

Economy, work & money // Financial Resilience

Income maximisation: [GM Pension Top Up](#)

Delivered by a partnership of GMCA, LAs and GMHP, supported by Independent Age, Age UK and Citizen's Advice and co-designed with older people. GM campaigns to date have evidenced at least £10 million in additional income claimed.

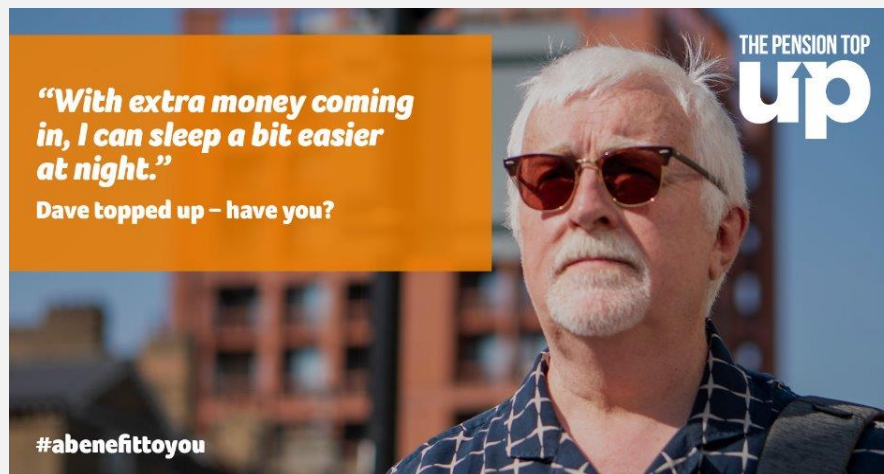
Estimated 39,000 GM households are eligible but not claiming Pension Credit (£95 million per year). Estimated cost to the GM health and social care sector is as much as £181 million per year.

Autumn 2024 a further campaign under the GM Live Well umbrella will focus on increasing take-up of entitlements. National campaign messaging will be amplified, building on learning from previous work and growing the alliance of GM partners to support and deliver engagement.

Community-based cost of living support

Residents in the Ageing in Place Pathfinder in Smallbridge supported by RBH to design and deliver a package of work targeting local cost of living pressures and healthy eating. Focused on skills and knowledge sharing alongside social connection.

Retired school catering manager Lorraine led a one-pot cookery course and published a recipe book working with the Smallbridge Pantry. Citizens Advice Bureau delivered energy tariff information sessions and ran a workshop to create eco-cooker bags, demonstrating how food can cook for 6 hours without fuel. Cadent Gas provided slow cookers, demos and carbon monoxide alarms to residents.



Economy, work & money // Employment & Skills Support

Supporting over 50s into employment

Working Well: Support to Succeed is a specialist service to support people not currently engaging with employment support services to achieve their goals.

A dedicated offer for those aged 50+ has been developed by GMCA Work & Skills supported by Centre for Ageing Better. This was informed by a co-design process to understand what people want from employment and skills support and the challenges they face.

Between Jan-Aug 2024 there were 2,674 participants of which 827 were over 50. Those aged 50 and over attending more interventions than any other cohort.

Community reporters

Talking About My Generation is a community journalism project led by older people. It aims to challenge ageist stereotypes while informing Greater Manchester's older residents about what's happening in their local area.

The project was launched by the social enterprise Yellow Jigsaw in partnership with Greater Manchester Age UKs. It trains older people as volunteer community journalists to create news stories, videos, and podcasts that highlight the experiences, views, and nostalgia of older residents across the region.

The team created videos to promote the GM Winterwise guide and the Talking About My Generation news site enjoys 2.9k unique users every month, with a 5000+ Facebook community sharing daily news and views.

Socially Connected, Healthy Places // Wellbeing

WHO'S ART WHO'S CULTURE



Beacon Centre
Intergenerational Photography exhibition
5-6pm
London street 6, Salford, M6 6 QT
Everyone is welcome



Salford CVS Making a Difference in Salford Salford City Council

LEVELLING UP GREATER MANCHESTER Some bodies are stronger Funded by UK Government

Age-friendly spaces

In the Moorside Pathfinder (Bury) Persona worked with residents to open a community hub and sustainable café in Clarence Park in spring 2024.

The space offers affordable hot and cold food, a calendar of weekly community activities and opportunities for local services to connect with local people for information, advice and other offers. Supporting Sisters are supported to deliver a monthly traditional South Asian breakfast morning. The café acts as a base for launching other community projects in and around the park.

'Who's Art? Who's Culture?'

An intergenerational photography project in the Charlestown & Pendleton Pathfinder (Salford). Inspiring Communities Together and local youth services supported older residents and young people to come together to explore experiences of places that feel safe and unsafe, what matters to them and how generations viewed each other. Following an exhibition the group started an intergenerational growing project and welcomed new people.

Increasing & improving social activities

In the Little Lever (Bolton) Pathfinder, local Peer Navigators responded to residents ask for more varied social activities. A programme of over 14 weekly activities has been curated connecting residents and groups.

Some groups are led by older residents. The Men's Fellowship responds to requests for places to go from socially isolated men. Social prescribers and the home from hospital service signpost and refer.

Socially Connected, Healthy Places //

Primary & Community Care // Physical Activity

New ways of working with health services

For local GPs, social prescribers and health practitioners attending Pathfinder Partnerships helps discuss local issues, build relationships and identify new ways of working with residents.

The health centre in Little Lever (Bolton) created a weekly informal drop-in space, 'Me You & a Cup of Tea' for residents. In Ridgehill (Tameside) health checks delivered in community settings with the Be Well and Population Health teams and referrals to a local 'Healthier You' course. In SWAN (Wigan) the Pathfinder and Health Centre facilitated micro-grants to residents for small environmental improvement projects.



Green and Growing Spaces

Across the Ageing in Place Pathfinders residents are keen to improve access to the benefits for physical and mental health, social interaction and for the natural environment available in local green spaces.

In Brinnington a shared allotment has been secured and community gardens at First House and Dunton Towers; produce is utilised by local organisations. In Gorton, an "eco-streets" consultation resulted in alleyway clean ups, litter picking, design of walking routes to access green spaces and investment in benches. In Moorside a couch to out and about route has delivered new benches and a community garden has been regenerated led by local volunteers and offering a weekly gardening group.

Walking & Wheeling

Working with residents to create local walking groups, develop routes/ maps, undertake walking and wheeling accessibility audits and install benches for 'couch to out and about' routes is a key activity in the Ageing in Place Pathfinders.

This film from Abbey Hey (Manchester) describes the benefits for residents: social connectedness, peer support, physical and mental health, wellbeing and feeling safer accessing local spaces.



Age-friendly housing & places // Housing

Housing, Planning and Ageing Group

An interdisciplinary group convened by the Ageing Hub with members from local government, architects, academics, developers, GM housing providers, Centre for Ageing Better and representatives from GM Older People's Network.

Meeting since 2018 the group is committed to the aim of improving the quality and quantity of age-friendly homes and neighbourhoods in Greater Manchester.

A significant contribution has been made by the group and members to research and the evidence base. This includes working with Manchester School of Architecture and Centre for Ageing Better on Rightsizing and Rightplace to develop new perspectives on older people's housing options.

The group is focused on continuing to produce and disseminate research, sharing good practice, consulting on developments and influencing people and organisations to join the age-friendly movement.

Creating Age-Friendly Developments

Launched in November 2023, this guide was prepared by members of the Housing Planning and Ageing group. The work was based on feedback from developers that they wanted a more precise guide or checklist to help integrate ageing into the development process.

The guide offers a list of age-friendly considerations that architects, planners and developers should consider when creating new or retrofit urban developments, ensuring we are producing places where everyone can age in place for generations to come.

