PURPOSE OF REPORT

This report updates the Corporate Issues and Reform Overview and Scrutiny Committee on progress made on the Age-Friendly Greater Manchester strategy since the February 2018 report.

RECOMMENDATIONS

Scrutiny is recommended to:

- Note progress made by the GM Ageing Hub and partners on the GM Age-Friendly Strategy since its launch in March 2018
- Endorse the strategic approach set out in this report including the core features of:
  - Ensuring the voices of older people are represented in this work
  - Supporting the development of partnerships that bring together research institutions with policy makers, practitioners and citizens
  - Basing our GM approach on the World Health Organization’s Age-friendly cities and communities programme, whilst acknowledging the social inequalities experienced by many older people in our city-region
  - Promoting a modern and positive narrative on ageing across public services, communities and businesses in GM that emphasises the contribution older people make rather than utilising a deficits approach
  - Positioning the Age-Friendly Strategy as part of the next phase of public service reform, doing ageing differently
  - Continuing to promote GM as a pioneering European and global city-region.
- Support the next phase of development of the GM Ageing Hub and the actions set out in the GM Age-Friendly Strategy
- Support the second phase of GMCA’s five year partnership with the Centre for Ageing Better

CONTACT OFFICERS

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BACKGROUND PAPERS

The following is a list of the background papers on which this report is based in accordance with the requirements of Section 100D (1) of the Local Government Act 1972. It does not include documents, which would disclose exempt or confidential information as identified by that Act.

- Greater Manchester Age-Friendly Strategy [https://www.greatermanchester-ca.gov.uk/media/1166/gm_ageing_strategy.pdf]
1. EXECUTIVE SUMMARY

An age-friendly Greater Manchester is priority ten of the Greater Manchester Strategy. Delivering on this priority is a hugely collaborative undertaking involving partners from across the GM system working together on economy and work, housing and planning, transport, culture, age-friendly places and health ageing.

There are three key objectives for priority ten for 2020:

<table>
<thead>
<tr>
<th>Objective</th>
<th>Progress/Activity</th>
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<tr>
<td>Put in place a network of Age-friendly neighbourhoods across GM</td>
<td>Progress on developing 10 District plans is behind target</td>
</tr>
<tr>
<td>Design and deliver employment support programme for people aged over 50</td>
<td>Activity is on track to achieve 2020 action</td>
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<tr>
<td>Deliver a series of GM showcasing events, positioning GM as global leader in Ageing</td>
<td>Current performance exceeding target trajectory</td>
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We ask for your support in embedding the ageing agenda into the work at district level.

In March 2018, Greater Manchester became the UK’s first age-friendly city region as recognised by the World Health Organization. This status acknowledges the plans we have in place to improve the lives of older people. The role of the Greater Manchester Ageing Hub is to help ensure our policies and strategies translate into real changes for all of us as we age. We are the only place in the UK to adopted this integrated system wide approach to ageing.

Future plans include:
- On 13 February 2019, the second Greater Manchester Age Friendly Conference ‘Doing Ageing Differently’ will bring together GM’s system leaders, older people’s groups, world-leading academics and other partners
- Launch ‘Doing Ageing Differently’ magazine to showcase work and stimulate critical thinking around age-friendly policy and practice, primarily targeted at policy makers and practitioners
- An evidence review for an employability pilot which will inform the scope and focus for the development and testing of new approaches to supporting people aged 50 and over back into work
- Age-friendly supplementary guidance document to support the Greater Manchester Spatial Framework
- International Centre for Age-Friendly Culture at the Museum for Life (Manchester Museum)
- Report by think-tank the International Longevity Centre on how GM can take advantage of the growth opportunities associated with an ageing population
- Building new international partnerships around urban ageing, including with researchers
- Expand membership of GM Older People’s Network, and launch new programme of activities
2. INTRODUCTION

2.1 Greater Manchester Ageing Hub and Strategy

Working with partners, GMCA set up the Greater Manchester Ageing Hub in 2016 to bring together expertise and activity in the field, to embed ageing as a priority within GM policy and to coordinate a strategic response to the opportunities and challenges of an ageing population. The vision is that older residents are able to contribute to and benefit from sustained prosperity and enjoy a good quality of life.

In February 2017, the Ageing Hub was formally launched at the landmark Greater Manchester Ageing Conference along with three key reports on ageing in GM; in May 2017 the Hub Core team was established within GMCA. In March 2018 the Greater Manchester Age-Friendly Strategy was launched with three main priorities:

- To become the UK’s first age-friendly city region
- To be a global centre of excellence for ageing: pioneering research, technology and new ideas
- To increase economic participation amongst older workers

The GM age-friendly programme is based on the concept developed by World Health Organization in 2006/7 (see illustration below) and adapted to reflect GM priorities.

The eight domains of an Age-friendly City
[From the Global Age-friendly Cities guide (2007)]

The World Health Organization’s Global Network of Age-Friendly Cities and Communities now numbers over 800 cities and communities in 40 countries, covering 217 million people worldwide.
The Ageing Hub team consists of a small core team supported by a wider network of colleagues from research, policy and delivery agencies. Further building this ecosystem will be a priority in 2019/20, to increase collaboration, joint learning and reduce duplication across the GM system. Greater Manchester is the only place in the UK with this level of integrated working around ageing covering such a wider spectrum programmes.

The first phase of the Hub’s work has been characterised by:

- Assembling system leadership and resources across our strategic themes
- Developing partnerships with the ten local authorities to support local plans
- Building our national and international profile
- Supporting development of neighbourhood-scale programmes, including Ambition for Ageing
- Connecting researchers with policy-making and delivery
- Supporting elected and senior management functions
- Promoting the age-friendly narrative

2.2 Centre for Ageing Better strategic partnership

In 2016, GMCA signed a five year memorandum of understanding with the Centre for Ageing Better (CFAB), a Big Lottery Funded What Works Centre. CFAB has supported a number of key projects in Greater Manchester, including funding one of the two Ageing Hub core team posts. In the first instance, our joint priorities have been employment and older workers and housing and planning. In November 2018 we agreed the next phase of the partnership will include a focus on age-friendly places. CEO Dr Anna Dixon is speaking at the GM Age-Friendly Conference in February 2019 for which the organisation is hosting an evening reception.


3.1 Introduction

The AFGM strategy is organised around six thematic programmes led by different parts of the GM system,

A. Economy and work – Mat Ainsworth, GMCA
B. Housing and Planning – Anne Morgan, GMCA and Karen Mitchell, Southway Housing
C. Transport – James Baldwin, Transport for Greater Manchester
D. Culture – Esme Ward, Manchester Museum
F. Healthy ageing: health and care – Warren Heppolette, GMHSCP

and four cross-cutting approaches led by GMCA:

G. Research and innovation
H. GM as a Global Leader
I. Communication

J. GM Leadership

3.2 Measuring progress

The set of indicators that currently support the Age-Friendly Greater Manchester priority in the Greater Manchester Strategy (GMS) are currently under review. Working with a wide range of partners and with funding support from the Centre for Ageing Better, the Hub team is working to produce a framework that will provide, a dashboard for the GMS and indicators for local authority partners. In addition, the main thematic initiatives have evaluation built-in, and as resources become available we will be designing evaluation of the effectiveness of the partnership arrangements supporting the programme.

The Adult Social Care project has been working on the co-production of a quality of life framework which encompasses a set of ‘we will’ statements and covers wider determinants which affect health and wellbeing and which are meaningful to the older population and a GM public health outcomes framework will be important aspects of this work.

3.3 Objectives, progress and plans

In each section below:

- The 2018-20 GM Age-Friendly Strategy’s objectives are set out
- Progress made since the strategy’s launch in March 2018 is described
- Plans for the remainder of 2018/9 and outline plans for the forthcoming financial year

There is an element of overlap between the nine sections, so for example our ambitions to promote GM as a Global Leader in ageing are also expressed in the section on research and innovation. Please note that some of the objectives have been amended slightly from the original strategy for clarity.

A. Employment and economy

i. Strategy Objectives

- GMCA and the HSCP will work with DWP, GM Job Centre Plus and Ageing Better to develop new models of service delivery. Our focus will be on community-based hubs designed around the specific needs of older workers.
- Create a GM network of public and private age-friendly employers
- Integrated services to support older workers at risk of falling out of work due to ill-health or caring responsibilities
ii. Progress

Over 50s Employability Pilot: GMCA has been working alongside the Department for Work and Pensions, the Department for Education and the Centre for Ageing Better as part of a budget commitment to develop a new model of employability support for over 50s in GM. A steering group was established with membership from Ageing Better, GMCA, GM Job Centre Plus, DWP, MHCLG and DfE. In order to establish what works in employment support for over 50s, the project is taking a bottom-up approach to design and an iterative approach to testing and delivery. This will enable the development of a model that will enable us to evaluate. We are creating a robust evidence base as a first step to enable the co-design and development of a new model for supporting over 50s back into work. As the first step, P&A consulting were appointed to carry out a Rapid Evidence Review which commenced in September 2018, which aims to provide some lines of enquiry to inform the co-design. It is hoped that the programme will develop a model that can be replicated nationally and understand what works to support future policy and investment decision making at a regional and national level.

The publication of the fourth Working Well Annual Report in July 2018 featured a deep dive into the over 50s cohort on the Working Well programmes. The commissioning of Working Well (Early Help) programme from April to November 2018 will support up to 11,000 Greater Manchester residents who are in work with health conditions or disabilities, who are at risk of falling out of work, or who are newly unemployed due to health issues or disability. It is anticipated that a significant proportion of participants supported through this programme will be aged 50 and over due to the nature of the cohort.

iii. Future plans

An evidence review for the Employability Pilot is due to be completed at the end of December which will inform the scope and focus for the development and testing of new approaches to supporting people aged 50 and over back into work. In early January the project steering group will meet to agree the focus for design of the new pilot programme, working towards the commissioning of the co-design element of the project.

We will develop and publish a GM age-friendly handbook for employers alongside the Centre for Ageing Better – working with Business Growth Hub to input and develop – based on the report published by CfAB -https://www.ageing-better.org.uk/sites/default/files/2018-09/Becoming-age-friendly-employer.pdf, using key GM stats and case studies. Based on the five recommendations in the CfAB report, the GM handbook will guide and signpost employers to help them become more age-friendly.

In addition:

- GMCA is currently working towards becoming a Timewise accredited employer
- GM Labour Market and Skills Analysis, specific to over 50s to be published in early 2019
- Working Well (Early Help) Programme will start delivery in March 2019
- GM apprentice scheme to target older workers through new strategy
- Growth Hub to support businesses with ageing workforce
B. Housing and Planning

i. Objectives:

- Have an age-friendly Greater Manchester Spatial Framework (GMSF) promoting social inclusion and a mix of generations wherever possible, in planning processes and housing developments
- Have an active GM network of age-friendly housing providers promoting innovation
- Age-friendly design principles will inform all GM housing and planning developments

ii. Progress

The multi-stakeholder Housing, Planning and Ageing Task Group has met bi-monthly to ensure coordination and collaboration between various sectors (ageing, housing, planning, social care, design, academia), and work together to develop a shared narrative around housing and ageing through which all work is aligned and framed.

The GM Ageing Hub has contributed to both the GM Housing Strategy and GMSF, and will continue to work with partners in the GMCA housing and planning teams to ensure a unified narrative around housing, planning and ageing within the combined authority.

The Ageing Hub has also worked with researchers from Manchester School of Architecture (MSA) to investigate housing demand in later life, based on an analysis of existing longitudinal datasets. The document, which focuses on a shift in narrative from ‘downsizing’ to ‘rightsizing’, was published in October 2018 with a foreword by Mayor Andy Burnham. This project was funded by Centre for Ageing Better as a scoping exercise for future policy-engaged research, which MSA and GM Ageing Hub has provisionally secured funding for in 2019-2020.

Alongside partners at the University of Manchester and Manchester Metropolitan University, the GM Ageing Hub contributed to a housing roundtable in summer 2018, bringing together academics from around the UK to set out the challenges and opportunities within the ageing and housing sector. This was used to inform the ongoing housing work within the GM Ageing Hub.

Building on work set out in the Population Health Plan, the Housing and Health programme has led on work to explore viable models of cross Greater Manchester Home Improvement Agency (HIA) provision. We want to ensure Greater Manchester has a consistent, cross tenure offer that ensures the home environment promotes independence, supports good health and enables the delivery of care and support in the home. Comprehensive HIA provision can also enable improvements in private sector housing quality. It can be the means by which our vulnerable residents, living in the poorest condition properties are supported to improve their living conditions.

To support the case for change for this project, a cost benefit analysis has been carried out, which demonstrated that, although further work is required to determine delivery model costs, outcomes would be expected in relation to:
- falls (including ambulance use, A and E attendance, admissions, hip and other fractures);
• bed days / length of stay
• cold homes
• environmental quality, and
• quality of life

Working in collaboration with housing colleagues and Foundations (national body for HIA and DFG) an extensive audit of existing provision across Greater Manchester has also been carried out to ensure future provision is built on successful delivery already in the system. Potential models of delivery have been scoped out, looking at pan-Greater Manchester and local future provision alongside a number of policy recommendations and improvements. A system wide consultation on both of these elements will take place in 2019.

iii. Future plans

The GM Ageing Hub will be bringing together the various work streams being developed (supplementary guidance, CfAB research, roundtables etc) into a single report, establishing a series of recommendations and medium/long term objectives for the Ageing Hub’s housing work.

We will be developing a supplementary guidance document to support the GMSF to support LAs to develop their housing and ageing strategies. This is being produced by various members of the GM Housing, Planning and Ageing task group, and will offer a curated series of case studies to demonstrate a city-region wide narrative around housing and ageing. The document will be produced in close collaboration with the GMCA planning team, and will be released to align with the summer 2019 release of the GMSF, following the next round of consultations.

We will be working with MSA to develop a follow-up to the rightsizing research. This project will examine the relationship between housing aspiration and the current/potential housing offer within Greater Manchester, explore the dynamics of availability and accessibility of older people’s housing options. The project will explore need and aspiration in relation to opportunity and constraint – working with both older resident and Local Authority planning teams to establish what can be achieved now and in the future. The research team will work with planning teams in three pilot areas to co-produce local neighbourhood housing and ageing strategies, and a toolkit to support the rollout of this approach.

We plan to convene a roundtable in spring 2019 for housing developers, operators and consultants to explore the how the private sector can respond to the opportunities of an ageing population. This will inform the development of various part of the Age-Friendly Housing and Planning work plan, and help develop stronger connections with housing providers.

In April 2019, the Ageing Hub will be establishing a GM Age-Friendly Design Network, bringing together a group of students, researchers, policy makers, planners and architects who are working together to explore the role of design in making the city-region more age-friendly. The key aim is to provide a positive environment to learn about new research, policies, standards and initiatives within the city-region, so that practitioners are well informed and can integrate age-
friendly concepts into their research, practice or policies. The network will be focused on a series of forum events throughout the year, which will be coordinated by GM Ageing Hub.

C. Transport

i. Objectives

- Age-friendly approaches will be integrated in the GM transport network
- Age-friendly principles will inform the design of transport facilities
- The voices of older people will be reflected in Transport for Greater Manchester’s engagement strategy

ii. Progress

The GM Ageing Hub has continued to work with Transport for Greater Manchester to explore and bring forward a number age friendly transport initiatives. To further understand what an age friendly transport network looks like, what the mobility challenges are that older people face and what older people think the transport priorities should be, TfGM and the GM Ageing Hub jointly commissioned Dr Charles Musselwhite from the Centre for Innovative Ageing (CIA) based at Swansea University to undertake a research study.

The study included a review of current GM policy along with workshops with older people in Tameside, Bolton, Bury, Oldham, Wigan, and Salford. The study was also informed by events held in Manchester organised in by Ambition for Ageing and the GM Older People’s Network.

The study identified a range of transport challenges for older people and made a number of recommendations which were presented to the Transport for Greater Manchester Committee in September 2018. The Committee instructed TfGM to work with the Ageing Hub and other sectors such as health to develop an Age Friendly Transport Policy and Action Plan in response to the study.

Along with the study a number of initiatives and programmes were also delivered or progressed in 2018 which will benefit older people:

In April 2018 the Women’s Concessionary Travel Pass was introduced for the women most affected by the 2011 state pension age changes, allowing them to access free off-peak travel within Greater Manchester from the age at which they would have retired prior to the 2011 changes.

A bid has been submitted to the Government’s Access for All fund to provide step-free access at 10 rail stations across Greater Manchester. The outcome of the bid is likely to be announced in March 2019.
The ‘Please offer me a seat’ initiative was launched in September 2018 aimed at to help make journeys easier and more comfortable for people who find it harder than others to stand up when travelling on public transport. 1555 badges have been ordered to date.

All TfGM bus station, interchange and Travelshop staff (~170) have attended dementia awareness sessions and TfGM are supporting the Guardian Angel Scheme. Dementia friendly walks also took place during TfGM’s walking festival in May 2018.

Safer Roads Greater Manchester, a multi-agency partnership including TfGM, district councils and GMP launched a pilot in Stockport offering a free ‘Safer Driving for Longer’ course for experienced older drivers to reflect on their own driving, increase confidence in their ability and also to consider efficient alternatives to driving.

iii. Future Plans

In early 2019, as directed by the TfGM Committee, an Age Friendly Transport Policy and Action plan will be developed and begin to be implemented.

The plan will aim to respond to the recommendations of the transport study as well addressing some of the other challenges identified by older people. The plan is still at a draft stage, but is likely to include how to involve older people in the transport planning process; promotion of the support and services already available for older people; exploring the benefits of concessionary travel for older people; working with the health sector to promote social prescription of walking and cycling; raising awareness of dementia and challenges for older people more broadly with private transport operators, including taxis and private hire vehicles; investing in the Ring and Ride service; and an Age Friendly Pedestrian Crossing policy.

Progress is also expected with more strategic objectives such as simplification of fares and ticketing on the Metrolink network and further exploration of the new powers to improve bus services.

D. Culture

i. Objectives

- Mainstream culture within ageing priorities and practice for the widest benefit and impact of GM residents
- Promote a shared commitment and activities to reach those who are least likely to participate
- Enable and promote later life creativity and talent
- Manchester Museum (as part of the Museum for Life) will be home to a new GM-based Centre for Age-Friendly Culture
ii. Progress

Culture Champions is a large-scale volunteer ambassador scheme for older people, currently well-established within the city of Manchester. Manchester Museum is working with GMCA, the Great Place Scheme, GMCVO and Ambition for Ageing to further develop the Culture Champion scheme and roll out across new districts of Greater Manchester. An Age-Friendly Culture Champions Manager (Greater Manchester), based at Manchester Museum and GMCA, working across Greater Manchester was appointed in November 2018.

In partnership with and supported by Greater Manchester Ageing Hub, Manchester Museum and GMCA (via Great Place Scheme) will create an International Centre for Age-Friendly Culture. The Centre will profile and share expertise and practice in relation to age-friendly culture (this includes parks and green infrastructure), build local and international partnerships, and seek to influence sector thinking and policy around the value of culture to active ageing and generational cohesion.

iii. Future plans

The Culture Champions programme will call for proposals to GM districts, with a bidding phase for GM districts to apply for funds to run Culture Champions January - February 2019. The delivery of Culture Champions in GM districts will begin in March 2019. The International Centre for Age-Friendly Culture scoping exercise will be completed by February 19, led by Phil Cave, ex-Director of Engagement at the Arts Council.

E. Age-friendly places

i. Strategy objectives

- Establish age-friendly place-based initiatives in 50 neighbourhoods as part of public service reform and health service integration programmes, building on learning from the £10m GM Ambition for Ageing programme and other research programmes including the ‘village model’ developed in north America
- Promote intergenerational approaches to age-friendly projects
- The Greater Manchester Older People’s Network informs and influences GM strategies and decisions that affect older people

ii. Progress

The Hub has established a group of Local Authority leads to share good practice and support the development of local age-friendly plans. With the support of the Centre for Ageing Better, this group were given six training sessions on the WHO age-friendly domains and core principles.

The Local Industrial Strategy includes action to develop a GM approach to ageing-in-place, setting out the social and economic case for neighbourhood scale working. A review of research
and policy initiatives has been carried out and a collaborative group has been established to steer this work in 2019.

In June 2018 GM hosted a visit of the All-Party Parliamentary Group on social integration as part of their fact finding exercise on intergenerational working. Chair Chukka Umunna MP met with members of the GM Older People’s Network and Youth Combined Authority, along with students and staff from Manchester School of Architecture and the Manchester Cares project.

The Ambition for Ageing programme has played a key role is developing our understanding of ageing in place through its action research approach. Hosted by GMCVO, Ambition for Ageing approaches the development of age-friendly communities through a series of small projects building on local strengths, alongside larger projects targeting specific issues and allowing for more detailed research. The AFA Equalities Board, hosted by the LGBT Foundation, feeds into all levels of the programme to identify learning around equalities and marginalisation. Recent programme highlights include:

- The GM Festival of Ageing with 376 activities organised across the ten districts of Greater Manchester
- Support to the delivery of the Mayor's Age-Friendly Communities Challenge
- Report on social isolation and older black, Asian and minority ethnic people in Greater Manchester with MICRA at The University of Manchester
- Worked with the GM Chief Resilience Officer to produce a significant study on ageing and resilience that will inform the new GM Resilience Plan
- Building 25 age-friendly neighbourhoods, directly funded 46 partner organisations who in turn support hundreds of small community groups and delivered 1263 projects and activities
- Mobilised over 13000 people to design and deliver projects that have improved the lives of many thousands of older people.

The GM Active Ageing programme is testing out place-based approaches to promoting levels of physical activity amongst people in mid and later life. A partnership between Greater Sport, Sport England and the HSCP, the programme is working with eight local authority partnerships. Research and evaluation for the project is being delivered by The University of Manchester.

iii. Future plans

Options for place and neighbourhood working for GM will be published as part of the Local Industrial Strategy. GMCA will be working with the LGBT Foundation and Manchester City Council to develop a strategic plan for older LGBT people.

Each of the ten local authorities will have developed their age-friendly plan by 1st April 2018. This is a summary of the approach being taken and priorities identified by each of the local areas.

The next steps for the Ambition for Ageing programme include:
- Ensuring the 25 Age-Friendly Neighbourhoods are firmly established and become a foundation for a growing movement for change
• Support the GM Ageing Hub to develop and deliver the next phase of the Mayor’s Age-Friendly challenge
• Develop a Sustainability and Legacy plan to identify how we can support the voluntary sector to take a full role in the leadership of place based approaches beyond the programme’s planned end date of March 2020
• Produce guidance on how to develop and sustain the social infrastructure essential for community activity and informal social networks to thrive
• Launch a programme of community-led research into inequalities and marginalisation
• Start to deliver a campaign Greater Manchester Through the Eyes of Older People where a group of community reporters will work as a “newsroom” to create a broad range of stories highlighting how older people in Greater Manchester are changing the places in which they live.

F. Healthy ageing

i. Objectives

• Link age-friendly and Dementia United programmes
• Establish a programme to increase rates of physical activity amongst people in mid and later-life
• Explore uptake and engagement of social prescribing approaches
• Support development of electronic frailty index in primary care to identify older people at risk
• Co-ordinate action to prevent falls
• Improve diet and hydration among older people
• Enhance mental health in older age by a focus on depression
• Integrate health and social care services and commissioning leading the improvements in home care, and residential and nursing care services

ii. Progress

Due to the wide range of activities in this work stream we have provided some exemplar projects.

Exemplar One from one of the sub-themes from the Adult Social Care Transformation Project: The team has been working with localities to develop the care at home offer underpinned by the Living Well at Home framework which supports a reform of care at home and encompasses a wider system and community approach, a better workforce deal and innovative models of care and support. This is illustrative of the activities undertaken:

• Connected to the 10 localities to develop a shared view on care at home, what ‘good’ looks like, and how it fits into the comprehensive models of integrated health and social care.
• Looked to identify what we could do together to strengthen local models to save us doing, describing or discovering every aspect ten times over, strengthen collective impact.
• Delivery group and work stream leads confirmed in conjunction with key partners. (work streams = personalised care and support, quality, workforce, high impact care, tech and innovation and reforming the wider system)

• Completed appreciative enquiries in all localities to understand each locality’s implementation path to further support the refinement of the critical elements of the model for the reform of care at home.

• Citizens Jury - ‘Shared Future CIC’ has been commissioned by the ‘Jam and Justice’ academic research programme to deliver an Inquiry into The Challenge of Care at Home, using co-production to bring together different voices and expertise through Action Research.

CQC ratings in care home and homecare CQC ratings across GM are improving. Although the percentage is lower than regional and national figures, the actual rate of improvement is faster.

Exemplar Two is from Dementia United’s (DU) work programme:
DU undertook an extensive series of engagement sessions with all localities in Greater Manchester (GM) in autumn 2017 leading to 2018-2021 Work Plan aimed at improving dementia services and reducing variability. The challenges which localities face and which were identified as being suitable for being addressed at a GM-wide level were grouped into nine thematic areas (a tenth, Delirium) was added later to incorporate work already underway). The Dementia United programme has been developed a Dementia Lived Experience Barometer. This is innovative and will be the first of its kind in the UK. It is designed to reduce variance and improve quality post diagnosis. DU will be commissioning an external partner with whom the Barometer will be developed.

Exemplar three:
GM nutrition project and hydration project rolling out training as part of the project to frontline staff and volunteers to identify people at risk of malnutrition including; homecare agencies, housing providers, local Age UKs, council care teams, leisure staff and many others. This project is fighting malnutrition and dehydration amongst ageing populations and was launched across the five localities; Bolton, Bury, Oldham, Rochdale and Stockport. There was activity during Malnutrition Awareness Week in October to raise awareness including a Nutrition and Hydration conference in GM and Rochdale. Local launches for the programme linked to other events in the area. The Paperweight Armband press launch in Salford, this was covered on ITV news and BBC Radio Manchester.

iii. Future plans

• Development of a GM Active evaluation framework has been completed and will be adopted
And the GM Dementia Dashboard will go live

• Investment in Mental Health Wellbeing has been agreed. The next step is to explore potential investment in mental wellbeing of older people with GM Ageing Hub

• Falls resources have been developed with GM stakeholders. The next phase is to work with partners to roll out of Falls Prevention best practice resources.

• Explore how GM 'social prescribing' can be better informed by using behavioural insight to inform uptake amongst older adults.
G. Research and Innovation

i. Objectives

- Showcase GM’s world-leading research on ageing to local public service leaders and practitioners
- Review and publish opportunities for cross-sectoral cooperation
- Host an event for EU innovators in age-friendly practices

ii. Progress

Our research centres, across the University of Manchester, Manchester Metropolitan University and the University of Salford have seen good progress. The University Of Manchester is hosting a Policy Research Unit on healthy ageing funded by National Institute of Health Research, a fantastic opportunity for us to work together collaboratively. We continue to work closely with academics at Manchester Metropolitan University, both from the Manchester School of Architecture around age-friendly housing and planning, and the school of nursing on sex and intimacy in later life. The University of Salford has established an Ageing and Dementia Hub with work streams on positive ageing and independent living, positive ageing together (care homes), ageing with dementia, and technologies and innovations for ageing. In July 2018 the three universities co-hosted the British Society of Gerontology conference in Manchester which ran alongside the EU Falls Festival, together they attracted around 750 researchers and practitioners to our city-region, some of whom also participated in the GM Festival of Ageing.

The Local Industrial Strategy Grand Challenge on Ageing has been an important focus for GM partners in 2018. The joint agreement with Government, launched in October 2018 set out four priorities for GM: older workers; social care transformation; a strategy to support ageing-in-place and developing a GM platform to promote business, public and social innovation. The first three elements of this work are described in the relevant sections elsewhere in this report. The last element – developing a GM ageing innovation ecosystem - has included working with GM partners such as the Growth Company; local businesses, universities, local authorities, NHS and Health Innovation Manchester to identify key opportunities.

iii. Future Plans

- The International Longevity Centre will bring forward proposals for GM to take advantage of growth opportunities associated with ageing populations
- We will submit a bid to the Innovate UK Ageing Society Challenge Fund
- The Ageing Hub is co-funding two small scale research projects through the MICRA Seedcorn competition at The University of Manchester. Health psychologist Dr Alex Hall is researching financial capacity assessments of older adults, and social statistician Dr Kingsley Purdam’s project will look at understanding the barriers to voting in late old age
- The Hub will agree a series of MOUs with the GM universities on areas of joint interest and collaboration
H. Developing GM as a Global Leader

i. Strategy objectives

In our strategy we set out the aim that by 2020, “we will have established Greater Manchester as an international centre of excellence in ageing, developing strategic learning partnerships focused on creating impact, and pioneering new research, technology and solutions across the whole range of ageing issues.”

ii. Progress

In support of this aim GM has taken some important steps, not least our accreditation in March 2018 by the World Health Organisation as the UK's first age-friendly city-region. This is recognition that GM has a clear plan to improving the lives of older people, with political support and a substantive voice for older people in our work.

GM has been building links with a range of international and national agencies to share good practice and promote the role of city-regions in the development of polices and strategies to support ageing populations. Through our membership of the Eurocities platform, we successfully bid as lead city of eight, to an EU fund called ESPON to fund a twelve month action research project on urban ageing. This work consolidates our partnership with Barcelona and forges new relationships with Amsterdam, Oslo, Gothenburg and three other partner cities.

In addition, colleagues from GM Ageing Hub stakeholders have given presentations at significant international conferences including in Rome, Tokyo and Boston, and we have hosted study visits by ILC Japan, the Czech government, California, Barcelona, Finland, Melbourne, and a Canadian research mission. Collaboration on urban ageing strategy is also included in the recent bilateral agreement between GMCA and Barcelona local government. Ambition for Ageing published a report ‘Resilience in an Ageing Greater Manchester’ in response to working with GMCA Chief Resilience Officer Kathy Oldham. The findings were shared at a plenary session at the European Forum for Disaster Risk Reduction in November.

iii. Future plans

In addition to the launch of the ESPON project in January, we are also working with Eurocities, Metropolis (world association of the mayor metropolises) and the World Health Organization Europe Office on new partnerships to promote city-to-city collaboration. Our February conference will host two sessions on international working and the Hub will host a session at 2019 World Healthcare Congress, being held in Manchester. Our work on the development of an international centre on age-friendly culture is set out above in section H.
I. Communication

i. Strategy objectives

- To establish the age-friendly model as a framework for ensuring social inclusion in later life across Greater Manchester, with an emphasis on co-design with older people and improving the quality of later life in GM
- To re-frame the current policy narrative around the ageing of the GM population, to one around assets and opportunities, addressing the needs of different birth cohorts, these varying in size, resources and attitudes

ii. Progress

In March 2018, Greater Manchester became the UK’s first age-friendly city region as recognised by the World Health Organization and the GM Age-Friendly Strategy was launched. An Age-Friendly Greater Manchester is priority ten in the Greater Manchester Strategy, and in August the GM portfolio name changed from ‘Equalities, Fairness and Inclusion’ to ‘Age-Friendly Greater Manchester and Equalities’ to reflect this. In July, over 12,000 people took part in over 350 events across the city region for the Greater Manchester Festival of Ageing. The majority of festival events were designed and led by older residents, with local celebrations including wall climbing, singing groups, digital workshops and walking football.

The Age-Friendly Greater Manchester web page is hosted on the GMCA website with links to the GM Age-Friendly Strategy document and the citizen-friendly version of the strategy, to key documents from the 2017 ageing conference, and to the Ageing Hub’s monthly newsletter. The Ageing Hub is active on twitter, promoting age-friendly related news and activity to over two thousand followers.

The Mayor’s Age-Friendly Challenge was launched at the Festival of Ageing, with a further publicity campaign delivered around International Older People’s Day on 1 October. The Challenge prompted fifty applications, practical examples of what age-friendly means at a local neighbourhood and community level.

We are working with each of the ten local authorities as they produce their local age-friendly plan, and a series of six training modules on age-friendly practice were delivered to GM local authority lead officers on ageing in conjunction with the Centre for Ageing Better. This pilot training module is now being revised and will be rolled out more widely by the Centre to the UK Network of Age-Friendly Communities. To date, over 300 businesses across GM have signed up to the Take A Seat campaign to be more welcoming to older people by offering a seat, a drink and where available access to a toilet.

iii. Future plans

A second ageing conference is taking place on 13 February 2019, ‘Doing Ageing Differently: Greater Manchester Age Friendly Conference’. The Mayor will be opening the conference and announcing the successful applicants to the Mayoral Age-Friendly Challenge. We anticipate the
350 places to be oversubscribed and are targeting practitioners and policy makers within the GM system.

The conference will also see the launch of the new Ageing Hub magazine ‘Doing Ageing Differently’, a name based on the new sub-brand for ageing within the Greater Manchester brand portfolio. The magazine will showcase the work we and partners are doing across the ageing portfolio, and stimulate critical thinking around policy and practice. Future plans include creating a facts and statistics resource around ageing for the city region, and further developing our web presence to include signposting to online resources around age-friendly.

J. Leadership

i. Objectives:

Build a broader-based, polycentric, dynamic leadership of the ageing agenda at all scales and geographies:

- Establish leadership bodies to oversee the programme
- Set up a range of thematic partnership groups
- Ten district age-friendly strategies delivering evaluated improvements for local areas
- Ensure older people are represented in the age-friendly programme

ii. Progress

The Hub has established two leadership groups to give strategic leadership to the programme: an Executive which brings together senior colleagues GMCA and the Health and Social Care Partnership, whilst the Steering Group brings together a wide range of GM partners to drive forward our strategy. Pam Smith, Chief Executive of Stockport Council chairs both groups; Councillor Brenda Warrington is the Portfolio Lead for GMCA for the age-friendly programme. The Hub has also convened a group of elected lead members on ageing issues. A range of task groups now meet and give leadership across the six thematic priority areas.

During 2018, the Greater Manchester Older People’s Network was established with the support of the Ambition for Ageing programme and MACC. The Network is represented on key GM bodies, including the Hub’s Steering Group and has held events on transport and health and social care.

iii. Future plans

The Older People’s Network is planning to expand its membership across the ten GM local authority areas, and is launching a new programme of activities following a consultative event in January 2019.
Table 1: Action at Local Authority level

<table>
<thead>
<tr>
<th>Locality</th>
<th>Overview</th>
<th>Key projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolton</td>
<td>Bolton’s Vision Strategy 2030 has a key theme ‘Ageing Well’, with a commitment to an Age-Friendly Town. Bolton is committed to developing an Age-Friendly Strategy and is currently identifying the appropriate system leads and key organisations.</td>
<td>Bolton have tested an approach to creating a Dementia-Friendly Community within one area of Bolton (Horwich) working with local community and voluntary sector, and businesses’. We are now exploring the possibility of using this approach across the borough adopting the more inclusive term ‘Age-Friendly Community’.</td>
</tr>
<tr>
<td>Bury</td>
<td>A survey to look at what people think about their local area in relation to the WHO liveability domains, this will act as a baseline for future work in each of our townships</td>
<td>Developing age-friendly and dementia-friendly detailed ‘live’ action plans and have started to meet with local groups to co-produce.</td>
</tr>
<tr>
<td>Manchester</td>
<td>Locality Plan, Manchester: A Great Place To Grow Older 2017-2021 launched in October 2017. Subsequently developed a 2 year delivery plan which describes the actions which will underpin the strategy’s priorities.</td>
<td>Developing a commissioned age-friendly neighbourhood working model; employment in the over 50s and becoming an age-friendly employer; developing an age-friendly approach to the Northern Gateway, taking advantage of the Local Industrial Strategy; and developing an age-friendly communications standard.</td>
</tr>
<tr>
<td>Oldham</td>
<td>Oldham have a draft framework based on the Oldham model of ageing well in an inclusive economy; with co-operative services and thriving communities. This is currently being tested across the Council and the Partnership with the aim of finalising by March 2019.</td>
<td>Oldham has launched a Social Action Fund of up to £850k to fund 2-4 to tackle social isolation and loneliness. Social prescribing continues to grow. A winter wellness communications plan is in place for the over 65s. The Ageing Well Hub supports over-50s opportunities. Age UK have been offered a free space in Oldham town centre to develop an informal hub in 2019.</td>
</tr>
<tr>
<td>Rochdale</td>
<td>Age-Friendly Rochdale Steering Group membership agreed, and will produce and lead on our Age-Friendly Rochdale plan. 2 meetings have taken place so far. WHO 8 Domain Framework is being populated to help identify all the key projects and policies in place and also where the gaps are.</td>
<td>Befriending service which helps older people through 1:1 volunteer befriending. Development of age-friendly activity programmes for over 55 age group with caring responsibilities using Hollingworth Lake Country Park as part of Sport England Active Ageing programme</td>
</tr>
<tr>
<td>Salford</td>
<td>Between 2014 - 2018 a wide range of engagement activity with and by a number of stakeholders including older people has resulted in Salford Age-Friendly Salford has supported a number of projects which are developed and monitored through the Older Persons Network - which brings together over 60 older people.</td>
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</tr>
<tr>
<td>Location</td>
<td>Description</td>
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</tr>
<tr>
<td><strong>Age-Friendly City Base Line Plan</strong></td>
<td>people from across Salford to work on priorities which are important to them against the Salford Age-Friendly Visions.</td>
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</tr>
<tr>
<td><strong>Stockport</strong></td>
<td>Age-friendly local strategy and action plans in place, working with local leads to develop an annual plan for 2019. Age-friendly consultation currently live, results will be analysed in January to inform the annual work plan. Stockport is welcoming Reading Friends project this year, building on the assets of libraries to offer groups and activities. Active Ageing also a key programme for the year, working with Life Leisure, Age UK Stockport, Stockport Homes and Stockport Council to increase the number of older adults who are physically active.</td>
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<tr>
<td><strong>Tameside</strong></td>
<td>Update: Draft Tameside Age-Friendly Community Strategy completed and presented to the Tameside AFC Strategy group. The Strategy will now progress through governance and consultation processes for final approval and sign-off. The Take a Seat Campaign was launched in October during Golden Harvest celebrations on National Older People Day. The Silver Cord befriending service is going from strength to strength, recruiting volunteers and supporting local people to engage in community activities. Success of the shed has enabled new cook and eat sessions.</td>
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<tr>
<td><strong>Trafford</strong></td>
<td>Trafford is developing its strategy following a community engagement survey, using the WHO core indicators as discussion points. Following the analyses of the survey data, a number of thematic engagement sessions, will further inform our understanding of the issues and challenges facing different populations. The survey results will support the Commissioning Intentions Plan (Strategy) outlining the local offer, for older people. The Plan will: • Build on the strengths and opportunities currently available in Trafford; • Prioritise the issues identified in the assessment; • Generate an inventory of resources across local stakeholders; • List the proposed actions; and • Connect to the guiding principles in the Age-Friendly Charter.</td>
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<tr>
<td><strong>Wigan</strong></td>
<td>Baseline position and final draft of the Age Well strategy on a page being developed with ongoing engagement with local people and partners across the system. Developing and embedding the work as part of wider system transformation and integration. Successful implementation of ‘Homesafe’ run by Pensioners Link- a new service that supports older people to be discharged from hospital. As part of Care Home Reform – implementation of an Active Care home programme across 15 care homes and one extra care setting.</td>
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</table>
4. **CONCLUSIONS**

4.1 **GM systems change and national leadership**

Creating an age-friendly Greater Manchester requires a system wide programme of activities addressing the challenges and opportunities of an ageing population in the broadest possible context. It’s a team approach, with the Ageing Hub working alongside a wider network of colleagues from research, policy and delivery agencies. Further building this ecosystem will be a priority in 2019/20, to increase collaboration, joint learning and reduce duplication across the GM system.

Currently Greater Manchester is the only place in the UK operating with this level of integrated working around ageing covering such a breadth of programmes and involving such a range of partners. Nationally as well as internationally, we are seen as leaders in our field; our new brand is ‘Doing Ageing Differently’ captures this well. We hope you will endorse and continue to support this important programme of work as one of Greater Manchester’s key strategic priorities.
Appendix 1

Greater Manchester Strategy Performance Data

Priority 10 (An age-friendly Greater Manchester)

- GM is generally thought to be on track to deliver its Implementation Plan ambitions under this priority, although progress in developing ten locality plans for age-friendly neighbourhoods is behind target and rated amber.
- In terms of the Performance Report measures, GM’s progress is generally slightly behind target (shown as amber), with the exception of the employment rate for 50-64 year-olds, where performance has been stronger than expected.

<table>
<thead>
<tr>
<th>By 2020 we will... (RAG rating on overall progress towards achieving 2020 Action)</th>
<th>Comment on assessment of GM’s ability to achieve 2020 action</th>
<th>Apr - Sep 2018 Milestone</th>
<th>Apr - Sep 2018 Milestone Performance Update</th>
<th>New Milestone Oct 2018 - Mar 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.1 Put in place a network of Age-friendly neighbourhoods across GM</td>
<td>Progress on developing 10 District plans is behind target</td>
<td>WHO endorsement of GM as first UK Age Friendly City Region</td>
<td>Accreditation received Feb 2018; public announcement by the Mayor March 2018</td>
<td>• Action plan produced jointly with TfGM by December 2018 • Plans in place by March 2019 • Launch in Tameside • Continued delivery of programme by GreaterSport</td>
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<td></td>
<td></td>
<td>Published TfGM / GMCA report on ageing &amp; transport</td>
<td>Draft report presented to TfGM committee and GM Ageing Hub Steering Group Sept 18</td>
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<tr>
<td></td>
<td></td>
<td>10 Local Authority Age-friendly plans in place</td>
<td>Plans are in place for a number of LAs, but further development is needed in others.</td>
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<tr>
<td></td>
<td></td>
<td>Rolled out Take a Seat programme to 500 GM stores and shops</td>
<td>By Sept 18 GM Housing Providers has rolled out Take a Seat programme to 300 sites across GM</td>
<td></td>
</tr>
<tr>
<td>10.2 Design and deliver employment support programme for people aged over 50</td>
<td>Activity is on track to achieve 2020 action. Current performance exceeding target trajectory</td>
<td>Engaged with DWP, Jobcentre Plus, CFAB and local agencies to develop a more effective place-based and person-centred service offer for older workers</td>
<td>Steering and Operational Groups established with GMCA, DWP, DfE, MHCLG, JCP and CFAB. 5 year test and learn programme agreed and funding secured from CFAB for initial evidence review phase. Evidence review commissioned in Sept.</td>
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<tr>
<td>• Evidence review will be completed by Jan 2019, with interim mapping of the evidence review produced by mid-October 2018. Key lines of enquiry established to test new service offers and initial pilots agreed.</td>
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<tr>
<th>10.3 Deliver a series of GM showcasing events, positioning GM as global leader in Ageing</th>
<th>Activity is on track to achieve 2020 action</th>
<th>Hosted European Innovation Partnership / Eurocities event focused on Devolution and ageing and British Society of Gerontology conference</th>
<th>Delivered July 2018.</th>
</tr>
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<tbody>
<tr>
<td>• Appoint successful delivery partner</td>
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<tr>
<td>• Deadline for applications Dec 2018, winners announced at GM Age Friendly Conference Feb 2019</td>
<td>Launched EU-funded research programme on urban ageing</td>
<td>Out to tender</td>
<td></td>
</tr>
<tr>
<td>Issue Mayoral “challenge” to GM agencies and communities on making GM more age-friendly</td>
<td>Issued July 2018, with follow up communications scheduled for 1 October International Older People’s Day</td>
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</table>

Launched £1m Greater Sport programme to increase physical activity amongst older people  
Launched March 2018, all funding commissioned  
Held GM Festival of Ageing (July 2018)  
Held 2-15 July 2018; over 12K people took part in 350 events across GM, the majority of which were designed and led by older people  
10.2 Design and deliver employment support programme for people aged over 50  
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**Priority 10 – An age-friendly Greater Manchester**

**GM’s Indicators**

<table>
<thead>
<tr>
<th>Key Indicator</th>
<th>Percentage</th>
<th>Target</th>
<th>Progress</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>80.6% of older people engaged in an activity</td>
<td></td>
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<tr>
<td>67.6% of older people rate their overall life as good</td>
<td>67.6%</td>
<td>68%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,398 cases of loneliness reported in June 2016</td>
<td>2,398</td>
<td></td>
<td></td>
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<tr>
<td>44.7% of older people rate their overall health as good</td>
<td>44.7%</td>
<td>45%</td>
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</table>

**Supporting indicators**

In 2017/18, there were 766 admissions to residential and nursing care per 100,000 85+ GM residents aged 85+; down from 2013 to 2017/18, but significantly lower than 2016/17 England average figure per 100,000.

42.6% of deaths in GM during the year to June 2018 occurred at the person’s usual place of residence, slightly above the figure for the previous year (41.3%). We know the highest percentage for the period is 44.3% (2015/16). All other regions are below 40%.

**Causes and opportunities**

- All of the Priority 10 indicators have been tracked in the context of the Older People’s Health and Wellbeing Strategy, which sets out to reduce loneliness and improve the lives of older people.
- The GM Older People’s Health and Wellbeing Strategy sets out to increase the number of older people who are physically active and engage in social and community activities.
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**Notes**

- The GM Older People’s Health and Wellbeing Strategy is a key part of the GM Older People’s Health and Wellbeing Strategy, which sets out to reduce loneliness and improve the lives of older people.
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**Examples**
