

Corporate Issues & Reform Overview & Scrutiny Committee

Date: 15 October 2019

Subject: Age-Friendly Greater Manchester – update report

Report of: Cllr Brenda Warrington, Portfolio Leader for Age-Friendly Greater Manchester and Equalities, and Pam Smith, Portfolio Lead Chief Executive – Age-Friendly Greater Manchester and Equalities

PURPOSE OF REPORT

1. To provide an update on progress made on the Age-Friendly Greater Manchester strategy since the January 2019
2. To seek support for the Ageing in Place Programme which will establish a series of age-friendly neighbourhoods in line with our ambition for Unified Public Services and the White Paper
3. Local authorities support for the integration of ageing and place strategies drawing on evidence from Ambition for Ageing and other programmes, focusing on 12 areas across Greater Manchester

RECOMMENDATIONS

- Note progress made by the Greater Manchester Ageing Hub and partners on the Greater Manchester Age-Friendly Strategy since its launch in March 2018
- Endorse the Ageing in Place Programme, taking place in 12 neighbourhoods across Greater Manchester

CONTACT OFFICERS

Pam Smith – Chief Executive Lead for Age-Friendly Greater Manchester and Equalities
Paul McGarry – Head, Greater Manchester Ageing Hub, GMCA

BACKGROUND PAPERS

The following is a list of the background papers on which this report is based in accordance with the requirements of Section 100D (1) of the Local Government Act 1972. It does not include documents which would disclose exempt or confidential information as identified by that Act.

- Greater Manchester Age-Friendly Strategy https://www.greatermanchester-ca.gov.uk/media/1166/gm_ageing_strategy.pdf
- Age-Friendly Greater Manchester update report, GMCA Corporate Issues and Reform Overview and Scrutiny Committee, 22 January 2019

<https://democracy.greatermanchester-ca.gov.uk/CeListDocuments.aspx?Committeed=354&MeetingId=2044&DF=22%2f01%2f2019&Ver=2>

1. INTRODUCTION AND OVERVIEW

An age-friendly Greater Manchester is priority ten of the Greater Manchester Strategy. This work is coordinated by the Greater Manchester Ageing Hub based at GMCA, which brings together universities, public and private services, and GM citizens to improve the lives of residents as we age.

Delivering on this priority is a hugely collaborative undertaking, with partners from across the GM system working together on economy and work, housing and planning, transport, culture, age-friendly places and health ageing. The Ageing Hub team consists of a small core team supported by a wider network of colleagues from research, policy and delivery agencies. Greater Manchester is the only place in the UK with this level of integrated working around ageing covering such a wider spectrum programmes. In 2018 we were recognised by the World Health Organisation as the UK's first age-friendly city-region.

This update report is comprised of a summary of significant updates on the Ageing programme since our last report to this committee in January 2019, along with the presentation to the 1 October 2019 Greater Manchester Reform Board on the Ageing in Place Programme.

2. PROGRAMME UPDATE

Significant updates since our January 2019 report to this committee:

- Held the second Greater Manchester Age Friendly Conference 'Doing Ageing Differently' on 13 February 2019, bringing together around 300 of GM's system leaders, older people's groups, world-leading academics and other local, national and international partners
- Launched the 'Ageing Hub Digest' magazine, showcasing work and stimulate critical thinking around age-friendly policy and practice, primarily targeted at policy makers and practitioners
- In June 2019, launched the Pride in Ageing programme with the LGBT Foundation and Sir Ian McKellan, to address the inequalities faced by older LGBT people.
- As part of the Greater Manchester Local Industrial Strategy, we have agreed three priorities around ageing:
 - Develop a Healthy Ageing Innovation Partnership with UK Government
 - Establish an International Centre for Action on Healthy Ageing
 - Create a city-region testbed for healthy ageing
- GMCA in partnership with Manchester Museum has been awarded funding by the Baring Foundation to establish a national centre for creative ageing.
- Culture Champions programme are being rolled out in six of the local authority areas, promoting older people as cultural activists and producers of culture.
- So far the Mayoral Age-Friendly Neighbourhoods Challenge has recognised 32 neighbour areas of good practice right across our city region, places committed to helping older people

feel independent, safe and secure, and informed about what's going on in their local area. Phase two of the challenge is now open, and our aim is to have over 50 age friendly neighbourhoods by February next year.

- The Greater Manchester Active Ageing programme led by Greater Sport has engaged over 10,000 older people, promoting physical activity to those who are inactive. GM Active Ageing week in the summer was covered on BBC Breakfast and ITV News.
- Published evidence review on employment support for the over 50s with the Centre for Ageing Better and Department for Work and Pensions.
- Manchester School of Architecture and GMCA awarded funding to development Rightplace research programme, to provide better evidence about the kinds of home different groups of older people are looking for.
- Celebrated International Day of Older Persons on 1 October, coordinating communications with partners across Greater Manchester. Mayor, Portfolio Leader and other GM leaders joined communities around the country in signing an open letter from our strategic partner the Centre for Ageing Better committed to changing the way we think and talk about ageing.

4. AGEING IN PLACE PROGRAMME

The Greater Manchester Ageing in Place Programme (AIPP) aims to establish a series of age-friendly neighbourhoods in line with Greater Manchester's ambition for Unified Public Services and the White Paper.

AIPP brings together the significant experience across multiple agencies and communities into a collaborative, bottom-up programme that aims to deliver real change, especially in our low-income neighbourhoods.

AIPP will:

- Work at GM public service 'Neighbourhood' level (30-50k) to develop ageing partnerships, action plans and interventions.
- Identify and create appropriate leadership in each neighbourhood going with the grain of what works well.
- Foster a common culture in local workforces about ageing and the varied experiences of older people.
- Enable coordinated services and evaluation processes so that efficiencies can be made and re-invested back into communities.
- Build on, and contribute to, wider integrated service delivery in the neighbourhood to prevent divergence and duplication. Ensure mainstream services are age-friendly.
- Ensure that local knowledge is fed back to inform wider city and city-region ageing strategies.
- Start its work in 12 GM neighbourhoods across all 10 local authorities in phase one.

For GM agencies, AIPP will:

- Embed a social model of ageing into GM place-based working and Integrated Neighbourhood Functions.
- Develop a powerful community of interest to support further adoption of ageing in place approach.

- Provide academics opportunities for research that makes an impact.
- Better targeting of whole population services and support to different groups of older people, especially the most marginalised groups.

For citizens, AIPP will deliver:

- Improved quality-of-life, health and better opportunities to benefit from all the city-region has to offer.
- A movement that promotes social cohesion, intergenerational solidarity and resilience.
- Opportunities to define local priorities and inform decision-making.

Please see attached presentation to the October Greater Manchester Reform Board, 'Greater Manchester Doing Ageing Differently'.

5. CONCLUSION

The Ageing in Place Programme represents a significant undertaking to deliver age-friendly neighbourhoods with integrated place-based delivery of public services. Drawing on the GM ageing ecosystem, the end result should be the development of coordinated services and resident-led approaches to address the specific needs and aspiration of older people in each of the 12 neighbourhoods.

The 12 neighbourhoods are those nominated by the local authorities and where support will be coordinated by a local project team reflecting each specific community. Implementation is expected to start from April 2020.