The Age-friendly Whalley Range (AFWR) Steering Group was set up with support from Age-friendly Manchester (AFM) in 2013 to address the needs and priorities of older people living in the Whalley Range Ward, as part of the Whalley Range Community Forum’s engagement work.

The Steering Group discussed setting up a local network to bring services and information together - in partnership with other local groups - to engage with older people to find out how residents feel about Whalley Range as a place to grow older - and to get feedback from residents about perceived barriers to participation and how to address isolation issues.

As there is no central meeting place to display local information and no free newspapers in Whalley Range - and to support people who don’t access the internet - it was decided that community-facing events at a variety of accessible locations in the Ward would be the best way to raise awareness of the AFWR group.

We applied for a small grant of £1000 from the We Love Manchester Lord Mayor’s Charity Appeal to hold 6 events - which included a small budget for transport, food, a workshop or activity and entertainment.

The events enabled us to promote local activities to older Whalley Range residents to increase participation - and local community groups and service providers were invited to host stalls about their own services. Each event was themed to promote as wide a range of information as possible.

We exceeded our expectations and managed to hold a total of 9 events covering Health & Wellbeing, Food and health, winter safety and keeping warm, growing food, chair-based exercise and consultations. The events gave us the opportunity to consult with local people to record their own thoughts about how to reduce isolation/address barriers to participation.

We secured a small MCC NIF grant for a Festive Feast sit down meal in December.

We held 5 of the meals which were a great success in 2014: this year we invited everyone who attended last year - and all the new contacts we’d made, along with the Lord Mayor. Around 60 people attended, familiar faces and new: some residents were recognised as being isolated and invited along by GMP and local care workers.
Age-friendly Whalley Range Timeline 2015:

- **April 2015:** Cromwell Community Cuppa launch and a Community Audit from an MMU student to encourage the local older people who attend to identify priorities and increase participation with other local people by planning relevant group activities.

- **May 2015:** Co-op Pharmacy contacted the AFWR Wednesday group with an offer of a £200 donation along with free health checks at JNR8 - and a photoshoot and giant cheque presentation!

- **September 2015:** AFWR in the Lodge: a ‘Takeover of the Alexandra Park Lodge’ during the Restoration one year Anniversary: Researching Age-friendly Cities film showings, silk-screen printing workshop – featuring Age-friendly Whalley Range logo/details, food and entertainment. Throughout the day we met up with around 50 people who watched the film and took away information from our displays – along with making a jute bag to promote AFWR with Lotte from Alexandra Arts.

- **October 2015:** International Older People’s Day: Noticeboard to acknowledge the day at Chorlton Library promoting services and contacts for older residents, free printed bags, Ageing Communities books etc. We also promoted and supported the Prevention of Falls Network’s ProFouND Flash Mob: our chair-based exercise/Zumba Gold teacher worked with the team along with Whalley Range-based older residents.

- **October 2015:** Food Consultation: Presentation and taster session with older residents and Loren Grant of Foodwiser. Following several presentations with older people across the Ward this event was an evaluation of the consultation to date and future planning for the project. Funded by an MCC NIF grant. 10 people attended.

- **October 2015:** ‘Love your Community’- an AFWR partnership event with the Chorlton Library Grand Day Out computer classes and Greater Manchester Fire & Rescue Service to promote European Restart a Heart day. Around 40 people attended throughout the day, the weather wasn’t too good!

- **November 2015:** Trafalgar Court Winter Warm & Safety: a community event to prepare for the winter and to introduce the new scheme manager. Services in attendance included GMFRS, GMP PCSO’s, Care & Repair and many more. Food and entertainment provided as usual! Around 40 people attended.

- **December 2015:** Festive Feast: sit down meal and entertainment for older residents: a great success with lots of new faces who have since got involved with other activities. Lots of referrals of older people who are isolated from GMP and local care providers/Housing Associations. With transport costs for less mobile residents. Around 60 people attended. Including the Lord Mayor of Manchester!

Miscellaneous:

- Weekly Cromwell Community Cuppa – tea and chat with older residents, getting steadily busier – with new attendees from the Festive Feast and by referral. Plans are in progress for a springtime trip!

- AFWR at Manley Park Community Health Day Ageing study Co-researchers interviewed at Festival

- Age-friendly Whalley Range Business Charter circulated to traders as part of the Withington Road First Steps project which aims to improve the shopping experience and relationship between traders and shoppers.

- Whalley Range Co-researchers interviewed at the MICRA event ‘What makes an age-friendly city?’
Health & Wellbeing
We trialled chair-based exercise sessions at our centre in May aimed at residents with reduced mobility and funded by a NIF grant under our ‘Wellbeing @ JNR8’ banner. The sessions were delivered by a local fitness instructor who runs sessions for active older adults and is qualified to work with older people with health conditions.
Two of our events were aimed at providing access to current health news and initiatives and gave residents the opportunity to have their blood pressure and blood sugar levels checked.

Projects and AFWR representation
The Ageing Study was featured on BBC radio Manchester with Elaine from the Steering Group and Tine discussing ageing well in cities in the studio: the Study won a University of Manchester Making a Difference award for “Outstanding Local Community Collaboration”

Community Action
The AFWR Business Charter has been incorporated into the Withington Road First Steps initiative following consultation with residents - which aims to improve the shopping area and relationships between traders and shoppers.

Funding
Our main source of funding for the community engagement events was the ‘We Love Manchester Lord Mayor’s Charity Appeal’ (£1000) - which was intended to enable us to provide 6 social/information events - each with a specific focus.
We actually managed to organise 9 events and also promoted the group at other community festivals and initiatives – including the Manley Park Health Day, the Celebrate Festival and Older People’s Day.
The funding enabled us to engage with approximately 200 people and helped to build networks between service providers and promote the venues who hosted the events.
Small grants from the MCC Neighbourhood Investment Fund enabled us to provide chair-based exercise sessions and a ‘Festive Feast’ hot meal for over 60 people in December.

Information Sharing
Our Newsletters, dedicated website, Twitter feed and YouTube channel are regularly updated with relevant age-friendly news and events and shared across the wider networks.

Publicity and Social Media
Noticeboards and presentations at community events – including food, seated exercise and a stall at the Manley Park Health Day, Alexandra Park 1st anniversary event, AFWR Steering Group, WRCF and Ward meetings – updates on the group provided, a dedicated stall and mention in the Celebrate report, regular Twitter and website posts.

See last year’s Age-friendly Whalley Range Report at:
Gallery: Publicity, Events and Engagement

Exercise Classes for Older Residents: Keep Fit and Have Fun!

Weekly exercise class for older men and women

Every Tuesday from 10:30 am with a qualified healthcare worker
at 4PM Community Centre, 244 Whalley Range Road

Join us for fun and fitness each week to stay active and healthy. Regular exercise is important for maintaining physical health and mental well-being. Whether you’re new to exercise or already active, our classes are designed to meet your needs. For more information or to book your place, please contact the Centre.

Age-Friendly Whalley Range: A community forum for prosperity

Winter Warmer, Water Safety

Free event on Thursday, 16th December (11:30 am - 12:30 pm)

Publicity, Events and Engagement: Another age-friendly initiative

Age-Friendly Whalley Range: A Community Forum for Prosperity

- Physical Environment: Providing an accessible and welcoming environment for all community members
- Physical activity: Organizing regular community events to promote health and wellness
- Social connections: Creating opportunities for connecting with others in the community
- Support services: Offering assistance and support for those in need

Age-Friendly Whalley Range

An Age-Friendly City

Inside every older person is a young person.

Age-Friendly Whalley Range 2015

Age-Friendly Whalley Range

Age-Friendly Business Guidelines

- Promote identity and independence: Encourage individuals to maintain their identity and independence
- Physical Environment: Provide an accessible and welcoming environment
- Physical activity: Organize regular community events
- Social connections: Foster connections with others in the community
- Support services: Offer assistance and support for those in need

Age-Friendly Whalley Range

Gallery: Publicity, Events and Engagement...
September brought us the one year anniversary of the Alexandra Park regeneration...

“Age-friendly Whalley Range takes over the Lodge!”

To celebrate the one year anniversary of the regeneration of Alexandra Park AFWR were invited to ‘Take over the Lodge to promote the group, inform people about local age-friendly initiatives, to show the Researching Ageing Communities film – and to share food and entertainment from Dave Taylor – who researched songs from artists with a connection to the Park. A silk screen printing workshop with Lotte from Alexandra Arts meant people could make their own canvas bag featuring information about the AFWR group. The equipment was funded by a joint NIF grant between AFWR and Alexandra Arts.

A new project was launched in October, focusing on eating well in the winter with food and good nutrition advice - particularly for older residents during the colder months. The aim of the initiative is to promote a healthy diet and included visits to local sheltered housing groups and community centres followed by a consultation and a presentation of food and nutrition for healthy eating. In partnership with Loren Grant of www.foodwiser.net
We showcased a display in the library on October 1st to promote AFWR to the wider community on International Older People’s Day, with local activities and age-friendly news. We decided to organise a joint event with the library on 16th October, to promote local activities for older residents in and around Whalley Range and Chorlton with a health focus. The event was ‘Love your Community’: an AFWR partnership event with the Chorlton Library Grand Day Out computer classes and Greater Manchester Fire & Rescue Service to highlight European Restart a Heart day, with CPR training from GMFRS and information stalls, local service providers, entertainment and food from AFWR. The event also served as an opportunity to promote the location of businesses and trained staff who store defibrillators at their premises. Around 40 people attended throughout the day: bit lower than hoped due to rain…

Winter warm and Winter Safety at Trafalgar Court
On November 5th we were welcomed back to Trafalgar Court to hold a joint social and information event about keeping safe and warm in the winter - and to meet the new scheme Manager Katrina Dempster. GMFRS, Care & Repair and other services joined us…

Dave Saunders from the Whalley Rangers and Withington Road First Steps initiative brought along a model of Withington Road made by children in a local school. The model has been used as part of a consultation aimed to improve the area and the shops, working together with traders and the local community. See the website for more information at http://withingtonroad.org/
Over the past 2 years we’ve been involved in a partnership project with MICRA, University of Manchester and Age-friendly Manchester: the Manchester Ageing Study which involved training local older residents as co-researchers to interview other isolated and hard to reach older adults as part of a research project to explore exclusion and isolation. The project exceeded all expectations with a film and book produced based on the research which won an award and the work was presented at the UN Working Group on Ageing in New York. Dr Tine Buffel, School of Social Sciences and MICRA, was the winner of the University of Manchester “Outstanding Local Community Collaboration” award for the Manchester Ageing Study research.

Aims of the project

- To explore older people’s experiences of social exclusion and inclusion in their neighbourhood as well as issues relating to quality of life
- To support the process of creating age-friendly communities in the city of Manchester
- To improve our understanding of older people’s existing and potential level of engagement, i.e. opportunities for engagement and the desire to be engaged
- To promote evidence-based policy making at the local level by providing input and mobilising knowledge for planning and age-inclusive policy programmes
- To inform urban design and regeneration practice by building on older people’s experiences and participation (e.g. through design workshops)

December 2015 - Festive Feast time!

A fantastic seasonal get-together at JNR8 in Whalley Range.
Funded by a NIF grant – and just a good excuse to get together over a delicious hot meal, pull some party crackers, wear party hats, tell rubbish jokes and join in with Freddi’s Pass the Parcel! Entertainment was provided by Dave Taylor’s Hit Parade and Magic Baz!
The delicious food for the Festive Feast was provided by caterers Good Mood Food based in Hulme, part of Manchester Mind, a mental health charity which delivers services to young people and adults. We welcomed people from different housing schemes across the Ward, a great mix of people and a fantastic team of volunteers…and of course the Lord Mayor of Manchester, Councillor Paul Murphy – who was in great demand for the photoshoot!

Moving Forward:

The Steering group have been in discussions about expanding the AFWR group to cover Chorlton and Chorlton Park and have put together a set of objectives. This will enable us to raise awareness about the services already operating locally and in the wider community, to support older residents, to work together and not duplicate services and to find out what’s missing with an opportunity to promote each other’s activities. Keep checking the website and watch this space!

Get in touch:

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Twitter: https://twitter.com/AgeFriendlyWR
YouTube: http://www.youtube.com/user/AgeFriendlyWR

Visit the Age-friendly Manchester website to find out what’s going on, local contacts and services, plus useful help and advice for older people in our age-friendly city at:
http://www.manchester.gov.uk/info/200091/older_people

Funders, supporters & Partners:

Report compiled by Christine Ricard January 2016