

Greater Manchester Combined Authority  
Broadhurst House  
56 Oxford Street  
Manchester  
M1 6EU

TO BE DATED WHEN SIGNED

Dear **XXX**

### **Addendum to Memorandum of Understanding, 18<sup>th</sup> March 2016**

This is an addendum to the agreement ('MOU') between the Greater Manchester Combined Authority (referred to as 'GMCA') and the Centre for Ageing Better (referred to as 'Ageing Better'), the 'parties' to the agreement. This addendum extends the existing five-year MOU for a further period of three years from April 2021 to March 2024.

This extension of the strategic partnership will mature the partnership, building on the strengths of the existing relationship. The focus will be on delivering and demonstrating impact from existing shared projects, exploring a range of opportunities to develop joint work on promoting physical activity and consolidating the leadership and attention to ageing across the Greater Manchester system. The focus will move from learning locally to scaling and sharing nationally.

This addendum sets out additions and changes to the MOU in the following sections:

3. Commencement Date and Term
4. Scope of the Memorandum of Understanding
6. About Greater Manchester
7. About Centre for Ageing Better
8. Roles and Responsibilities
9. Early Priorities
10. Working Relationship
11. Wider Opportunities

### **3. COMMENCEMENT DATE AND TERM**

The term is extended by the addition of the following:

3.2 Ageing Better and GMCA agree to continue to work together in a strategic partnership commencing 1<sup>st</sup> April 2021 to 31<sup>st</sup> March 2024.

### **4. SCOPE OF THE MEMORANDUM OF UNDERSTANDING**

The scope is extended by the addition of the shared goal, highlighted in bold:

4.4 Ageing Better and GMCA share the following goals:

- For more people to enjoy a good later life in terms of better health and healthy life expectancy, financial security and social connections.

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- For more people to be able to fulfil their potential in later life by contributing to their local community and economy.
- For GM to be recognised internationally as an age-friendly city region.
- To promote a positive discourse on ageing, changing the rhetoric of an ageing demographic nationally.
- **For more people to live in accessible, safe and warm homes**

## 6. ABOUT GREATER MANCHESTER

The following additions are made:

6.10 The Covid-19 pandemic continues to have significant impact on the older residents of Greater Manchester and has resulted in significant shifts in the operating and strategic environment. GMCA and Ageing Better appreciate that this context remains emergent and the full implications for older people, public sector bodies and society are not yet known. Ageing Better recognises that while some new features have resulted the overwhelming picture for those in mid and later life appears to be one of acceleration or widening of the issues our work is focused on to ensure everyone enjoys later life. The strategic partnership has and will continue to respond pro-actively to plans for 'living with Covid' and recovery planning.

6.11 In October 2020 GMCA launched an Independent Inequalities Commission to explore the root causes and drivers of inequality and offer solutions to tackle these issues across Greater Manchester. The evidence-based recommendations it develops will influence the Greater Manchester Strategy, the comprehensive plan for the future of the city-region covering economic growth, health, wellbeing, jobs, housing, transport, skills and training.

## 7. ABOUT CENTRE FOR AGEING BETTER

In light of the publication in 2018 of *Transforming later lives – our strategy* the following change is made:

7.3 The UK's population is undergoing a massive age shift. In less than 20 years, one in four people will be over 65. The fact that many of us are living longer is a great achievement. But unless radical action is taken by government, business and others in society, millions of us risk missing out on enjoying those extra years. At the Centre for Ageing Better we want everyone to enjoy later life. We create change in policy and practice informed by evidence and work with partners across England to improve employment, housing, health and communities. Ageing Better work across four priority goal areas to improve later life:

- Fulfilling work
- Safe and accessible homes
- Healthy ageing
- Connected communities

And the following addition:

7.4 Ageing Better has a Strategic Partnerships Framework identifying how Ageing Better works with strategic partners. Ageing Better has locality strategic partnerships with Greater Manchester; Leeds City Council and Leeds Older Peoples Forum; and Lincolnshire County Council and East Lindsey District Council.

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## 8. ROLES AND RESPONSIBILITIES

The following addition is made to reflect current practice:

8.1 Ageing Better's role will include:

- To fund and employ a dedicated Partnership Manager

And the following change to reflect current practice:

8.4 Ageing Better support the UK Network of Age-friendly Communities and are the World Health Organisation's affiliate lead for the Global Network of Age-friendly Cities and Communities.

## 9. EARLY PRIORITIES

The following substitution is made for section 9:

### 9. REVISED PRIORITIES

9.1 To achieve the shared ambition for the strategic partnership GMCA and Ageing Better have identified three priority activities:

- 1) A small number of joint projects where the partners intend to create significant shifts in the outcomes for those in later life
- 2) Supporting the work of each other across the ageing agenda through influence, learning, sharing evidence and using available resources
- 3) Identifying key opportunities for dissemination of the evidence and learning from the strategic partnership at a national level and with relevant networks and stakeholders e.g. combined authorities, core cities and local authorities.

9.2 The joint projects identified are:

- Contribute to an economic recovery inclusive of those in mid and later life
- Entering later life in safe and accessible homes that support people to live independently
- Develop new joint work on tackling health inequalities, focused on promoting physical activity

#### **Contribute to an economic recovery inclusive of those in mid and later life**

9.3 Shared work will continue to support the ambitions of the GM Local Industrial Strategy through the delivery and evaluation of the over 50s employment support pilot, in partnership with the Department for Work and Pensions. GMCA and Ageing Better will work together to bring the findings of this work to national attention and influence, alongside an intent to scale-up the learning in Greater Manchester.

#### **Entering later life in safe and accessible homes that support people to live independently**

9.4 GMCA and Ageing Better will demonstrate impact on the delivery of new homes and condition of current housing stock in the city-region, in line with findings from existing joint research work, i.e. Rightsizing, Northern Gateway and Right Place; and recommendations resulting from the Ageing Better independent Good Home Inquiry and the work of the HoME Coalition.

#### **Develop new joint work on tackling health inequalities, focused on promoting physical activity**

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9.5 Physical inactivity is a key risk factor for developing conditions that lead to preventable disability in later life. Partners are coming together across the system to create the conditions for culture change, system change and behaviour change. Together we will develop and deliver a whole systems approach to address physical inactivity, identifying barriers to active lives and working together to bring about positive change. GMCA and Ageing Better will work in partnership, to contribute to the GM Moving ambition; with Greater Manchester Health and Social Care Partnership, GreaterSport, GM Active, the VCSE sector and with Transport for Greater Manchester to design and test a place-based whole system to decrease the proportion of inactive people in their 50s and 60s and make moving a normal part of life.

### **Identify key opportunities for dissemination of the evidence and learning from the strategic partnership**

9.6 GMCA and Ageing Better will work together to coordinate a communications and dissemination plan promoting Greater Manchester as an exemplar of age-friendly city-region nationally, and with other combined authorities, core cities, local authorities and other relevant stakeholders. Both parties will identify opportunities for promoting the work of the strategic partnership and share information and key messages for briefing key stakeholders.

## **10. WORKING RELATIONSHIP**

The following changes highlighted in bold are made to reflect current practice:

### **Governance**

10.1 Ageing Better will be invited to be a full member of the GM Ageing Hub and to sit on the **Executive Group**. **Annual** senior level meetings are proposed between GMCA Head of Paid Service and Chief Executive portfolio holder and the Chair and Chief Executive of Ageing Better to monitor progress and identify further areas of collaboration. The monitoring of individual programmes or projects will be agreed at inception.

10.3 The Centre for Ageing Better's **Partnerships and Programmes Committee (PPC)** will receive updates on the execution of this agreement and will report to the **Board of Trustees**.

### **Data sharing, protection and confidentiality**

10.12 The Centre for Ageing Better has been endowed with £50million over ten years from the **National Lottery Community Fund**. Under the additional terms and conditions of its endowment, the Centre for Ageing Better has entered into a data sharing agreement with the **National Lottery Community Fund** for the legal, secure and confidential exchange of personal data, if collected and as defined by the Data Protection Act 1998. Any personal data collected as a result of joint activity under this MoU will be subject to this data sharing agreement. **Reports will normally be in the public domain.**

### **Payment**

The following change is made:

10.13 No payments are required to be made by either party under this agreement. Any commitment of funds will be governed by separate agreements. Either party may provide funds through a grant to the other

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party to fund, or jointly fund, specific projects aligned to the scope of this MoU and shared goals set out within it.

## Roadmap

The following milestones are added to support the extension to the agreement:

10.14 The following key milestones with indicative timescales have been identified to support the implementation of this MOU:

- **Spring 2021:** joint framework for communications and dissemination developed
- **Apr-Dec 2021:** disseminate insights and evidence from GM Employability Support for over 50s pilot project phases, including a skills analysis and provision; to feed into GM Industrial Strategy and economic recovery plan.
- **Autumn 2021:** commence delivery phase of physical activity programme
- **End 2021:** publish final report of Right Place project with outcomes to include model for application by other areas
- **Jan 2022:** commence the service delivery phase of GM Employability Support for over 50s pilot.
- **Spring 2022:** provide a test and learn area for Age Friendly Employer engagement activity, for GMCA and other GM Anchor employers to be leaders in piloting and implementing an age-friendly employer framework. Working collaboratively to highlight and share best practice examples from GM employers.
- **Summer 2022:** establishment of a partnership between a developer and local area to implement solutions for healthy and sustainable design in an age-friendly new development
- **End 2022:** Greater Manchester contributing to, and applying findings of, the Good Home Inquiry; establishing a strategy that delivers on the co-benefits of tackling poor quality homes for older people's health, addressing the climate crisis, creating jobs and solving fuel poverty.

## 11. WIDER OPPORTUNITIES

The following change is made:

11.1 Outside of the revised priorities there are other opportunities where GMCA and Ageing Better will explore how best to collaborate. These include:

- Developing new narratives on ageing, and tackling ageism
- Understanding the impact of digital exclusion on residents in Greater Manchester in mid and later life and addressing within all projects
- Delivering system-change ambitions across the city-region and demonstrating the impact of system leadership to wider audiences
- Ageing Better will have membership of the GM Innovation Partnership on Healthy Ageing and support the wider ambitions of the Local Industrial Strategy
- Liaising on related and emerging agendas for an ageing population to provide mutual support, opportunities to develop evidence and influence.

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Signed on **XXXX**

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**Andy Burnham**  
Mayor of Greater Manchester

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**Professor Dame Carol Black**  
Chair  
The Centre for Ageing Better

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**Councillor Brenda Warrington**  
Portfolio Lead Age-Friendly GM and Equalities  
Greater Manchester Combined Authority

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