

Ageing and Loneliness in Manchester

A
GREAT
PLACE
TO
GROW
OLDER
2009-2020

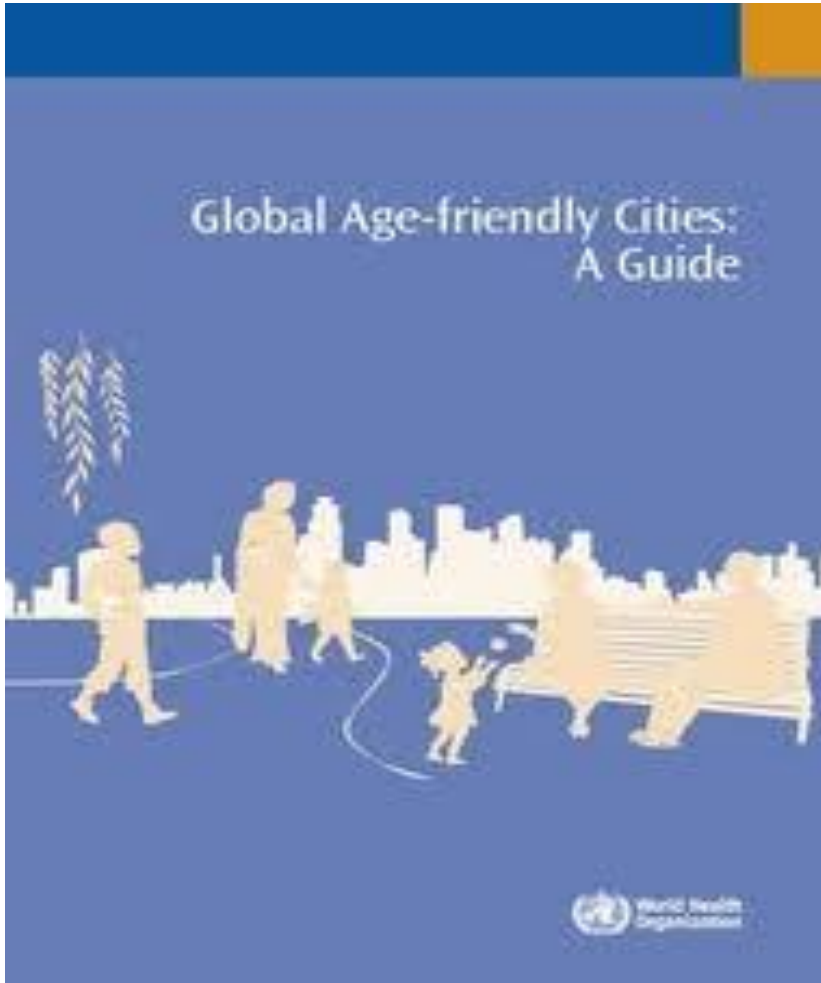


Councillor Sue Cooley

Lead Member for Valuing Older People,
Manchester City Council.

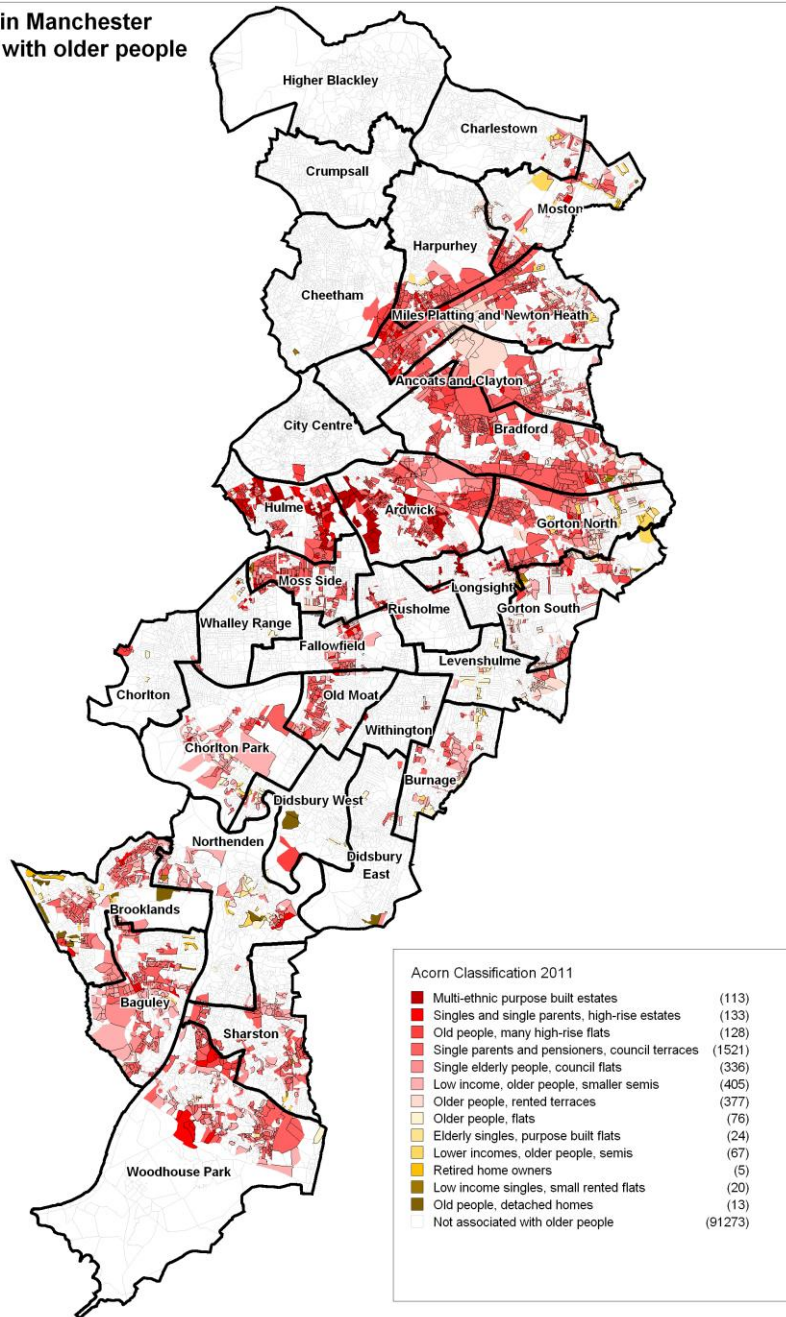
Member of the Management Group of the
National Campaign to End Loneliness

Overview



- Profile of Manchester Residents
- Plans to reduce loneliness as part of Age-Friendly Manchester
- Opportunities for taking the loneliness and ageing agenda forward

Postcodes in Manchester associated with older people



A tough patch

- Population 504,000
- Greater Manchester: ten authorities, pop: 2.6 million
- Unusual older population: result of cohort migration/economic decline in 70/80s
- Second lowest male life expectancy in England
- High levels of pensioner poverty, ill-health and disability.
- High levels of population churn
- Vibrant public, community and private sectors

Manchester: A Great Place to Grow Older 2010-2020

Sets out the vision of Manchester as a place where older people are more empowered, healthy and happy.

- “Improving relationships.... by tackling loneliness and social isolation”



Manchester - 1850

Manchester - 2010

Features of the Manchester approach



- Political support
- Multi-sector team
- Strong communication strategy
- Partnerships
- Community-led projects
- Working with older people

Types of ageing strategies

Medical

Patient

Focus on individual

Clinical interventions

Commission for 'frail elderly'

Prevention of entry to hospital

Health (and care system)

Care

Customer

Focus on individual, family and informal support

Care interventions

Commission for vulnerable people

Prevention to delay entry to care system

Whole system

Citizenship

Citizen

Focus on social networks neighbourhood and city

Promoting social capital and participation

Age-proofing universal services

Reducing social exclusion

Changing social structure and attitudes

- Manchester Ageing Strategy/Age-friendly Manchester

Manchester Aging Strategy 2010-20.

Age-Friendly Manchester launched in October 2012.

- VOP Board

Loneliness identified as priority by older people.

- Joint Strategic Needs Assessment

Loneliness and Isolation is identified as a priority especially due to it's negative impact on the mental health and well being of older people.

- Manchester Health and Well Being Board

Older people included as one of the ten priorities.

Improving Relationships by...

- Supporting a range of services to reach the more isolated older people.
- Extending access to befriending schemes.
- Boosting neighbourhood-based support.
- Supporting the development of self-help groups.
- Increasing access to drop-in sessions, social clubs, learning and cultural activities etc.
- Investigating how new technologies can reduce, or promote, loneliness and isolation.

Developing local activities

- VOP Networks and Community development
- Strong voluntary and community sector
- Cultural Offer for older people
- Small Grants Programme



BAND ON THE WALL

MY GENERATION
MANCHESTER'S COOLEST
OVER 50s CLUB NIGHT

SUNDAY 13TH FEBRUARY 2011
DJ AND DANCE WORKSHOPS FROM 6.00 - 7.00PM
MAIN EVENT 7.30PM - MIDNIGHT TICKETS £4

over 50s FREE

Senior United Day.

FC United v Chasetown
Saturday November 6th. Kick off 3pm, Gigg Lane, Bury.

Come and enjoy the famous FC United atmosphere and if you're over 50, get in for free. "It's like the good old days" and "it's like football used to be" are just some of the comments from those who have found a home to watch their football at FC United of Manchester. We recognise that many people can no longer afford to watch Premiership football. FC United offer an affordable alternative to the modern game.

For further information please contact: FC United, Hope Mill, 113 Pollard Street, Manchester M4 7JA or phone 0161 273 8950. www.fc-utl.co.uk

Pay on the gate. Adults £8, Under 10s £2, Over 50s FREE.

A number of activities and displays will take place at the ground on the day of the game.

Senior United Day is supported by:
Manchester City Council
Valuing Older People
and New East Manchester

Valuing Older People

NEW EAST MANCHESTER

FC United. Football and Fans United.

Out and about
in the City

August 2006

Coordinating local action

Establishment of Task Group:

- To raise awareness of the significance and impact of loneliness.
- To ensure that there is support for front line staff e.g. awareness raising and resources.
- To promote practical interventions.
- To recommend good practice.
- To act as a central point of contact for individuals and organisations working to address it.

Social exclusion in later life

- Material resources
- Social relations
- Civic activities
- Basic services
- Neighbourhood exclusion

Scharf et al 2004

“Some councils will see an outward migration of affluent people in their 50s and 60s who choose to leave the cities.....the remaining older population...tends to be....poorer, isolated and more vulnerable with a lower life expectancy and a need for acute interventions”

Audit Commission 2008

Ageing the city

“I just sit in this flat staring at the television or the walls. You get to a point where you think I can't cope: I mean you think what's the point being stuck in this flat day in day out.”

Female, 51, West Gorton

National Campaign to End Loneliness

- Securing the commitment of Health and Wellbeing Boards to take action to reduce loneliness.
- Building an evidence base.
- Raising the awareness of policy makers.
- Working with local councils.
- Developing a toolkit for commissioners.
- Silver Line 'phone line.



Next steps: Age-Friendly Manchester



- VOP-Plus
- Locality-based work
- Age-proofing services
- Older people as leaders
- Based on research and evaluation
- Loneliness Task group

Conclusions

- Loneliness is an enduring feature of city life for many older people and may grow.
- Link loneliness to broader programmes that improve the city for older people.
- National campaign to promote work with local agencies.