

# **GREATER MANCHESTER**

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## **DOING AGEING DIFFERENTLY**

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**GM Reform Board**  
*October 2019*

**Our vision is that older residents are able to contribute to and benefit from sustained prosperity and enjoy a good quality of life.**

*Greater Manchester Age-Friendly Strategy*

## **Agenda**

- 1 Ageing In Place Programme**
- 2 Pride in Ageing**
- 3 Programme Update: selected highlights**

# 1 Ageing *in Place*

**The GM Ageing *in Place* Programme (AIPP)** aims to establish a series of age-friendly neighbourhoods in line with our ambitions for Unified Public Services and the White Paper



# AIPP: Introduction

**AIPP aims to deliver a core element of Priority 10 of the Greater Manchester strategy, an age-friendly city-region.**

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 is about creating better places to live, thrive and contribute and is a programme for everyone. It will start its work in 12 GM neighbourhoods**

*For our 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.

*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 targetting of **whole population services** and support to different groups of older people, especially the most marginalised groups.

## Age-Friendly Neighbourhoods and The GM Model:



Geographic alignment

Work at **GM public service** 'Neighbourhood' level (30-50k) to develop ageing partnerships, action plans and interventions.



Leadership and accountability

Identifying and creating appropriate **leadership** in each neighbourhood going with the grain of what works well.



One workforce

Foster a common culture in local **workforces** about ageing and the varied experiences of older people.



Shared financial resource

Enable **coordinated** services and evaluation processes so that efficiencies can be made and re-invested back into communities.



Programmes, policy and delivery

Build on, and contribute to, **wider integrated** service delivery in the neighbourhood to prevent divergence and duplication. Ensure mainstream services are age-friendly.



Tackling barriers and delivering on devolution

Ensure that **local knowledge** is fed back to inform wider city and city-region ageing strategies.

# Messages from research

## 1 Social inequalities are manifest as spatial inequalities:

*“Older people living in our most deprived neighbourhoods are likely to need medium to high levels of care and support up to 15 years earlier than people living in our least deprived neighbourhoods.”*

*(Nazroo, 2017)*

## 2 Experiences of strong and supportive neighbourhoods are the most important contributor to good well-being in later life:

*“Health status is less important for well-being for those who think they are in charge of their environment, who perceive their neighbourhoods as more cohesive and who report higher identification with their district”*

*(Oswald and Konopik, 2015)*

## 3 Age-friendly neighbourhoods have demonstrated how a more supportive environment can be realised:

*“Supporting the inclusion and participation of older city-dwellers must be viewed as a crucial part of the agenda for sustainable urban development.”*

*(Buffel, Phillipson and Scharf, 2012)*



# Messages from research

Income inequality leads to health inequalities, and both result in **spatial inequalities across our city-region**. Those who might benefit the most from a supportive social and physical environment are the least likely to have access to support.

## Risk of social detachment

The risk of becoming socially detached for the richest group is just **one fifth** of the risk of the poorest group



*“Disadvantaged older adults find it difficult to engage in – and stay engaged in – social and cultural activities and this then impacts negatively on their wellbeing.”*

*(Nazroo 2017)*

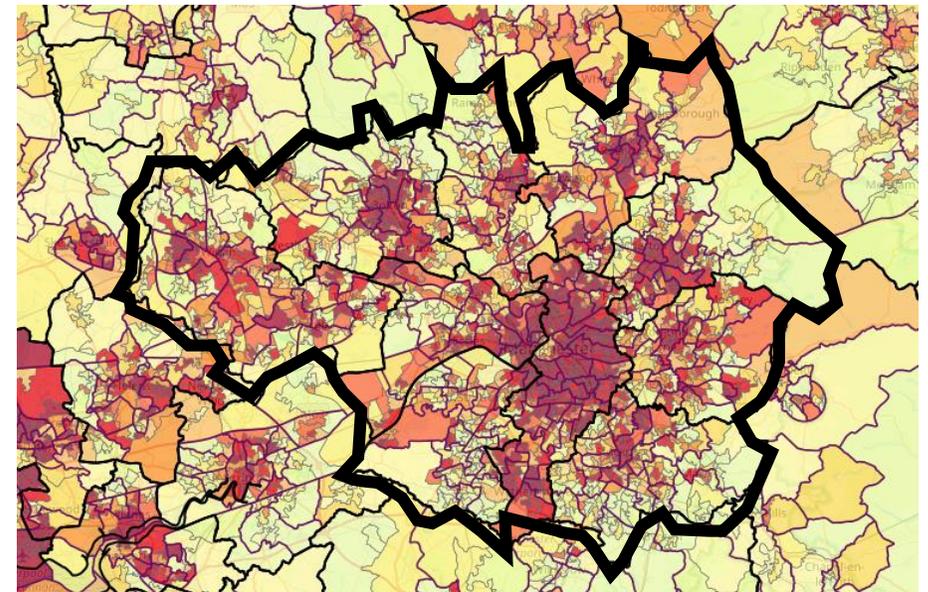
- **There will be substantial growth in single person households over the next two decades – especially amongst those over 75.** Age-friendly neighbourhoods should provide a mechanism for empowering older people and ensuring social participation in the broader sense. *(Phillipson 2017)*
- Evidence from the English Longitudinal Study of Ageing (ELSA) suggests **worsening of levels of health outcomes** for younger-old cohorts in the poorest 20% of the population, with increased levels of inequalities between the richest and poorest.
- Significant inequalities within the older population, with considerable divergence in healthy life expectancy within GM.

Indices of deprivation (60+)

Most deprived



Least deprived



# Messages from research

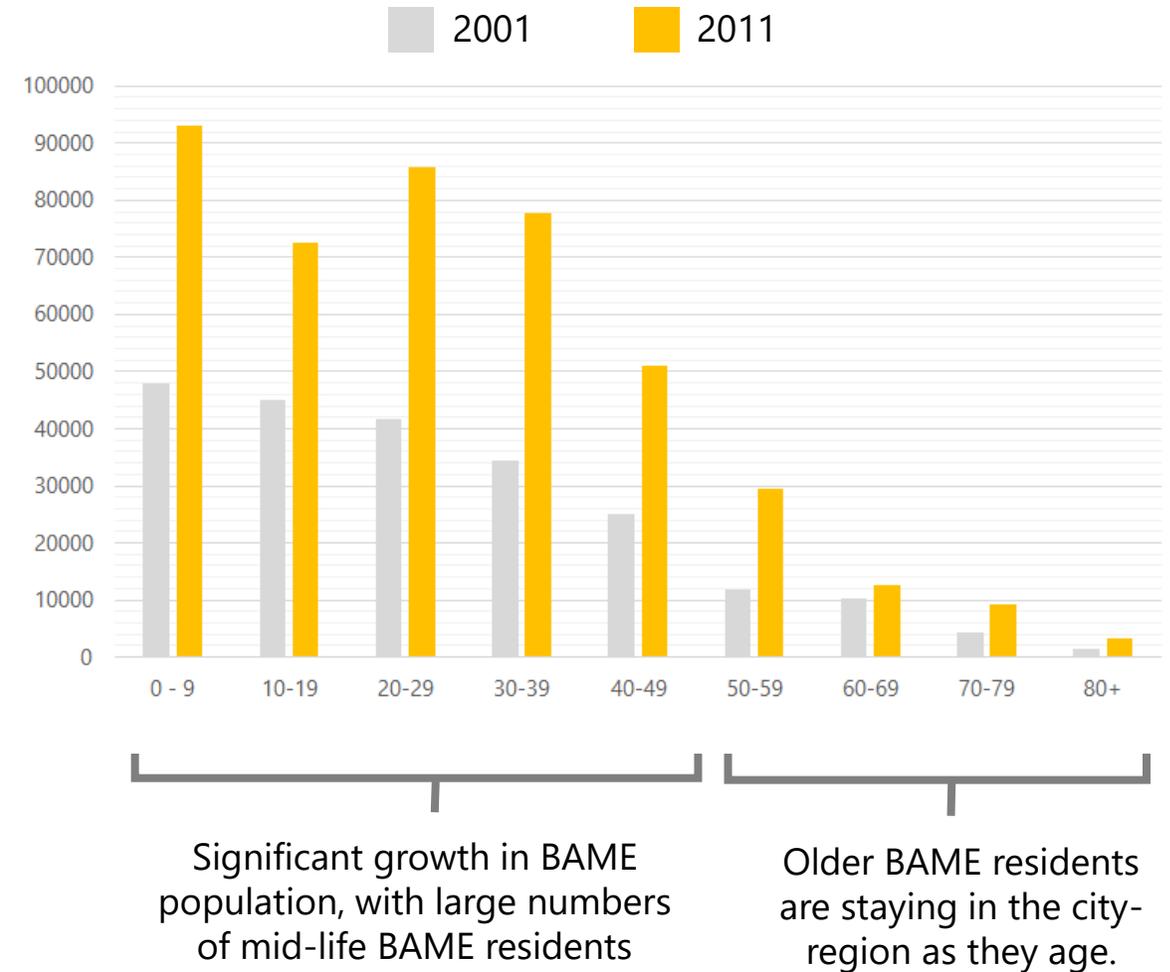
## Social Isolation

- TV is the main form of company for 38% of people aged 75+. 11% of older people (75+) in the UK have contact with family, friends and neighbours **less than once a month** (*Age UK, 2014*).
- At least 80% of the time of those aged 70 and over is spent in the home and the surrounding area (*Phillipson, 2017*).
- **Life transitions** (*divorce, death of partner, financial issues, retirement, health event*) are a key predictor of increased social isolation, as they risk severing social connections and challenge older people's sense of identity (*Jetten, 2009*).

## Ageing and diversity

- The older population will become **increasingly diverse** in terms of ethnicity, sexuality, religion, education and socio-economic factors over the coming decades.
- For example - in 2001, 3.5% of older people (50+) were **BAME** (27,767). By 2011, this had **nearly doubled** to 6.4% (54,534) – a trend we expect to continue and increase over the next 20 years.
- Social isolation is a universal phenomenon, but often found in higher rates amongst BAME groups who are more likely to experience **health, social and economic inequalities** in later life (*Lewis and Cotterell, 2018*).

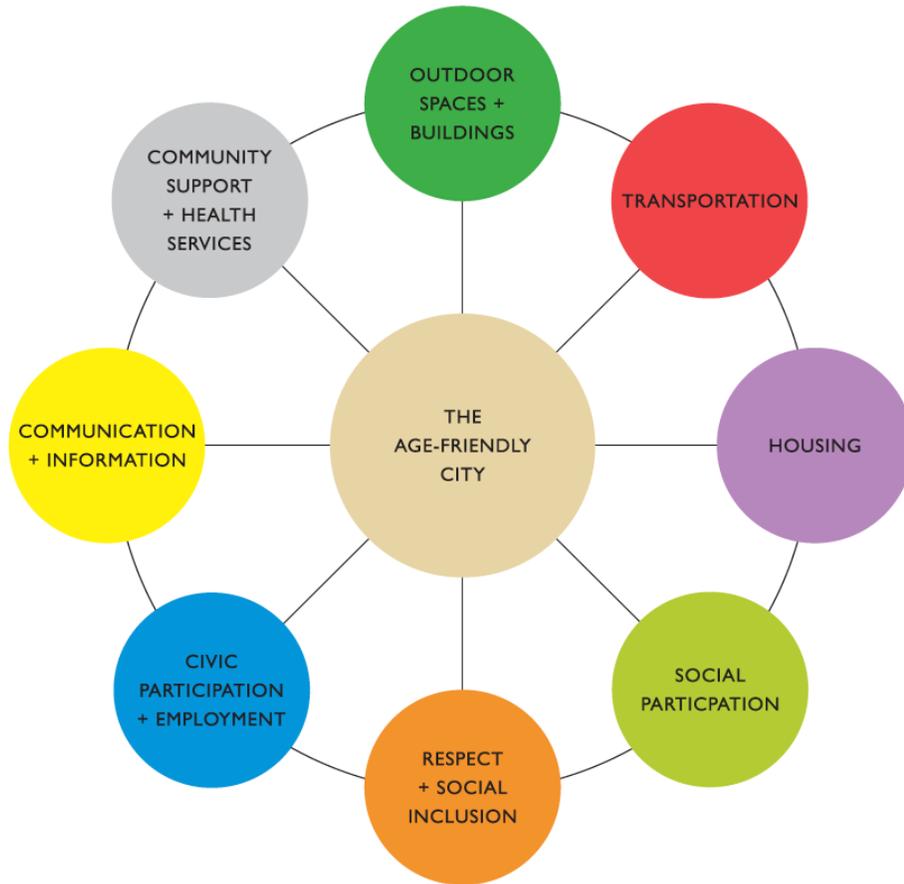
Number of BAME residents in GM by age group



## What is an age-friendly neighbourhood?

A community that provides a means for **personal, social and emotional fulfilment** of older people rather than (just) provide a means of improving physical wellness.

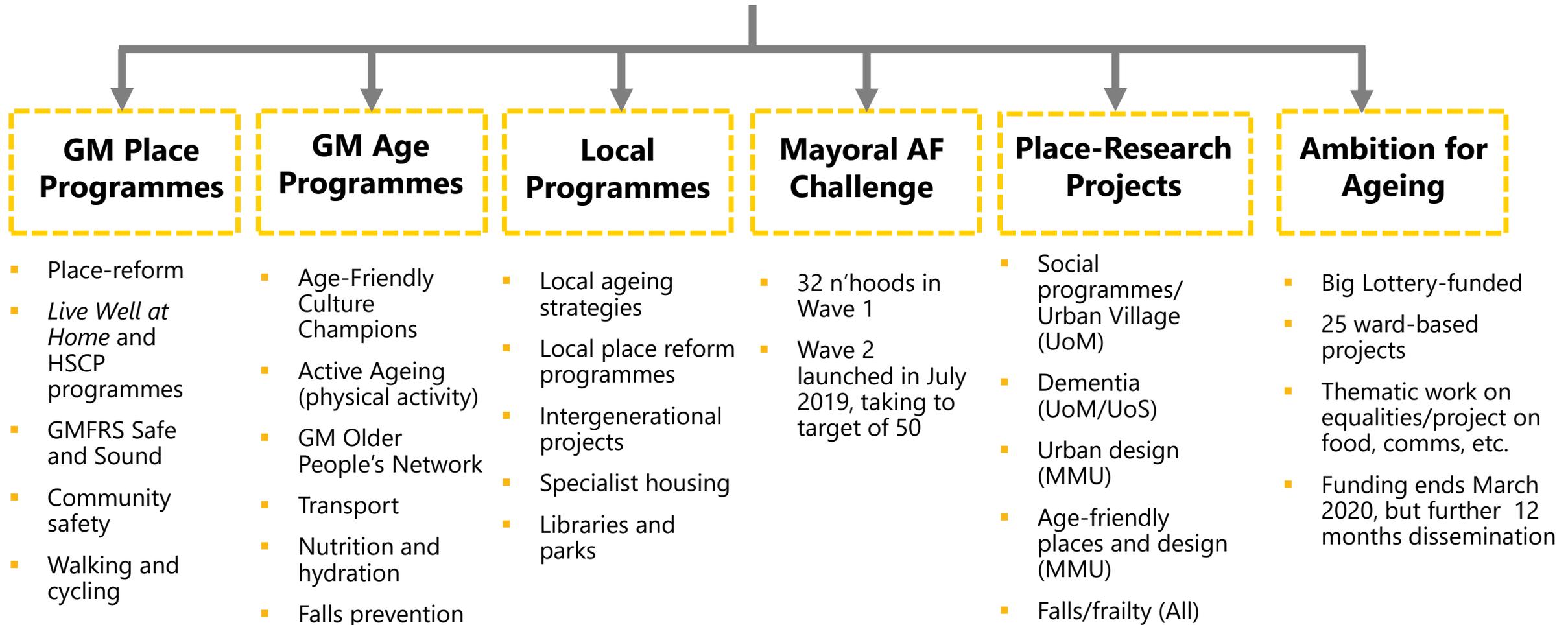
This is achieved by addressing the relationship between **people, society** (social environment) and **place** (physical environment), each of which is subject to potential change over time.



*The eight domains of an Age-friendly City*  
[ from the *Global Age-friendly Cities guide* (2007) ]

# Ageing in GM Ecosystem: Overview

A story of significant investment and multiple initiatives focused on people in mid and later life, *but uneven coordination* and sharing of science, evidence and evaluation. The result is a fragmented, sometimes stop-start, approach to issues that demand long-term approaches.



# NYC: A CITY OF NEIGHBORHOODS



## Examples: New York 'Aging Improvement Districts'

- Established in 2010, the NY Aging Improvement Districts aimed to coordinate between public service agencies, non-profits, cultural, education and religious institutions to build on existing networks and structures, but with a specific ageing focus.
- Each neighbourhood developed a resident advisory panel, who worked with institutions to design low/no cost improvements and identify action needed at a city/region scale to improve older peoples quality of life.
- Partners:** Initiated, led and coordinated by the NY Mayors Office and NY City Council
- Key features:** Political support facilitated collaboration. Visible changes to communities/services support 'social movement' around ageing.

## Age-Friendly Old Moat, Manchester

- The Old Moat project started with a 12 month research project led by Southway Housing Trust, University of Manchester and Manchester School of Architecture, involving hundreds of older residents and local institutions. This led to the development of an action plan and a residents group being established to take the project forward.
- Partners:** The project was initiated and funded by Southway Housing Trust, who made a long-term commitment to support the programme with both staff time and financial resource (now in its 8th year). Multi-agency group supports work.
- Key features:** Appropriate lead organisation for the challenges/opportunities in Old Moat. Engagement in a shared action planning process brought partners and older people together.

## Leeds Neighbourhood Networks

- 37 neighbourhoods with voluntary sector-led preventative public health programmes around ageing, with services and activities shaped and developed by local communities.
- Five year commissions per neighbourhood, funded by Leeds City Council (adult social care) - £25-£100k per electoral ward PA
- Moving towards greater alignment to H+SC agenda/priorities – falls, hospital discharge, self-management. Challenges – increased expectations (eg. social prescribing) that stretch limited community capacity





Derek wrote a list of tips to combat loneliness.



## Derek's Story

- Derek was a **co-researcher** on the Age-Friendly Old Moat project who joined the project after he saw advert in his housing association's quarterly newsletter.
- Over the last decade, he has become an active **community champion** and advocate for his older neighbours – initially as a way of overcoming his own feelings of isolation and later a desire to help others.
- Derek's tips can apply to **people of all ages**.
- **Derek's story** has been documented by the BBC, and clips can be found online (over 1 million views):

<https://www.bbc.co.uk/news/av/uk-england-manchester-38804340/loneliness-tips-from-90-year-old-published>

# From low/no cost to significant investment, these examples add up to better places to live in

## No/Low resource

Local agencies can implement these simple measures that can transform how neighbourhoods work for older people. All are examples from across GM.

- Working with **shopkeepers** to share best practices for supporting older customers, including businesses offering **take a seat/use of toilets**.
- Taxi driver and private hire **training**.
- Traffic light **sequencing** near older people's accommodation.
- **Information** networks/peer support groups
- Implementing age-friendly guidelines for **parks, libraries and cultural centres**
- Trips **out, or across the city-region**
- **Intergenerational initiatives** with schools, colleges and communities
- Using pubs and social clubs **as meeting places**
- Introducing **active ageing** activities into community groups

## Some resource

These measures may require more investment from statutory or non-statutory agencies.

- Training local people to be age-friendly **service experts, auditors and navigators**
- Increasing **learning and culture activities**
- Install **benches** on key walking routes
- Social **eating** projects
- Community **health promotion and coordination**
- **Pension Credit** take up campaigns
- Local **newspapers** and online information sharing

### First Contact and Advice schemes

For people who do not meet care thresholds, but need a little bit of advice, navigation and follow-up to get the most from their neighbourhood, especially in a digital age. Examples include HOOP (Housing Options for Older People), Neighbourhood groups, Age UK helplines and others.

## More resource

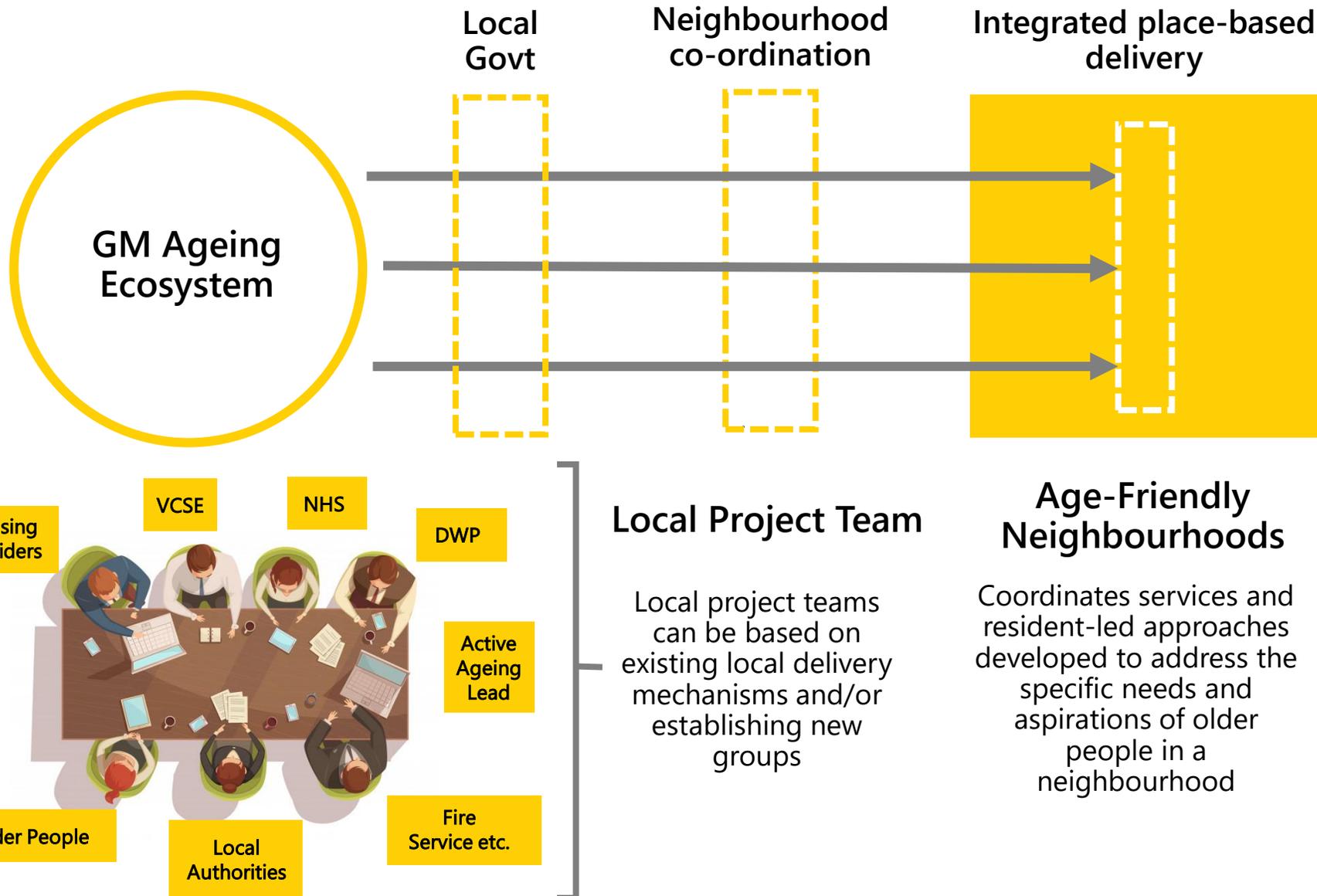
This measures may require long-term investment or changes to commissioning plans and priorities

- New and retrofit **housing developments that promote social integration**
- Collective and cooperative **purchasing of goods** and services ('Village' model)
- Investment in **neighbourhood models led by older people that build community capacity** (See Leeds networks example)
- Designing in age-friendly and dementia high-street and town-centre **improvements**
- Programmes that deliver physical activity and active ageing to **reduce falls and improve health**

### Community Transport

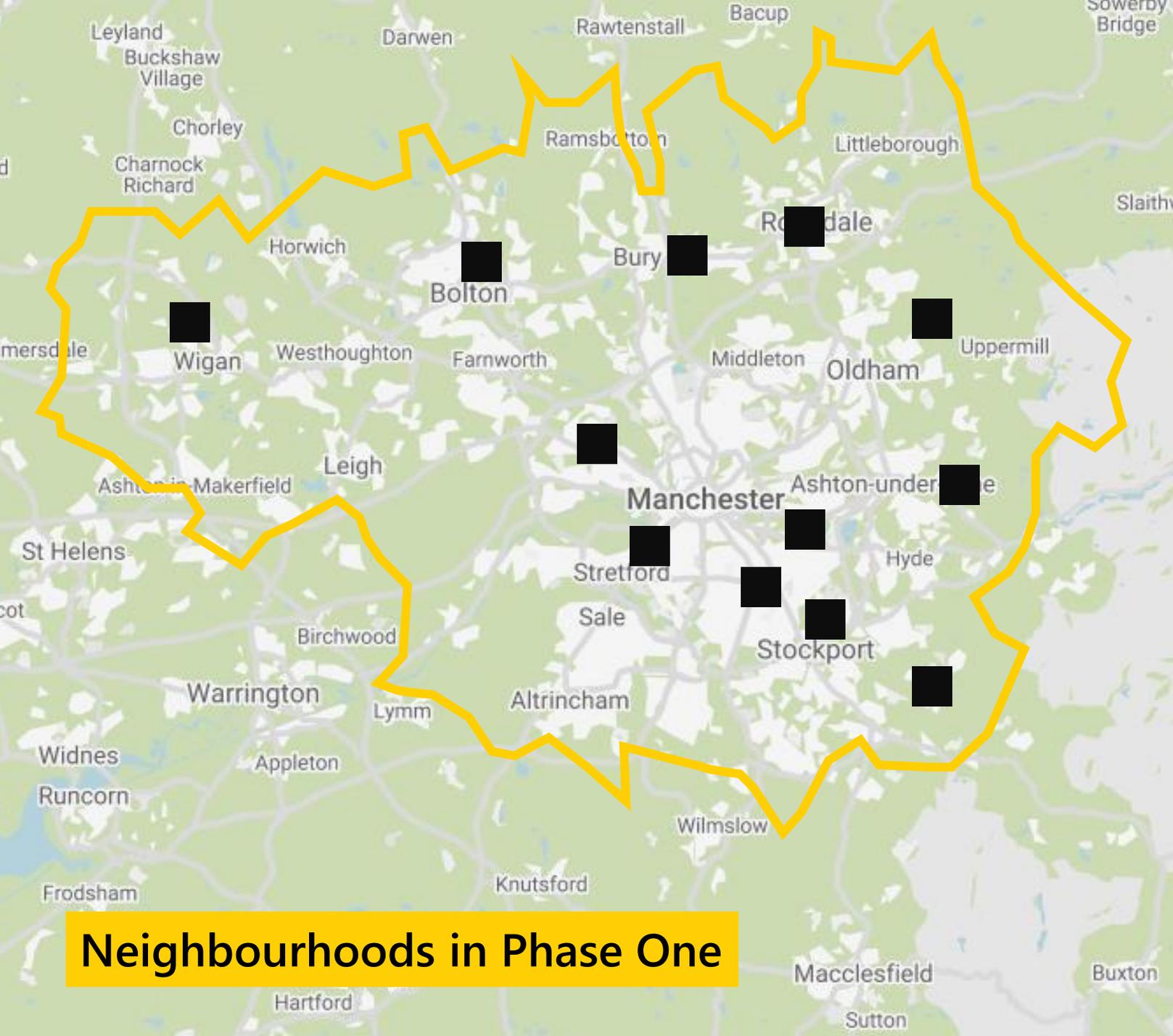
Many older people face difficulties in getting around their neighbourhood. Local plans that include Ring-and-Ride, volunteer driver schemes, and community minibuses such as in Rochdale, Stockport and Wigan are central to age-friendly places.

# AIPP: From GM to neighbourhood level



## Design principles

- Creating a 'community of interest' across the programme. Shared identity, training opportunities, evaluation tools etc.
- Developing 'communities of place' in each neighbourhood, recognising that different approaches in each locality.
- Emergent and flexible practices – sharing learning rather than uniform approaches.
- Creating and using a rich local evidence-base for action - the relationship between local people and their environment (physical, social, natural).
- Collaborative approach – based on an open, two-way exchange of ideas and aspirations between service providers and older people. Making the opportunities and constraints of the programme explicit and transparent.



**Neighbourhoods in Phase One**

**Partnerships agreed in principle with 12 neighbourhoods across all 10 local authorities in Phase One**

- **Bolton:** TBC
- **Bury:** Bury East
- **Manchester:** Gorton
- **Manchester:** Burnage
- **Oldham:** Saddleworth
- **Rochdale:** College Bank and Falinge
- **Salford:** Swinton
- **Stockport:** Marple
- **Stockport:** Reddish
- **Tameside:** Stalybridge
- **Trafford:** Clifford, Longford and Stretford
- **Wigan:** Wigan North:

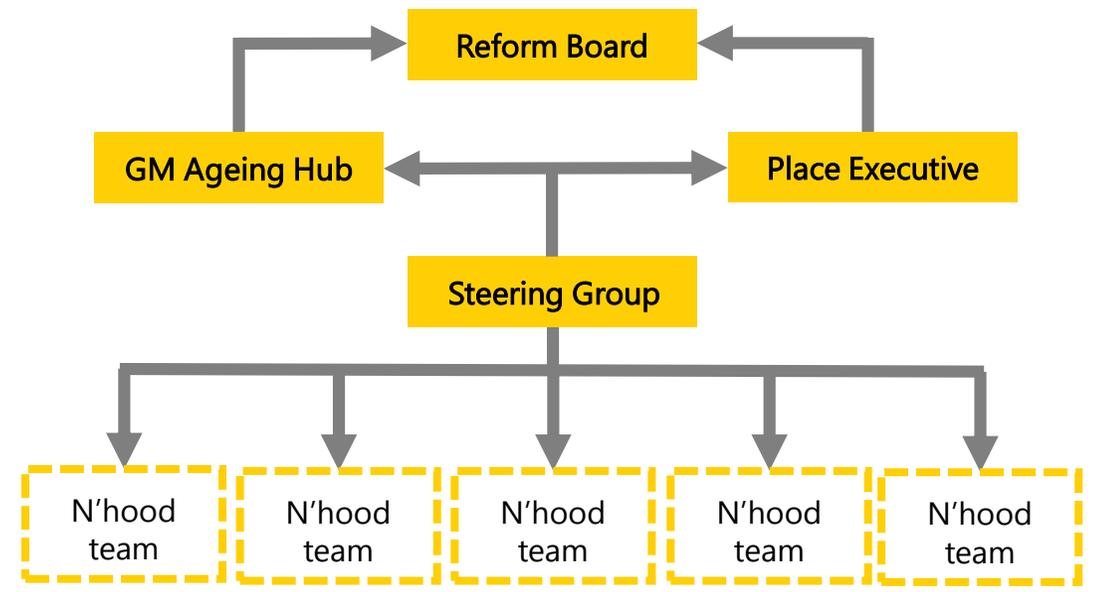
In Phase One - 151,000 people aged 50+  
70,000 people aged 65+



## Timeline

- Shadow Steering Group
- Stakeholder engagement
- Research team convened
- Literature review
- Reform Board agreement in April 2019
- 12 sites confirmed
  
- Steering Group established (chaired by Pam Smith)
- Local Project teams identified/established
- Baseline review
- Older people's groups set up
- Training offered to local areas
- Communication strategy developed
- Action Plans created
  
- Implementation
- Evaluation
- Review prospects for Phase 2

## Governance



## Resources and Support identified

- RightPlace housing project (funded by Centre for Ageing Better (CfAB), working in three neighbourhoods).
- UoM Healthy Ageing Applied Research Collaboration
- GMCA, GMCVO, Greater Sport, HSCP teams.
- Support from CFAB.
- **Research and Evaluation team** to provide academic leadership and resource. Representatives from University of Manchester, Manchester Urban Ageing Research Group, MMU, Manchester School of Architecture, University of Salford)

# Making it work going *with* the grain

## A. Critical success factors

- **Leadership** at all levels – GM, SRO, Place manager, Community worker.
- Effective **multi-agency** local project group.
- Integrated and effective **GM project team**.
- **Going with the grain**: building on the existing strengths of GM place and ageing programmes.
- Honesty, enthusiasm and **commitment**.
- **Mainstreaming** ageing, not making it another silo.

### *Blockage, Barriers and Risks*

- “Not **another** GM project! We are **already** doing this”.
- Organisational **territories**.
- **Why** focus on older people? Who are older people?
- **Resources**, not least to support the “first contact” element of this programme.

## B. The age-friendly workforce

- The age-friendly “**workforce**” consists of people from a wide range of services, community groups, local businesses and residents.
- The workforce can draw **on expertise** from many GM and national agencies. We will produce publications and tools with local teams that they value and can use in their day-to-day work.
- There will be a focus on the **life-transitions** such as bereavement, injury and ill-health, loss of work and other roles than can quickly lead to isolation and exclusion, themselves triggers for the need for high-level services.

## Ask: AIPP

- Local authorities support integration of ageing and place strategies drawing on evidence from Ambition for Ageing and other programmes, focusing on the 12 areas.
- Housing providers mobilise their resources and expertise to support, or where appropriate lead in the 12 areas.
- GM Health and Social Care Partnership to contribute at a local level through LCOs, and by linking action and commissioning and investment at GM level to AIPP.
- Transport for Greater Manchester to coordinate community transport schemes in a range of the 12 areas, bringing forward proposals for a GM-wide approach.
- GMCVO and VCSE partners to contribute their expertise to local areas and support the effective involvement of older people from a range of backgrounds.
- Partners to support the development of the GM Older People's Network, Equalities Board and other groups during their next phase.
- Greater Sport to upscale lessons from the Active Ageing programme.

## Ask: Pride in Ageing

- GM system actively supports this approach beyond the pilot year of the programme
- Local areas to recognise quality assurance standard for social care and housing, and support roll-out
- Authorities ensure relevant policy related to ageing in the region references and addresses the needs of our local LGBT communities



## 2 Pride in Ageing

### Strategic Objectives:

- Ensure the voices of LGBT communities are heard in decision-making, policy and research relating to ageing in Greater Manchester
- Improve delivery of social care and housing for LGBT people over 50 and increase satisfaction amongst users
- Reduce social isolation for people over 50 from LGBT communities

### Updates:

- Unique partnership underway between public and private sector funders
- A platform has been created for LGBT communities from across GM to co-design the work programme
- Development of pilot for quality standard for social care and housing
- Wide-ranging consultation around reducing social isolation is exploring access to social groups, culture and sport.

### The evidence

- In Manchester approximately 7,650 people aged over 50 identify as lesbian, gay or bisexual (LGB).
- 88% of LGB people aged over 50 living in Greater Manchester said that they had experienced a mental health issue at some point in their lifetime. Over half had experienced depression or low self-esteem, and 48% had experienced feelings of isolation.
- 59.4% of trans people in Manchester indicate that 'not being able to access appropriate care that is trans-friendly' is a concern in later life
- In a national survey, three in five older LGB people were not confident that social care and support services, like paid carers or housing services, would be able to understand and meet their needs.



### 1. Advisory Group

- The group was established at our programme launch with **Sir Ian McKellen** on 5<sup>th</sup> June 2019
- 18 LGBT community members from across Greater Manchester are undertaking co-design around the programme delivery
- Members have driven direction of project and are contributing their voice to campaigns, developing content for the quality standard and ensuring advocacy and policy work aligns with their concerns.
- Members are reporting **higher confidence** and feeling **more informed** as a result of involvement with the project.

## 2. Quality Standard Pilot

- A new quality standard for social care and housing will build on the success of LGBT Foundation's sector-leading work via Pride in Practice. Through this service 94% of primary care services we have worked with report feeling **more confident** and 96% report feeling **more informed** regarding LGBT issues.
- The new standard will enable those who deliver housing and social care to effectively and confidently meet the needs of LGBT service users, and support services in meeting the requirements of quality reviews by bodies such as Care Quality Commission and Manchester City Council.
- The new standard will help services to evidence their commitment and compliance with the Equality Act 2010.
- Pride in Ageing will work in ongoing partnership with organisations to help them improve their users' experiences of services.

**Russell Road in Manchester** has been confirmed as the location for the **UK's first Extra Care scheme designed for older LGBT people**. Pride in Ageing is ensuring that community voices are represented and heard as the development progresses. We hope to work closely with Manchester City Council to ensure the development meets specific care and support needs, and offers an understanding and open space where the community can be sure they will not face discrimination or prejudice.

## 3. Social isolation

- A Stonewall report found that only 23% of LGB people over 55 saw members of their biological family at least once a week compared to 57% of heterosexual people.
- A third of older people calling LGBT Foundation's helpline discussed feelings of isolation and a desire to meet others.
- As part of a wide-ranging consultation on social isolation Pride in Ageing is working with partners to explore the barriers that LGBT people may experience when accessing social groups, sport and culture.
- 'Come OUT with us', our new campaign and free events series is raising awareness and creating new spaces for LGBT people over 50 to come together to have fun, learn skills and meet peers.



Video  
[Pride in Ageing]

# 3 GM Ageing Programme Update

## A. GM Local Industrial strategy

- 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
- GM LEP support for Healthy Ageing Innovation Partnership, proposal being developed with HinM and GMHSCP
- UKRI funding call: GM bid being developed with industry and unis for Healthy Ageing trailblazers



## B. Age-Friendly Culture

- GMCA in partnership with Manchester Museum awarded £250k by the Baring Foundation to establish a national centre for creative ageing
- Centre director being recruited. Delivery via structured lines of investigation across England including diversity, older artist and later life creativity, innovation and next generation art and culture
- Culture Champions programme now launched in 6 GM districts, promoting older people as cultural activists and producers of as well as participants in the cultural life of GM. Programme will culminate in a weekend long showcase of activity, discussion and learning in May 2020
- GMCA sponsoring the 'bOlder' artist prize as part of the HOME Open, and supporting older artists' career development through the GM talent development programme in Rochdale, Wigan and Leigh.

## C. Research awards

- Major new health research programme launched, the Greater Manchester Applied Research Collaboration, with focus on healthy ageing

## D. Living Well at Home

- Model of independent living and support delivered through transformed adult social care and health
- Trailblazer accelerated improvement approaches to address some key challenges including:
  - Housing and ageing well
  - Nutrition and hydration
  - Tech and innovation
  - Social care cooperative model



## E. Older workers

- £10m skills and training pilot for the self-employed out to procurement, over 50s identified as priority group
- Working group established to deliver #SEEDIFFERENT campaign for older apprentices
- Published evidence review on employment support for over 50s with Centre for Ageing Better and DWP

## F. Housing and planning

- GMCA and Manchester School of Architecture successfully bid for £120k from the Centre for Ageing Better to develop 'RightPlace' – started in September 2019
- The aim of the 'Rightplace' programme is to provide better evidence about the kinds of homes that different groups of older people are looking for (using a new survey and analysis of existing datasets).
- This survey data will be used to create a series of neighbourhood scale (30-50k) ageing and housing strategies, co-produced with local residents and local LA housing, planning, neighbourhoods and ageing teams. Pilot neighbourhoods are TBC.

## G. Staffing and resources

- Nicola Waterworth joined as Greater Manchester Partnership Manager, employed by Centre for Ageing Better and based at the GM Ageing Hub.
- Rebecca Lines joined as Project Officer from Age UK Manchester.
- New appointments in process with the GMCA research team and Manchester School of Architecture.

## H. International working

- Lead partner in Adapting European Cities to Population Ageing research project currently in progress.
- Presenting age-friendly work in Moscow, Washington and Jerusalem.
- Silver Economy Forum, Helsinki: Mayor presented on age friendly cities and innovation, and met Japanese Vice Minister for Health to explore joint working; Greater Manchester stand with universities.
- Highest level reaccreditation as a European Innovation Partnership on Active and Healthy Ageing reference site.

## I. Active Ageing

- +10K older adults engaged in programme to date led by Greater Sport.
- GM Active Ageing Week 29 July – 2 August celebrated the physical activity for older adults happening all across GM.
- Coverage on BBC Breakfast TV, ITV News, local press and reached 490K across social media platforms.
- Workshop on engaging older adults with attendees from across GM to facilitate greater involvement in programme. Fed back initial evaluation results.



## J. Ambition for Ageing

- £10.2 million programme aimed at creating more age-friendly places in our city region. Managed by GMCVO working with local delivery leads in 25 neighbourhoods across 8 local authorities in GM.
- An asset-based approach with all projects funded through programme involving older people in design and/ or delivery. **Over 18,000 older people engaged in the design and delivery of 1,400 projects (so far).**
- Ten scaled programmes including culture champions, working potential, growing older with learning disabilities, social eating, and community navigators
- Now in final year of delivery, with a sixth year for embedding learning



## K. Comms

- Working with the Centre for Ageing Better and local lead officers on ageing on plans for International Older People's Day on 1 October 2019.
- Second Ageing Hub Digest planned for Spring 2020.
- ITV Granada report 'Are our cities ready for an ageing population?' featured tow schemes in Manchester city centre, Victoria Square and Tung Sing.
- ARUP Report 'Cities Alive: Designing for ageing communities' feature on Greater Manchester.

## L. Transport

- The Hub's transport task group (TfGM/GMCA/HSCP/GMCVO/etc) has a wide ranging action plan. The group is currently focusing on reviewing community transport across GM and promoting dementia training to transport agencies.

## Locality Updates -

District	Strategic Objective: to publish 10 age-friendly plans: update	Key Projects
Bolton	Positive feedback for ageing agenda, governance proposed via the Bolton Vison 2030 Steering Group. Awarded Age Friendly Community status.	Consultation underway with older people led by Bolton CVS which will identify people to co-producing the strategy. Signed up to the UK network. Presenting Age Friendly Bolton paper across council teams
Bury	Setting up Age-friendly Bury Partnership Group to co-produce detailed delivery plan with key stakeholders.	Executing projects through Ambition for Ageing, Nutrition and Hydration programme and Active Ageing programme. Developing info/ advice service via by Age UK Bury.
Manchester	Delivery plan focus on age friendly employment and neighbourhoods. Refreshed governance to support stakeholder engagements and Older People's Board.	Working with Centre for Ageing Better on national research piece on ageing and media, with engagement from Older People's Board. Created and distributed 15k copies of AFM newsletter with follow up winter edition in progress.
Oldham	Ageing well and approaches to supporting older people are at the heart of our Oldham model and place based delivery	Continue to champion Ageing Well via Werneth over 50s hub for work and skills, nutrition and hydration programme, social action to reduce social isolation through social prescribing, and developing place based approaches in Saddleworth.
Rochdale	Age Friendly Rochdale Steering Group engaging with residents using World Health Organisation frameworks.	Engagement sessions taken place with older people at Rochdale and Middleton, focusing on further feedback from BAME community. Regular meetings with Steering group to take forward action plan. Progressing 'Take a Seat' programme with local businesses.
Salford	Established member UK Network of Age Friendly Communities. Future plans focusing on neighbourhood less developed in terms of age friendly.	Identified Swinton for Ageing in Place programme, good fit with age friendly priorities on environment, public spaces and digital inclusion.
Stockport	New action plan presented to the Age-Friendly Board and will be monitored by the Board going forward.	New Stockport Culture Champions programme started. Hosting Age-Friendly Stockport Week to encourage more cultural activities for those over 50 years in town centre.
Tameside	Age friendly strategy and action plan to be executed by key professionals following September workshop.	Strategy and action plan, plus ongoing projects around ageing in place, active ageing, ambition for ageing, and collaboration with local Age UK.
Trafford	Age Well Plan agreed March 2019; awarded Age-Friendly Community status May 2019.	Launched intergenerational initiative for schools and care homes. Series of 'Age-Well Roadshows' from mid Oct showcasing multi-agency work.
Wigan	Ongoing implementation and review of the Age Well strategy, established regular oversight meetings. To be aligned with the population health strategy.	Identified Wigan North SDF for Ageing in Place programme. Continued development and implementation of Care to Move (active care homes programme), oral health and nutrition programmes.