
 - Feel more confident about making informed decisions;
 - Feel better able to influences the services which affect them.
- 5.10 In 2017 the project was successful in obtaining ongoing Lottery funding and also received an annon donation of £200k to continue it's valuable work. The Leve Task Force, an Action Group formed by members who participate in activities delivered by the Inspired People's Project, received national press attention for the innovative way they tackled the issue of uneven and poorly maintained pavements.
- 5.11 The Golden Voices Community Choir, formed with direct support from the AFM team is making preparations for its up and coming 10 year anniversary celebrations. The Choir came together following a performance at the Manchester International Festival (MIF09) given by the Young At Heart Choir from Massachusetts USA, when a group of east Manchester residents proposed that Manchester from its own choir of older people. The Choir has a robust relationship with Keele University and have been the subject of a number of studies looking at the health benefits of singing as a group. They continue to support the Singing in Hospitals programme and remain committed to providing performances for older people living in Residential and Nursing Care.
- 5.12 Good Neighbours Care Groups have been operating in south and central Manchester, for more than 50 years in some places. Their ethos is prevention, to provide befriending services to those older people who are experiencing loneliness and isolation. A strategic review has recently been undertaken in order to identify ways to make these more sustainable in a climate of decreasing funds and changing priorities.
- 5.13 The buzz health and wellbeing service is commissioned to support the development and organisation of age-friendly locality networks across the city. In addition buzz are responsible for developing action plans for each of the networks. Locality networks aim to bring statutory and voluntary sector organisations together with older people's groups and local residents to promote closer local working, new and strengthened partnerships and a focus

on addressing priorities identified by older people. (Noah Mellor from Buzz has been invited to attend and will be able to talk more about the approaches he has developed.)

- 5.14 We use a variety of ways of publicising the offer across Manchester's neighbourhoods including the age-friendly e-bulletin with over 2,200 subscribers, our age-friendly ambassadors and age-friendly culture champions, the older people's forum and older people's board, via local networks such as the good neighbours projects, key social landlords such as Southways Housing Trust and of course word or mouth via the extensive age-friendly family working across a broad range of services and living across our neighbourhoods.
- 5.15 However this good offer is not delivered consistently across all of Manchester's neighbourhoods. It's a patchwork rather than a network. For example places like Old Moat could be considered a example of a good age-friendly neighbourhood because of the level of engaged partners, the number of older people engaged in the neighbourhoods and the focus of supporting organisations such as the university working in this area. An example of where we could do much more are the neighbourhoods on the edges of the city centre where network and opportunities are not as well developed.
- 5.16 Our focus for the next 4 years will be to:
- 5.17 Work to deliver the Manchester Age-Friendly Older People's Board 2021 vision for what a good neighbourhood working model looks like - this includes a more consistent approach and range of offer across all neighbourhoods, greater level of integration and collaboration between different services working in neighbourhoods and longer approach to funding and commissioning neighbourhood groups.
- 5.18 Working closely on integrating an age-friendly approach to the LCO's locality model and exploring ways to roll out some of the benefits of the model developed in Leeds.
- 5.19 Exploring options to expand the neighbourhood care groups mainly focussed in central/south Manchester across other neighbourhoods and consider how to support recommendations coming from the recent good neighbours care group strategic review (yet to be published)
- 5.20 Work will continue with buzz on increasing the number of age friendly networks and also contribute to the review and development of the new service specification beyond the current commission (March 2019).
- 5.21 Continued work with Leisure and Park on delivering the ambitions set out in Widening Access and Participation approach and focus for over 50s and the Parks Strategy with a commitment to develop 15-20 age-friendly parks.
- 5.22 Being led by Manchester Institute for Collaborative research on Ageing (MICRA), the Village Model research aims to test innovative ways in which

self-care, volunteering and informal care can influence changes in the delivery of professional and statutory care. It is testing a participatory approach to mobilising support for people aged 55 plus living in Brunswick and Levenshulme.

- 5.23 There is an intention to develop lifetime neighbourhoods where older people have housing choices and options in everyone of our neighbourhoods. Work will continue on developing further extra care housing options including an LGBT affirmative scheme.
- 5.24 Further work will be undertaken with the Community Safety Team and GMP, making sure that older people are both able to access the kind of support required, feel safe in their homes and neighbourhoods and where older people's views are better heard when reviewing and developing services.
- 5.25 It is expected that a focus of most of this work and intended outcome will be to tackle loneliness and social isolation, further supporting the call for action in Jo Cox Commission report.

6.0 Develop age-friendly services

- 6.1 We want to see all of Manchester's services and strategies 'age-proofed', with services changing the way they work with older people and with older people being given opportunities and be engaged in consultations about public service design and delivery.
- 6.2 It is recognised that much more work can be done in this priority area. Age-Friendly Manchester has taken a lead role in engaging Manchester's older people via a wide range of approaches including the Older People's Board and the Older People's Forum. Through these engagement opportunities Manchester's older people's voices have been better placed to influence and shape services. For example the Age-Friendly Design Group has directly influenced TfGM plans for bus services in neighbourhoods and carried out a perks audit that has directly influence Manchester's Parks Strategy.
- 6.3 The Older People's Charter was established in 2015 and describes 6 themes important to older people. The charter intend to reinforce the existing rights of all older people in Manchester. The 6 themes were identified by the Age Friendly Board members and the charter has been used to secure pledges from business, organisations and individuals to contribute to creating an age-friendly city.
- 6.4 Examples of pledges include:

Greater Manchester Fire & Rescue Service

Will, through their free 'Safe and Well' visits, help older people with issues such as staying well, reducing the risk of falls, keeping warm at home, staying safe from fire and with social isolation. This work is being carried out in conjunction with Public Health England. As well as signposting people to

other agencies and services they will also look to reduce risks during initial visits, where appropriate. The overall aim is to make all older people safe, well and independent in their own homes for as long as possible and aims to help reduce the demand on the NHS, the police and social care services.

Southway Housing Trust

Will deliver our Age-Friendly Strategy to improve the quality of life for older residents. Using the World Health Organisation's Age-Friendly cities principles, their projects support older people to participate and drive changes in their neighbourhoods. They support partners and community-led organisations delivering local initiatives to tackle isolation and loneliness. They are improving and increasing housing options for older people in south Manchester and creating neighbourhoods where older people feel involved, valued and safe. They will continue to work strategically across the city to support the age-friendly movement, sharing their learning with others.

Royal Exchange Theatre, St Ann's Square

Will make sure older people are fairly represented in their work on stage and are supported in accessing their space and programmes. They will continue to support people living with dementia to attend venue by creating more Dementia Friends within their organisation and encouraging groups and individuals to attend their Relaxed Performances. Their resident Elders Company is their flagship programme for older people to feel included, make connections, learn new skills, make work and have a creative voice. They are currently developing their intergenerational work to promote creative collaboration between members of their resident community companies: the Elders Company and the Young Company

- 6.5 It's recognised that not enough work has been done on following up these pledges, reviewing impact, celebrating success and encouraging further take up. Now that the team is fully resourced this will form one of the priorities for 2018 and the charter will be re-launched. Using it again to engage more people in commitment to delivering an age-friendly city.
- 6.6 The Culture working group brings representatives of over 40 of the city's cultural institutions together to discuss how their programmes can be age-friendly, accessible and relevant to older people. There are now more than 120 Age-friendly Culture Champions in Manchester. They are cultural ambassadors who promote all aspects of culture and the arts to members of their communities, combining word of mouth with enthusiasm. Ambassadors aim to encourage residents to access cultural opportunities on offer around the city and are often volunteers themselves at cultural venues. The programme of Age-friendly Cultural events is wide ranging, recently including specialist events at the Manchester International Festival.
- 6.7 The Whitworth is an age friendly place. Everyone who works with visitors is, for example, trained as a dementia friend, and the gallery is an Age Collective partner. The Handmade at the Whitworth sessions delivered weekly at

Whitworth is one of their regular Age Friendly activities where participants can enjoy a cup of tea and a chat, and try their hand at a range of traditional skills including woodblock carving, sculpture, printing, watercolour painting and many others. Each month, an professional artist introduces a different technique to the group. Each Friday the Clore Learning Studio becomes an Age Friendly art studio, with sessions delivered in partnership with Age Friendly Manchester.

- 6.8 A Little Bite Music is a series of free lunchtime concerts held at The Bridgewater Hall during the spring and summer months. The concerts are designed to introduce new audiences to a diverse range of music. The informal foyer setting makes the concerts suitable for everybody including older people who may face barriers to attending performances which are part of the usual calendar of events. Visitors are welcome to join Little Bites for all or part of each performance, whether to snatch a bite of culture in a short break or make more of a day out of their visit. These events are free of charge and usually there's no need to book.
- 6.9 Our focus for the next 4 years will be to:
- 6.10 Work with commissioning teams and influence strategies to ensure that an age-friendly perspective is applied. This could be as simple as seeking older people's views ahead of developing tender / service specifications. In some case however it will require more detailed reconsideration of how service need to be commissioned and delivered differently for older people.
- 6.11 Considerable work will need to be developed that supports a greater number of older people remaining in good work or be supported back in to work. A significant increase in the number of age-friendly employers will be required to support this as well as ensure employment support programme provide sufficient targeting of their offer to out of work over 50s. Manchester's over 50s employment rates is below the national average and the ambition is to match the national employment rate by 2021.
- 6.12 As a greater emphasis is placed on developing dementia friendly communities and the emergence of both a City and Greater Manchester dementia strategy there will be a need to make sure these are better connected to the age-friendly networks.

7.0 Promote age equality

- 7.1 We want more people, services and partners to recognise the need to change both the language and images used when talking about (and to) older people. We want an acknowledgment and appreciation of the myriad of roles older people play in communities. We will have campaign to increase public awareness and recognition of the issues.
- 7.2 The images used in the front cover and throughout the refreshed ageing strategy are a good example of the quality of positive images used by the programme from the very beginning.

- 7.3 The Age-Friendly E-bulletin and twitter are used to further promote age equality and positivity around ageing. The programme and team has tirelessly and actively challenged negative image - such as imagery depicting older people as frail etc. There is an ongoing approach in challenging the use of word 'frail' when describing older people - e.g frailty index rather than independence index
- 7.4 Our focus for the next 4 years will be to:
- 7.5 Continue with a range of campaigns, with all of these being developed with the direct involvement of older people. For example supporting the No More Wrinkly Hands project, which will be a street based photography project created in collaboration with a range of community based projects that challenges the negative stereotype of older people, it will coincide with this year's British Society of Gerontology which is being held in Manchester in July.
- 7.6 There will be annual festival of ageing with the first to take place in July 2018
- 7.7 Manchester is hosting the 47th Annual Conference of the British Society of Gerontology in 2018. The theme for the Conference is Ageing in an Unequal World. The conference focus will be on how best to influence and shape environments of ageing for the coming century.

8.0 Delivery Plan

- 8.1 Following the launch of the refreshed Age-Friendly Strategy we now need to develop a 4 year delivery plan - basically the plan that tells us how we will achieve what we've set out in the strategy.
- 8.2 To build on the goodwill developed during the strategy refresh and sustain the enthusiasm across the broad partnership will require a collaborative and open approach whilst developing the delivery plan.
- 8.3 A series of thematic workshops are being held over the next couple of months - especially focusing on developing an age friendly neighbourhood working model, improving employment rates for over 50s and tackling ageism. These will be supported by an age-friendly partnership group of key individuals within the wider age-friendly family (basically to play the role of critical friend) and overseen by a re-established age-friendly steering group.
- 8.4 The intention is to have a delivery plan signed off by our key partners and have been approved by the Age Friendly Older People's board by April 2018.

9.0 Conclusion

- 9.1 The refreshed strategy provides a clear focus for the next 4 years. It is backed up by decades of research from Manchester's universities and grounded in long term collaboration, partnership working and engagement with older people at the very centre of everything.

- 9.2 A whole range of activity is used to support older people to live well across Manchester's neighbourhoods and this directly tackles loneliness and social isolation.
- 9.3 Over the next four 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.