



**Manchester:  
a great  
place to  
grow older**

COMMON  
Bar  
Eatery  
Coffee Spot

**//**

**When I retire,  
I'd like to  
move to  
Manchester.**

**//**

# Foreword

**F**or the past 20 years, the ageing agenda in Manchester has been about challenging perceptions. Take a look at the photograph on the cover of this strategy and you will see a group of older citizens of Manchester enjoying a coffee in the popular and vibrant Northern Quarter. Through the success of the Age-Friendly Manchester programme, older people have a greater sense of belonging, confidence and ownership across the city. It is a space for all, no matter what their age.

Following a career in nursing, management and education, I became involved in the work of Age-Friendly Manchester back when it was still named 'Valuing Older People'. Initially, I joined the Manchester Older People's Network, and subsequently became a member of the Age-Friendly Manchester Older People's Board. Over the years I have seen and experienced first-hand the progression the programme has made in making Manchester a better place to grow older. The city has consistently been seen as a trailblazer, pushing boundaries, and as a consequence gaining recognition on both a national and international scale.

I am therefore delighted to write the foreword for this refreshed ageing strategy. It reasserts the importance of the ageing agenda in Manchester, and confirms the Age-Friendly Manchester programme is keeping up to date with the fundamentals of ageing.

Throughout its journey, the programme has placed a high value on partnership working. It has been excellent in fostering partnerships across sectors and working successfully together. This strategy is therefore 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. The voices of older people are consistently sought, listened to and prioritised. I was proudly elected as the Chair of the Manchester Older People's Board in 2016; together we represent older people, addressing issues affecting the quality of life for older residents and their communities across Manchester. The board is just one example of how the Age-Friendly Manchester programme optimises opportunities for participation and inclusion.

What follows overleaf is the future for ageing in Manchester. While there is still work to be done, I believe the three strategic priorities outlined in this document are the right ones to guide the ageing agenda forward, both sustaining Manchester as a leading age-friendly city and continuing to make it a better place to grow older.



**Elaine Unegbu,  
Chair,  
Manchester Older People's Board**

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

## Introduction

**I**n 2009 we launched the strategy **Manchester: A Great Place to Grow Older (2010–2020)**. At the time we pointed out that the idea of Manchester being a place where older people would want to settle in later life was for many an unusual one. We asked why older people would want to move to a city catering for younger generations, and how we could make it a great place to grow older. We argued that Manchester had a great deal to offer its older residents.

The Age-Friendly Manchester programme is known across the world because of its imaginative and effective partnerships, neighbourhood working and its unique relationship with the city’s universities, all of which put engagement with older people, their voice and their influence, at the heart of what we do.

Since the strategy’s launch in 2009 the city has experienced major economic and demographic change, alongside significant changes in the national and regional political context. We felt it was time to revisit the original strategy and, while its priorities are still just as relevant, refresh and update it to reflect the current picture.

This refreshed strategy highlights some of Age-Friendly Manchester’s key achievements and milestones since 2009. It considers the challenges facing our ageing population, while celebrating the role played by Manchester’s older residents in shaping their city.

By asking what an age-friendly Manchester might look like in four years’ time, the strategy focuses on the key priorities for the city and its partners, offering a framework to deliver real improvements to the lives of older people, putting them centre stage.

Indeed, at a recent event with older residents we asked them to imagine themselves four years in the future and what they would write about Manchester on a postcard to a friend. Out of the many quotes that came from that session, one group wrote: “Wish you were here in our lively, diverse city – move to Manchester, where there’s a real sense of community.” This probably answers my original question: the idea of settling in Manchester in later life is no longer as unusual as it might have seemed back in 2009.

**Councillor Sue Murphy,  
Deputy Leader,  
Manchester City Council**

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# Executive summary

**M**anchester's current ageing strategy is called **Manchester: A Great Place to Grow Older (2010–2020)**. It was launched in 2009 and sets out the vision and priorities for Manchester to become an age-friendly city: a place in which people in mid- and later life are economically, physically and socially active, and where they are healthier, safe, informed, influential, independent and respected.

Since the strategy's launch in 2009, alongside significant changes in the national and regional political context, the city has experienced major economic and demographic change. While the strategy's original priorities are just as relevant as they were when first published, an update is now timely.

The Age-Friendly Manchester team has spent six months reviewing the 2009 strategy. In the course of the review they spoke to a wide range of organisations and individuals, including many older people themselves.

This refreshed strategy is the outcome. We took the eight key features that make an age-friendly city (see page 18) as defined by the World Health Organization as our starting point. During our many conversations we asked what the city's priorities are around ageing and what an Age-Friendly Manchester might look like in four years' time. Out of this we identified three key priorities:



## Develop age-friendly neighbourhoods

Places where people can age well in the neighbourhoods of their choice, with access to the right services, housing, information and opportunities – social, cultural or economic.

## Develop age-friendly services

Where services are age-aware, value and retain their older workforces, deliver age-friendly services and where commissioning includes age-friendliness in its specification.




## Promoting age equality

Address the negative images and portrayal of ageing that older people tell us negatively impact on their confidence, self-esteem and mental wellbeing. Older people frequently talk about facing discrimination – in the world of work, when trying to access services, and in the way they are portrayed in popular culture. The strategy sets out the need to change the narrative to one that celebrates the valuable role and contribution of older people through positive images of ageing.

## **Age-Friendly Manchester – the story so far**

**T**his strategy was produced by Age-Friendly Manchester, a partnership initiative to improve life for older people in the city.

Age-Friendly Manchester is part of Manchester's Population Health and Wellbeing team based in Manchester Health and Care Commissioning – a collaboration between the NHS and Manchester City Council.

The team was established in 2003 under the name Valuing Older People. In 2010 the programme's work gained accreditation with the World Health Organization, with Manchester becoming the first UK city to join the global network of age-friendly cities. In line with this, Valuing Older People became Age-Friendly Manchester.

We want to make our city a better place to grow older and in turn improve the lives of older people. To achieve this, Age-Friendly Manchester has worked with older people and organisations across the public, private, voluntary and community sectors – this partnership is what we mean by 'we' in this strategy.

**For older people, living in an age-friendly Manchester means having the right to:**

**be treated with dignity and respect / live independently / receive information, advice and guidance in appropriate forms / lead a healthy life / influence decisions that affect their lives / be safe and secure / feel engaged.**

Age-Friendly Manchester has a unique approach. We are guided by our Older People's Board and Forum. We combine this with unrivalled experience and partnership working in our public, community and private sector agencies, and with our learning from the cutting-edge research being done in Manchester's universities.

# Our history

## 2003–06

- » Valuing Older People team established
- » Older People's Board established
- » First Older People's Forum
- » First Neighbourhood Co-ordination Group
- » Full of Life festivals held
- » First locality networks established

## 2007–08

- » Partnership with the School of Architecture established
- » Ran a positive Images of Ageing campaign

## 2009

- » Intergenerational programme started – MCR Generations Together
- » Culture and ageing partnership launched
- » Over-50s Relationship and Sexual Health Guide published
- » Manchester: A Greater Place to Grow Older – strategy launched

## 2013

- » Cllr Sue Cooley, winner Local Government Information Unit Achievement Award, for work to promote ageing agenda

## 2012

- » Founding member of the Campaign to End Loneliness
- » Age-Friendly Design Group established

## 2011

- » Manchester launches UK Network of Age-friendly Cities

## 2010

- » Recognised by the World Health Organization as an age-friendly city

## 2014

- » Older People's Nightclub launched
- » Alternative Age-friendly Handbook published

## 2015

- » Age-friendly Alexandra Park
- » Housing for an Age-Friendly Manchester strategy
- » Age-Friendly Manchester Ambassador Programme launched
- » Older People's Charter launched
- » Cultural Engagement with Older Men Handbook published

## 2016

- » Ambition for Ageing programme begins in Manchester
- » Living in Manchester: Our Age-friendly City published
- » Greater Manchester Ageing Hub established
- » 12 age-friendly neighbourhood networks launched

## 2017

- » LGBT Extra Care Scheme announced
- » Greater Manchester a 'Site of Excellence', as recognised by the European Union

# Ageing in Manchester – where we are now

**E**xperience of older age is strongly shaped by social and economic circumstances, which in turn can lead to inequalities that persist into later life. Such inequalities can mean a reduced life expectancy, earlier ill health and disability, and poorer quality of work or worklessness. Older People may also miss out on the benefits of contributing to their local communities and have fewer social connections, leading to loneliness and social isolation. Inequalities can also manifest themselves through ageism and the impact of the negative portrayal of older people.

## Population:

About **22%** of Manchester's population is 50 or older.

## Most older people:

Moston ward has the greatest proportion of 65+ year olds (**16.3%**) followed by Brooklands (**14.9%**) and Higher Blackley (**14.4%**).

## Gender:

of the over-50s, **48%** are men and **52%** are women.

## Nationality:

**77%** of Manchester's older population are UK-born.

## Life expectancy:

**75.6** years for men, **79.8** years for women. UK averages: **79.1** for men and **82.8** for women.

## Healthy life expectancy:

**56** for both men and women. UK: **63** for men, **64** for women.

## Dementia:

In August 2015 there were **2,895** people in Manchester with a diagnosis of dementia.

## Out-of-work benefit:

**26.6%** of out-of-work benefit claimants are over 50 (double the rate across all ages).

## Benefit claimants due to ill health:

**20%** of out-of-work benefit claimants due to ill health are over 50 (8% across all ages).

## Qualifications:

**30%** of 50 to 64-year-olds in Manchester have no qualifications.

## Income:

**36%** of older residents are income-deprived.

## Home ownership:

**44%** of older residents rent their home.

## Communication:

**Over 2,200** people receive the monthly Age-Friendly Manchester e-bulletin.

## Locality networks:

There are over **100** organisations involved in Manchester's **12** age-friendly locality networks.

## International:

Manchester is one of **287** age-friendly cities and communities worldwide.

# 2017 strategy: the bigger picture

## Our key drivers

### Greater Manchester Strategy

One of the ten priorities is to create an age-friendly Greater Manchester. The Age-Friendly Manchester programme will play an important role supporting this commitment: working with the Greater Manchester Ageing Hub in the Greater Manchester Combined Authority and leading the 'ageing well' aspects of the Greater Manchester Population Health Plan.

### Our Manchester

The city's strategy up to 2025 calls the work of Age-Friendly Manchester 'pioneering' and under Our Manchester's Progressive and Equitable theme, a continued commitment to age-friendly work is one of the 64 'we wills'. These are the things Manchester is prioritising to reach its vision for 2025.

### Joining up health and social care

A Healthier Manchester details the strategic approach being taken to improve health across the city. It outlines how the future of health and care services in Manchester depends on strong partnerships and effective collaboration. Its ambition of 'adding years to life and life to years' ties in with Age-Friendly Manchester's programme of working locally in neighbourhoods, making a difference to the quality of life of Manchester's older people, and supporting them to remain healthy, independent and active for longer.

### The Manchester Population Health Plan

A key priority is to create an age-friendly city that promotes good health and wellbeing for people in mid- and later life.

## Our partnerships

**Manchester Institute for Collaborative Research on Ageing / Housing for an Age-Friendly Manchester Strategy / housing providers / voluntary and community sector groups / buzz Health and Wellbeing Service / Transport for Greater Manchester / LGBT Foundation / Centre for Ageing Better / Ambition for Ageing – GMCVO / Eurocities Urban Ageing Network / UK Network for Age-Friendly Cities and Communities / the local care organisation / Single Hospital Service / Greater Manchester authorities and the Greater Manchester Ageing Hub / Greater Manchester Fire and Rescue Service / Greater Manchester Police / The Age-Friendly Culture Working Group / Manchester School of Architecture and the Design School / Age UK Manchester / local businesses, large and small.**

# Our three key priorities

We began reviewing our strategy by considering the eight World Health Organization domains that go together to make an age-friendly city. These were developed in 2006/07 following focus groups in 32 countries, and form the basis for the majority of age-friendly city strategies across the globe.

Over the course of the consultation and review process, three key priorities for an age-friendly Manchester began to emerge. Namely, the need to:

The Age-Friendly Manchester team and its programme sit at the centre of these priorities, acting as a catalyst and connector.

## World Health Organization domains

Outdoor spaces and buildings

Transport

Housing

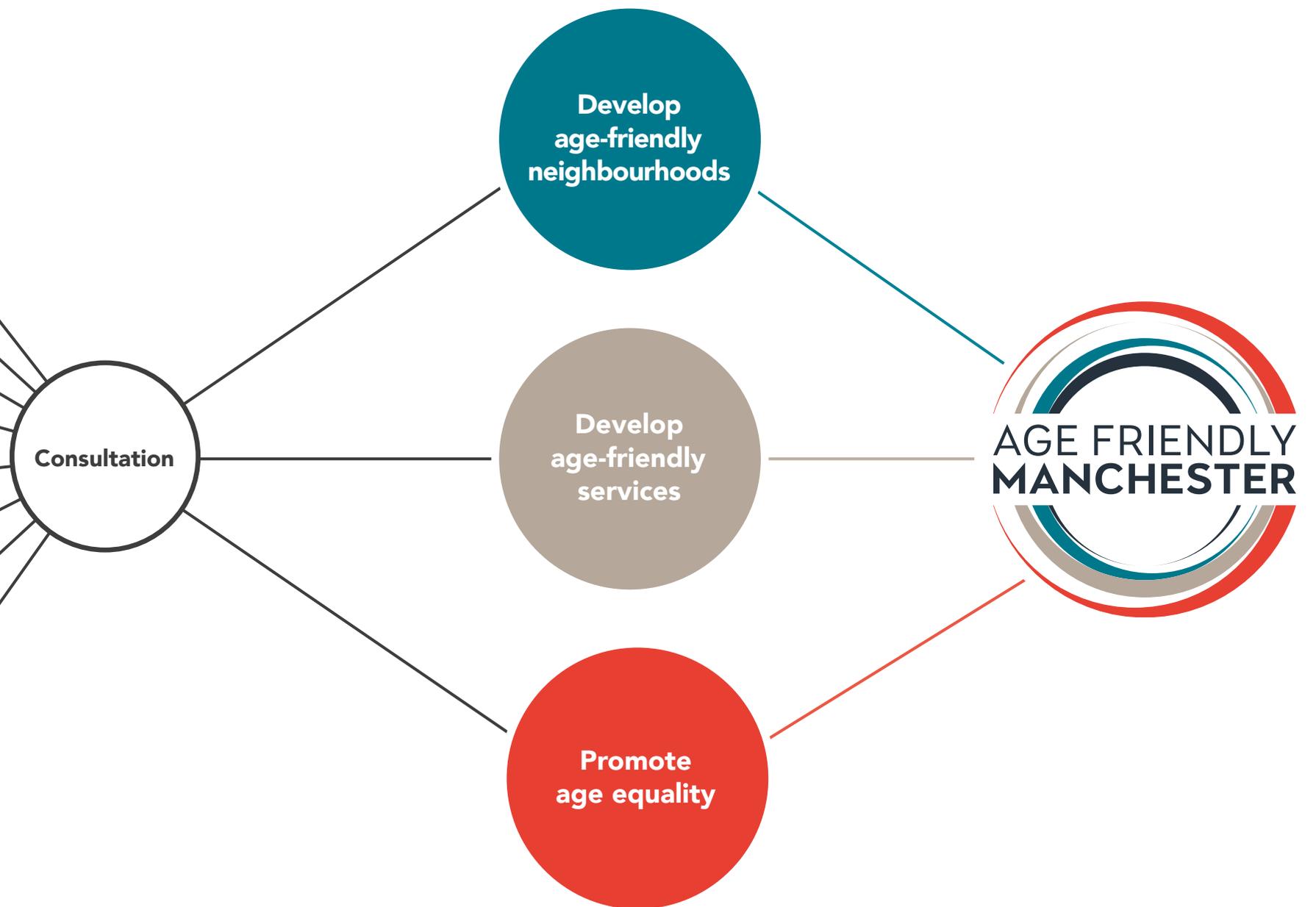
Social participation

Communication and information

Respect and social inclusion

Health and community services

Civic participation and employment



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I enjoy the feeling of independence that living in an age-friendly neighbourhood brings

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## **Priority one: Age-friendly communities and neighbourhoods**

What are people saying they want?

**"Better information-sharing and transport links."**

"Somewhere to live that is inclusive and non-judgemental."

**"Centres and places for older people to go and learn something new."**

**"Gardens designed for all generations, where everyone can meet and share space."**

## Where we are now

Manchester has some highly successful age-friendly neighbourhoods and community projects, including work led by the buzz service, which organises 12 age-friendly neighbourhood networks covering the city; Southway Housing's pioneering Old Moat age-friendly pilot; and the Manchester Age-Friendly Neighbourhoods work covering Moston, Miles Platting, Burnage, Hulme and Moss Side. The Levenshulme Inspired People's Project, Heathfield Hall, and Age-Friendly Whalley Range are other great examples of locality working. A range of hard-working community agencies, such as the neighbourhood care groups, provide crucial help and support for many older people and carers.

Housing For An Age-Friendly Manchester is a strategic group helping older people to be independent for longer, increasing their social participation and improving advice and guidance for them.

Our age-friendly neighbourhood work currently forms a patchwork across the city, and there are still areas where we need to improve.

## Where we want to be

### Safe neighbourhoods

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

### Age-friendly features

In four years' time, we want every Manchester neighbourhood to have clear age-friendly features and objectives. It will be safer and easier to get around the neighbourhood and to use local facilities and amenities.

### Information and support

Manchester's age-friendly neighbourhoods and communities will be places where older people can find the information, advice and support services they need, and be a base for older people's groups and activities. In line with the Our Manchester approach, this will give people a voice, an awareness that they can make a difference and the opportunity to participate. Neighbourhoods will be places where the social, cultural and physical needs of older people are met.

## How we're going to get there

- » We will develop this through an Age-Friendly Manchester neighbourhood framework to inform existing place-based commissioning and investment. A priority will be the establishment of age-friendly community hubs with anchor agencies. Working together, communities will offer dedicated age-friendly services, activities and clubs.
- » We will work with the Local Care Organisation in the development of 12 age-friendly localities.
- » We will work with sport and leisure agencies to identify and target key groups of older people, tailoring physical activity groups to their needs and running targeted campaigns.
- » Alongside colleagues from buzz, we will continue to recognise the importance and value of the workforce within communities and neighbourhoods.
- » We will ensure an age-friendly approach is taken within the three Our Manchester pilot neighbourhoods: West Wythenshawe, Gorton and Higher Blackley.
- » We will work alongside the Manchester Institute for Collaborative Research on Ageing in their development and delivery of the Village Model, support the next phase of the Ambition for Ageing neighbourhood projects, and champion findings from the community dementia action-research programme led by Manchester and Salford universities.
- » We will work with housing providers to adopt age-friendly best practice, including the Greater Manchester Take-a-Seat campaign, and better housing advice via the Housing Options for Older People scheme.
- » We will work with Transport for Greater Manchester to promote age-friendly transport options and routes.
- » We will develop an LGBT Majority Extra Care Housing scheme.

## Who's involved?

The following partners will help us deliver this priority – age-friendly communities and neighbourhoods

**Older People's Housing Alliance / Housing For An Age-Friendly Manchester / buzz Health and Wellbeing Service / the local care organisation / Manchester Health and Care Commissioning / Transport for Greater Manchester / housing providers / Greater Manchester Fire and Rescue / The University of Manchester / Manchester Metropolitan University / the local voluntary and community sector / community groups and older residents / Strategic Housing / culture, sport and leisure providers / Neighbourhood Services.**

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**Our age-friendly city promotes activities and healthy lifestyle choices for people of all ages.**

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## **Priority two: Age-friendly services**

What are people saying they want?

**"People of any age need to be treated equally in all aspects of life, including being considered for jobs without an assumption that older people are filling time until retirement."**

"Plenty of opportunities for continued learning at affordable prices."

**"Good-quality transport, and good social care for people who need it."**

**"Staying physically and mentally active so that we can stay in our own homes for longer."**

"Meaningful conversations with older residents as part of decision-making."

## Where we are now

Age-Friendly Manchester has taken a lead role in engaging with Manchester's older people. We've developed a wide range of opportunities for older people to give us their views including an Age-Friendly Manchester Older People's Board, a citywide forum, local networks and task groups. We have developed the Age-Friendly Manchester Older People's Charter, which reinforces the existing rights of older people in Manchester and champions the city's older generation. A number of individuals, businesses and organisations have made pledges towards the charter. However, there is far more we can do.

## Where we want to be

### 'Age-proofing'

We want to see all our services – and city strategies – 'age-proofed'. This will help change people's attitudes to ageing and older people; they'll see older people as the key to creating an environment in which people thrive as they age.

### Ways of working

Those providing important services across the city will change the way they work with older people. Strategies, policies and action plans will commit to meeting age-friendly measures.

### Inclusion

When generating and presenting data, mainstream decision-makers must respect the needs of older people, and profile them appropriately in reports, research and studies. Older people need to be given opportunities to share their experiences and must be engaged in consultations about public service design and delivery. For example:

- » We want Manchester City Council to pledge to be an age-friendly employer and set a standard for services and businesses to aspire to.
- » We want businesses and employers to recognise the value of older workers: retaining a highly skilled, experienced workforce – providing healthy work and ongoing training, and maintaining skills.
- » We want older people to be offered bespoke, meaningful, financial support.
- » We want the dedicated age-friendly thinking, action and events offered by Manchester's cultural institutions to continue and flourish.
- » We want opportunities to be there when older people wish to get new skills, knowledge and qualifications.
- » Apprenticeships need to be promoted as an opportunity for all age groups and should not be perceived solely as something for young people.

## How we're going to get there

- » We will work to ensure age-friendly practices are included in public-sector business planning for 2017/18.
- » We will continue the success of the Age-Friendly Manchester Charter, targeting more businesses across the city to become age-friendly.
- » We will work with Work and Skills colleagues to raise awareness of the benefits of older workers, pushing employers to change their approaches to recruiting and retaining older employees.
- » We will raise levels of economic participation in the over-50s.
- » We will reduce the number of older workers falling out of work due to ill health.
- » We will offer meaningful retirement and later-life planning, particularly focusing on disadvantaged groups within the LGBT and BME communities.
- » We will offer sexual health and advice services to older people that are age-appropriate and age-aware, and take seriously older people's sexual and emotional needs.
- » We will develop age-friendly transport with Transport for Greater Manchester, including driver awareness, demand response transport and local bus services.
- » We will promote the linking together of dementia and age-friendly programmes.
- » We will increase rates of physical activity among people in mid-and later life.

## Who's involved?

The following partners will help us deliver this priority – age-friendly services:

**Voluntary and community sector groups / Manchester Community Central / Council Equalities team / the Local Care Organisation / Transport for Greater Manchester / Age-Friendly Culture Working Group / Greater Manchester Police / Greater Manchester Fire and Rescue / Work and Skills team / employers / Manchester Libraries / housing providers / Manchester Health and Care Commissioning / culture, sport and leisure providers / GP practices / LGBT networks / black, minority and ethnic networks / the Single Hospital Service / buzz Health and Wellbeing Service.**

//  
**I live in a lively  
diverse city  
that understands  
and listens to  
older people.**  
//

## **Priority three: Promoting age equality**

What are older people saying?

**"Many older people have lived full and varied lives and still have lots to contribute."**

"Many older people are fit and well, young at heart and play an active part in their community."

**"We need to see more positive images of older people in the media."**

**"Older workers have lots of experience and expertise. Employers need to value and nurture us to help keep us in work."**

## Where we are now

All too often, people judge or assess a person's capacity, ambition and worth on the basis of age. Discrimination against older people presents a major barrier to any ambition for active ageing.

Stereotyping older people, negative value judgements of age and ageing, ageist attitudes, prejudice and a sense that age itself might be a valid justification for discrimination – all are prevalent.

Ageism takes many forms, including the media presenting older people as frail, dependent and out of touch, or through discriminatory practices such as healthcare rationing by age, or institutional policies such as forced retirement at a certain age.

Negative attitudes about ageing and older people have significant consequences for the physical and mental health of older adults. Older people who feel they are a burden perceive their lives to be less valuable, putting them at risk of depression and social isolation. Exposure to everyday ageism brings the risk of older people internalising negative images or depictions of later life.

All these issues are prevalent in Manchester, and they need to change.

The Centre for Ageing Better published an article titled 'Old, Aged, P\*\*ed Off', which looked at discriminatory language that is too commonly used. Examples included: Old. Frail. Dependent. Despondent. Burden. Hopeless. Lonely. Neglected. Sad. Vulnerable. Sedentary. Depressed. Afraid. Elderly. Worried. Victimised. Impaired. Feeble. Senile. Incompetent. Bitter. Complaining. Wrinkly. Helpless. Demanding. Prejudiced. Nosey. Selfish. Stubborn. Isolated. Recluse. Miserable.

These are examples of words we want to eradicate from use in this context.

## Where we want to be

### Positivity around ageing

We want to continue our crucial work tackling this narrative around ageing. We want positivity around ageing. We want people, services and partners to recognise the need to change both the language and images used when talking about (and to) older people.

### Appreciation

We want the myriad of roles older people play to be recognised and celebrated. We want an acknowledgement and appreciation of older people in local communities. We want to promote the benefits of older workers and supporting people later on in their working life.

### Campaigns

We want to develop campaigns to increase public awareness and recognition of the issue. Campaigns would make older people know we are aware of the issues, and that we are working to eradicate ageism.

## How we're going to get there

- » We will deliver new campaigns to promote the positive role and contribution made by older people.
- » We will hold an annual festival of ageing.
- » We will work with the Council's Work and Skills team to promote a positive image of older workers, recognising their unique set of skills, experiences and the knowledge they can bring to the workplace.

### Who's involved?

The following partners will help us deliver this priority – promoting age equality:

**Manchester Health and Care Commissioning / Council Equalities team / Council Central Communications team / the Work and Skills team / Lesbian, Gay, Bisexual and Transgender Foundation / black, minority and ethnic networks / partners across the public, voluntary and private sectors.**

## Delivering and developing

### Making it happen

Following the launch of this strategy, we will prepare a detailed delivery plan, setting out lead responsibilities, timescales, how we'll measure and report progress, and links to other citywide strategies.

### Measuring progress

Together with Centre for Ageing Better, we will develop indicators and targets to track the progress made on our two-year actions and our overall vision for each of our three priorities.

We will continue to collate information about older people living and working in the city, and will combine this with data from the Our Manchester resident survey.

As part of Manchester's Joint Strategic Needs Assessment, key data on the health and wellbeing of older people in Manchester is being continuously expanded and developed. This is through consultation with key stakeholders, and will incorporate the views of the community, including adults and older people. We will collaborate with colleagues working in health intelligence throughout this task.

## The Age-Friendly Older People's Board

Established in 2004, the Age-Friendly Older People's Board is the main consultative group of older people that provides a critical voice for the Age-Friendly Manchester programme. With up to 15 Manchester residents drawn from a wide range of backgrounds, neighbourhoods and organisations, its work includes:

- » being champions for older people in their communities and organisations
- » conveying older people's views to national, regional and local government, and other agencies
- » giving hands-on leadership to central areas of AFM's work, such as the positive images and communications campaigns
- » developing expertise about ageing and the issues around it
- » agreeing the overall Age-Friendly Manchester strategy and bringing forward new priorities
- » reporting to the Manchester Older People's Forum.

The current board is:

**Elaine Unegbu, Chair / Jamil Abdulkader / Jeredine Benjamin / Bren Fawcett / Margaret Greenhalgh / Marie Greenhalgh / Simon Katzenellenbogen / Charles McDermott / Amy Muthra / Pauline Sergeant / Bhim Virmani / Dave Williams / Joyce Gill / Cllr Sue Cooley / Cllr Mary Watson.**

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# Acknowledgements

Special thanks to the following for their participation in the photoshoot:

**Elaine Unegbu / Izetta Enisuoh /  
Bhim Virmani / Jamil Abdulkader /  
Marie Greenhalgh / Les Warren.**

