Start time: 1.30pm UK time

Please note that this event will be recorded.

ESPON Conference Week on Ageing – case study session: United Kingdom
Agenda

Adapting Cities to Population Ageing – Findings from the UK

1330-1345: Adapting Cities to Population Ageing case study: Greater Manchester
   James Whitley, Senior Research Manager, Ecorys

1345-1355: Strategic Partnership with Greater Manchester Combined Authority
   Nicola Waterworth, Greater Manchester Partnership Manager, Centre for Ageing Better

1355-1405: UK Network of Age-friendly Cities
   Ange Jones, Age-friendly Communities Manager, Centre for Ageing Better

1405-1430: Q&A and Discussion
   Paul McGarry, Assistant Director, Greater Manchester Ageing Hub
   James Whitley, Senior Research Manager, Ecorys
   Nicola Waterworth, Greater Manchester Partnership Manager, Centre for Ageing Better
   Ange Jones, Age-friendly Communities Manager, Centre for Ageing Better
The research has been undertaken by Ecorys and Nordregio. ESPON (European Spatial Planning Observation Network) commissioned the research. The research title is ‘Adapting Cities to Population Ageing’. The research involved case studies of 8 stakeholder cities, including Greater Manchester.

Key research questions:
- How do older people experience the daily life in the cities?
- What do older people view as benefits and constraints associated with urban living?
- How are the eight stakeholder cities responding to population ageing?
- Which policies have been the most effective in developing age-friendly cities, how have they been implemented and which are the success factors?
### The Study Overall: Findings

<table>
<thead>
<tr>
<th>Demographic trends</th>
<th>Older people’s views on urban ageing</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ By 2030, projected shares of older people to be over 25 per cent in some regions</td>
<td>➢ Generally positive: e.g. closer to services/amenities</td>
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<td>➢ Pressure to be self-reliant and worries about information, infrastructure &amp; housing</td>
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<tr>
<th>Good practices</th>
<th>Policy recommendations</th>
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<tr>
<td>➢ Problem analysis on neighbourhood level</td>
<td>➢ Continuation of Age Friendly Cities network, but more exchange of experience</td>
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<td>➢ Multidisciplinary approach &amp; synergy across policy domains</td>
<td>➢ Development of long-term strategy and narrative</td>
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<td>➢ Active involvement of older people</td>
<td>➢ Constantly adapt to changing society</td>
</tr>
<tr>
<td>➢ Political support and funding</td>
<td>➢ More monitoring and evaluation</td>
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Greater Manchester

10 metropolitan boroughs
(Greater Manchester ≠ Manchester)
Greater Manchester: Demographics
Greater Manchester: Doing Ageing Differently

This is Manchester, we do things differently here.

Tony Wilson
Greater Manchester: Strategic Success Factors (1)

- Devolution and commitment of Mayor
- Shared identity and co-working
Greater Manchester: Strategic Success Factors (2)

➢ Target group involved in decision-making

➢ Framing ageing within strengths-based (positive) approaches

➢ Language has included “age-friendly” and “all age”
Greater Manchester: Organisational-level Delivery

Organisational infrastructure

➢ Greater Manchester Ageing Hub working across six themes:
  ▶ Economy and Work
  ▶ Housing and Planning
  ▶ Transport
  ▶ Culture
  ▶ Age-friendly Places
  ▶ Healthy Ageing

Complementary investments (examples)

➢ Centre for Ageing Better

➢ Ambition for Ageing funded by The National Lottery Community Fund
  ▶ 10 strategic programmes include:
    ▶ Community Navigators
    ▶ Social Eating
    ▶ Working Potential
## Greater Manchester: Challenges and Opportunities

<table>
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<tr>
<th>Challenges</th>
<th>Opportunities</th>
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<tbody>
<tr>
<td>Funding</td>
<td>Social prescribing</td>
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<tr>
<td>Inequalities</td>
<td>The benefits of growing old in a city</td>
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<tr>
<td>The ‘infancy’ of the concept of an age-friendly city in policy terms</td>
<td>Making use of the private and voluntary sectors</td>
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<tr>
<td>Transport</td>
<td></td>
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<tr>
<td>Physical infrastructure</td>
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<tr>
<td>Target group is not a homogenous group</td>
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Greater Manchester: Recommendations

**Strategic**
- Break down overall goals into small steps
- Utilise academia and other research
- Test and learn

**Thematic**
- Information and communication: Change the language on ageing
- Community support and health services: Promote a person-centred approach
- Social participation: Have voices of older people integrated into delivery
Greater Manchester: Case Study Summary

- Shared identity and co-working
- Devolution and commitment of Mayor
- ‘Age-friendly’ at heart of Greater Manchester strategies
- Cross-cutting
- Positive/strengths-based
Strategic Partnership with Greater Manchester Combined Authority

Nicola Waterworth
GM Partnership Manager

ageing-better.org.uk
Our vision and priorities

– At the Centre for Ageing Better we want everyone to enjoy later life.

– We create change in policy and practice informed by evidence and work with partners across England to improve employment, housing, health and communities.

– We are a charitable foundation, funded by The National Lottery Community Fund, and part of the Government’s What Works Network.
We’re not ageing equally or evenly…across the UK

- More than 1 in 5 authorities currently have the kind of demographics we expect to see nationally in 2080 (44% aged 50+)
- These inequalities are widened and made more visible by COVID-19
- **The State of Ageing in 2020**
What does delivering locally mean?

- More places adopt collaborative, place-based and strategic approach to ageing
- Apply evidence of ‘what works’ to learn from implementation on how to scale and spread
- Create spaces and relationships to test and innovate
- Share learning locally, regionally and nationally
- Extend our reach and impact

Strategic Partnerships
- Greater Manchester
- Leeds
- Lincolnshire

Broadcast/Dissemination
- Rest of the country

UK Network of Age-friendly Communities
- 42 member cities and communities
Influencing nationally and delivering locally

“Through our partnerships in Greater Manchester and Leeds, we are demonstrating the benefits of a joined-up approach to the opportunities of longer lives. We will continue to work in places to test innovative, interconnected approaches and do more to promote widespread uptake of these across the country by growing the UK Network of Age-friendly Communities”

Transforming later lives, 2018
What it looks like in Greater Manchester

– First strategic partnership in 2016 with GMCA
– Key partner and investment to establish GM Ageing Hub; influencing with GM Mayor; member of the Executive Group
– 1st UK Age-Friendly City-Region; GM Local Industrial Strategy; GM Strategy
– Two initial priorities:
  1. Economic growth and fuller working lives
  2. Planning, transport and housing
– Investment in research, development, strategy and dissemination on range of issues
– Partnership Manager recruited in Sep 2019
Achievements to date

Work

– Addressing worklessness and job insecurity in people over 50 and in Greater Manchester

– Pioneering project on Employment Support for Over 50s with GMCA and DWP; co-production through human centred design

– Greater Manchester Age-Friendly Employer Handbook with GM Good Employment Charter

– Research: older apprentices in GM
Achievements to date

**Housing**

- **Rightsizing**: reframing the housing offer for older people
- **Right Place**: understanding local needs and opportunities for building the right homes
- **Developing age-friendly communities in the Northern Gateway urban regeneration project**
- **Mobility and transport study**, TfGM
- **GMCA membership of the HoME Coalition**
The next three years

1. Employment and economic recovery
2. Housing: new and existing
3. Health inequalities: physical activity

And

- Inequalities
- System change and leadership
- Demonstrating impact and dissemination – locally, regionally and nationally
How we support delivery of impact in Greater Manchester

- Evidence of “what works”
- Spark conversations
- Build awareness and influence
- Support and challenge
- Enable change
  - Build relationships and connections
  - Support system leaders
  - Get alongside complexity
  - Co-design
UK Network of Age-friendly Communities

Ange Jones, Age-friendly Communities Manager
December 2, 2020
2017
- Initial mapping of 18 Age-friendly Communities
- Cities of Belfast, Glasgow, Leeds, Manchester, Newcastle, Nottingham and Stoke-on-Trent, early adopters

2018
- 10 further members joined
- First city region: Greater Manchester
- 10 further members joined

2019
- First town council: Melksham
- First English district council: East Lindsey
- First county council: North Yorkshire
- 6 further members have joined

2020
- 8 out of 11 Northern Ireland councils
- 6 out of 10 Greater Manchester metropolitan boroughs
UK Network of Age-friendly Communities – 43

- Antrim and Newtownabbey
- Ards and North Down
- Armagh City, Banbridge and Craigavon
- Banbury
- Barnsley
- Belfast
- Birmingham
- Bolton
- Brighton and Hove
- Bristol
- Cheshire West
- Derry City and Strabane
- East Lindsey
- Fermanagh and Omagh
- Greater Manchester
- Glasgow
- Hebden Royd
- Isle of Wight
- Leeds
- Lisburn Castlereagh
- Liverpool
- Liverpool City Region
- London
- London Borough of Lewisham
- London Borough of Southwark
- London Borough of Sutton
- Manchester
- Melksham
- Middlesbrough
- Newry, Mourne and Down
- Newcastle upon Tyne
- North Yorkshire
- Nottingham
- Salford
- Sefton
- Sheffield
- Stockport
- Stoke-on-Trent
- Sunderland
- Torbay
- Trafford
- Wigan
- York
About the UK Network:

Area population of the UK Network: 22.49 million

Number of those who are over 50: 6.87 million* (30.1%)

- Boroughs: 12
- Cities: 18
- County Regions: 3
- Towns: 11
  - Of which are rural

- Counties: 2
- Districts: 5
- Towns: 3
On International Day of Older Persons, mayors and council leaders across the UK have pledged to tackle ageism.

On the UN International Day of Older Persons (1st October), local leaders across the UK have signed an open letter committing them to tackling ageism and talking more positively about later life.

With recent research suggesting that a quarter of people over 50 have felt discriminated against whilst doing everyday tasks or accessing services, the open letter, signed by Andy Burnham and Marvin Rees as well as nearly 30 other local leaders, commits the figures to challenging ageism within their own communities and organisations.

The letter – which is published below – has been co-ordinated by the Centre for Ageing Better and the UK Network of Age-friendly Communities, part of a World Health Organisation Global network of over 900 places committed to fostering healthy and active ageing. As well as committing place leaders to tackling ageism in their communities, it asks the public to join them in speaking more positively about later life.
Decade of Healthy Ageing
2020-2030
The UK Network of Age-friendly Communities can contribute to a successful Decade of Healthy Ageing (2020 – 2030) by…

- Ensuring that active and healthy ageing is seen as everybody’s business by building relationships, learning and collaboration across sectors, services and between generations.

- Embracing the diversity of older people, addressing inequalities and ageism, building more equitable places for us all to age in.

- Ensuring that all older people are respected, listened to, and can contribute to decision making in the communities that they live.

- Advocating for the physical infrastructure that meets the needs and aspirations of older people, including digital, housing, transport and public spaces.
Responding to and planning for recovery from Covid-19

- A recognition of the ageing and age equality expertise has seen network leads and key partners including older people involved in key response and recovery planning
  - Existing area baselines have informed local responses

- Age-friendly not seen as a cohesive response system
  - Age-friendly work and strategic oversight taken a backseat as network leads redeployed to address immediate concerns
  - Impending redundancies and cuts to services could affect age-friendly work
Recognising and validating the importance of neighbourhoods
“To my mind, it creates a sense of occasion. It takes you away from the mundane routine of doing your washing or being stuck indoors watching television.

Melvin Lamb, Leeds Table Host volunteer

“I used to worry about going out because I get tired and started staying home but with these benches I now go out and feel like I’m involved with people again.

Bob, Melksham resident
Improving transport infrastructure and experience
And many more ...
Thank you

AFC.Network@ageing-better.org.uk
@ageing_better
Q&A and discussion on policy challenges and good practices in the UK + how to transfer/implement good practices from ACPA to other contexts