

# Ageing in Greater Manchester

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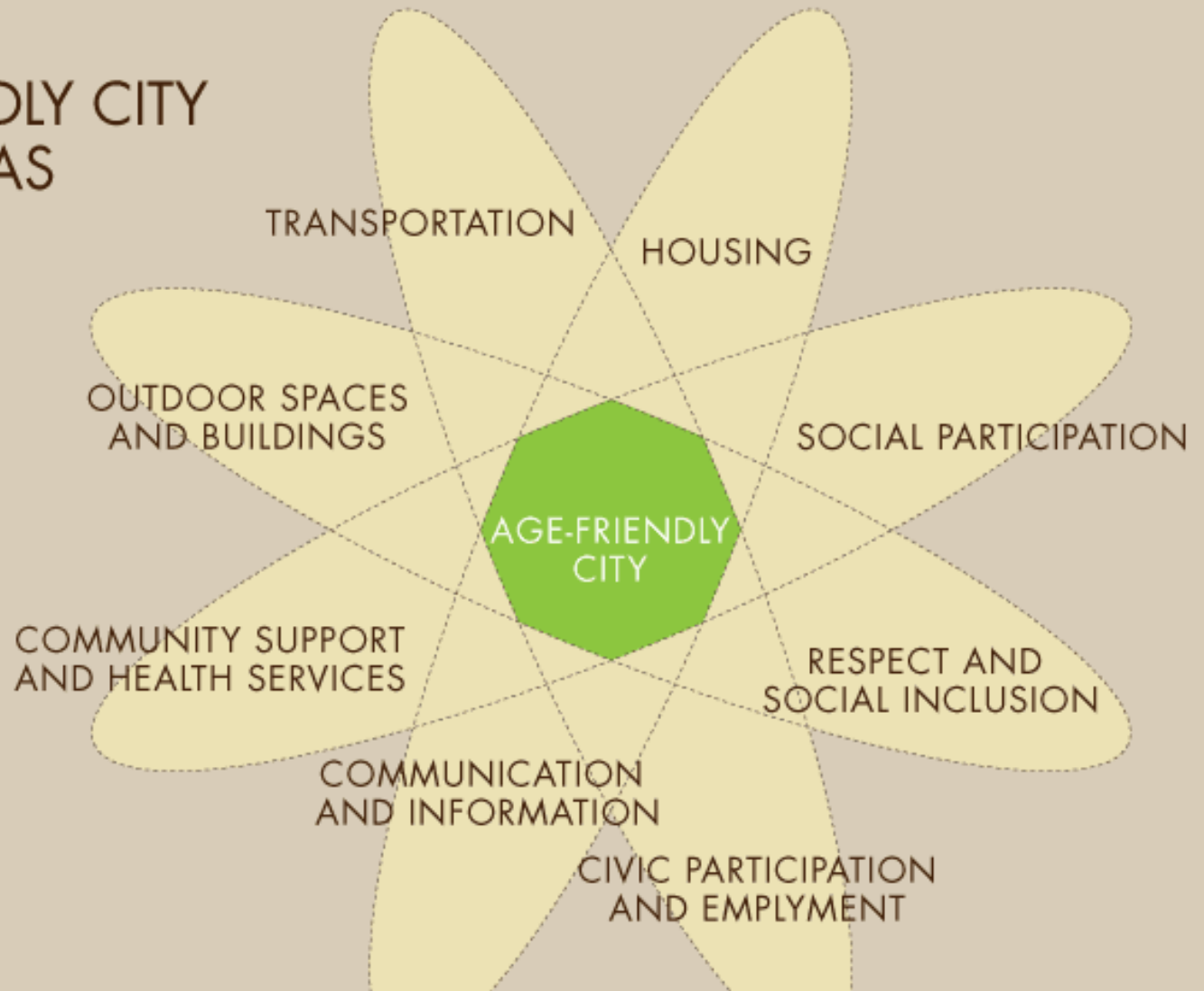
# Overview

- Age-friendly cities
- Citizenship approach to ageing
- GM challenges
- Old Moat
- GM Ageing Hub

**“An age-friendly city is a city that encourages active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age.”**

World Health Organisation

# AGE-FRIENDLY CITY TOPIC AREAS



**“Manchester has established itself at an international level as a leading authority in developing one of the most comprehensive strategic programmes on ageing.”**

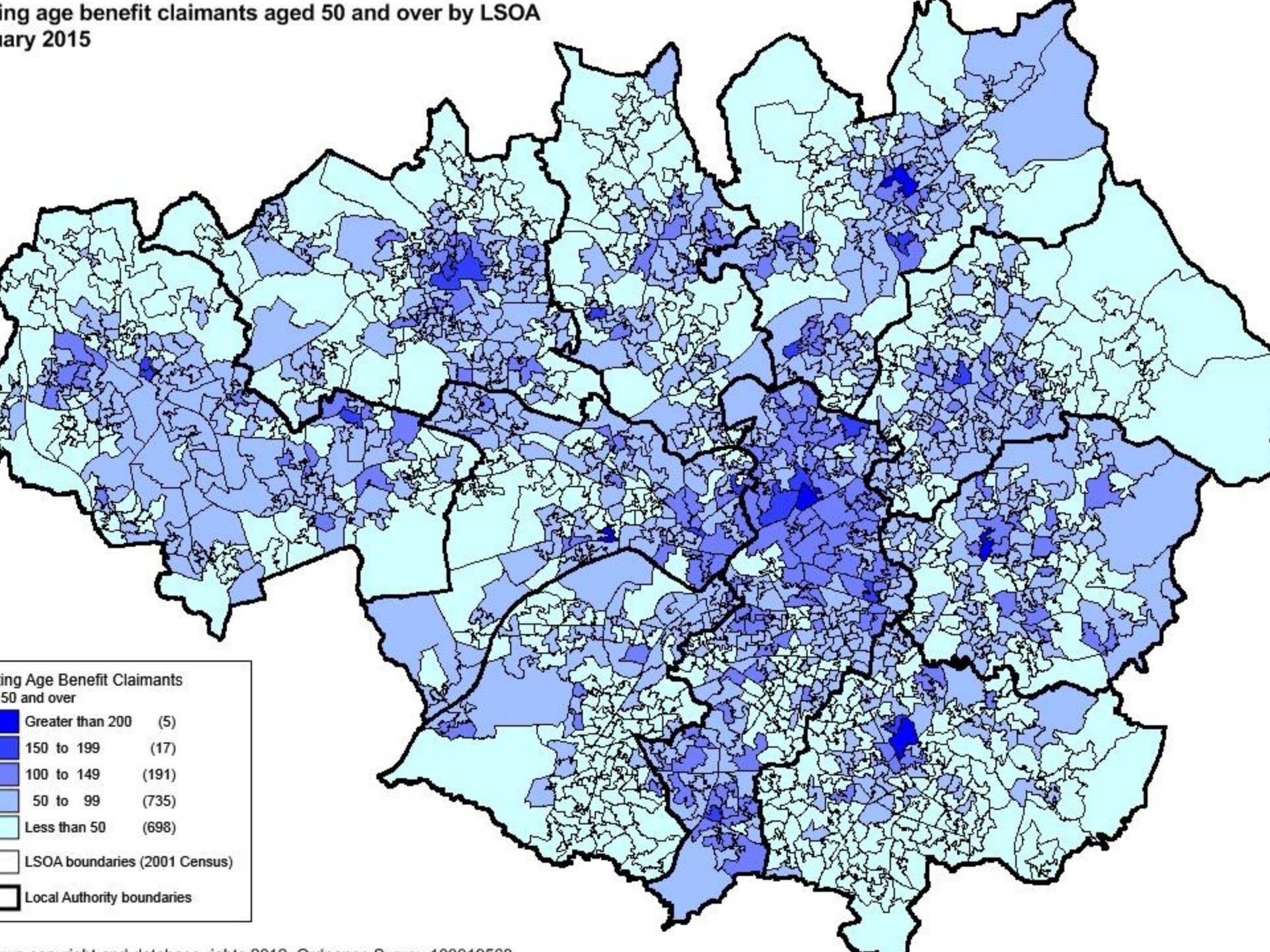
John Beard, Director, Department of Ageing and Life Course  
World Health Organisation

# Citizenship-based policy approach

Source: P.McGarry/MCC 2013

<u>Medical</u>	<u>Care</u>	<u>Citizenship</u>
Patient	Customer	Citizen
Focus on individual	Focus on individual, family and informal networks	Focus on neighbourhood and city
Clinical interventions	Care interventions	Promoting social capital and participation
Commission for 'frail elderly'	Commission for vulnerable people	Age-proofing universal services
Prevention of entry to hospital	Prevention to delay entry to care system	Reducing social exclusion
Health (and care system)	Whole system	Changing social structure and attitudes

Retiring age benefit claimants aged 50 and over by LSOA  
January 2015



Retiring Age Benefit Claimants  
aged 50 and over

Greater than 200	(5)
150 to 199	(17)
100 to 149	(191)
50 to 99	(735)
Less than 50	(698)

LSOA boundaries (2001 Census)

Local Authority boundaries



# Summary: key success features

- Political leadership and support is key
- A team of people supporting age-friendly initiatives and partnerships
- A local narrative that agencies and residents understand
- Develop mainstreaming ageing issues to everyone
- Promote a 'citizen' perspective rather than a 'deficit' model: Involving older people as actors in setting the age-friendly agenda
- Support a partnership strategy: research – policy – practice; multiple stakeholders

Buffel, McGarry et al 2014

Journal of Aging Social Policy



# Greater Manchester Ageing Hub

- Hub brings together **capacity** and expertise from across GM on ageing
- **Strategic focus** on how urban environments can work with and for older people in order to support and facilitate people living longer, healthier lives
- A '**living lab**' to test interventions, products and services
- Capacity to work with **national and international** partners

# Programmes of work

- **Research** - Manchester Institute for Collaborative Research on Ageing (MICRA) at the University of Manchester; MMU; University of Salford.
- **Age-friendly Manchester**
- **Ambition for Ageing** - five-year £10million Big Lottery-funded programme to reduce social isolation for older people in GM
- **Wider programmes** including the Wigan Deal, Stockport Silver Entrepreneurs and Rochdale Pioneers.

# GM Gaps

- GM's **policy framework** does not address ageing
- Pockets of **best practice** across the conurbation but without a coordinated programme of work or mechanism for scaling up.
- In some cases projects and programmes can take a **needs-based approach** rather than building on the opportunities of ageing.
- **Evidence base** needs to be improved – in particular on the economic opportunities of an ageing population

# Strategic opportunities

- **GM's devolution deal**
  - Pilot to support older workers with long-term health conditions back to work
- **Centre for Ageing Better**
  - Big Lottery fund endowment of £50million to invest in evidence-based change on ageing

# Strategic opportunities

- **Health and social care** devolution
  - Memorandum of Understanding between GM partners, Public Health England and NHS England on public health leadership to transform population health in Greater Manchester
- **Economic opportunities** of ageing populations

# Next steps and questions

- Work programme
- Work with **CFAB**
- Develop hub **infrastructure**
- Discussions with **GM partners**
- Further develop **research partnerships**

# Thanks....

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