

## Greater Manchester Combined Authority

Date: 23 February 2024

Subject: Greater Manchester Age-Friendly Strategy

Report of: Councillor Arooj Shah, Portfolio Lead for Equalities and Communities and  
Sara Todd, Portfolio Lead Chief Executive for Equalities and Communities

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### Purpose of Report

This report provides an overview of the new Greater Manchester Age-Friendly Strategy 2024 – 2034 and the process taken to refresh it. The full strategy is attached to this report.

### Recommendations:

GMCA are asked to:

1. Approve the refreshed Greater Manchester Age-Friendly Strategy

### Contact Officers

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Report authors must identify which paragraph relating to the following issues:

# Equalities Impact, Carbon and Sustainability Assessment:

## Recommendation - Key points for decision-makers

Note the significant number of long term benefits for older people in GM and GM as whole across a range of policy areas. The Age-Friendly strategy aims to address impacts on equalities, health and wellbeing, resilience and adaptation, Housing, Economy and Mobility and Connectivity.

## Impacts Questionnaire

Impact Indicator	Result	Justification/Mitigation
Equality and Inclusion	G	<p>Strategy has stated aim to reduce inequalities in later life and will have a particularly positive impact on older people and disabled people.</p> <p>Focus is on improving outcomes for socially and economically disadvantaged.</p> <p>Intended positive outcomes for people with caring responsibilities.</p> <p>Strategy aims to improve local people's access to public services across economy, work and money; places; ageing well (including health and social care; and digital inclusion.</p> <p>Strategy highlights the continued need to listen to older peoples voices in decision making and encourages decision makers at all levels to involve those in later life in shaping policy. The strategy was developed with input from older residents, most notably through working with the GM Older People's Equality Panel and learning from the Ageing in Place Pathfinder programme.</p> <p>Strategy will improve community cohesion through supporting the role of older residents in local decision making and the importance of planning for an ageing population including in neighbourhoods, the workplace, and in health and social care.</p>
Health	G	<p>Strategy proposes a number of preventative measures to improve the physical health and wellbeing of residents in mid and later life.</p> <p>Strategy proposes a number of preventative measures to improve the mental health and wellbeing of residents in mid and later life.</p> <p>Strategy includes proposals to increase levels of physical activity among residents in mid and later life.</p> <p>Strategy aims to decrease levels of social isolation for those in later life.</p> <p>Aims to improve residents' access to healthcare services including through improved transport links, greater digital inclusion and offline provision where possible.</p>
Resilience and Adaptation	G	<p>Strategy aims to improve the resilience of communities in GM to better support residents in later life and to enable older residents to contribute their skills and resources.</p> <p>Strategy supports the continued development of age-friendly neighbourhoods and the importance of involving older residents in place-based decisions. Aims to improve carbon literacy amongst older adults and engage more older people in the green agenda.</p> <p>Strategy aims to ensure older people's voices are being heard in the green agenda and reduce vulnerability to climate change through preventative healthcare measures and improving age-friendliness of neighbourhoods.</p> <p>Strategy is focused on listening to the voices and experiences of older residents to understand how to make the communities we live in safer.</p> <p>Strategy advocates for age-friendly green and blue infrastructure to support older people's health and wellbeing and social and cultural participation.</p>
Housing	G	<p>Positive impact to improve the quantity and quality of age-friendly housing in GM.</p> <p>Strategy aims to harness the economic potential of older population and to ensure Greater Manchester maximises the 'longevity dividend'.</p> <p>Strategy has a number of proposals to improve employment for those in mid and later life including via the age-friendly employer pledge and the employment support over for over 50s.</p> <p>Strategy links to the Good Employment Charter, age-friendly employer pledge, age-friendly employer toolkit and programmes to support over 50s into good work being run by GMCA Work and Skills team.</p> <p>Strategy encourages local businesses to capitalise on the economic opportunities of an ageing population, targeting products and services to those in mid and later life and ensuring their offer is age-friendly.</p> <p>Deliverables include establishing an International Centre for Action on Healthy Ageing (ICAHA)</p> <p>Attract investment via ICAHA</p> <p>Links to Support to Succeed programme for over 50s, helping them to get back into work.</p>
Economy	G	<p>Strategy aims to improve the accessibility of digital services and promote offline alternatives where possible</p> <p>Strategy aims to improve access to affordable internet connections</p> <p>Strategy proposes a series of measures led by Transport for Greater Manchester which improve older people's access to public transport including community transport.</p> <p>Strategy aims to improve accessibility of transport services and improve older people's ability to travel around the city-region.</p>
Mobility and Connectivity	G	<p>Promotes accessible green spaces. Promotes intergenerational activity around climate change and increases understanding of the impact of climate emergency on people in mid and later life</p>
Carbon, Nature and Environment		
Consumption and Production		
Contribution to achieving the GM Carbon Neutral 2038 target		<p>Strategy aims to improve carbon literacy of older residents and increase the involvement of older people in the green agenda.</p>

Further Assessment(s): Equalities Impact Assessment and Carbon Assessment

<b>G</b> Positive impacts overall, whether long or short term.	<b>A</b> Mix of positive and negative impacts. Trade-offs to consider.	<b>R</b> Mostly negative, with at least one positive aspect. Trade-offs to consider.	<b>RR</b> Negative impacts overall.
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## Carbon Assessment

Overall Score				
<b>Buildings</b>	<b>Result</b>	<b>Justification/Mitigation</b>		
New Build residential	N/A			
Residential building(s) renovation/maintenance	#DIV/0!	Not relevant, recommendations to improve age-friendliness of property Not applicable Not relevant, recommendations to improve age-friendliness of property		
New build non-residential (including public) buildings	N/A			
<b>Transport</b>				
Active travel and public transport		Strategy aims to improve older residents' ability to get out and about and access essential services like healthcare and shops.		
Roads, Parking and Vehicle Access	N/A			
Access to amenities	#DIV/0!	Recommendations for more age friendly neighbourhoods Recommendations for more age friendly neighbourhoods Recommendations for more age friendly neighbourhoods		
Vehicle procurement	N/A			
<b>Land Use</b>				
Land use	N/A			
No associated carbon impacts expected.	High standard in terms of practice and awareness on carbon.	Mostly best practice with a good level of awareness on carbon.	Partially meets best practice/ awareness, significant room to improve.	Not best practice and/ or insufficient awareness of carbon impacts.

## Risk Management

There are no specific risks associated with the overarching strategy and its framework. Risks however may be identified in the development of the detailed implementation plan over the six months.

## Legal Considerations

Age is a protected characteristic under the Equality Act 2010. When exercising its functions, the GMCA must have due regard to the Public Sector Equality Duty; compliance with the duty is measured and recorded in the attached Equalities Impact Assessment.

## Financial Consequences – Revenue

N/A

## Financial Consequences – Capital

N/A

**Number of attachments to the report:**

1

**Comments/recommendations from Overview & Scrutiny Committee**

N/A

**Background Papers**

[Greater Manchester Age-Friendly Strategy 2018.](#)

**Tracking/ Process**

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

No

**Exemption from call in**

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?

No

**GM Transport Committee**

N/A

**Overview and Scrutiny Committee**

N/A

# 1. Introduction/ Background

- 1.1 Greater Manchester is ageing rapidly. There are over 780,000 people aged 55 and over living in Greater Manchester today, 27.4% of the population. By 2041, Greater Manchester is projected to have over 900,000 residents aged 55 and over, a 17.2% increase based on the latest available census data. As a city-region, we are not prepared for the challenges and opportunities of this demographic change.
- 1.2 In 2018, the first Age-Friendly Greater Manchester Strategy was published and subsequently Greater Manchester was recognised as the UK's first age-friendly city-region by the World Health Organization (WHO). This refresh of the 2018 strategy has been delayed by the COVID-19 pandemic which has had a significant negative impact on our older residents. The pandemic, combined with the impacts of austerity, Brexit and the ongoing cost of living crisis, has resulted in worsening inequalities across the city-region.
- 1.3 Despite good work by Greater Manchester partners, there remains a strategic gap in policy and resource mobilisation that focuses on future proofing and preventative measures deployed in mid and later life. To manage current and future demand on public services, improve the lives of older people, and help the Greater Manchester economy be more productive, we need a strategy that addresses ageing holistically.
- 1.3 The refreshed Greater Manchester Age-Friendly strategy seeks to address this strategic gap in policy and strategy and work to align age-friendly work with Greater Manchester priorities and plans. It takes a holistic approach to ageing that continues to use the World Health Organisation's age-friendly city and community model and the United Nation's Decade of Healthy Ageing as conceptual building blocks for the work.
- 1.4 This iteration also includes a longer-term ten-year timeline for the city-region to achieve more fundamental age-friendly social, economic and health related improvements and a shorter three-year timescale for objectives that will lay the basis for long-term progress and address some of the immediate challenges that many older people are currently facing.
- 1.5 Preparations for refreshing the Age-Friendly strategy began prior to the pandemic and were picked up again in early 2023. The Ageing Hub has consulted extensively with key stakeholders, partners and citizens over the last 12 months to develop this strategy. The evidence to support this refresh has been compiled into a

supplementary report, 'The State of Ageing in Greater Manchester', published in January 2024.

- 1.6 Following final consultations with stakeholders and our international advisory board, the Greater Manchester Age-Friendly strategy has been finalised for the GMCA's consideration and approval. A detailed implementation plan will be developed in the coming months and finalised in June 2024.

## **2. Strategy Summary**

2.1 The long-term strategic vision for the strategy is that by 2034, or earlier, Age-Friendly is business as usual, a thread running through Greater Manchester's devolution, public service reform, economy, transport, health, and cultural strategies. The strategy envisions that by 2034:

- Our 50+ population is mostly in good work and fewer older people are living precarious lives
- There are more places in every Greater Manchester borough with the key features of an age-friendly neighbourhood, including age-friendly homes, good transport, accessible services and shops. Residents will have more of a say in how their neighbourhoods are changing and be part of ensuring there are places for everyone to connect, socialise and do the things they enjoy, in an age-friendly built and natural environment.
- Older people have easier access to the preventative health care they need
- Fewer older residents are inactive, and the number of falls has significantly reduced due to earlier risk detection
- Every local authority has an age-friendly plan co-designed across the generations
- Greater Manchester hosts flourishing age-sector businesses and is a world leader in ageing research, policy and implementation
- Generations are coming together to lead our work to tackle the impact of the climate emergency, adapt and develop the resilience of our communities, and to ensure we support and protect those more vulnerable to the impact.
- Ageism and structural inequalities are in retreat

2.2 The Greater Manchester Ageing Hub has met with, listened to, and surveyed citizens, partners, and academics over more than 12-months. Based on this input, the age-friendly strategy has been organised into four key themes: 'Economy, Work

and Money', 'Places', 'Ageing Well' and 'Working Together'. Each theme has a strong rationale based on consultations with citizens, stakeholders and partners and a comprehensive evidence base to support it developed through research for The State of Ageing in Greater Manchester.

2.3 Each theme has an overarching vision looking out to 2034 which expands on the vision above in more detail. Ambitious three-year objectives (listed below) have been identified under each theme to move us closer to our 2034 vision and associated avenues for delivery have been identified. The strategy recognises that while this work is led by the Ageing Hub core team based in the Combined Authority, partners will also contribute to delivery through their own strategies, plans and initiatives.

2.4 **Economy, Work and Money three-year objectives:**

- Enhance the employment, skills and training support offer for 50+
- Increase numbers of residents aged 50+ in good quality employment
- Engage employers to raise employment standards for older workers to improve health and wellbeing at work, provide better support to workers with caring responsibilities, help workers plan for their future
- Maximise income and reduce costs for those in later life
- Raising awareness across sectors of the contribution that older people make to the Greater Manchester economy and opportunities for growth

2.5 **Places three-year objectives:**

- Learn from our Ageing in Place Pathfinder to sustain and scale community led approaches to ageing well and deliver more age-friendly neighbourhoods with ageing well action plans across the city region, focused on tackling the inequalities experienced in ageing.
- Residents in mid and later life have more opportunities to get involved in their local communities and the number that are participating in their communities and creating change in their local neighbourhoods alongside other generations is increasing
- Improve our shared understanding of what makes our spaces and places feel safe and welcoming for older residents and evidence the design and delivery of this into our public realm and regeneration work, on our transport system, in the home and online.

- Improving the accessibility and suitability of transport, across the Bee Network, door-to-door provision and within our work to increase active travel.
- Increase Greater Manchester communities' resilience in the face of climate emergency, extreme weather, pandemics, and other shocks
- Create more age-friendly homes in the development of new homes, as we retrofit older homes and improve awareness of the housing options available to people as they age.
- Help people to stay safe in their own homes by reducing deaths and injuries due to home fires

## 2.6 **Ageing Well three-year objectives:**

- Embed Ageing Well approaches in Greater Manchester public health strategies to focus on preventative action
- Increase the proportion of older people receiving appropriate mental health support
- Increase levels of physical activity amongst older people
- Reduce the number of people falling by adopting a set of minimum standards for primary falls prevention across Greater Manchester Greater Manchester agencies
- Support the Greater Manchester Women's Health Strategy to promote action on the health and wellbeing of older women.

## 2.9 **Working Together three-year objectives:**

- Increase the voices and experiences of older people in Greater Manchester decision-making, ensuring they reflect the diversity of the city-region's older population in terms of background, identity and experience
- Continuing to convene partners to raise awareness, share research and listen to the voices and different experiences of ageing that may be faced by those experiencing structural disadvantage, multiple disadvantage or with complex needs to identify responses. For example, veterans or learning-disabled adults.
- Grow the Greater Manchester ageing eco-system with new partnerships & distributed leadership
- Work together as 10 distinctive age-friendly places to share best practice and improve our knowledge base to develop evidence-based practice policy and strategy
- Support thriving voluntary, community and social enterprise sector to respond to the challenges and opportunities of ageing

- Create innovations in the way we deliver age-friendly work, including as part of our work to deliver place-based integrated working, and develop our skills and leadership to create system shifts that enable us to scale good practice.
- Develop Greater Manchester as a Centre of Excellence on Ageing
- Continue to work with international collaborations

2.10 In addition to these themes, the strategy identifies two cross cutting themes: Digital Inclusion and Greener Later Lives. Recognising that these are two of societies grand challenges that cannot be understood in isolation, the strategy sets out objectives and actions to address these across all of the Ageing Hub's work.

### **3. Delivery**

3.1 The strategy sets out delivery mechanisms under each theme which will help us to achieve the objectives listed above. An implementation plan will be developed in the coming months setting out these delivery mechanisms in greater detail including clear milestones, deliverables and timings for the actions set out in the strategy. ; progress will be monitored through the Greater Manchester Ageing Hub Executive and Greater Manchester Reform Board.

3.2 The Ageing Hub will monitor progress through a combination of quantitative and qualitative data collected for our implementation plan and will also draw upon the Ageing Hub's existing relationships with world class academics, researchers, and the voices of older people themselves to inform our monitoring and delivery. The Hub will also develop a supporting age-friendly transport action plan and collaborate with partners to influence the development and delivery of key related strategies such as the Greater Manchester Women's Health Strategy and Greater Manchester Moving Active Lives for All Strategy as well as others.