

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

2010~2020
Summary



Part

Introduction

This booklet summarises Manchester's plan to become an age-friendly city where older people are more able to enjoy a good quality of life. It has been produced by the Valuing Older People (VOP) partnership, which aims to improve life for older people in Manchester, and involves a range of different services, organisations, agencies, and older residents.

VOP's work focuses on life events that usually occur after people reach their 50s. Different people are affected by the issues we tackle at different ages. Rather than organise our work around fixed age groups, we base it around key events in the life course, such as retirement or bereavement, and support people as they move through the major changes associated with growing older.

The VOP team is part of Manchester's Joint Health Unit 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, and the full strategy, you'll find references to 'we'. This refers to VOP as a whole, including the older people involved and our partner agencies, not just the team.

Since VOP was created in 2003, the number of people who think their neighbourhood is 'a good

place to grow old' has increased and we're recognised nationally for our work. However, there is still a great deal to be done.

Creating an age-friendly city

Although there are benefits to city living in older age, it presents many challenges that lower quality of life. The rising number of older people, and rising number of people living in cities mean this has to change.

The shifting demographics, and the significant number of older Manchester residents who are disadvantaged, make this the ideal time and place to build on the strong foundations and create an age-friendly city.

To do this, we will build on the positive elements of Manchester life and ensure that the needs of older citizens, particularly the most disadvantaged, are central to the work of all service providers in Manchester.

5 **key objectives**

Following extensive consultation with older citizens, coupled with our learning and research, we arrived at five achievable key objectives to make Manchester a great place to grow older.

These are to:

- 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.

3 **cross-cutting themes**

We also identified three issues or 'cross-cutting themes' that need to be addressed in the work to progress each of these five objectives.

They are:

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

For each key objective and cross-cutting theme, we have set out a programme of work, including a vision for 2020 and actions for the next two years. During 2012, we will produce another plan for the next three years up to 2015 to match with the Manchester Community Strategy timescales.

Part



**Programmes
of work**

The three cross-cutting themes

Promoting equality

Here we focus on tackling age discrimination and inequalities relating to poverty, gender, sexuality, health, ethnic origin, and refugee status.

- By 2020, we will have created a fairer Manchester where older residents, particularly those from disadvantaged and marginalised groups, will have better access to services appropriate to their needs. Age-friendly policies and services will be the norm and older people will be viewed in a more positive way.

Actions focus on improving services for groups whose needs aren't being met, tackling age discrimination in the provision of goods and services, and challenging ageist stereotypes.

Improving relationships

Our work on improving relationships will focus on reducing loneliness among older people, and strengthening intergenerational relationships.

- By 2020, we will have created age-friendly neighbourhoods that foster good social networks and create better understanding between generations. More older people will use information technology to stay in touch, and they'll have better access to support during difficult life transitions.

Actions focus on implementing the city-wide intergenerational strategy, including research, training, and project delivery, producing a guide to tackle social isolation, and extending support, resources and expertise on this issue.

Improving engagement

Older residents play a central role and vital function in shaping the work of VOP. This programme focuses on extending opportunities for older people's involvement in decision-making and project delivery to ensure that the city develops in tune with older people's needs and desires.

- By 2020, we'll see many more older people, particularly those who have been socially excluded, engaged with the work of VOP and our partners. Services will be age-proofed, and engaging with older people will be seen as the key to creating an age-friendly city.

Actions focus on strengthening and expanding engagement projects, including neighbourhood-based groups and events, and communication initiatives. Opportunities for volunteering and using information technology will also be extended.

Lifetime neighbourhoods

In a lifetime neighbourhood, a person's age doesn't affect their chances of having a good quality of life. The characteristics include good public transport, a choice of affordable housing, a range of services and amenities, high-quality green spaces, low crime levels, and a good physical environment.

- By 2020, a greater number of Manchester's older citizens will live in lifetime neighbourhoods and feel more safe, secure, and supported. older people will be actively involved in community life, and will feel proud of where they live.

Actions focus on assessing neighbourhoods throughout Manchester for 'age-friendliness' and establishing what needs to be done to transform them into lifetime neighbourhoods.

Lifetime neighbourhoods: housing

Much has been done to improve housing for Manchester's older residents, but many still live in unsuitable accommodation. The focus now is on ensuring that ordinary homes, as well as specialist housing, are suitable for an ageing population.

- By 2020, Manchester's older citizens will have more housing options with an improved supply, mix and choice of good-quality homes adapted to their needs. With better support and advice, more older people will be able to take advantage of the improved housing offer.

Actions focus on increasing the supply and choice of homes, increasing the proportion that are accessible to mobility-restricted residents, improving existing homes, and extending support and housing advice services.

Lifetime neighbourhoods: transport

With free buses, trams and trains for the over-60s, the main challenges now are making public transport more accessible and flexible, and improving road safety.

- By 2020, transport for Manchester's older people will be easy to use, reliable, comfortable, flexible and safe. It will be easy to access, and either free or charged at an affordable rate. There'll be better support for people having difficulties getting around, and transport hubs and information will be better suited to older people.

Actions focus on improving waiting environments, expanding the demand-responsive services, ensuring older people are considered by transport planners, and improving road safety through better education, road layouts and crossing points.

Lifetime neighbourhoods: environment

The focus here is on encouraging older people to take advantage of the benefits of greener lifestyles, deal with the effects of climate change, improve the local environment, and develop sustainable neighbourhoods.

- By 2020, Manchester's older people will be making more use of public spaces and feel a sense of pride in them. Local residents will be better equipped to make green lifestyle choices and will have more opportunities to improve their local environment.

Actions focus on developing local environmental projects involving older people, increasing older people's involvement in local and environmental decision-making, and building on work designed to make public spaces more accessible.

Lifetime neighbourhoods: community safety

Community safety concerns for older people include distraction burglary and antisocial behaviour.

- By 2020, older people in Manchester will feel safer at home, in their neighbourhoods, and on public transport thanks to fewer incidents of distraction burglary and antisocial behaviour. They will feel their concerns about community safety are listened to and addressed.

Actions focus on expanding existing initiatives to tackle these key concerns. Engaging with local people on community safety issues is another priority.

Work and income

We're helping older citizens cope with the recession and maximise their income by focusing on three main areas: age-friendly employment, targeted support for the over-50s to get back into work, and encouraging take-up of entitlements.

- By 2020, older people will have better access to training, work, and income; and age-friendly employment will increasingly be available. Older people will claim their full benefits entitlement, and there will be free financial advice for older people and people in mid-life.

Actions will focus on delivering financial advice services, extending entitlement take-up initiatives, developing pre-retirement offers, delivering pensions advice, and supporting the over-50s to access work, voluntary work and paid caring roles.

Culture and learning

The main goals of this programme are to ensure that Manchester's cultural and learning providers meet the needs of older people, and to ensure that a growing number of older people benefit from the opportunities they offer.

- By 2020, there will be more non-vocational courses and activities for older people, and wider opportunities for sharing learning between generations. Activities will be more accessible, and better planned and marketed to attract a more diverse older audience, including those from minority ethnic communities and disadvantaged neighbourhoods.

Actions focus on establishing community-based learning opportunities, developing ways of increasing participation from underrepresented groups, improving links between cultural venues and older people, and ensuring that older people's voices are reflected in culture programming.

Healthy ageing

Our approach to reducing health inequalities among Manchester's older population focuses on promoting physical exercise, delivering falls prevention initiatives, and encouraging healthier lifestyles from mid-life onwards.

- By 2020 older citizens will live longer and experience more years of good health. Health inequalities between affluent and disadvantaged neighbourhoods will be reduced, and access to exercise opportunities and specialist support services will be improved.

Actions focus on providing more falls prevention activities, and more free and low-cost exercise opportunities. Mid-life checks will be expanded, as will support relating to cancer prevention and early detection, smoking cessation, healthy eating, mental health, sexual health and alcohol.

Care and support services

Care and support services are changing to become more responsive to the needs of the growing older population. They are better focused on prevention, early intervention, and on giving older people more choice and control over their care.

- By 2020, older people will use a range of services that support them to be healthier and live independently. When in need of care services they will be able to exercise choice over the services they receive and have better control over their lives.

Actions focus on extending reablement services, preventive services and low-level care; improving joint-working; improving mental health provision; supporting grandparent carers; and expanding advocacy and engagement initiatives.

Part

Making it

t happen

A detailed delivery plan will set out lead responsibilities, reporting mechanisms, timescales, links to other strategies, and outcome measures. Six-monthly update reports will outline progress for the VOP Board and VOP Forum, both made up of local older people.

We'll track progress on the two-year actions and overall vision for each programme of work against a series of indicators and targets grouped around eight 'conditions of wellbeing' (or outcomes).

An expert Advisory Panel will meet annually to assess progress and advise on solutions.

The knowledge and research gained from learning partnerships with experts on ageing in cities have informed this strategy. We will further develop these alliances in order to attract more expertise and resources to Manchester.

For more information about VOP, contact us:

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or write to:

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If you know of someone in your neighbourhood who may not be able to read this, please tell them about it. This leaflet is also available in large print, Braille, on tape, and other languages. Tel: 0161 277 5972.

आपने गुजरातीमां आ माहितीनी जरूर होय तो कृपा करी, नीचेनां नंबर पर झोन करो.

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Manchester



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