

Active Travel & Over 50's

Recommendations from workshop (Jan 2021)



How did we get here?

- **GM Transport Strategy 2040 Network Principles.** The vision for Streets for All outlines that “*our streets will be welcoming and safe spaces for all people, enabling more travel on foot, bike and public transport*” (GM Transport Committee, 2020: 5).
- **Age-Friendly Transport plan** (Charles Musselwhite report in 2018). Three priorities:
 1. *Promoting accessible and inclusive transport network (incl bus reform, community transport and involving older people)*
 2. *Active travel*
 3. *Assessing the impact of Covid-19*
- **GM Moving-Active design, 20 MN**
- **GreaterSport-Place**
- **Active Travel & Over 50's:** GreaterSport, Centre for Ageing Better, TfGM, UoM to look at existing evidence, speak to range of stakeholders and opportunities for influence and change (May 2020)
- **Workshop with TfGM (Jan 2021):** Workshop findings reviewed by Katie Scicluna (Post-graduate student from the University of Manchester).



Figure 4: GM Transport Strategy 2040 Network Principles.

(Source: GM Transport Committee, 2020: 6)

Why focus on the Over 50's in Active Travel?



- i) Greater Manchester commitment as WHO age-friendly city region;
- ii) Keeping physically active in mid-life helps to delay onset and progression of many age-related health conditions *But*, physical activity levels decline from mid-life onwards so action to address physical inactivity in mid-life is essential to ensure good health and quality of life as people grow older;
- iii) Especially important in addressing interacting and intersecting inequalities ([Good Lives for All in Greater Manchester](#))
 - In 2013-2015, the **lowest life expectancy for men at age 65 in England was in Manchester (15.8 years)**
 - **Men at age 65 in parts of GM have a healthy life expectancy that is up to 4 years shorter than in England as a whole**
- iv) Growing demographic – by 2025 50+ in GM will exceed 1 million: significant cohort at risk of poor later life without improvements to physical activity and for success in creating population level behavioural change;
- v) As well as physical health and mental well-being we know walking helps strengthen social connection and address social isolation and loneliness ([Age-Friendly Transport for GM](#))
- vi) People have differing capabilities and needs in relation to physical activity and other travel behaviours as they age (e.g. see walking speeds);
- vii) Diverse voices and experiences of people over 50 are often overlooked - in this age cohort can be overlooked in policy making and implementation ([Global Report on Ageism](#))

Messaging/ how we talk about Over 50s



We recognise that the terms “over 50s” or “mid and later life” are not describing an homogenous demographic group, but covers a wide range of chronological age, experiences and other characteristics that intersect across the life course.

- Older people as citizens
- Vulnerable to valuable
- Diversity, represented within the over 50's
- Active travel is defined as ***“travel [that] includes walking and cycling in all its forms for purposeful journeys, parts of journeys and smaller modes of active transport, e.g. e-bikes, scooters”*** (GreaterSport, 2021: 1).– we recognise that there is greater complexity within this and different approaches needed.

Citizenship-based policy approach

Source: P.McGarry/MCC 2013



<u>Medical</u>	<u>Care</u>	<u>Citizenship</u>
Patient	Customer	Citizen
Focus on individual	Focus on individual, family and informal networks	Focus on neighbourhood and city
Clinical interventions	Care interventions	Promoting social capital and participation
Commission for 'frail elderly'	Commission for vulnerable people	Age-proofing universal services
Prevention of entry to hospital	Prevention to delay entry to care system	Reducing social exclusion
Health (and care system)	Whole system	Changing social structure and attitudes

Main themes identified in TfGM workshop



- i. Health and wellbeing benefits**
- ii. Differences and diversity in the “over 50’s cohort”, interacting and intersecting inequalities within the cohort**
- iii. Importance of physical infrastructure design, location, and accessibility,**
- iv. Public engagement and policy messaging.**



Widening access and participation in Active Travel for Over 50's

Sharing #AgePositive images, language, stories and communications.



Promoting co-design & co-production of policy, strategy, place-making, transport infrastructure, design guides & standards.



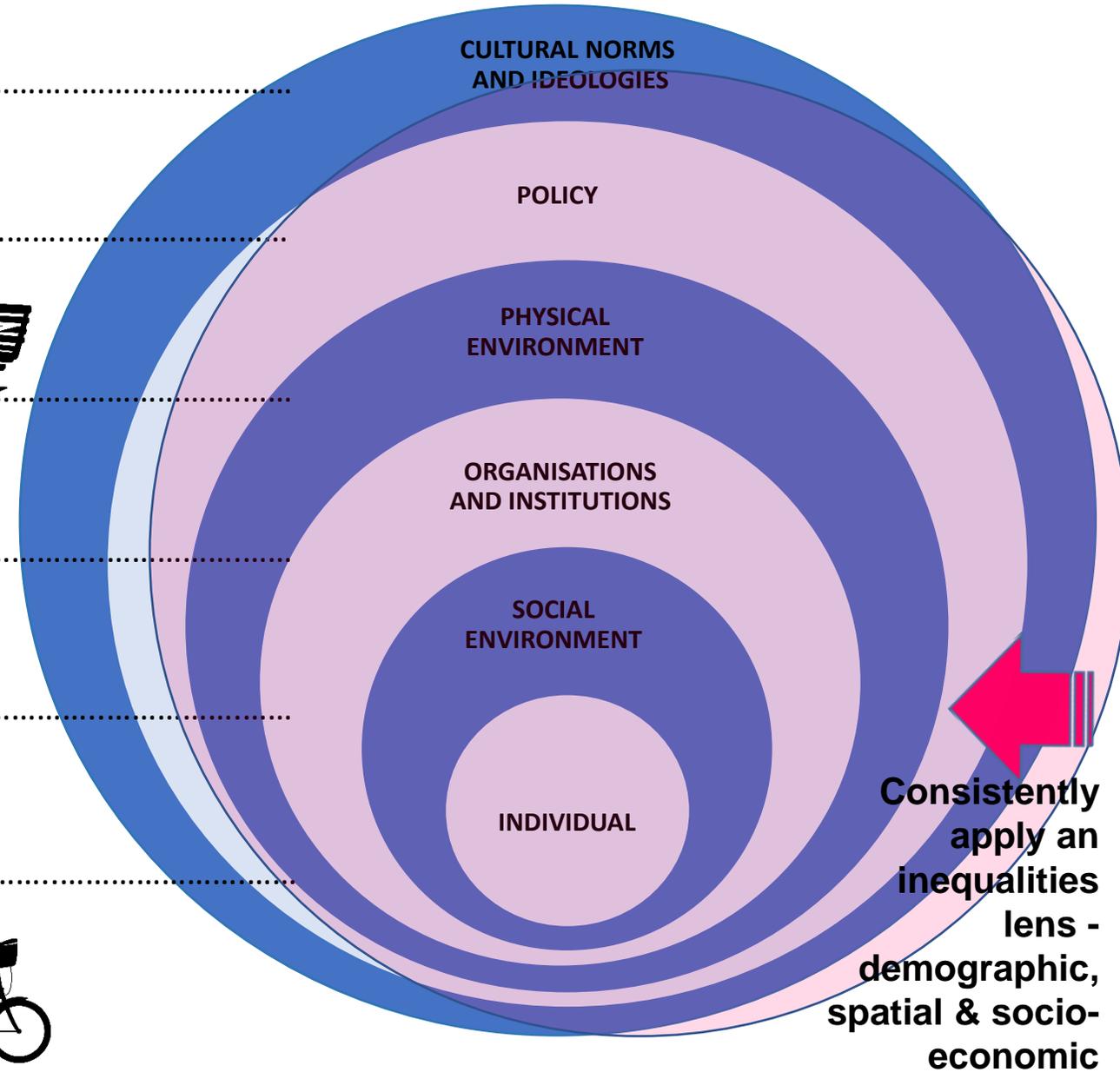
Creating age-friendly active environments e.g. clear & even pavements, safe public realm, wide cycleways, benches, green space

Convening partners & working alongside them e.g Ageing-hub, TfGM, Housing Providers, Community groups, Older-people's network



Help grow social networks, community connections & active space for peer, family and inter-generational groups.

Increase access to active equipment e.g. e-bikes, trikes & adapted cycles and other mobility aids. Opportunities to 'give it a go'



Consistently apply an inequalities lens - demographic, spatial & socio-economic

(DRAFT) Recommended principles for ways of working	Who	System
<p>1. Focus across the Active Travel landscape (strategy, policy, implementation): Recognising diversity, life journey stages and intersections, uneven experiences of ageing; including age in EIAs – and track progress.</p>	<p>TfGM Local authorities</p>	<p>Policy</p>
<p>2. Involve: Include adults in mid and later life, their views and experiences through consultation, co-design and co-production methods as appropriate, to understand and address barriers to inclusivity.</p>	<p>TfGM Local authorities Over 50s working group</p>	<p>Policy Physical Env Orgs & Insts</p>
<p>3. Involve: Recognise the conflicts and differences in views and experiences e.g. on use of shared space.</p>	<p>TfGM Local authorities</p>	<p>Policy</p>
<p>4. Messaging: Promote physical and mental wellbeing benefits of Active Travel for those in mid and later life, including targeted communications (Valuable not Vulnerable narrative) and ensuring the diversity of 50+ population represented across communications.</p>	<p>TfGM Local authorities</p>	<p>Cultural norms and ideologies Policy</p>
<p>5. Messaging: Information provision accessible and inclusive, including understanding the impact of digital exclusion for adults in mid and later life.</p>	<p>TfGM Local authorities</p>	<p>Cultural norms and ideologies Policy</p>
<p>6. Data: Data collection and analysis includes and disaggregates those over 50, to inform transport and travel strategies. Understanding intersection of age with other experiences and characteristics – e.g. those who do and do not take part, caring, gender differences.</p>	<p>TfGM Local authorities</p>	<p>Policy</p>

(DRAFT) Recommended principles for ways of working	Who	System
<p>7. Built environment: Understanding and integrating age-friendly design guidelines into design of Active Travel schemes.</p>	<p>TfGM Local authorities</p>	<p>Physical Environment</p>
<p>8. Workforce development: Develop wider workforce and messaging to support encouragement of Active Travel behaviours, e.g. making links with over-50s and employment support.</p>	<p>Public Health, Local Authorities, GM Moving, GM Walking, VCSE, all partners</p>	<p>All system levels</p>
<p>9. Cycling: Consider the particular benefits of e-bike schemes, tricycles and adaptable bicycles for the over 50s; innovation in bikeability approaches e.g. Bolton cycling proficiency for older people, that address concerns re: safety.</p>	<p>Public Health, Local Authorities, GM Moving, GM Walking</p>	<p>Social Environment</p>
<p>10. Behaviour change interventions: During the development of behaviour change interventions, consider people in mid to later life.</p>	<p>Public Health, Local Authorities, GM Moving, GM Walking</p>	<p>Individual</p>
<p>11. Parks and green spaces: Utilising green space to promote active travel and the benefits of this in terms of wellbeing.</p>	<p>Local authorities GM Moving/GreaterSport GM Walking</p>	<p>Physical Environment</p>
<p>12. Community organisations: Supported to be age-inclusive, over 50s as volunteers within community initiatives on cycling and walking.</p>	<p>To be determined</p>	<p>Social Environment</p>
<p>13. Share practice: Promote and share examples of innovation, what's already working and good practice from across Greater Manchester and elsewhere.</p>	<p>Over 50s & Active Travel Group Ageing Hub, TfGM All partners</p>	<p>Policy</p>

Workshop discussion...



1. Feedback on the recommendations we have identified...

-How do they feel?

-Is there anything missing?

-Are there other partners who will contribute?

2. What are the specific metrics we could measure in line with the TfGM Active Travel pillars?



Walking and Cycling Programme

Strategy

Safety

**Infrastructure
e**

Activation

Access

Practical resources and next steps



- [GM Age-Friendly image libraries](#) & [Centre for Ageing Better positive image library](#)
- **Valuable not Vulnerable** campaign and support from Ageing Hub
- **Centre for Ageing Better**-Active travel evidence review published July 2021
- **Equalities Impact Assessment guidance on ageing** (EIA) from Manchester City Council
- Continue the **Active Travel & Over 50's Group** – share learning, research and provide advice/ information
- Develop GM and **local stakeholder maps for involvement**, e.g. Age-Friendly Mayoral network; Ageing in Place; local age-friendly boards – and share messages
- **Physical Activity project** (GreaterSport, Centre for Ageing Better) build in Active Travel
- Establish **key metrics** against TfGM Active travel pillars.