

NHS Greater Manchester Integrated Care Partnership Board

Date: 29th November 2024

Subject: Greater Manchester Age-Friendly Strategy

Report of: The Greater Manchester Ageing Hub

PURPOSE OF REPORT:

- Highlight the Greater Manchester Age-Friendly Strategy (2024-34), the strategy's alignment with the missions of the Greater Manchester Strategy (GMS) and the role of the Integrated Care Partnership and NHS Greater Manchester in delivering the strategy's objectives.
- Describe the contribution of the GM Age-friendly Strategy to Greater Manchester's ambitions for Live Well demonstrating how this tackles the inequalities experienced in mid and later life and responds to demand and pressures experienced within the health and social care system.
- Bring the approach to life with a focus on how delivering falls prevention with the GM Falls Collaborative, demonstrates a whole system prevention approach, tackling a key issue creating health demand.

RECOMMENDATIONS:

The NHS GM Integrated Care Partnership Board are requested to:

1. Recognise the role and contribution of the GM Integrated Care Partnership and NHS Greater Manchester as partners in the GM Age-Friendly Strategy 2024-2034, agreeing the delivery and oversight of this via the Ageing Well Steering Group.
2. Support development of a shared approach and investment case for everyday support in neighbourhoods that embeds preventative age-friendly responses within Greater Manchester's Live Well agenda; a blueprint for "Live Well in later life". Demonstrating the impact on key pressures in the health and social care system, such as through an integrated system-wide approach to falls prevention.

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Greater Manchester Age-Friendly Strategy

1. List of appendices:

- Examples of age-friendly prevention in neighbourhoods
- Falls Prevention Data in GM

2. Overview of the Greater Manchester Age-Friendly Strategy

The Combined Authority approved a new 10-year [Greater Manchester Age-Friendly Strategy in February 2024](#).¹ The strategy reiterates Greater Manchester's commitment to delivering an age-friendly city-region to adapt to the challenge and opportunities of changing demography and tackling the inequalities that too many residents experience in ageing. 780,000 residents of Greater Manchester are aged 55 and over, increasing from just over a quarter of our residents in 2011 to almost a third now. This is projected to grow rapidly, in both proportion and number; by 2041, Greater Manchester is predicted to see its population aged 75+ grow by almost 50%, resulting in nearly 100,000 more residents.

The strategy acknowledges the need for the combined contribution of all stakeholders in addressing the strategic gap to prepare and adapt to demographic change. The strategy is based in the understanding of the ageing population set out in the ['State of Ageing in Greater Manchester' \(Jan 2024\)](#).²

Greater Manchester continues to be a leading member of an international movement convened by the World Health Organisation (WHO) and delivering on the global age-friendly cities and communities' framework and UN Decade of Healthy Ageing (2020-2030). In March 2025, Greater Manchester will host a 3-day conference in collaboration with the WHO, national and regional research partners bringing together 200 leaders, policymakers, practitioners and researchers in the UK and internationally to advance the creation of an age-friendly world.

¹ <https://democracy.greatermanchester-ca.gov.uk/documents/s31153/9A%20Greater%20Manchester%20Age-Friendly%20Strategy%202024%20-2034.pdf>

² <https://democracy.greatermanchester-ca.gov.uk/documents/s31153/9A%20Greater%20Manchester%20Age-Friendly%20Strategy%202024%20-2034.pdf>

The Age-Friendly Strategy identifies four strategic themes:

1. **Economy, work and money:** building blocks for inclusive societies
2. **Places:** creating strong and supportive neighbourhoods to improve connection, health and wellbeing in later life
3. **Ageing well:** preventive action in mid and later life
4. **Working together:** Greater Manchester as a centre of excellence in age-friendly policy, research and delivery.

Strategy delivery is supported by the Greater Manchester Ageing Hub bringing together public services, VCFSE, research institutes, businesses, older people and national and international partners and facilitated by a core team based in the Public Service Reform Directorate in GMCA. An Ageing Hub Executive Group oversees delivery against a 3-year implementation plan and reports to the GM Reform Board. You can read more about delivery of the strategy at the Ageing Hub web pages [here](#).³

The Ageing Hub supports the work of localities through local Ageing Well Boards, action plans and age-friendly leads, alongside GM level thematic strategic groups and programme delivery initiatives. The Ageing Hub works with the GM Older People's Network and GM Older People's Equality Panel to ensure older people's voices are heard in policy making.

NHS GM are represented on the Ageing Hub Executive Group. In May 2024 an Ageing Well Steering Group was established to oversee collaboration with the health and social care system on delivery. It is proposed that the terms of reference, membership and objectives of this group are refreshed to reflect alignment with GM missions and support delivery of a whole system approach to prevention as part of Live Well.

Recommendation 1: Recognise the role and contribution of the GM Integrated Care Partnership and NHS Greater Manchester as partners in the GM Age-Friendly

³ <https://www.greatermanchester-ca.gov.uk/what-we-do/ageing/>

Strategy 2024-2034; agreeing the delivery and oversight of this via the Ageing Well Steering Group.

4. Age-Friendly Greater Manchester and the Greater Manchester Strategy

The table below demonstrates alignment of the objectives of the GM Age-Friendly Strategy align with the Greater Manchester missions.

GMS mission	Age-Friendly Strategy delivery
Live Well	<p>Economy, Work and Money: supporting over 50s into employment; addressing financial hardship for older people, including promoting take-up of later life benefits.</p> <p>Places: creating strong and supportive neighbourhoods to improve connection, health and wellbeing in later life, including the Ageing in Place Pathfinder, Safe and Welcoming Places and Greener Later Life.</p> <p>Ageing Well: GM Falls Collaborative; Community Mental Health Transformation; Active Ageing.</p> <p>Working Together: growing the influence and impact of the diversity of older people’s voice and lived experience on decision-making.</p>
Housing First	Improving the quality and quantity of Age-friendly homes in the city-region and ensuring clear pathways for residents to find the right housing options for them.
Bee Network	Places: improving the accessibility and suitability of transport, across the Bee Network, door-to-door provision and increasing active travel.
MBacc	Further development required of an approach to lifelong learning.

5. Age-Friendly Greater Manchester: delivering on Live Well

Live Well is our joint commitment to ensure everyday support is available in every neighbourhood across Greater Manchester - to help people manage the pressures of life, live as well as they can and find purpose through good work. GM Live Well provides a framework to further develop existing neighbourhood and prevention approaches across Greater Manchester. By helping more people to access the support they need to live well, this prevention-first approach will help reduce the need for and demand on both primary and urgent and emergency care.

The Ageing Hub has been working close with colleagues and partners leading on Live Well ambitions over the last 9-12 months to connect, explore and synthesise across the strategies. Highlights of collaboration to date:

- Live Well branded Pension Top-Up Campaign, Oct 2024
- “Ageing in Place Pathfinder, part of Live Well” Annual Report, Oct 2024
- Ageing in Place Pathfinder as key demonstrator in shared work defining GMHP contribution to Live Well
- Voice and lived experience by engaging GM Older People’s Network, Older People’s Equality Panel and Ageing in Place Pathfinder Partnerships
- Key stakeholder engagement e.g. Age-friendly Local Leads (LAs)
- Working with the Live Well Dementia Offer and Creative Health focus on brain health and ageing (and unpaid carers) as part of Live Well
- Research on financial impact/ return on investment of age-friendly preventative responses.

In the context of Greater Manchester’s demographic change, i.e. a growing older population experiencing increasing inequalities (health, social and financial) an age-friendly approach plays a critical part in long-held ambitions on preventative public service delivery. The WHO age-friendly framework for cities and communities supports identification of the barriers to wellbeing and delivery of a whole-system, place-based approach to prevention in neighbourhoods.⁴ Greater Manchester has a strong track record and evidence base for the impact of delivery with this approach that supports the core principles and framework of Live Well and a “prevention-first Greater Manchester”. Key examples are:

- The Ageing in Place Pathfinder is a £4million investment in a resident-led, place-based approach that is co-producing preventative responses to ageing well in ten GM neighbourhoods. Pathfinder lead organisations are leading on engagement, building capacity and capability with residents and anchoring partnerships with stakeholders including local authorities, primary care, housing providers and VCFSE organisations in neighbourhoods with high levels of income and social deprivation⁵ experiencing health inequalities. Co-produced local action plans deliver asset-based projects responding to the specific spatial needs of social infrastructure, the physical environment and local service provision to address social isolation, inclusion, health and financial outcomes. Further information and case studies can be found in the 2024 annual report [here](#).⁴
- Greater Manchester has been prioritising work on older workers through targeted employment support initiatives and work with the Good Employment Charter. Between 2009 and 2022, total employment has increased by 14% from 1.18 million to 1.34 million, the number of older workers as a proportion of total employment has increased from 25% to 33%. A rise in economic inactivity among workers aged 50-64 since the COVID-10 pandemic makes the UK an outlier among OECD countries.
- The Ageing Hub works closely with the GM Older People's Network and the Older People's Equality Panel to ensure that the voice and lived experience of older residents is heard in decision-making. Building co-production and other participatory approaches into the design and delivery of age-friendly responses and understanding the impact this has on outcomes is a key component of the age-friendly strategy and is supported by strong links to research institutions.

⁴ <https://www.greatermanchester-ca.gov.uk/what-we-do/ageing/the-ageing-in-place-pathfinder/annual-reports>

- The GM Ageing Hub provides a regional support and convening role through an extensive cross-sector ageing eco-system delivering knowledge and evidence dissemination, innovation, development of policy and practice and accessing investment for testing and developing new approaches.

6. Live Well in later life: accelerating the impact of prevention in later life

Embedding age-friendly and the contributions and challenges of an ageing population within Live Well and Greater Manchester's plan for prevention offers significant opportunity to accelerate the roll-out of initiatives with the potential to impact on key areas of health demand and work demand. Further building and communicating the evidence to shift investment to prevention and understanding the learning on how to address the barriers that are preventing wider system change that could enable:

- Addressing critical demand and pressure in the health and social care system
- Responding to economic inactivity for those over 50 years old
- Targeted action to tackle the inequalities in ageing

The work to embed prevention in mid and later life within the prevention pipeline will focus on priority outcomes that are understood to have the greatest potential for impact on the demands and pressures of the system:

- Health creation: **falls prevention**
- Social connection: **reducing isolation and loneliness**
- Economic inclusion: **over 50s employment and reducing financial hardship for older people**
- With a cross-cutting focus on:
 - Working with primary care providers to share practice and build responses across the range of prevention with communities.
 - Addressing impact of digital exclusion.

This “blueprint” for Live Well in later life will inform prevention plans by:

- Describing a GM vision for “Great everyday support” in mid and later life for local delivery, including the offers from Live Well centres and spaces.
- Making the case for investment by strengthening articulation of the evidence base for reform and prevention, in terms of demand and return on investment.
- Identifying and sharing examples and learning from existing delivery.
- Integrating the current work with Pathfinder lead organisations, Local Authorities, Locality Boards, GMHP and other partners on growing and spreading the learning from the Ageing in Place Pathfinder
- Setting out the functions of the Ageing Hub to deliver the “regionally supported” role
- Identifying priority cohorts and geographies for delivery (building on the spatial analysis work of the Ageing in Place Pathfinder).

6. Falls Prevention – Accelerating impact

Falls prevention will be a key element of a Live Well in later life approach. Falls are the largest cause of emergency hospital admissions for older people; this results in a significant impact on an individual's longer-term outcomes. Falls are a major public health issue in Greater Manchester:

- Every year more than 3 million people aged 65 and over fall at least once; in 2022/23, there were 209,989 emergency hospital admissions due to falls in people aged 65 and over.
- Of the 209,989, 10,260 were recorded in the NHS Greater Manchester Integrated care system. This is the 3rd largest recording in the whole of England, equating to 2,280 per 100,000.

Falls are not an inevitable part of ageing, and through a whole-system approach and investment in prevention, we can shift the dial and improve overall health and outcomes for the individuals in our communities. With a rapidly growing ageing

population in Greater Manchester the consequences of continuing with *'business as usual'* will:

- Increase patient morbidity, with many experiencing fractures, head injuries, or prolonged hospital stays.
- Grow the existing annual costs associated with falls in Greater Manchester which are estimated to be around £250 million.
- Increased pressure on healthcare staff and resources, affecting the overall service delivery.

The Greater Manchester Falls Collaborative

The GM Falls Collaborative was established to oversee and deliver the strategic and operational system level priorities and recommendations for falls prevention, integration and reconditioning across community, clinical and care settings. The collaborative sends a clear message that falls prevention is a continued priority, in enabling improved health outcomes for all, working towards co-created integrated pathways, raising the profile of what works in terms of life course approaches, prevention and evidence-based interventions. The Collaborative delivers on the GM Integrated Health and Care Partnership Strategy and Joint Forward Plan.

The Falls Collaborative works closely with key leaders from the World Health Organisation (WHO) through the [Age-friendly Environments Knowledge and Action Hubs](https://extranet.who.int/agefriendlyworld/age-friendly-practices/age-friendly-environments-knowledge-and-action-hubs/)⁵ on falls prevention, and global leaders in academia at the University of Manchester, Applied Research Collaboration 'Healthy Ageing Research Group', to embed the evidence-base on falls prevention across policy and practice.

Case-Finding for Falls Prevention

The Case-Finding for Falls Prevention project demonstrates a reform-driven and data-led approach to address demand. Grant funding of £100,000 from the Office for Health Improvement Disparities (OHID) and Centre for Ageing Better is supporting the design and delivery of system innovation to deliver a precise and targeted approach to prevention. The project is working with the South Wigan Ashton North

⁵ <https://extranet.who.int/agefriendlyworld/age-friendly-practices/age-friendly-environments-knowledge-and-action-hubs/>

(SWAN) Primary Care Network (PCN) in Wigan, to ensure meets requirements of the primary care system. We intend to use the data in the GM Care Record to identify individuals who are at an intermediate risk (10-25%) of a fall within the next 12 months. We are using the eFalls Tool (embedded in Version 2 of eFI). Those identified as at risk will be contacted and signposted to an evidence-based intervention to reduce their risk and improve their overall health and wellbeing.

Co-design work has been undertaken with older residents living in SWAN area who are engaged with the Ageing in Place Pathfinder to inform the engagement design. We are working to validate this approach, to create a model of working for all PCN's in GM. This way of working demonstrates how we want to work across the range of prevention, being data-driven and utilising the technology we have in the system to improve health outcomes across the city-region.

Recommendation 2: Support development of a shared approach and investment case for everyday support in neighbourhoods that embeds preventative age-friendly responses within Greater Manchester's Live Well agenda; a blueprint for "Live Well in later life". Demonstrating the impact on key pressures in the health and social care system, such as through an integrated system-wide approach to falls prevention.