



Age-Friendly Manchester aims to improve the quality of life for older people and make the city a better place to grow older. We work with older people and partners across the public, private, and voluntary and community sectors to do this.

This plan sets out the five themes of our work for the next year and some of the actions under each theme.

Age–friendly neighbourhoods

As people grow older, they tend to spend more of their time in their neighbourhood, and increasingly use local services and amenities.

An age-friendly neighbourhood includes:

- a physical environment accessible to older people
- provision of basic services for older people that are within easy reach
- networks of social support
- opportunities for older people to take part in the community in which they live.



Aim

To create age-friendly neighbourhoods that enable older people to be involved in their local area.

Objectives

Nº 1

To support older people to deliver and participate in community projects and activities.

Nº 2

To promote local social, cultural and leisure opportunities that support good health and wellbeing.

Nº 3

To reduce the risk of social isolation and loneliness.

We will:

Develop neighbourhood age-friendly plans

These plans will set out how partners work in each neighbourhood to make the area more age-friendly.

Lead:

Age-Friendly Manchester team and buzz (the Health and Wellbeing Service)

Support the co-ordination of existing age-friendly locality networks

A locality network brings together services and community organisations in an area to promote local activities and projects for older people.

Networks are active in:

- Beswick, Clayton and Openshaw
- Didsbury and Burnage
- Harpurhey and Moston
- Higher Blackley and Charlestown
- Miles Platting and Newton Heath
- Whalley Range and Chorlton
- Withington and Old Moat.

Lead:

Age-Friendly Manchester team and locality networks

Support new community-led locality networks

New locality networks will be supported in:

- Cheetham and Crumpsall
- Gorton
- Levenshulme and Longsight
- Wythenshawe.

Lead:

Age-Friendly Manchester team and buzz (the Health and Wellbeing Service)

We will:

Work with Manchester age-friendly neighbourhoods to implement the Ambition for Ageing programme

Ambition for Ageing is a £10million Big Lottery-funded project in Greater Manchester. The Manchester Age-Friendly Neighbourhoods project is part of this and invests in projects and activities in:

- Burnage
- Hulme and Moss Side
- Miles Platting
- Moston

Lead:
Manchester School of
Architecture and Southway
Housing

Convene a neighbourhood co-ordination event

These events bring together partners from across the city to share ideas and develop new projects. This year's event will focus on cultural projects.

Lead:
Age-Friendly Manchester team

Pilot local age-friendly culture projects

The Age-Friendly Manchester Culture programme promotes arts and culture for older people. This has traditionally focused on activities at cultural venues in the city centre. We will develop age-friendly events around Chorlton Arts Festival, working with Culture Champions. We will also support the Vintage FM project, training older people in radio broadcast and production, and producing radio programmes about cultural events.

Lead:
Age-Friendly Manchester team

Support the Naturally Occurring Retirement Community project

This is based in Old Moat, and responds to the high percentage of older residents living in this part of the city. The project aims to bring an integrated approach to housing, health and social care.

Lead:
Southway Housing

Co-ordinate Spring into Summer and Winter Warm events and campaigns

Locality networks in many parts of the city organise Spring into Summer and Winter Warm events each year. These are an opportunity to promote information and advice to older people, and to encourage people to try something new. They will be supported by a citywide campaign.

Lead:
Age-Friendly Manchester team
and locality networks

We will:

Promote volunteering opportunities for older people

Rates of volunteering are higher among older people than other age groups, and volunteering has been shown to have benefits for older people's health and wellbeing. We will promote equality of volunteering opportunities for older people.

Lead:

Age-Friendly Manchester team

Support the delivery of locality projects and volunteer-led groups

We will continue to support:

- Dementia-Friendly Swimming
- Inspired People's Project
- George House Trust health and wellness 50+
- Age-Friendly Whitemoss
- Heathfield Hall User Group
- North City Nomads
- Stirling Centre Age-Friendly
- Wythenshawe Wanderers.

Lead:

Age-Friendly Manchester team

Develop an age-friendly neighbourhoods investment programme

Age-Friendly Manchester is committed to working with a range of partners to deliver our priorities and to support investment into the city's neighbourhoods. This includes funding to support voluntary and community groups to deliver local events.

Lead:

Age-Friendly Manchester team

Develop age-friendly design

Age-friendly design work includes research, promoting age-friendly design principles and developing resources.

Lead:

Age-Friendly Design Group (a group of retired architects, planners, design students and urban designers)

Age-friendly services

As people grow older, they often access local services. These include health and social care, transport, housing, leisure and cultural services. To be age-friendly, services need to understand and be sensitive to the particular needs of older residents.

The Older People's Charter, launched in October 2015, outlines the principles of an age-friendly city. These principles include:

- the right to be treated with dignity and respect
- the right to live independently
- the right to information, advice and guidance in appropriate formats
- the right to lead a healthy life
- the right to influence decision-making that affects their lives
- the right to be safe and secure.



Aim

To improve the delivery of the city's services through age-friendly working.

Objectives

Nº 1

To increase awareness and application of the Age-Friendly Manchester Older People's Charter principles.

Nº 2

To increase economic and cultural participation among older residents.

Nº 3

To improve the health and wellbeing of older residents.

We will:

Support organisations to adopt the Age-Friendly Manchester Older People's Charter

The Older People's Charter was launched in October 2015. The target is for 50 organisations to adopt the charter with a pledge by the end of 2016/17. Support will include:

- communication materials that explain what 'age-friendly' means
- one-to-one advice and support for organisations on making pledges and implementing the charter
- one-day age-friendly training sessions.

Lead:

Age-Friendly Manchester Older People's Board and Age-Friendly Manchester team

Support development and delivery of Greater Manchester pilot project on employment for the over-50s

The pilot will be developed with the goal of increasing employment among this age group. It will contribute to reducing social and economic inequalities in later life, and in turn improve health and wellbeing among older residents.

Lead:

Greater Manchester Ageing Hub

Facilitate a dialogue between the cultural and health and social care sectors

Through the Age-Friendly Manchester Culture programme we will continue to support further opportunities for arts and culture to promote health and wellbeing. This dialogue will involve raising awareness of the role of arts and culture in health and wellbeing, and developing new joint projects.

Lead:

Age-Friendly Manchester team and Neighbourhood Services team

Develop the Culture Champions

Manchester's Age-Friendly Culture Champions work with cultural organisations in the city to design events and activities for older people, and promote these among their networks. The scheme will be relaunched in 2016 with different types of roles. We will support the Culture Champions with training and development, and an annual event.

Lead:

Age-Friendly Manchester team

Promote dialogue between generations

Intergenerational work brings together younger and older people to help make better places to live. The intergenerational work will continue the partnership with Manchester School of Art, focus on the equalities service, pilot small projects (such as Human-Centred Design) and culminate in an event exploring generational equality.

Lead:

Age-Friendly Manchester team and Equalities team

We will:

Implement the Housing for an Age-Friendly Manchester Strategy

This includes working with partners to deliver a range of housing options for older people, including Extra Care housing. Manchester Move will be improved to make accessibility and choices clearer for older people. An Older Persons' Housing Alliance will also be created.

Lead:
Housing for an Age-Friendly Manchester Board

Contribute to the 2040 Greater Manchester Transport Strategy

Good transport networks connect people with work, leisure and social networks, and promote independence and active lifestyles. We will work with partners to promote the needs of older people as new transport infrastructure and services are designed.

Lead:
Age-Friendly Manchester team and Transport for Greater Manchester.

Develop support for older artists

Projects and other support will be developed to support older people who are artists, or who would like to become artists.

Lead:
Age-Friendly Manchester team

Support the development of a physical activity strategy

An evidence-based physical activity strategy for older people will be developed that incorporates the wider benefits of exercise for mental health and wellbeing. This will lead to new projects and services, and support older residents to remain healthy.

Lead:
Public Health Manchester

Involvement and communication

As people grow older it is important that they continue to have access to the information they need, in an appropriate format, so that they can participate in and contribute to their community.

An age-friendly city should provide opportunities for older people to be actively involved in the design and delivery of services that are provided to support them, and to influence decisions that will affect their lives.

There is also a role for age-friendly cities in promoting a positive discourse on ageing, and challenging stereotypes related to age.



Aim

To enable older people to access all the information they need, and to influence decision-making.

Objectives

Nº 1

To enhance the opportunities for older people to participate in and influence Age-Friendly Manchester.

Nº 2

To increase the number of communications issued in age-friendly formats.

Nº 3

To promote Age-Friendly Manchester.

We will:

Support the Age-Friendly Manchester Older People's Board

The Age-Friendly Manchester Older People's Board is a group of older people who hold the city's decision-makers to account on issues affecting older people. They also oversee Age-Friendly Manchester. This year there will be recruitment to the board and a wider review of engagement in Age-Friendly Manchester to ensure that we have the best arrangements for Manchester residents in place.

Lead:

Age-Friendly Manchester Older People's Board and Age-Friendly Manchester team

Produce a monthly e-bulletin outlining features, events and opportunities

This is circulated to over 2,000 recipients and includes features, news, events and other activities for older people. Many groups in the city disseminate this information among their networks, and it is a recognised mechanism for sharing information and advice. The e-bulletin will be promoted to expand the number of people receiving this information.

Lead:

Age-Friendly Manchester team

Run a communications campaign on older people and sport

Physical activity is an important aspect of healthy lifestyles for older people, and a key factor in the prevention of falls among this group. The communications campaign will promote information about the importance of physical activity and sport, and encourage older people to be more active.

Lead:

Communications team

Facilitate the Older People's Forum

The Older people's Forum brings together more than 100 representatives from local groups and older people's networks in the city. Meetings of the forum provide an opportunity to share information about what is happening across the city, and to consult with community groups and networks on important topics. Two forum events will take place.

Lead:

Age-Friendly Manchester team

We will:

Maintain the Age-Friendly Manchester website and social media pages

The Age-Friendly Manchester website was updated in 2015 and includes a wide directory of information and advice for older people. This includes information about services, facilities and events, including housing, transport, health, and support and culture. Social media pages exist for several Age-Friendly Manchester projects.

Lead:

Age-Friendly Manchester team

Co-ordinate Older People's Day activities

International Older People's Day is held each year in October. This is an opportunity to promote age-friendly work and to organise activities and events for older people. This year's activities will include a celebration event for the Vintage FM project, which involves older people in the radio production and broadcast of cultural events.

Lead:

Age-Friendly Manchester team

Run a 'positive images of ageing' campaign

Positive images campaigns can help to challenge negative stereotypes and encourage people to think in different ways about ageing. A new campaign will support promotion of Manchester as an age-friendly city and a greater place to grow older.

Lead:

Age-Friendly Manchester team and Communications team

Produce a promotional printed brochure on Age-Friendly Manchester

This will profile a range of age-friendly activities and the impact that involvement in Age-Friendly Manchester has on people.

Lead:

Age-Friendly Manchester team

Support the Age-Friendly Ambassadors

The Age-Friendly Manchester Ambassadors are a group of leaders from sectors such as health, architecture, construction, town planning, culture and arts, housing, retail, education, research, banking, technology, and digital design and build that work together to develop age-friendly best practice.

Lead:

Age-Friendly Manchester team

Knowledge and innovation

The age-friendly cities and communities approach is defined by the World Health Organization and is supported by leading international research and evidence on best practice.

A priority for Age-Friendly Manchester is for research, policy and practice to come together in a way that can improve the lives of older residents.

This is supported by the city's universities, in particular the Manchester Institute for Collaborative Research on Ageing (MICRA).



Aim

To develop and test the city's world-class evidence base on age-friendly approaches.

Objectives

Nº 1

To complete a needs and assets assessment of the city's older population.

Nº 2

To agree a new set of indicators to measure progress for Age-Friendly Manchester.

Nº 3

To deliver research projects that make a difference to the lives of older people.

We will:

Support the development of a more detailed Joint Strategic Needs Assessment (JSNA) for older people

The JSNA for older people will be expanded to consider needs and assets, with a detailed analysis of the demographics of the older population in the city, and the factors that lie behind health conditions affecting older people.

Lead:
Public Health Manchester

Develop indicators for Age-Friendly Manchester

This will demonstrate more clearly the impact of an age-friendly approach and the benefits of Age-Friendly Manchester to the city's residents.

Lead:
Age-Friendly Manchester team

Research innovative solutions to support the economic participation of the over-50s

A high proportion of 50 to 64-year-olds living in Manchester and Greater Manchester are out of work. Further research is needed to identify the factors behind long-term unemployment in this age group and to recommend innovative approaches to help people back into the labour market.

Lead:
MICRA and New Economy

Develop our understanding of social exclusion

This project will investigate the experience of older people living in deprived neighbourhoods in Manchester, Brussels and Dublin, and the impact of deprivation on social exclusion.

Lead:
MICRA

Expand our evidence base on inequalities and ageing

A project will be started to look at the importance of age-friendly communities for ethnic minorities living in Manchester and Greater Manchester.

Lead:
MICRA

Expand our evidence base on social isolation

Working with the Ambition for Ageing Programme (Manchester Age-Friendly Neighbourhoods), we will develop our understanding of social isolation.

Lead:
MICRA and New Economy

We will:

Produce a report on the age-friendliness of the city centre

The report will reveal the age-friendliness of the city centre as a destination for visitors and employees. It will explore the experiences of older people who travel into and use the city centre, and make recommendations for change.

Lead:

The University of Manchester

Research on green infrastructure and older people

Parks, green spaces and waterways can directly and indirectly influence health and wellbeing, but access to these spaces is not shared equally among the population – in particular not among older people. This research will consider how green infrastructure can be designed, managed and promoted to support the health and wellbeing of older people.

Lead:

The University of Manchester

Design a traffic-light tool for poor nutrition

Poor nutrition is a risk for a large number of older people and can lead to poor health outcomes, delays in recovery and longer hospital stays. A malnutrition risk assessment tool will be designed for use by older people in their homes. A diagram will support people to make decisions about what to eat and what to do if they are at risk.

Lead:

The University of Manchester

Research local networks of care

This project will test innovative ways in which self-care, volunteering and informal care can influence change in the health and social care sector.

Lead:

MICRA, GMCVO, Manchester City Council and Salford City Council

Share research and innovation through seminars and events

Over the next year, six public events will take place showcasing research on ageing. These will provide information and training for older people, practitioners and researchers.

Lead:

MICRA

Influence

Manchester is recognised nationally and internationally for its age-friendly approach.

The city benefits from working with other UK, European and international cities to share expertise on the age-friendly approach, influence policy and develop joint projects.

Manchester also has a unique role to play in supporting Greater Manchester's ambition to be the first age-friendly city-region in the country, through the Greater Manchester Ageing Hub.



Aim

To strengthen Age-Friendly Manchester's external partnerships.

Objectives

Nº 1

To increase recognition of age-friendly approaches in local, national and international strategies and funding programmes.

Nº 2

To strengthen Manchester's collaborative partnerships locally, nationally and internationally.

Nº 3

To secure funding for Age-Friendly Manchester.

We will:

Organise an Age-Friendly Manchester conference

Age-Friendly Manchester organises a conference for local partners every two years. This is an opportunity to showcase local age-friendly networks and activities, as well as citywide priorities and projects. It is also a way for partners to get together to develop new priorities for collaboration.

Lead:

Age-Friendly Manchester team

Influence policies and strategies to address age-friendly principles

Age-Friendly Manchester will influence local, national and international policies to ensure that an age-friendly approach is considered in all the strategies and decisions that affect Manchester residents.

Lead:

Age-Friendly Manchester Older People's Board

Commit to the EU Covenant on Demographic Change

Manchester signed the EU Covenant on Demographic Change in early 2016. This provides opportunities to collaborate with other European cities, share best practice, and develop project and funding proposals.

Lead:

Age-Friendly Manchester team

Support the Greater Manchester Ageing Hub

The Greater Manchester Ageing Hub has been established to support Greater Manchester's ambition to be the first age-friendly city-region in the UK. The Hub will work in partnership with the Centre for Ageing Better. It will also apply to become an EU Reference Site for Healthy and Active Ageing.

Lead:

Age-Friendly Manchester team

Contribute to the Eurocities Urban Ageing Group

Through this Eurocities working group Manchester is collaborating with partners to influence EU policy, develop new projects and fund proposals.

Lead:

Age-Friendly Manchester team

Contribute to the Smart Ageing project

This European project focuses on developing new approaches to older people using technology, co-producing and testing technology as well as supporting small technology businesses.

Lead:

Age-Friendly Manchester team

Support the 'Long Live Arts inspires Age-Friendly Cultural Cities' project

This project will bring EU cities together to share good practice in working with older people, and arts and culture.

Lead:

Age-Friendly Manchester team

Age-Friendly Manchester is supported by a small team based at Manchester City Council. Working with partners across the city, it is overseen by a steering group and advised by the Age-Friendly Manchester Older People's Board.

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