



GREATER MANCHESTER AGEING CONFERENCE 2017

A NOTE FROM THE STRATEGIC LEAD

The Greater Manchester Ageing Hub team and I would like to say a huge thank you to everyone who attended the Greater Manchester Ageing Conference 2017! It was a great day, with inspiring speakers and a real spirit of energy and enthusiasm for the ageing agenda. The Conference has been a great foundation for this work, along with the range of excellent reports launched at the conference.

'It's time for us to make ageing a mainstream part of our political and social policy'

Tony Lloyd, Interim Mayor of Greater Manchester

We can use this platform to focus all our intentions on making ageing a central part of mainstream policy and practice in Greater Manchester. There is already a multitude of excellent work related to the ageing agenda being delivered across Greater Manchester, but too often this work is delivered in isolation.

11,000 people have seen our Conference video on Twitter, with a further 300 views of Conference videos on Youtube

We encourage all those involved and interested in this agenda to utilise the Ageing Hub as a platform for your work, to meet others working in similar areas, and to share best practice, insight and research. We welcome everyone to join our Partnership Group and join us in making Greater Manchester the first age-friendly city region in the UK. Warm regards,

Paul McGarry

Strategic Lead, Greater Manchester Ageing Hub

For details about the Partnership group and how you can become involved in the Greater Manchester Ageing Hub, please contact Gareth Williams on g.williams3@manchester.gov.uk or Gareth.Williams@greatermanchester-ca.gov.uk

A SUMMARY OF THE CONFERENCE



The Greater Manchester Ageing Conference 2017 saw the launch of three reports: 'The Future of Ageing in GM', commissioned by New Economy to explore the changing demography and social condition of ageing; 'Developing a Strategy for Age-Friendly Greater Manchester' by Chris Phillipson, Professor of Sociology and Social Gerontology at the University of Manchester, exploring policy and creating a strategy for Greater Manchester to become the first age-friendly city region in the UK; and 'Some Things Can't Be Confined to a Box' a report about the importance of age-friendly culture in Greater Manchester.

The Conference heard from 51 speakers in 6 hours and 15 minutes



The key recommendations from the three report and the outputs of the Greater Manchester Ageing Conference 2017 will form the foundations for an ageing agenda and work plan across Greater Manchester.

273 people attended the conference, representing 129 different organisations

- The aims and objectives of the Conference were as follows:
- Launch GM Ageing Hub to key policy-makers and social actors



- Consult on Ageing Hub Foresight report
- Promote GM as an international centre of excellence on ageing
- Showcase for GM and eternal best practice
- Promote GM partnership with CFAB
- Be a platform for taking action across GM agencies and communities

#AgeingConf17 was trending on Twitter during the Conference

In addition to the Ageing Conference, The Centre for Ageing Better organised a stakeholder reception on the 15th February. There was excellent turnout and good feedback from attendees for the event which marked one year of the partnership with GMCA, strengthening relationships, and raising broader awareness of the joint employment.

The conference was watched live, or subsequently online by 1000 people on video streaming service, Periscope

The event was held at Manchester Art Gallery who donated gallery space for the occasion. There 47 attendees, a mix of local and combined authority officers and elected members, academics, culture leads, VCSE partners, as well as private sector and regional bodies such as the GM Fire & Rescue Service and Greater Sport. Lord Peter Smith (GMCA political lead for H&SC and Ageing) joined Lord Geoff Filkin in delivering welcome remarks and Jenny Rouse Centre for Local Economic Strategies (CLES) presented stories and insights from the GM employment project co-design workshops.

1100 reports were distributed on the day of the Conference

In addition to the promotion that the Ageing Hub and current network of Greater Manchester Ageing projects received on the day, the Ageing Hub is continuing to promote the conurbation on an international level. The video that was produced on the day of the Conference has already been seen by over 10,000 people and has also been made available, along with our reports to the World Health Organisation. We are also expected to feature in the next Eurocities bulletin.



As a result of the Conference, we are currently in discussion with the World Health Organisation regarding how Greater Manchester as a whole, rather than ten separate organisations, can become closer aligned with the age-friendly international programmes.

A fundamental aspect of the Conference was the translation of ideas, enthusiasm, key points and recommendations into a work plan for the Ageing Hub over the next two years.

We have worked to compile all of the information and feedback arising from the Conference to form twelve key recommendations to transform Greater Manchester into the first age-friendly city region in the UK and fulfil our vision for older residents in Greater Manchester to be able to contribute to, and benefit from, sustained prosperity and enjoy a good quality of life. The key recommendations from the Conference are outlined below.

'This agenda is critical to improving the quality of life of people in Greater Manchester'

Andrew Lightfoot, Deputy Chief Executive of the Greater Manchester Combined Authority

The conference workshops and reports have identified some common themes for the GM Hub partners to take forward. The dozen items below, although not exhaustive, give an excellent flavour of the priorities that we will be working on.

1. **Develop leadership for the Ageing agenda across all of the Greater Manchester system**
2. Further develop our relationship with the universities across Greater Manchester to harness research expertise, policy powers and resources to seed innovation
3. Continue to scale and mainstream successful best practice e.g. The Culture Champions Project
4. Strengthen the voice and role for GM residents
5. Create a GM narrative to tell a different story about ageing and combat ageism
6. Work with Local areas to develop 10 Local Ageing Plans developed specifically for each locality, recognising the importance of neighbourhoods
7. Prioritise the development of employment and skills that is age-friendly and accessible for those in mid and later life
8. Focus on housing and how essential it is for the quality of life of older residents across Greater Manchester
9. Combat inequalities in later life for minority groups e.g. BAME and LGBT residents
10. Utilise green and blue infrastructure to raise the quality of life for older adults including mental health
11. Promote physical activity for older adults across Greater Manchester
12. Harness culture to change the narrative of ageing in Greater Manchester including the development of a Centre for Arts and Ageing

1. INEQUALITIES IN AGEING: PRIORITIES FOR ACTION

- There must be progress to tackle income inequalities, generational divisions, improving care pathways in the NHS, and address pressures on the lives of LGBT older people.
- There is a particular problem of working in areas characterised by very low incomes, and the challenge this represented in respect of developing age-friendly communities.
- The extent to which older people in Manchester were affected by lifelong inequalities which had a profound influence on shaping experiences in later life.

2. WORK AND WELLBEING IN MID-LIFE – A ROUTE TO INCLUSIVE GROWTH

- The health benefits associated with employment in later life are well established
- Work is a positive, providing it is 'good work'; it's about work being fulfilling and combatting social isolation
- There should be an awareness of how automation will affect work and skills, as this is likely to have a considerable impact on older workers

3. BUILDING GM'S 'SILVER ECONOMY'

- Businesses need to think differently about older people as consumers; those over 50 contribute more than half of retail spend in fashion, holidays, leisure etc
- GM needs to open a dialogue with businesses to highlight the opportunities of an older market
- Private firms need to become smarter about targeting their goods for an older audience
- GM could better understand best practice among local businesses as a first step

4. CONNECTING RESEARCH, POLICY AND PRACTICE

- We need to understand timing, tenacity and establishing relationships when trying to create policy change through evidence
- Language is key in relation to conceptualising research i.e. evidence, learning, insights etc.
- Importance of rapid dissemination of research findings across stakeholders
- We must challenge the way Public Services are delivered and research can play an important role in this

5. COUNTERCULTURE: NEW NARRATIVES ABOUT AGEING?

- We must work to combat ageism by shifting the narrative about ageing and telling a different story of ageing
- Work to build a movement across generations, not just focussing on older people
- Utilise public space and performance to mainstream the idea of narrative change

6. RELATIONSHIPS AND INTIMACY IN LATER LIFE

- Discussions touched upon stereotypes and misconceptions around later life sexuality and the need for 'normalising' talking about sex and older people across generations.
- Positive sexuality and intimacy throughout the lifecourse is strongly linked to higher levels of happiness, well-being and quality of life, irrespective of age.
- Good sexual health care for older people should be a right and health professionals need to more proactively engage with older people to better manage problems that impact on both individuals and couples sexual health and function.

- The current research gaps in relation to care home settings and sexual minority groups was also highlighted. Lessons learnt from large studies such as English Longitudinal Study of Ageing may inform future research in hard to reach groups.

7. CAN WE DESIGN FOR AGEING POPULATIONS?

- There should be a petition about planning regulations, and scope for a submission to the Department for Communities and Local Government enquiry into housing in later life
- Age-friendly design should be shared so it is a place for ideas rather than a prescriptive regulation
- Co-production is vital to this agenda

8. AGEING WELL

- GM population plan has prioritised three 'ageing well' topics - housing, malnutrition and falls - for action, with GM-wide projects and local areas taking action.
- Greater Sport is working with Sport England and GM partners to develop a new neighbourhood-based approach to promoting physical activity to older people.
- GM Fire and Rescue Service offers a 'Safe and Well' visit to older people which has been CBA evaluated

9. INVOLVING OLDER PEOPLE: PRACTICAL LESSONS FOR CO-PRODUCTION FROM AMBITION FOR AGEING

- Engagement with communities takes time – trusted relationships need to be established before real co-production can take place and so approaches that seek to develop social capital need to be designed with appropriate lead in times.

- Significant change could be put in place just through the better use of existing resources. Linking groups together can help them share practice and resources. Enabling service providers to understand the lived experience of older people can change the way services are delivered.
- Local groups often don't need a significant level of resources to improve their activities. Often modest expenditure on appropriate equipment can have create improvements and increased activity.
- The real sustainability of community approaches can be seen in the people. Community development projects don't need to be continued in the long term if they build the skills and broaden the horizons of local people.
- Within a community development approach many people do need support to engage with co-production processes. There are challenges in many places for those who will find their literacy, mental health and conditions such as dementia are a barrier for engaging in processes. Approaches need to be tailored and adapted if they are to reach those who may be isolated or less engaged in their community. Without this support standard community development processes may hand power to better educated and confident community members which can amplify inequalities.

10. BUILDING LOCAL LEADERSHIP FOR AGE-FRIENDLY CITIES

- International examples show that leadership needs to be across organisations and communities, however political support is key.
- There are many exciting, inspiring initiatives across the world, key is having convening and linking ability to maximise impact locally.
- Developing a convincing local story of change and opportunity also critical.
- Let me know if you need anything further.

11. WORKING TOWARDS AGE-FRIENDLY AND DEMENTIA-FRIENDLY PLACES

- Inclusive and intelligent design can benefit a wide range of people, not only those with dementia or who are older, but people with physical, cognitive and sensory disabilities. Should this be higher on the agenda of planning departments and/or a priority for the GM Ageing Hub?
- The voluntary and community sector has a huge contribution to make to supporting the development of more age and dementia friendly places, but there was a helpful challenge about whether this was adequately recognised and utilised currently in GM.
- There was a strong view expressed about the role of and support needed for family carers to enable people living with dementia to experience good quality of life, whilst retaining quality of life for themselves, including employment. It was recognised that caring for a family member with dementia is one of the most demanding and intensive caring roles. Family carers are often the key to many people living with dementia being able to maintain a degree of independence and being able to live in their family home and community.
- There was broad agreement that it made sense for age-friendly and dementia-friendly programmes to pool resources and share practices. When asked for a show of hands, roughly half of the session participants thought that it would make sense for the two programmes to consider coming together more to achieve their aims.

Speakers and Chairs

Mat Ainsworth
GM Public Service Reform

Pauline Baraclough
Age UK Wigan

Anne Berit-Rafoss
Oslo Council

Mike Burrows
Academic Health Science Network

Alison Chambers
Manchester Metropolitan University

Wendy Cocks
Care and Repair England

Marion Coleman
Alzheimer's Society

Michael Contaldo
New Economy

Emily Crompton
Manchester Metropolitan University

Ged Devereux
GM Fire & Rescue Service

Anna Dixon
Centre for Ageing Better

Geoff Filkin
Centre for Ageing Better

Amy Fooks
New Economy

Jane Forrest
GM Public Service Reform

John Hannen
GM Centre for Voluntary Organisations

Yvonne Harrison
Greater Sport

Dan Jones
Centre for Ageing Better

David Lee
The University of Manchester

Mark Leith
GM Public Service Reform

Andrew Lightfoot
GM Public Service Reform

Tony Lloyd
GM Combined Authority

Paul Martin
LGBT Foundation

Louise McDade
Bolton Centre for Voluntary Services

Paul McGarry
GM Ageing Hub

Emma McNamara
Wigan Council

Anne Morgan
New Economy

Sarah Newsam
GM Health and Social Care

Rita Newton
University of Salford

Alana Officer
World Health Organisation

Jenny Osbourne
GM Health and Social Care

Chris Phillipson
The University of Manchester

Steven Pleasant
Tameside Metropolitan Council

Debora Price
The University of Manchester

David Regan
Manchester City Council

Samuèle Rémillard-Boilard
The University of Manchester

Jenny Rouse
Centre for Local Economic Strategies

Jon Rouse
GM Health and Social Care

Caroline Swarbrick
The University of Manchester

Josie Tetley
Manchester Metropolitan University

Patrick Thomson
Centre for Ageing Better

Claire Turner
Centre for Ageing Better

Natalie Turner
Centre for Ageing Better

Elaine Unegbu
GM Older People's Network

Martin Vernon
NHS England

Esme Ward
Whitworth Art Gallery

Rick Watson
GM Growth Hub

Stefan White
Manchester Metropolitan University

Heather Williams
LGBT Foundation

CONFERENCE AGENDA: PLEASE SEE NEXT PAGE FOR AGENDA DETAILS

	ROOM 1 (GARRATT 1) @GMAGEINGCONF1	ROOM 2 (GARRATT 2) @GMAGEINGCONF2	ROOM 3 (DALTON/JOULE) @GMAGEINGCONF3	ROOM 4 (LOVELL) @GMAGEINGCONF4	ROOM 5 (WHITWORTH)
9:30-10:00	REGISTRATION				
10:00-11:00	MORNING PLENARY (GARRATT 1) Steven Pleasant, Alana Officer, Geoff Filkin, Chris Phillipson				
11:00-12:00	INEQUALITIES IN AGEING PRIORITIES FOR ACTION Chris Phillipson, Debora Price, Martin Vernon, Heather Williams, Claire Turner	WORK AND WELLBEING IN MID-LIFE A ROUTE TO INCLUSIVE GROWTH Andrew Lightfoot, Mat Ainsworth, Patrick Thomson, Jenny Rouse, Jenny Osborne	AGEING WELL GM PLANS FOR HEALTHY AGEING David Regan, Sarah Newsam, Ged Devereux, Yvonne Harrison	COUNTERCULTURE NEW NARRATIVES ABOUT AGEING? Esme Ward with Age-Friendly Culture Champions, Elders (Royal Exchange Theatre) and MMU Special Collections.	VINTAGE FM POP-UP RADIO SHOW
12:00-13:00	LUNCH (LANDING) AND SPEAKERS' CORNER (GARRATT 2)				
13:00-14:00	AFTERNOON PLENARY (GARRATT 1) Tony Lloyd, Anna Dixon, Jon Rouse, Elaine Unegbu				
14:00-15:00	REFORMING PUBLIC SERVICES TO CREATE AGE-FRIENDLY PLACES Steven Pleasant, Jane Forest, Anne Morgan, John Hannen, Jon Rouse	WORKING TOWARDS AGE-FRIENDLY AND DEMENTIA-FRIENDLY PLACES Sarah Newsam, Emma McNamara, Marion Coleman, Natalie Turner, Caroline Swarbrick	RELATIONSHIPS AND INTIMACY IN LATER LIFE Paul Martin, David Lee, Josie Tetley, Claire Turner	BUILDING GM'S 'SILVER ECONOMY' Michael Contaldo, Rick Watson, Mike Burrows, Dan Jones	VINTAGE FM POP-UP RADIO SHOW
15:00-15:15	REFRESHMENT BREAK (LANDING)				
15:15-16:15	BUILDING LEADERSHIP FOR AGE-FRIENDLY CITIES INTERNATIONAL ROUNDTABLE Paul McGarry, Alana Officer, Natalie Turner, Anne Berit Rafoss, Samuèle Rémillard-Boilard	CAN WE DESIGN FOR AGEING POPULATIONS? Wendy Cocks, Stefan White, Mark Leith, Rita Newton	INVOLVING OLDER PEOPLE PRACTICAL LESSONS FOR CO-PRODUCTION FROM AMBITION FOR AGEING John Hannen, Pauline Barraclough, Emily Crompton, Louise McDade	CONNECTING RESEARCH, POLICY AND PRACTICE Anna Dixon, Chris Phillipson, Alison Chambers, Amy Foots	VINTAGE FM POP-UP RADIO SHOW

Vintage FM places older people at the heart of a unique combination of radio production training, shows and events, helping to combat loneliness and social isolation.

The project was developed by ALLfm and the age-friendly culture programme in partnership with Anchor Housing, The Royal Exchange Theatre, Manchester Art Gallery and the Whitworth Art Gallery.