

**MANCHESTER:  
A GREAT  
PLACE  
TO  
GROW  
OLDER**

2010~2020







*“When I r  
I’d like to  
Manch*

*retire,  
to move to  
Manchester.”*

**T**hat's not a statement you hear very often. Few outside the city would list Manchester as a place to settle in old age; there are no sea views, it isn't particularly peaceful, and the climate leaves much to be desired.

It's why many would say we're kidding ourselves if we think we can make Manchester into a great place to grow older. They'd say Manchester is a city centred around younger generations, and that older people here have to deal with issues those living in towns and villages avoid. To some extent, we'd agree we face big challenges, but we'd also say Manchester has a great deal to offer its older people, including the strength of its ambition to become a place where they can thrive.

Valuing Older People (VOP) is a unique partnership between Manchester City Council, NHS, the voluntary sector and most importantly Manchester's older residents. It was formed in 2003 to improve services and opportunities for older citizens. Our progress so far is significant. We won't go into our achievements here (ask for a copy of our Update Report or turn to page 10 for a brief summary) but we will say there has been a measurable improvement in the quality of life of older citizens. As a result, Manchester is now seen by policy-makers as leading the way in creating an 'age-friendly city'.


This strategy explains how we're going to build on that reputation over the next ten years to 2020. It presents a vision of Manchester as a place where older people are more empowered, healthy and happy. **It also details a range of significant changes and proposals that we will achieve over the next two years.** It's aimed at anyone interested in improving life for older citizens: policy-makers, age-sector staff, academics, and of course, older people themselves. Older citizens have led our work from the start and will continue to do so.

We've organised our strategy into eight programmes of work that cover all aspects of city life, and produced actions for each one for the next two years. In the last part of the strategy, we explain how we're going to measure our success.

We aim to make people dream of moving to Manchester when they retire, and we are confident we can make this a great place to grow older. It's an ambitious aim that will require major changes to services for older people – but it's one that we're determined to achieve.





















Councillor Val Stevens  
Deputy Leader  
Manchester City Council  
October 2009



**We are building  
on our reputation  
over the past**

**years and  
planning  
the next  
ten years.**

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*The world's  
first industrial  
city aspires  
to be its first  
age-friendly city.*

**Part**

**Introduction**

# Who we are

**T**his strategy was produced by the Valuing Older People partnership (VOP), an initiative to improve life for older people in Manchester involving a number of different services, organisations, agencies and, most importantly, older Manchester residents.

The VOP team is part of Manchester's Joint Health Unit, which is based in the Council's Chief Executive's Department. We work closely with a board of older residents who hold us to account for our work.

Throughout this document, you'll find references to 'we'. This refers to VOP as a whole, including the older people involved and our partners, and not just the VOP team. At the end of each section, you'll find a list of the main partners, groups and agencies involved in delivering that part of the strategy.

# What we do

VOP aims to ensure that people and organisations all over Manchester are striving to make this a great place to grow older. That includes residents, public sector agencies, voluntary organisations, charities, and private companies who deliver services to older people.

We're often asked at what age you become an 'older person', but we rarely answer with a number. Different people are affected by the issues we tackle at different ages, so there is no set point. Rather than organise our work around fixed age groups, we base it around key events in people's life-course, such as retirement and bereavement. In this way, we can support people as they move through the major changes associated with growing older.

# What we've achieved

**Since VOP was created in 2003, more older (and younger) people think their neighbourhood is 'a good place to grow old'.**

And it isn't only residents who have noticed improvements. Manchester is now recognised nationally as one of the UK's leading cities for developing innovative projects that enhance the wellbeing of older citizens. The Audit Commission recently said that: 'Manchester City Council has developed a good strategic approach to older people, with many examples of good engagement and consultation processes leading to positive outcomes.'

Our achievements so far are detailed in the VOP Update Report 2004–08. We still have a lot of work to do to ensure that every older Manchester resident has a good standard of living. Part two of this strategy details what that work will be.

# How we consulted

**Following extensive consultation with our older citizens, coupled with our learning and research, we identified the five priorities that became the strategic objectives. The strategy was informed by the consultation process held in 2008 and 2009, which included:**

- » Topic-based workshops
- » Three consultation events, in east, central and south Manchester
- » The convening of an Advisory Panel of academics and national experts
- » Meetings with older people's community groups
- » Meetings with councillors and public sector officers
- » An away-day event with the VOP Board and discussions with the VOP Forum
- » A Have Your Say questionnaire completed by over 500 residents
- » VOP officers from various agencies, and initiatives meeting with the VOP Board.

This involved exploring issues around engagement; isolation, exclusion, networks and relationships; and inequalities, which became our cross-cutting themes.

**O**lder people living in cities across the UK share many similar experiences and opportunities. In this section we look at what older residents typically gain from city life, and the challenges they often encounter.

There are two main international demographic trends: more people are living in cities, and there are more older people. There are, therefore, more older people living in cities. The world's first industrial city wants to be at the forefront of exploring how the city needs to change to meet these new demographic realities.

### **City living – designed for the young?**

Cities are places of change – in terms of their population make-up, physical structure, and the way of life of their residents. Although there are benefits to living in a place characterised by change, it can have adverse effects on the lives of older people.

First, evidence suggests that older people are affected by changes to the physical fabric of cities. Urban spaces are increasingly developed to meet the needs of younger consumers, leaving older people with less access to facilities and a feeling they are being sidelined.



Second, older people are more affected than younger generations by changes to the population of their local communities. Even when older residents do not have to move, the changes made around them can have psychological and social consequences for them. People come and go a lot in cities, and neighbourhoods can alter in character over time. This can leave older people feeling isolated from the people they live alongside.

Third, there are the difficulties that affect everyone living in a city, such as community safety. Towns and rural areas are perceived as having fewer problems like this, so those who can afford to leave often do.

## international demographic trends:

# 1: more

**people are living in cities**

# 2: more

**older people**

**This then affects the shape and nature of the older population left behind. According to the World Health Organisation, this group is likely to be:**

'Poorer, isolated, and more vulnerable with a lower life expectancy and a need for acute interventions earlier in older age.'

### **Can city living be enjoyable for all ages?**

In a city, there is easy access to many of the things that create a good quality of life for residents young, middle-aged and old.

There are many shops, amenities and services catering for a diverse range of people. Whatever your background or needs, you're much more likely to find what you want in a decent-sized city.

A network of public transport makes getting around much easier than it is in rural areas. Buses, trams, and trains run frequently, so amenities that aren't on your doorstep are still within reach.

There are many community groups and opportunities for social interaction in cities. The choice of activities is vast, and there are plenty of places for people to meet and enjoy themselves. Older people from outside the city often visit to use the facilities that residents have close at hand.

When you look at it this way, cities can be seen as places of opportunity for older residents, with a range of amenities and services to suit their needs.

# A change is taking Manchester's population

**I**n the previous section we looked at the experiences of older people in cities in general. This section looks at the older population of Manchester.

## A growing population

A change is taking place in Manchester's population trends. For a generation, the city has been out of step with most of the UK in that our older population has been shrinking rather than growing, particularly in the areas adjacent to the city centre and in east Manchester. This is with the exception of people aged 85 and older.

This is the result of a number of factors dating back to the 1970s and 1980s; the collapse of traditional industries in Manchester, migration away from poorer inner-city areas, and high mortality rates all contributed to the relatively low number of over-50s in the city.

However, during the coming decade, the number of older people living here is projected to increase modestly rather than shrink further. It makes this the ideal time to transform Manchester into a city more suited to their needs. Even if there is little increase in population, the number of older visitors from surrounding areas is likely to increase more significantly.

## Manchester's older population in 2009

The highest concentrations of older people are in the areas at the city's extremities, such as

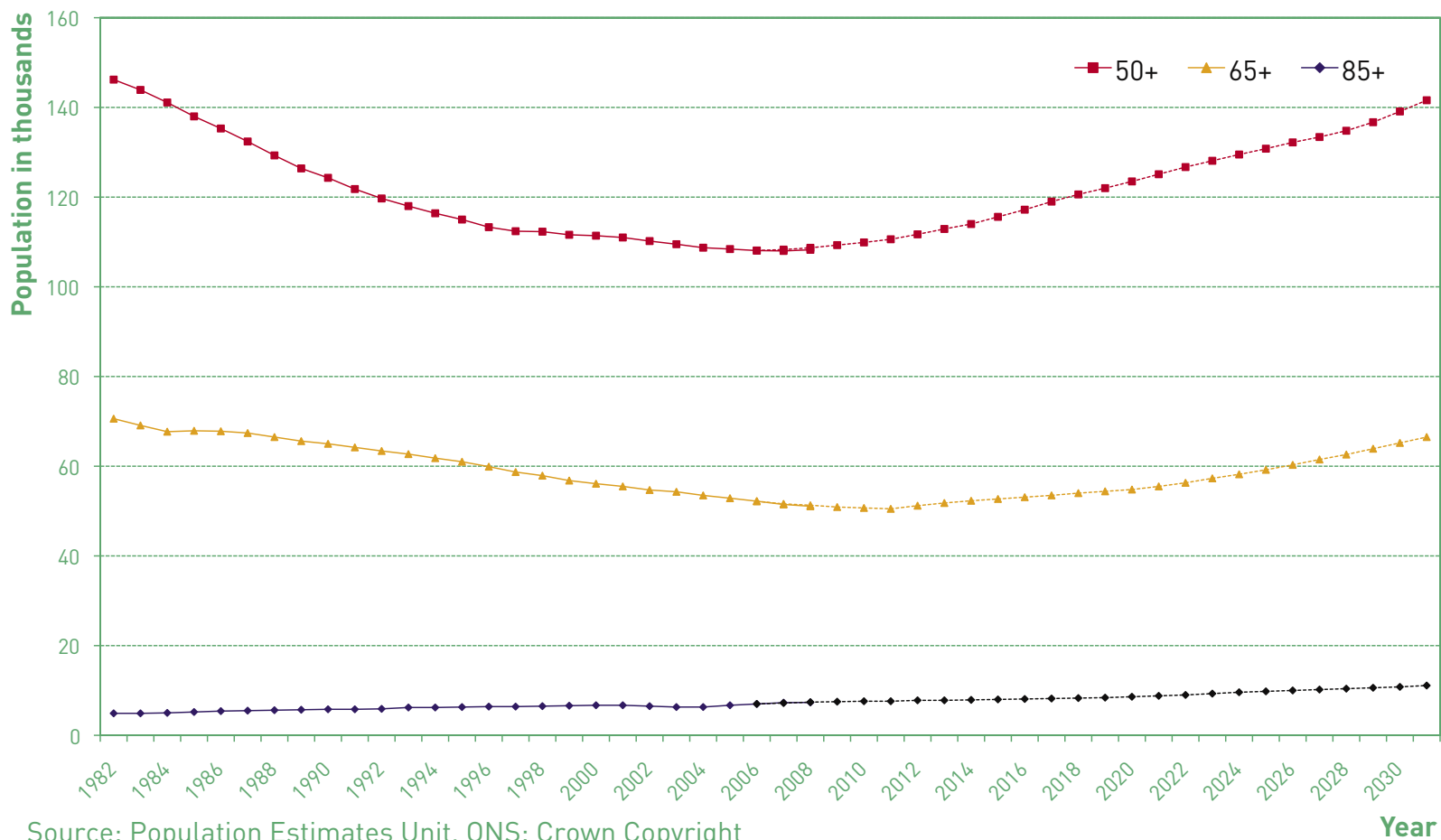
Wythenshawe, Didsbury, Blackley and Moston, while the areas close to the city centre have the lowest concentration of people aged 65 and over.

The areas with the lowest number of older residents tend to have the poorest older populations. These areas are also marked by what is termed 'low social capital'. This can mean the people living there are more likely to be isolated from each other, and less likely to share the same values, understandings, and norms of behaviour. In some cases, this can result in low levels of co-operation, neighbourliness, community spirit and trust. Research shows that higher levels of social capital are associated with better health, higher educational achievement, better employment outcomes, and lower crime rates.

The World Health Organisation's appraisal of older people in urban areas as 'poorer, isolated, and more vulnerable' is as true of Manchester as it is of any major city. A significant number of Manchester's older residents experience high levels of social exclusion, which means they live in poverty, and are excluded from social relationships, civic relationships, basic services, and their neighbourhood.

# place in ulation...

Manchester's resident population estimates and projections for older people 1982-2031



### **Manchester's older population in the future**

The emerging social profile of people in later life is difficult to forecast. Research suggests that the post-war generation known as the baby boomers will be better off and have different expectations, lifestyles and patterns of consumption, compared to their parents.

However, baby boomers in Manchester may not reflect this trend, particularly with regard to being better off. We know that between 2004 and 2009 there have been around 19,000 Manchester residents aged between 50 and state pensionable age living on out-of-work benefits; low income in mid-life is usually followed by poverty and exclusion in later life.

This suggests that when many of Manchester's baby boomers reach older age, they are likely to be as disadvantaged as the older population of today. Forecasting of their socioeconomic prospects, and surveys of their attitudes and expectations will help us build a clearer picture of this group. This, in turn, should help us to reach and engage them in the development of opportunities they will want to take part in, as well as empower them and enable them to be socially active and productive.

Population projections suggest that our older population will be increasingly diverse in the future, with a larger number of minority ethnic elders. There will also be a greater number of older men living in the city.

### **Creating an age-friendly Manchester**

The difficulties facing older Mancunians shouldn't be underestimated, but neither should the positive elements of Manchester life. Our older people usually have decent transport options, a good range of support services, and a growing range of opportunities to interact with others. The regeneration of some neighbourhoods has improved the quality of life of local residents, and VOP has been part of numerous projects that have brought clear benefits to the older population.

The way forward is to build on these positive elements of urban life while tackling the problems older Manchester residents face. In other words, we need to transform Manchester into an 'age-friendly city'.

**What do we mean by this? The World Health Organisation sums it up as follows:**

**“An age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.”**

This means ensuring that policies and programmes of work that focus on the needs of older citizens, particularly those who are most disadvantaged, are central to the work of service providers.

Although we aim to improve life for all Manchester's older citizens, much of the work outlined in this strategy will focus on the most disadvantaged neighbourhoods. By supporting the older people in these areas, we'll reduce the inequalities between the poorer wards in north, east, and inner south Manchester and the relatively affluent wards such as Didsbury and Withington, which are mainly in outer south Manchester.

A key part of this work will be to reach the baby boomers or mid-lifers of disadvantaged neighbourhoods earlier in their life-course. By targeting this generation now, we can improve the wellbeing of the older population of tomorrow.

The next part of this strategy explains how we're going to do that, and looks at our policies and programmes of work in detail.



**This strategy is focused on **one** central goal, making Manchester a great place to grow older.**

Throughout 2008 and 2009, we talked to a large number of people – older people, professionals in the public sector, and representatives from community organisations – about what they think we need to do to make Manchester a better place for older citizens.

We looked at national research into improving life for older citizens, and we consulted experts from academic institutions, charities, and agencies working with older people. We also brought together the experience and knowledge we've gained since creating VOP in 2003.

Through this consultation and knowledge-gathering process, we arrived at five key objectives that cover all areas of life for older people in Manchester.



## key objectives

### By 2020, we will:

- Create better neighbourhoods for older people
- Increase the income and employment of older people
- Increase older people's participation in cultural and learning activities
- Improve the health of older people
- Improve care and support for older people.



## **cross-cutting themes**

Although these objectives cover five very different elements of life, some issues they will tackle are common to them all. These issues came up again and again in our consultation process.

- » Promoting equality
- » Improving relationships
- » Improving engagement.

# The bigger

**Part two of this strategy gives details of exactly what we want to achieve for each key objective and cross-cutting theme.**

Although our strategy focuses on older people, the work it outlines will benefit Manchester as a whole. Much of it, for example creating lifetime neighbourhoods, will make life better for all generations in the city. By helping to tackle the root causes of issues such as health inequalities rather than focusing solely on combating the effects of these problems, it should reduce costs in the medium to long term – while simultaneously improving quality of life.

Our aims support those of the Community Strategy – Manchester's overarching plan to tackle problems residents say affect their lives, and create a city where people are healthier, wealthier and happier. The Manchester Partnership brings together education, NHS, police, transport and others, to deliver Community Strategy priorities via three spines or drivers for:

- Reaching full potential in education, skills and employment
- Individual and collective self-esteem and mutual respect

- Neighbourhoods of choice and sustainable communities where people choose to live and stay.

One of the aims of the Community Strategy is to transform Manchester into 'a pioneering city of the Third Age that values, respects and meets the needs of older people'.

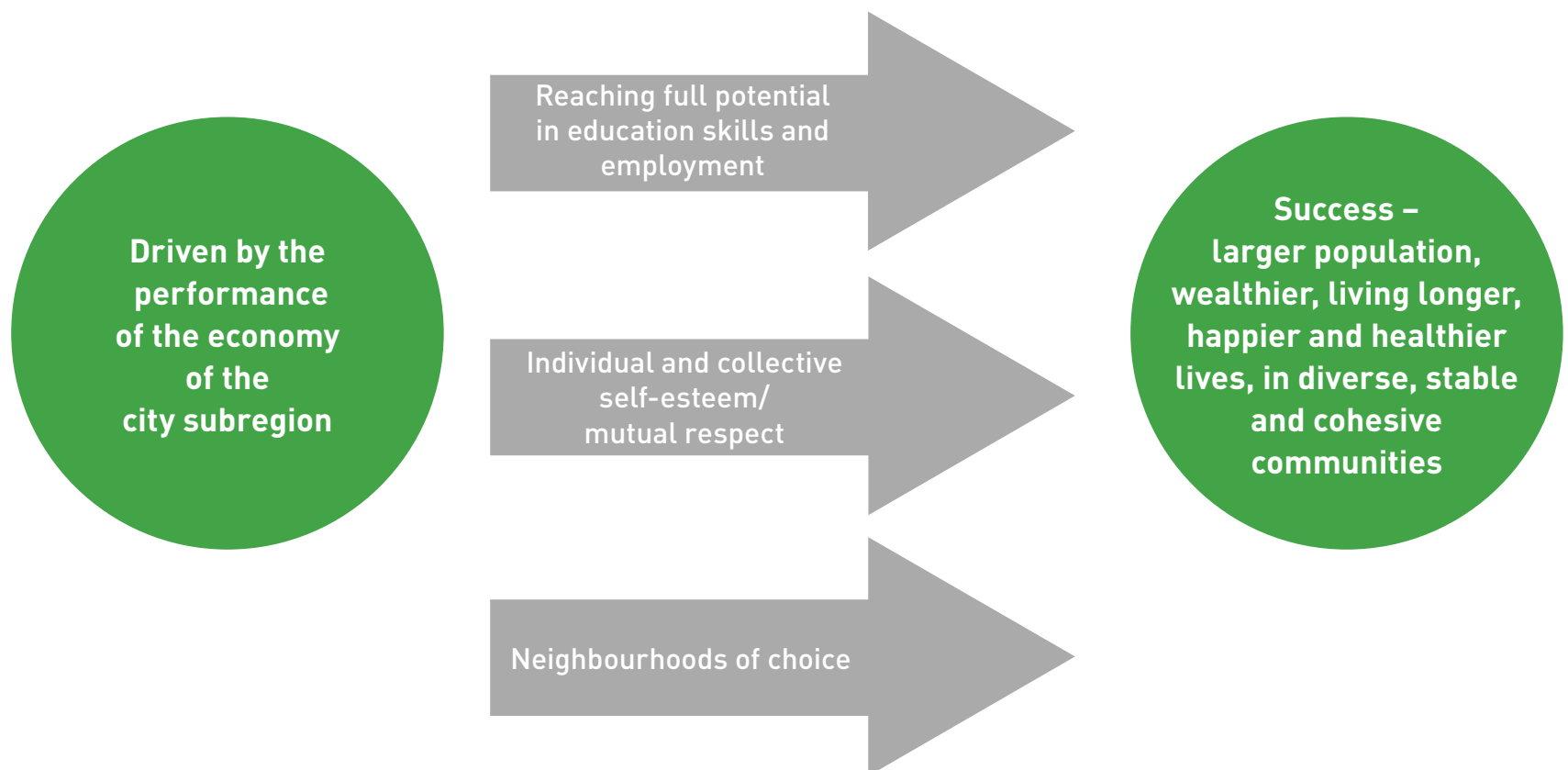
The Local Area Agreement is an agreement between the Council, its partners and the Government that forms the action plan for the Community Strategy. In line with the Community Strategy and the Local Area Agreement, we have set out a vision to be achieved by 2020. The actions at the end of each section give details of our work over the next two years. In 2012, we will produce an action plan for 2012 to 2020.

## **The national context**

In 2009 the Government published a consultation report, Building a Society for All Ages, which updated the national ageing strategy, first published in 2005, called Opportunity Age. The new report includes a range of proposals for improving the lives of older people, which our local strategy will reflect as the Government brings forward more detailed plans.

# picture

## Manchester's Community Strategy 'spines'



# Part



# Programmes of work

*“I like Manchester  
because it  
multicultural”*

*Manchester  
It's a  
rural city."*

**L**ike other age groups, older people experience inequality relating to poverty, gender, sexuality, health, disabilities, ethnic origin and their responsibilities as carers. However, such problems can be compounded by age discrimination and stereotypes. According to the Quality of Life Survey 2007, 19 per cent of over-65s in Manchester said they had experienced age discrimination in the previous year.

We've made equality a cross-cutting theme because we want to reduce the impact of discrimination on older people, particularly those experiencing disadvantage and marginalisation, and ensure that their specific needs are met. Support appropriate for some may not be relevant to others, so an inclusive, flexible and responsive approach is needed.

Promoting positive attitudes towards older people and ageing is another key aim of this theme.

### **Where we are now**

Older people in Manchester experience discrimination in various ways. Black and minority ethnic elders face barriers in accessing the right health and social care, for example, with elders among Indian, Pakistani, Bangladeshi and Caribbean communities experiencing high levels of heart disease, hypertension, arthritis and diabetes. These groups' needs are not fully met due to knowledge gaps, lack of training for service providers, and lack of interpreters and translated information. Voluntary organisations have pointed to gaps in services for elders from the Bangladeshi, Pakistani, Somali and Vietnamese communities in particular.

These issues are being addressed through targeted commissioning, planning and budgeting.

Inequalities affect the sexes differently too. For instance, though women live longer, they also spend a greater proportion of their lives with chronic disease. Due to lower pay, different working patterns and caring responsibilities, they are more likely to be poor in later life. Men, however, are less likely to use many health care and support services. Vascular health checks, promoted through pharmacies, is one example of a project that combats this.

Meeting the needs of older lesbian and gay people is another theme of our equality work. The personalisation of care services and the commissioning of culturally sensitive services are giving Manchester's older lesbian, gay and bisexual community greater access to support. In order to reach more older gay people, we're working with the 'Out in the City' group, the Lesbian and Gay Foundation and other partners.

Care and Support Services on page 60 explains how we're helping older carers and disabled people.

### **Where we want to be**

By 2020, we will have created a fairer Manchester where older residents have better access to services that are appropriate to the specific cultural needs of an increasingly diverse older generation. Age-friendly policies, facilities and services, (including those delivered by the private sector), will be the norm rather than the exception, and older people and ageing will be viewed in a much more positive way.

### **How we're going to get there**

#### **In the next two years we will:**

- Ensure that individual care plans and budgets enable black and minority ethnic elders to get the most appropriate services and reduce the impact of barriers preventing them from accessing low-level support and care services
- Encourage black and minority ethnic elders to exercise, eat healthily and nutritiously, and access cultural and learning opportunities
- Develop culturally sensitive housing support services in the right locations
- Develop policy in line with the Government's forthcoming legislation to outlaw age discrimination in the provision of goods and services

- Ensure that age is included in corporate planning and equality standards
- Support development and implementation of standards for communicating with older people
- Challenge ageist stereotypes of older people by building on our Positive Images of Ageing work with new campaigns and publications
- Include the needs of lesbian, gay and bisexual people in sexual health and intergenerational work
- Build on public health work with the national Men's Health Forum on various issues affecting men's health and wellbeing
- Monitor uptake of preventive healthcare in mid to later life by age group and gender
- Include places of worship for different religions and belief systems in the auditing of communities
- Investigate opportunities to develop information, advice and link-worker services, including access to advocacy, mentoring and befriending schemes
- Investigate how gendered places limit or encourage take up of services and opportunities.

### **Who's involved**

#### **The following VOP partners will deliver this part of the strategy:**

Manchester City Council, NHS Manchester, other public sector partners and community and voluntary sector partners, including the Ageing and Ethnicity Steering Group and 'Out in the City'.

*“When I fell  
in the street,  
two young men  
helped me up.”*

**T**here are two main elements to this theme: tackling loneliness and social isolation, and strengthening intergenerational relationships.

First, a definition of the terms. Isolation is an objective state measured by the number of contacts and interactions that someone has with others. People who are isolated don't necessarily feel lonely. Loneliness refers to the negative feelings that people have about the extent and quality of their social relationships. Even people who have many social contacts may feel lonely.

An intergenerational relationship is one between people from different generations, such as a 20-year-old and someone in their 70s.

***I think there's more respect between age groups than people think."***

### **Where we are now**

#### **Loneliness and isolation**

Older people, community groups and public sector agencies all told us they are concerned about isolation and loneliness in older people. Research by experts backs up their views.

It confirms that older people living in Manchester are more likely to be lonely than in other areas, and shows that the risk of loneliness varies in different areas of the city. The causes include the physical design of

neighbourhoods, access to social facilities, the rate of population 'churn' in the area, and the number of other older people living nearby. Events such as bereavement, retirement, and long-term illness may also create loneliness.

A wide range of services and community organisations work to reduce loneliness and social isolation.

## Where we want to be

By 2020, more people will live in neighbourhoods where people of all ages can enjoy a good quality of life. These neighbourhoods will foster good relationships, not just within the generations of people in mid and later life, but between older people and those in younger generations.

More people from different generations will get together in purposeful, mutually beneficial activities. It'll lead to greater understanding and respect and will enable communities to find common solutions to their problems. It will also ensure that young and old can share their knowledge and skills. By forging new friendships with younger people, older people will help reduce loneliness in this age-group – and vice versa.

Older Mancunians will be encouraged to make more use of technology, such as the internet and email, to maintain connections with others. They'll also have access to projects that focus on helping them through difficult life transitions, such as retirement and bereavement.

## How we're going to get there

### In the next two years we will:

- Produce a guide on tackling loneliness and social isolation
- Facilitate the development of intergenerational projects through the Generations Together programme and create a city-wide learning network and a range of online resources
- Work with academic institutions to evaluate key projects and measure their impact
- Explore the potential for intergenerational places and spaces in the city
- Extend opportunities through the local VOP networks and continue to support a range of services to reach the more isolated older people

- Extend access to befriending schemes
- Boost neighbourhood-based support and support for specific ethnic groups and faiths to reduce gaps in provision
- Continue to support the development of self-help groups, counsellor-facilitated groups such as bereavement courses and cognitive therapy groups
- Increase access to drop-in sessions, social clubs, learning, cultural, and healthy ageing activities, and faith/spiritual support and complementary therapies
- Deliver mental health information and awareness sessions for older people
- Investigate how new technologies can reduce, or promote, loneliness and isolation.

## Who's involved

### The following VOP partners will deliver this part of the strategy:

Manchester City Council, NHS Manchester, the Manchester Mental Health and Social Care Trust, Healthy Living Network, the Beth Johnson Foundation, the Young Foundation and community and voluntary sector partners.

**By**

**2020**

**people of all ages will have  
a good quality of life in  
age-friendly neighbourhoods**

# By 2020: a city in which people thrive as they age

**A** guiding principle of the VOP programme is that older residents should play a major role in shaping and directing our work. We have made great progress in going beyond the 'tick box' tokenistic approach to engagement by enabling older citizens to participate in collective decision-making, service design and project delivery. By involving and empowering older people we ensure that the city's priorities reflect those of its older residents, and that Manchester as a whole develops in tune with their needs and desires.

## **Where we are now**

VOP has taken the lead role in engaging with Manchester's older citizens. We've developed a wide range of opportunities for older people to give us their views, including the VOP Board of older people, a city-wide forum, local networks, and task groups. We've also organised events involving older people, and improved communication between them and the public sector through quarterly newsletters and a regularly updated guide to services. This approach to engagement has gained us a national reputation for innovation.

The VOP Board has prioritised extending engagement opportunities as crucial to our next phase of development.

## Where we want to be

Structures will be in place that enable us to improve our reach into the heart of communities and to engage with more isolated, socially excluded residents.

A greater number of older people will be engaged with the work of VOP, and new initiatives will reach residents in mid-life. These people are often experiencing life-changing events, some of which are positive, but many that are likely to reduce their independence and choices as they age.

We will see age-proofed services right across the public sector, and city strategies that consider older people's issues as a matter of course. Council departments and other partners will change attitudes to older people by 2020; they'll see older people as the key to creating an environment in which people thrive as they age. By this time, older people will have more opportunities to access self-help in the community and through initiatives run by the voluntary sector.

## How we're going to get there

### In the next two years we will:

- Strengthen the range of neighbourhood-based VOP Networks and task groups and produce resources to support them
- Improve opportunities for older people to influence policy by working with service providers to find innovative ways to involve older people in decision-making and service design
- Develop better co-ordinated volunteering opportunities for older residents
- Establish more engagement initiatives that reach into the heart of communities
- Expand support to local groups through the small grants programme and seek new funding opportunities
- Improve how VOP communicates, through a review of the current mechanisms and by making better use of technology
- Increase the use of internet and information technology by older people and make better use of technology to provide information.

## Who's involved

### The following VOP partners will deliver this part of the strategy:

Manchester City Council, Social Regeneration Programmes, Area Co-ordination teams, Third Sector teams, Patient and Public Involvement, Healthy Living Network, Health Trainers and other NHS staff, Manchester Alliance for Community Care (MACC) and the Manchester Older People's Network (MOPN); Manchester, Manchester Metropolitan and Keele Universities, Architecture students and others from public services and the community and voluntary sector.

*“I’ve been all over this planet. I’ve never known a friendlier place.”*



**lifetime neighbourhood is a place where a person's age doesn't affect their chances of having a good quality of life. The people living there are happy to bring up children and to grow older – because the services, infrastructure, housing, and public spaces are designed to meet everyone's needs, regardless of how old they are. Communities within lifetime neighbourhoods are welcoming and confident; they're able to thrive in changing times. Every generation feels respected and valued, and everyone feels a sense of belonging and pride in where they live.**

In many ways, this entire strategy is about creating lifetime neighbourhoods – all eight programmes of work contribute to making our communities good places to live for older people.

### **What does a lifetime neighbourhood look like?**

**The characteristics of lifetime neighbourhoods continue to be explored, and they vary from place to place. However, they all include adequate or good quality:**

- » Public transport, with shelters and seats at bus stops and toilets at transport hubs
- » Community transport for people with mobility problems
- » Affordable housing that meets the needs and aspirations of older people, now and in the future, in their neighbourhood or community of choice
- » Accessible and locally delivered services and facilities, including health services, information, advice and guidance services (including housing advice), a post office and cash machine, an age-friendly community/cultural centre, a venue with a lunch club or affordable café, shops selling fresh food, and exercise facilities
- » Policing and community safety initiatives that result in few incidents of antisocial behaviour, a low crime level, and a low fear of crime level

- » Opportunities for taking part in learning, cultural and creative activities, and civic activities
- » Green spaces and facilities for outdoor exercise and activities, including gardening, food growing, walking, and cycling
- » Public toilets and seating in public places
- » Streets, pavements, footpaths and cycle routes that are clean, well-lit and safe, with adequate road-crossing points.

### **Where we are now**

We're gathering information about our neighbourhoods to establish exactly what needs to change in order to make each one more age-friendly.

We're putting together a method of profiling city centre areas, district centres and neighbourhoods to get a clear picture of the facilities, services, housing options and opportunities that they offer their older population. This builds on the Food Futures' local shopping campaign, regeneration frameworks, and the new City Centre Strategic Plan.

We're also working on a project that will enable older people to audit certain areas of Manchester for their 'age-friendliness', including key 'hubs' and quarters of the city centre, as well as their own wards and neighbourhoods. This project involves establishing what physical changes are needed in each neighbourhood, developing a checklist and portfolio of information on lifetime neighbourhoods, and developing a set of actions to improve each area.

# **Between 2010 and 2020**

**we will work with our partners  
to develop and implement a  
broader strategy to support  
lifetime neighbourhoods**

## **Where we want to be**

Manchester's older citizens will live in neighbourhoods where they will feel more safe, secure, and supported.

There will be better access to a range of facilities and amenities, and getting around the neighbourhood will be safer and easier. Older residents will also feel safer at home, and more satisfied with the standard and location of their living accommodation.

Local communities will be made up of a diverse range of people from all generations, and they will all be a valued part of it. They'll feel more proud of their community and their neighbourhood, but will aspire to improve it and will play a key role in changing it for the better. All in all, residents will see their neighbourhood as a good place to live their lives and grow old, and this will influence older people from outside Manchester to share this view.

The sections on housing, transport, environment, and community safety explain how we're going to improve these elements of neighbourhood life. Some of the actions set out in Promoting Equality, Improving Relationships, Improving Engagement, Culture and Learning, Healthy Ageing, Income and Employment, and Care and Support Services will also play a role in the creation of lifetime neighbourhoods.

### How we're going to get there

#### In the next two years we will:

- Develop a checklist of priorities for lifetime neighbourhoods, in partnership with participating agencies and citizens from a diverse range of communities
- Develop ways to profile wards and neighbourhoods throughout Manchester
- Audit at least two wards or neighbourhoods for age-friendliness
- Develop a portfolio of resources around key issues
- Support VOP local groups and networks to encourage more participation in community activities, including intergenerational activities
- Adopt good practice established by other older people's initiatives and others working on healthy or age-friendly cities and community cohesion
- Implement the City Centre Strategic Plan to establish a strong dialogue between VOP and 'Cityco'
- Investigate how libraries, academies and extended schools can contribute to lifetime neighbourhoods
- Work with private sector businesses to preserve and increase access to services and shops
- Support local convenience stores to improve their fresh food offer
- Support schemes to get fresh affordable produce into local neighbourhoods, such as playground markets and mobile greengrocers
- Campaign to promote local shopping.

### Who's involved

#### The following organisations and VOP partners will deliver this part of the strategy:

Sustainable Neighbourhoods Partnership, Crime and Disorder Reduction Partnership, Transport Partnership, Culture Partnership, Food Futures, VOP Networks, neighbourhood, environmental and operational services, housing organisations, regeneration teams, 'Cityco' and Third Sector and community groups.

*“Homes for  
that’s got  
winner o*

*for life –  
not to be a  
all over.”*

# Good-quality, well-designed, decent and safe housing

is an essential part of a lifetime neighbourhood

**G**ood housing reduces ill health and accidents, and with appropriate support available allows people to stay independent at home. The focus now is on ensuring that ordinary homes, as well as specialist housing (such as retirement housing), are suitable for an ageing population – for example with easy access for people with mobility difficulties. A lifetime home is like a lifetime neighbourhood in that it is accessible and welcoming for all ages.

## Where we are now

Much has been done to improve housing for Manchester's older people in recent years, with the expansion of housing support services, home improvement services, and affordable housing schemes. Strong participation projects that enable older people to have a say in issues relating to their homes and neighbourhoods have also brought improvements.

However, there are still older people living in unsuitable housing that is below the Decent Homes standards, and the need for a wide range of adaptations and home improvements remains. We recognise that homes are much more than houses and that older residents need to live in a place they consider to be home. The lack of housing options for older residents who wish to stay in a particular neighbourhood or community is another issue that needs to be tackled. This work is being taken forward through the Older People's Housing Strategy.

## Where we want to be

In 2020, Manchester's older citizens will have improved housing options with a better supply, mix and choice of homes. Homes will be of good quality (either lifetime homes or homes adapted to their needs) and will be available in the individual's preferred neighbourhood. With access to good support and advice, more older people will be aware of the improved housing offer and able to take advantage of it.

## How we're going to get there

### In the next two years we will:

- Deliver the 'Older People's and Housing Strategy', which will increase the supply and choice of homes available across all tenures, particularly housing association and Council homes and shared ownership homes
- Increase the proportion of homes that are accessible for mobility-restricted residents, including homes where extra care can be provided
- Continue to address energy-efficiency and fuel poverty through targeted outreach campaigns
- Provide benefit-checking service for all over-60s referred through the Warm Homes Project and so increase take up of energy advice and products, other energy-saving services, general income maximisation and financial product advice
- Use the Mobile Advice Centre to conduct 'Winter Warmth Campaigns' to help combat fuel poverty and seasonal excess deaths
- Deliver more equipment and adaptations
- Promote use of Manchester's Design for Access 2 standards
- Launch the Housing Opportunities initiative to widen access to housing advice, and deliver financial products that boost the quality of private sector housing
- Extend handy persons and related support services
- Ensure adequate information and support are available for older people moving home, being relocated or living through major changes to their area
- Ensure that older people in retirement housing and retirement communities have opportunities to engage with their local community through social activities and improved access to neighbourhood services and facilities.

## Who's involved

### The following partners will deliver the following strategy:

The Strategic Housing, Crime and Disorder and Sustainable Neighbourhoods Partnerships, Registered Social Landlords, Tenant and Resident Associations, Supporting People, 'Care and Repair' and VOP Networks.

*“I like the low-floor buses because they're easy to get on and off.”*



**Accessible transport options that are safe, reliable and easy to use are a vital part of an age-friendly neighbourhood. They ensure older people can reach friends, family, activities and services, enabling them to retain their independence and access support when they need it.**

### **Where we are now**

Since April 2008, Greater Manchester's buses, trains and trams have been free for over-60s under the national free travel pass scheme. Transport agencies in Manchester are now working together to address other key issues for older citizens, including accessibility, flexibility and safety.

There are a number of ongoing projects aimed at making public transport more accessible for people with mobility problems. We're working with bus companies to increase the number of buses with easy-access low floors, and we're increasing the number of bus stops with level access. The design of bus and railway stations in Manchester is also being examined to ensure that they are easily accessible.

Manchester has made bus services more flexible by complementing mainstream services with Local Link 'door to door' services in Wythenshawe, north, east and south central Manchester. Ring and Ride, Park and Ride, and Shopmobility are also making it easier for older people to get around the city.

The Road Safety for Older People programme is working to reduce the number and severity of collisions involving older people. A 2009 feasibility study identified and ranked 118 sites where road safety improvements could be made.

Reducing levels of crime and antisocial behaviour on public transport continues to be a priority.

## Where we want to be

In 2020, transport for Manchester's older people will be reliable, comfortable, flexible and safe. It'll be easy to access, and either free or charged at an affordable rate.

There will be a range of flexible transport services suited to older people with less mobility and more suitable than standard public transport. There will be information and support for older people who previously used public transport but can't any more, and for older drivers who have to give up their licence or drive less, sometimes after a lifetime of car ownership.

Transport hubs and waiting environments will be safe, clean, accessible and better suited to the needs of older people, with more seating and level, clear, well-lit footways. There will also be better information on public transport services access to route planning and information on toilets and other facilities, such as provision for cyclists and wheelchair users.

Park and Ride schemes and Shopmobility will be expanded and promoted across the city and its neighbourhoods.

## How we're going to get there

### In the next two years we will:

- Improve waiting environments and seating at stops, especially those with least frequent services
- Ensure that the needs of older people are taken into consideration by Metrolink, cross-city bus plans, and the Local Transport Plan
- Expand the availability of flexible, demand-responsive services such as Ring and Ride
- Promote to older people the use of public transport for accessing the countryside and walks in Greater Manchester, with information on the location of toilets and seats provided
- Promote cycling through improved cycle routes and the Wheels For All initiative
- Continue to work with transport providers to investigate the issues surrounding mobility scooter-users' access to buses, trains and trams
- Produce road safety education materials for older people
- Improve road safety at seven sites per year and improve road crossing points at the worst collision sites
- Conduct a trial of new tactile layouts that could benefit visually impaired people and older people who are less steady on their feet.

## Who's involved

### The following VOP partners will deliver this part of the strategy:

Greater Manchester Passenger Transport Executive (GMPTE) Transport Review Group, bus operators, Manchester City Council (Valuing Older People and the Road Safety Team), Highway Services and the Greater Manchester Casualty Reduction Partnership.

*“Climate change will affect older people particularly – they may be less prepared for the effects of it.”*

**T**his section outlines plans to improve the immediate environment of neighbourhoods and the environment of Manchester as a whole.

We're focused on improving the immediate environment not just because it makes for a more pleasant place to live, but because it affects how active older people can be, and how involved they can become in their local community. Older people with access to good-quality green spaces, such as parks and allotments, are likely to take more exercise, have healthier lifestyles, and have more opportunities for social interaction.

In terms of the environment as a whole, our main focus is on enhancing older people's contribution to tackling climate change – reducing its effect on older people, and helping older people to adopt more environmentally friendly lifestyles so they don't contribute to it. Manchester is working towards becoming a Green City and older people have an important role to play in both.

#### **Where we are now**

A major issue facing us is how to create sustainable neighbourhoods of choice and resilient cohesive communities, and to mitigate the effects of climate change on older people. Social isolation and health inequalities make older residents particularly vulnerable to storms, flooding, cold weather and heat

waves. Our work on improving housing and energy-efficiency, reducing social isolation and reducing health inequalities will all help to tackle these problems.

Reducing older people's contribution to climate change is another priority. Older people are involved in creating a more sustainable and environmentally friendly city through various environmental campaigns, including Manchester In Bloom, Proud of Manchester, and similar projects to make the city greener, cleaner and safer.

In terms of the local environment, priorities include continuing to provide and improve green spaces, improving access to facilities and their grounds, and improving the safety and perceived safety of public places.

Other environmental issues include improving air quality, redeveloping contaminated and previously developed land, encouraging wildlife and increasing biodiversity. Intergenerational projects have particular potential for raising awareness of climate change and learning about sustainable ways of living.

### Where we want to be

Open spaces, parks, squares, footpaths, cycle tracks and river/canal sides will be accessible and well used by older people across the city. All members of the community will share a sense of ownership and pride in the public spaces in their neighbourhood. They'll be better equipped to make greener lifestyle choices, and will have more opportunities to improve their local environment. Older people's needs will be given full consideration in planning and improving the environment.

### How we're going to get there

#### In the next two years, we will:

- Build on national work done on 'Inclusive Design for Getting Outdoors' on elements such as safety, benches, signposting and toilets
- Develop local environmental campaigns involving community guardians, tree wardens, companies that have signed up to the Environmental Business Pledge, and other interested groups
- Extend usage of allotments and gardening clubs
- Adopt an age-friendly Local Development Plan and policies for assessing applications for planning permission

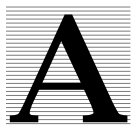
- Increase the profile of older people in local and environmental decision-making to help age-proof strategies
- Develop intergenerational projects to explore the environment and share skills and knowledge
- Increase the number of older people who volunteer for environmental projects and receive related training
- Organise small events and festivals in parks, which are enjoyable and engaging for local groups and people.

### Who's involved

#### The following VOP partners will deliver this part of the strategy:

The Sustainable Neighbourhoods Partnership, Crime and Disorder Reduction Partnership, Manchester Green City Team, Manchester Leisure, Mersey Valley, Friends of parks and other spaces and facilities, Manchester Environment Resource Centre Initiative (MERCII) and other Third Sector agencies.

*“There is more fear than there is crime.”*



**An older person who is confident of their safety – at home and in the local neighbourhood – is much more likely to lead a full active life. By cutting crime and the fear of crime, we'll reduce its impact on health and wellbeing, and ensure more of our older citizens make the most of the opportunities available in their community.**

### **Where we are now**

Older people are most at risk from bogus callers (distraction burglary) and are worried by antisocial behaviour in their neighbourhoods and on public transport. We're tackling these issues in a number of ways.

We're working with a range of service providers across the region to ensure a consistent and co-ordinated approach, for example by working with the Greater Manchester Bogus Caller Network to circulate information about incidents that alerts front-line staff and residents to take preventative measures.

We want older people to feel more confident about dealing with bogus callers, particularly females aged 80 plus who are known to be particularly vulnerable to this crime. With this in mind, we're distributing personal alarms and promoting the 'Lock, Stop, Chain, Check' message through publicity and events. We're also installing community alarms in the homes of older people who have been victims of crime.

The Local Neighbourhood Policing areas use a variety of methods to identify residents' concerns about antisocial behaviour, such as regular surveys of local people, including older citizens.

After listening to their concerns, action is taken to address the issues raised.

We know that antisocial behaviour on public transport can discourage older people from using buses, trams and trains. The Crime and Disorder team is working closely with the police, Council officers and older people to provide information about where antisocial behaviour on public transport occurs. We are developing a DVD for use in the city's schools about the effects of antisocial behaviour on buses, and assisting bus operators to reduce smoking incidents and stop people putting their feet on seats. We also ensure that good practice is shared across the city, and facilitate regular meetings between transport operators and an older people's representative who passes on concerns about current problems.

We're also introducing more checks on buses and trams by joint teams of police and transport staff. Greater Manchester Passenger Transport Executive (GMPTE) Public Transport Patrol and Response Units are on hand to attend problem areas. Reducing the risk of fire is another key priority. The Greater Manchester Fire and Rescue Service regularly carries out Home Fire Risk Assessments to improve fire safety for older people.

Preventing or reducing crime and disorder connects with work to improve health, especially mental health, and efforts to reduce the impact of alcohol and drugs on our communities. The number of drug users undergoing treatment in the city continues to increase, and their average wait for treatment continues to reduce. Behaviour change is encouraged in heavy drinkers, and their treatment and care is organised in ways that are responsive to their needs and those of their families and carers.

### **Where we want to be**

Older people in Manchester will be safer and feel safer at home, in their neighbourhoods, and on public transport. There will be fewer incidents of antisocial behaviour, fewer incidents of distraction burglary, and fewer homes that pose fire safety risks. Older people will feel confident in the policing of their local neighbourhood, and will feel their community safety concerns are listened to and addressed.

### **How we're going to get there**

#### **In the next two years we will:**

- Expand the initiatives outlined above to reduce crime and antisocial behaviour on and around public transport and to prevent and respond to bogus callers
- Promote and strengthen engagement initiatives that build better links between older people and the police
- Support intergenerational projects that promote community cohesion

- Use Key Individual Network surveys to identify the community safety issues that are most important to older people in each neighbourhood, including checks on the adequacy of lighting
- Ensure that older people are given feedback on action taken to address their community safety concerns
- Promote the Home Fire Risk Assessment service to reduce the number of older people at risk.

### **Who's involved**

#### **The following VOP partners will deliver this part of the strategy:**

The Manchester Crime and Disorder Reduction Partnership, Greater Manchester Police, Manchester City Council, Greater Manchester Fire and Rescue Service, the NHS and GMPTE.

# *“I think there should be more to work beyond retirement age”*

**L**ow incomes and employment rates among people in mid and later life are an enduring feature in Manchester. Our older residents are some of the poorest in the country. The economic downturn has placed further pressure on older people with more redundancies, more competition for jobs, and lower returns from savings. The link between a good income and a good quality of life is well established, so we are working hard on this.

## **Where we are now**

We're helping older citizens maximise their income by focusing on three main areas: age-friendly employment; targeted support for over-50s to get back into work; and benefits take-up among over-50s in and out of work, including retired people.

## **Age-friendly employment**

Manchester's employment rate for residents aged 50 to state pensionable age was at an all-time high in the year ending March 2008, when 35,900 (67 per cent) were employed. The rate fell to 63 per cent in June 2008 and 31,400 (62 per cent) in September 2008.

The high employment rate in early 2008 was good news for the individuals, their families, and the city's economy as a whole – an older workforce brings valuable skills and experience and gives younger generations positive role models.

## **Support to get back to work**

The economic downturn is particularly worrying for over-50s, as older workers who lose their jobs find it harder to get back into work than younger people. There are 18,725 residents aged 50 to state pensionable age now claiming an out-of-work benefit, including 1,430 claiming Jobseekers Allowance, and

others on incapacity-based benefits. These people often face several barriers to securing employment, and may need specialist support to get back into work.

We're committed to ensuring that older residents can return to employment after periods of unemployment, ill health or caring for relatives. Support offered includes career taster opportunities, courses to prepare people for returning to work, volunteering opportunities, leisure-based learning opportunities, sessions to help people identify their skills, and advice for people who have just returned to work.

## **Benefits take-up**

Many older people, including those on low incomes, don't collect all the benefits and grants due to them. For a number of years we have been encouraging older citizens to claim all their benefit entitlements through high-profile campaigns and innovative projects such as the Take Up Champions. These are local residents who have been trained to give older people advice on benefits and accessing services.

## **Where we want to be**

There will be more, and Manchester's older citizens will have greater awareness of opportunities for education and training, and better access and pathways into work in mid

# opportunities age.”

and later life. This should include work experience placements and varied opportunities for volunteering, sessional work or enterprise.

There will be increasingly age-friendly employment giving older residents a good work-life balance and a smoother transition into retirement. There will be flexible arrangements for carers and those approaching retirement, and a culture that values their contribution. Those who wish to work after state pensionable age will have more varied opportunities to do so.

Older people will maximise their income by claiming their full benefits entitlement. With access to good, free financial advice, older people and mid-lifers will be able to prepare for their future, manage their finances, and make well-informed decisions about their income.

## How we're going to get there

### In the next two years we will:

- Ensure that a wide range of front-line services offer older people information and advice on pensions, managing finances, and benefits entitlement
- Provide advice services that respond to the rising level of debt among older people
- Extend the Take Up Champion approach among older people and staff groups
- Run benefit entitlement take-up campaigns, and lobby the Government to make changes to enable easier access to entitlements
- Ensure that older people have enough money for fuel by encouraging them to access benefits and grants

- Give older employees support and information about retirement that takes into account individual circumstances and aspirations
- Develop pre-retirement offers across the city's main employers
- Promote increased awareness of pension reforms
- Help residents in mid and later life to prepare for retirement by advising them on pensions and managing their income
- Increase support for over-50s in work via preventive initiatives and occupational health support on return to work
- Work to reduce worklessness among over-50s by targeting those recently made redundant, those available for work, and those on incapacity and health-related benefits, including older people with mental health needs
- Support more older men and women to access voluntary work and paid and rewarding roles
- Enable disabled older people and those with language, literacy and learning needs to move towards the world of work.

## Who's involved

### The following VOP partners will deliver this part of the strategy:

Manchester Advice and other Manchester City Council departments, Care and Repair and its Generation Project, Jobcentre Plus, and the Pension, Disability and Carers Service, the NHS and other employers.

*“When my friend from Holland took me to the cinema, to the museum. She said that so much had been reduced in price.”*

*end visits  
l, I take her to  
theatre or a  
e can't believe  
is free and  
rice.”*

**C**ultural and learning activities enrich lives in lots of ways. When people learn new skills, they are more likely to find employment or voluntary work, which in turn helps them better support their families or community. They socialise more and meet new people, and so are less likely to feel lonely and isolated. They also have more chances to enjoy themselves by discovering new talents and unlocking their creativity; the positive effects of this on physical and mental health can be huge. And culture and learning don't just benefit individuals, they promote community involvement and cohesion as well.

**By** 2020

**extensive learning and cultural opportunities will be available**

#### **Where we are now**

Manchester is renowned for its city centre cultural facilities. Venues such as The Bridgewater Hall and Manchester Art Gallery attract older people from outside the city as well as Manchester residents, boosting the local economy thanks to the money they spend on their visits. Many of the city's cultural providers run events and projects specifically designed to attract older Manchester residents. We are working with them to ensure that their older audiences continue to grow and to implement the objectives of the Cultural Offer for Older People launched in 2009.

Learning opportunities in Manchester are many and varied. They range from formal academic and vocational courses delivered by providers such as The Manchester College, The University of Manchester, and Manchester Metropolitan University, to basic skills courses from organisations such as Manchester Adult Education Service and Learndirect.

Although funding is largely focused on addressing worklessness and improving the skills of people in lower paid jobs, there are also opportunities for people who want to learn for non-economic reasons. Council services such as libraries and schools, plus faith groups, and voluntary and community groups all provide facilities for learning more informally

and pursuing personal and community-focused interests. Male participation in non-vocational learning of this kind is low compared to female participation, nationally and locally.

### **Where we want to be**

There will be even more cultural and learning opportunities available and a greater number of older people will be enjoying and contributing to the cultural life of Manchester.

There will be more non-vocational courses and activities for older people, and wider opportunities for intergenerational learning involving older citizens.

Cultural and learning activities will be easier to access in terms of their location and their physical environment, and they will be planned and marketed to ensure that they attract a more diverse range of older people. This wider audience will include more older people from minority ethnic communities and disadvantaged neighbourhoods.

### **How we're going to get there**

#### **In the next two years we will:**

- Establish a new range of community-based learning opportunities and increase participation from underrepresented groups
- Create more intergenerational learning opportunities involving older people, with the aim of passing on skills, developing better family and community relationships, and building understanding and respect

- Use community leaders and 'champions' to promote cultural and learning opportunities to residents
- Evaluate and protect existing non-vocational learning, and create more opportunities of this kind
- Improve links between cultural venues and older people to ensure that they communicate effectively, work together, and learn from each other
- Ensure that older people's experiences, voices and interests are reflected in culture programming
- Produce briefing materials for cultural and learning organisations to develop their understanding of the needs of older generations
- Make libraries into community hubs for older people by improving their physical accessibility, providing information in organising accessible events aimed at older people, offering opportunities for volunteering, delivering training to staff on older people's needs, and building links with local groups.

### **Who's involved**

#### **The following VOP partners will deliver this part of the strategy:**

Manchester Adult Education Service Wider Learning Partnership, the Learning Skills and Employment Network, Cultural Strategy Team, galleries, orchestras and museums, Manchester Libraries Service, and the Arts Council North West.

**O**lder people living in disadvantaged urban areas are at greater risk of ill health than those living elsewhere, so promoting healthy approaches to ageing is a major part of our work. Encouraging physical exercise and reducing falls remain our two top priorities, and we have a new focus on preventing ill health through early intervention. By helping people in mid-life to adopt better ways of living, we can minimise health inequalities and ensure that future generations of older Mancunians are the healthiest yet.

### **What we cover in this section**

This section outlines how we will tackle the direct causes of ill health such as smoking and poor nutrition, rather than indirect causes such as age discrimination, environmental issues, and socioeconomic issues – these are covered elsewhere in the strategy. Care and Support Services help people suffering from ill health, as opposed to the focus on prevention and wellbeing found in this section.

### **Where we are now**

Helping older people to become and stay as fit and active as possible is at the heart of Manchester's healthy ageing work. Classes and activities range from chair-based gentle exercise, to gardening and gym sessions via Exercise on Referral schemes, as well as veteran sports and yoga. There are, however, gaps in provision and low participation levels in some neighbourhoods. This is also the case for specialist support services such as smoking cessation.

Access to exercise opportunities is helping to prevent falls – as are initiatives to improve safety in the home, the neighbourhood, and public buildings. Intermediate care following hospitalisation, comprehensive cardiac rehabilitation, infection control, medication review and the prevention of osteoporosis are all playing a part in falls prevention.

We have a holistic approach to healthy ageing that goes beyond physical exercise and falls prevention. Through partnerships with Manchester Community Health, the Healthy Living Networks, Food Futures and other organisations, we are tackling issues such as stress, poor diet, social isolation, smoking, alcohol and prescription and other drug misuse, mental health, and sexual health.

Our early intervention work included the pilot of the Check It Out vascular checks for 40 to 74-year-olds. These 20-minute consultations, which took place in 35 Manchester pharmacies, identified whether participants were high risk, and where appropriate, referred them to GPs. Most importantly, they gave advice on healthy living with the aim of supporting changes in behaviour.

The Council and the NHS are also running early intervention schemes that aim to create a healthier workforce and extend working lives by encouraging exercise, healthy eating, and health checks.

By

2020

**older people  
will live longer,  
healthier and  
fuller lives**

**Where we want to be**

By 2020 Manchester's older citizens will live longer and fuller lives, and experience more years of good health.

There will be more over-50s reporting that they are in good and fairly good health, and fewer deaths between ages 50 and 74 from cancers and cardiovascular diseases. Life expectancy at age 65 will have increased. The number of falls and fractured hips among over-75s will have decreased.

The behaviour and lifestyles of older residents will be healthier in general, with health inequalities between affluent and disadvantaged neighbourhoods reduced. More older people will be involved in community and voluntary activities that contribute to their own and other people's good health.

Access to exercise opportunities and specialist support services will be improved, with voluntary organisations, Council front-line staff, GPs, health trainers and other primary healthcare staff working together to boost participation levels.

## How we're going to get there

### In the next two years we will:

- Increase access to falls prevention activities in retirement settings, social care and community venues, and when needed, in individuals' homes
- Develop training resources for providing exercise classes aimed at preventing falls
- Provide free and low-cost exercise and social opportunities such as dance, sports, walking groups, and community gardening
- Expand exercise opportunities for elders with limited mobility
- Increase the number of people using the Big Splash free swim pass scheme, and improve access to pools and other leisure facilities
- Create a directory of physical activities for older people and expand information on healthy eating in later life
- Promote and widen the availability of mid-life checks by using a variety of settings and involving other health practitioners such as optometrists
- Help motivate older people to be more active and eat more healthily through the Points4Life loyalty card, providing rewards and incentives for healthy behaviours
- Promote initiatives for the prevention and early detection of cancer, including the Don't Be A Cancer Chancer campaign, the breast cancer screening initiative, the bowel cancer DIY kit, and projects focused on lung and prostate cancer
- Support smoking cessation services and uptake through the Making Smoking History project to de-normalise it in six wards per year, and through increasing training, group work, promotions and volunteer activity
- Increase community access to healthy food and provide education on healthy eating through community kitchens and cooking clubs
- Promote access in libraries to information that supports healthy ageing
- Improve the knowledge and skills of older people around nutrition, healthier eating, food growing and food preparation
- Raise awareness among older people of opportunities for training, work experience, paid work, and volunteering in health-related roles
- Maintain primary care condition management for patients with chronic disease and improve provision for people with long-term neurological conditions
- Deliver training on older people's mental health and wellbeing, distribute self-help materials on mental health, and promote improved mental health for those with chronic physical health problems
- Creatively engage with over-50s on sexual health issues, train front-line staff on those issues, and develop a dedicated Over-50s Sexual Health Action Plan
- Deliver multi-agency training on older people and alcohol twice yearly, including focus on the risks to older men.

## Who's involved

### The following VOP partners will deliver this part of the strategy:

Joint Health Unit, Manchester Health Community, Healthy Living Network, Manchester Leisure, Serco, Sport and Physical Activity Alliance, Manchester Libraries, Food Futures, housing providers, workplaces, GPs, health trainers, Points4Life, primary healthcare staff, Manchester City Council front-line staff.

***“I live in a high-rise with lots of older people. We’ve lots happening and support is available when I need it.”***



**As more of us live longer, more of us will need help with personal care. Much of this is provided by family or friends, but as people increasingly live alone, this informal support can't be taken for granted. Formal care provided by social care services, the NHS, and other services for older people, is increasingly in demand.**

Older people don't just receive care – they're often carers themselves. They might be grandparents providing childcare, over-50s caring for older parents, spouses looking after a partner, or parents with disabled sons or daughters. This programme of work supports both groups – older carers and older people in need of care – to have a better quality of life.

### **Where we are now**

The way care and support services are commissioned and provided is changing, so that these services are better at meeting the individual needs of a population that is growing older, including disabled people and those with learning difficulties, mental health needs and severe or chronic disease. The approach is to focus on providing and supporting the delivery of services that are able to prevent or reduce the amount of care people need, and in this way we are helping people to grow old healthily without being dependent on care services. Some people will still need care services to support them in older age; some will need services provided in ways that offer choice, and that let people retain control over their lives.

With this in mind, individual budgets have been introduced for social care. These allow people to either organise their own care with a cash allocation, have the Council organise care via a virtual budget, or have someone else organise it through an Individual Service Fund.

A reablement social care service helps people to return to independence in their daily lives after a crisis or period of needing support. Other support services, including Extra Care Housing, healthy ageing programmes, and assistive technology, such as alarms, also provide the support people need to continue to live in ways they choose.

Schemes designed to prevent or reduce the need for care services have been developed through the POPP (Partnership for Older People Projects) programme. This programme has developed low-level support services from 'little bits of help' with home decorating, to maintenance schemes, home-from-hospital services, and social groups. It has widened the range of support providers, lowered the number of people excluded from support services (including black and minority ethnic elders) and reduced the need for hospital-based care.

Support for people with mental health needs has been improved through the integration of services delivered by the Mental Health and Social Care Trust and the Learning Disability Partnership.

Manchester is now home to a generation of grandparent carers who are likely to have retired or reduced their hours to provide childcare. The new Grandparent National Insurance Credit means that grandparent carers are more likely to retire with a full basic state pension, but we would like to see flexible working extended to include grandparents, and to explore other forms of recognition for unpaid carers.

## Where we want to be

Older people will be able to use a range of services that support them to be healthier, enable them to maintain a good quality of life, and support them to be active contributors to their neighbourhoods and communities. When in need of care services, older people will be able to exercise choice over the specific care services they receive, and control the way in which they receive them.

Elders will be able to do the things others may take for granted when living healthy independent lives. Services delivered locally will range from prevention projects that focus on supporting wellbeing and social inclusion, to the best quality care, support and protection for those with the highest levels of need. Grandparents and other carers will have access to good advice and support.

## How we're going to get there

### In the next two years we will:

- Develop locality-based, integrated teams for disabled and older people's services, including social care staff, and explore opportunities to include district nurses
- Build on the work of POPP to explore and develop comprehensive joint commissioning for preventive and wellbeing services, including care groups and more culturally sensitive services
- Continue to improve quality and availability of homecare services
- Reform current intermediate care services by learning from national best practice and integrating better with a range of health and social care services
- Increase the number of social workers in the older people's community mental health teams
- Develop and implement safeguarding advocacy services and improve the safeguarding arrangements within the individual budget process to offer increased protection from potential risks of abuse
- Increase access to and use of technology and other equipment to help people and carers to stay independent, including home safety packages, community alarms, telemedicine, and the 'Just Checking' package to monitor the movements of people with dementia
- Increase access to extra care housing across the city

- Start to implement the Manchester Dementia Strategy in light of the National Strategy
- Ensure residential care and nursing homes, hospitals and home care providers are able to provide appropriate nutrition and support with eating
- Further develop support for people growing older with learning disabilities
- Develop specific social care services for the end of life
- Ensure that patients and users of social care can access advocacy services from a range of agencies in the independent and voluntary sectors
- Improve access to community resource centres and other daycare and wellbeing centres
- Organise events to hear people's concerns about health and social care services and receive answers from the agencies involved
- Provide business development to enable the voluntary sector to expand and increase the service choice available
- Work with Children's Services to raise awareness of issues relating to grandparent carers and promote the support available for them
- Promote local and national support services for grandparent carers
- Explore options to provide financial support for more grandparent carers.

### **Who's involved**

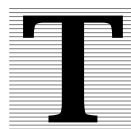
#### **The following VOP partners will deliver this part of the strategy:**

Manchester Adult Services, including care managers and providers and 'Supporting People' commissioning teams and providers, NHS Manchester and the Local Information Networks (LINKs), Manchester Alliance for Community Care (MACC) and the Manchester Older People's Network (MOPN), Manchester Mental Health and Social Care and Hospital Trust, Manchester Learning Disability Partnership, Greater Manchester Police, older people and their carers, and voluntary, community, faith, and private sector organisations.

**Part**

# **Making i**

**t happen**



**his section looks at how we'll deliver the strategy and measure its effectiveness. It also outlines how we're developing our knowledge about ageing in cities by working with various research groups and academic institutions.**

### **Delivering the strategy**

The VOP officer group will prepare a detailed delivery plan, setting out lead responsibilities, timescales, reporting mechanisms, and links to other city-wide strategies, including Manchester's Local Area Agreement. A six-monthly update report will be produced, setting out our progress against the delivery plans. In 2015 we will carry out a full review of the strategy and produce a 'refreshed' strategy report.

### **Measuring progress**

Data collected from the next UK Census in 2011 will allow us to produce a detailed picture of changes in the population and people's quality of life. We will continue to collate information about older people and will combine this with data from the Census when it is released. This will be used to inform the evaluation and refresh the Community Strategy in 2015.

The VOP team has developed a series of indicators and targets that will enable us to track the progress made on our two-year actions and our overall vision for each programme of work.

## The VOP Board

**The VOP Board is the primary mechanism for older residents to hold the VOP partner organisations to account. It comprises up to 15 Manchester residents, drawn from a wide range of backgrounds, neighbourhoods and organisations. Its remit includes:**

- » Being champions for older people in their communities and organisations
- » Representing older people's views to national, regional and local government, and other agencies
- » Giving hands-on leadership to central areas of VOP's work, such as the Positive Images and communication campaigns
- » Developing expertise around the ageing agenda
- » Agreeing the overall VOP strategy and bringing forward new priorities
- » Reporting to the Manchester Older People's Forum.

### The current board is:

Bill Booth  
 Mike Delaney  
 Simon Katzenellenbogen  
 Ann Leighton  
 Margaret Parkes  
 Tony Rock  
 Susan Samson  
 Tony Taylor  
 Kate Torkington  
 Jim Trotman  
 Elaine Unegbu  
 Bhim Virmani

## The VOP Advisory Panel

We also have an expert Advisory Panel, which meets annually to assess progress and advise on solutions.

### The current panel is:

Jane Carrier  
 The Audit Commission

Prof. Eileen Fairhurst  
 Manchester Metropolitan University

Keith Frost  
 The Age and Employment Network

Dr Gillian Granville  
 Independent Public Health Consultant/  
 Southampton University

David Halpin  
 Lancashire County Council

Alan Hatton-Yeo  
 Beth Johnson Foundation

Sophie Martin  
 Camden Council

Prof. James Nazroo  
 University of Manchester

David Regan (chair)  
 Manchester Joint Health Unit

Prof. Tom Scharf  
 University of Keele

Prof. Judith Sixsmith  
 Manchester Metropolitan University

Duncan Tree  
 Community Service Volunteers

Belinda Wadsworth  
 Age Concern and Help the Aged

## **Developing our knowledge: creating a learning city**

We've developed a range of learning partnerships with experts on various aspects of ageing in cities, and have used this knowledge and research to inform our strategies and programmes of work. We want to strengthen these alliances in order to attract more expertise and resources to Manchester.

Working with leading academic institutions on areas of common interest will enable us to learn from the latest research into ageing in urban areas and disseminate knowledge that can influence local policies and projects. We will also work with local older people to support them as researchers.

We are currently following research projects into ageing by Manchester University, the Manchester School of Architecture, the Young Foundation, and with Keele University, the New Dynamics of Ageing programme.

## **Future research and learning activity**

### **In the next two years we will:**

- Ensure that the findings of the New Dynamics of Ageing programme are reflected in mainstream policies
- Build on the success of the series of lectures and seminars held in the 2008 Full of Life Festival to create annual Manchester Age Debate events. Public sector organisations, academic agencies, age sector groups and older people will use them as a platform to showcase their work
- Build on important learning connections with age-sector agencies, such as Care and Repair, the merged Help the Aged/Age Concern charity, and Community Service Volunteers
- Report to the VOP Board, officer conferences and the public on progress, including production of an annual Strategy Update
- Provide learning opportunities for older people's groups and projects in monitoring and evaluation and pursuit of funding
- Improve data collection to enable comparable and meaningful interpretation of data relating to older people in Manchester
- Explore benchmarking to assess relative rather than absolute changes and to assess reduction in inequalities between Manchester and the rest of England
- Pilot an outcome-based framework to assess progress against strategic objectives
- Pursue funding for evaluation of key projects and initiatives and to assess the overall impact of the strategy
- Further develop our intergenerational work through our strategic partnership with the Beth Johnson Foundation
- Share good practice with the emerging regional older people's structures
- Continue to network and collaborate with local academics who are working on ageing issues
- Explore opportunities to research into the views and expectations of baby boomer Mancunians
- Continue to work closely with the centre for Social Gerontology at Keele University
- Support a bid for a Europe-wide learning network into ageing in urban settings.

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