

# **GREATER MANCHESTER**

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## **DOING AGEING DIFFERENTLY**

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**Brussels November 2019**

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# Citizenship Model of Ageing

Medical	Care	Citizenship
Patient	Customer	Citizen and rights to the city region
Focus on Individual	Focus on individual, family and informal networks	Focus on neighbourhoods and cities
Clinical interventions	Care interventions	Promoting social capital and participation
Commission for “frail elderly”	Commission for vulnerable people	Age-proofing universal services
Prevention of entry to hospital	Prevention to delay entry to care system	Reducing social exclusion
Health (and Care) System	Whole System	Changing social structure and attitudes



## Greater Manchester

- GM population is **set to grow by 13%** by 2039 to reach 3.1 million, it will be **driven by growth in the number of older people**
- By 2039 GM's working age population is set to grow by 5%; the number of GM **residents aged 65+ will expand by 53%** over the same period to reach 650,000
- Overall, the **number of residents over 50 in GM will grow by a third by 2039**
- GM has high levels of **disadvantage**

## GM Ageing Hub

- Set up 2016 by GMCA to "*Coordinate a strategic response to the opportunities and challenges of an ageing population.*"
- GM has devolution over **health, employment**, etc.
- GM Ageing Hub's priorities:
  - To be the first UK **age-friendly city region**
  - To be a global **centre of excellence** for ageing, pioneering **new research, technology** and **solutions** across the whole range of ageing issues
  - To increase **economic participation** amongst the over-50s

**Our vision is that older residents are able to contribute to and benefit from sustained prosperity and enjoy a good quality of life.**

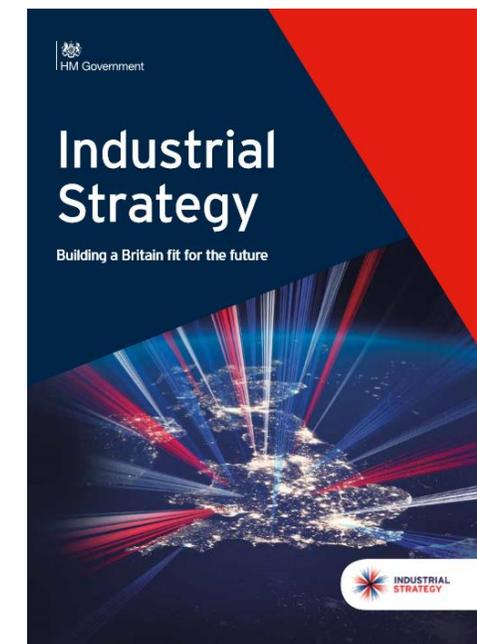
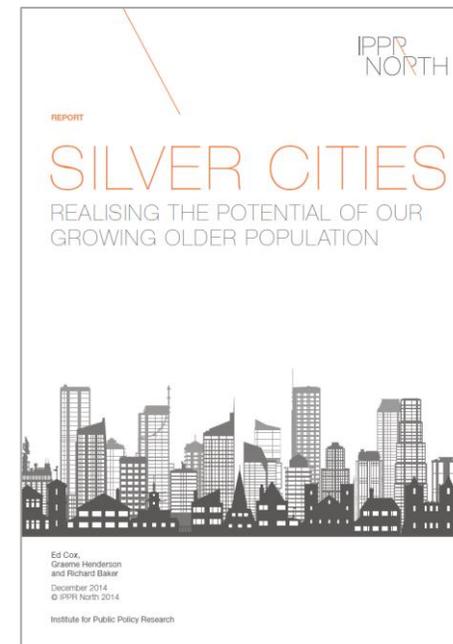
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# Economy and Work

- Develop **new models** of service delivery to support older adults back into work
- Creating a Greater Manchester network of public and private sector **age-friendly employers** through developing **Age-Friendly employer handbook**
- GM Apprenticeship scheme to **target older workers** through new strategy
- £3m pilot to help employers in GM to address **digital skills gaps**

## Local Industrial Strategy: Grand Challenge on Ageing

- Agreed three priorities around ageing:
  - Establish an **International Centre for Action on Healthy Ageing**
  - Develop a **Healthy Ageing Innovation Partnership** with UK Government
  - Create a **city-region testbed for healthy ageing**
- UKRI funding call: GM bid being developed with **industry and universities** for Healthy Ageing trailblazers



# Building Age-Friendly Places

- **Mayoral Challenge:** 50+ neighbourhoods and communities working to **improve lives for older people**
- Ten municipality age-friendly strategies delivering **evaluated improvements** for local areas
- The GM **£10m** Ambition for Ageing programme
- Promote **intergenerational approaches** to age-friendly projects
- The Greater Manchester Older People's Network **informs and influences** GM strategies and decisions that affect older people

## Ageing in Place Programme

- Aims to establish a series of **age-friendly neighbourhoods** in line with our ambitions for Unified Public Services and the White Paper
- To provide detailed guidance on supporting an **age-friendly transport system** for Greater Manchester to complement the work of the GM Ageing Hub.



# Culture

- Culture Champions **volunteer programme** (across six boroughs) as flagship programme
- **Mainstream culture** within ageing priorities and practice for the widest benefit and impact of GM residents
- Promote a shared commitment and activities to reach those who are **least likely to participate**
- Enable and promote **later life creativity and talent**
- Manchester Museum (as part of the Museum for life) will be home to a new GM-based "**Centre for Age Friendly Culture**" when it reopens.



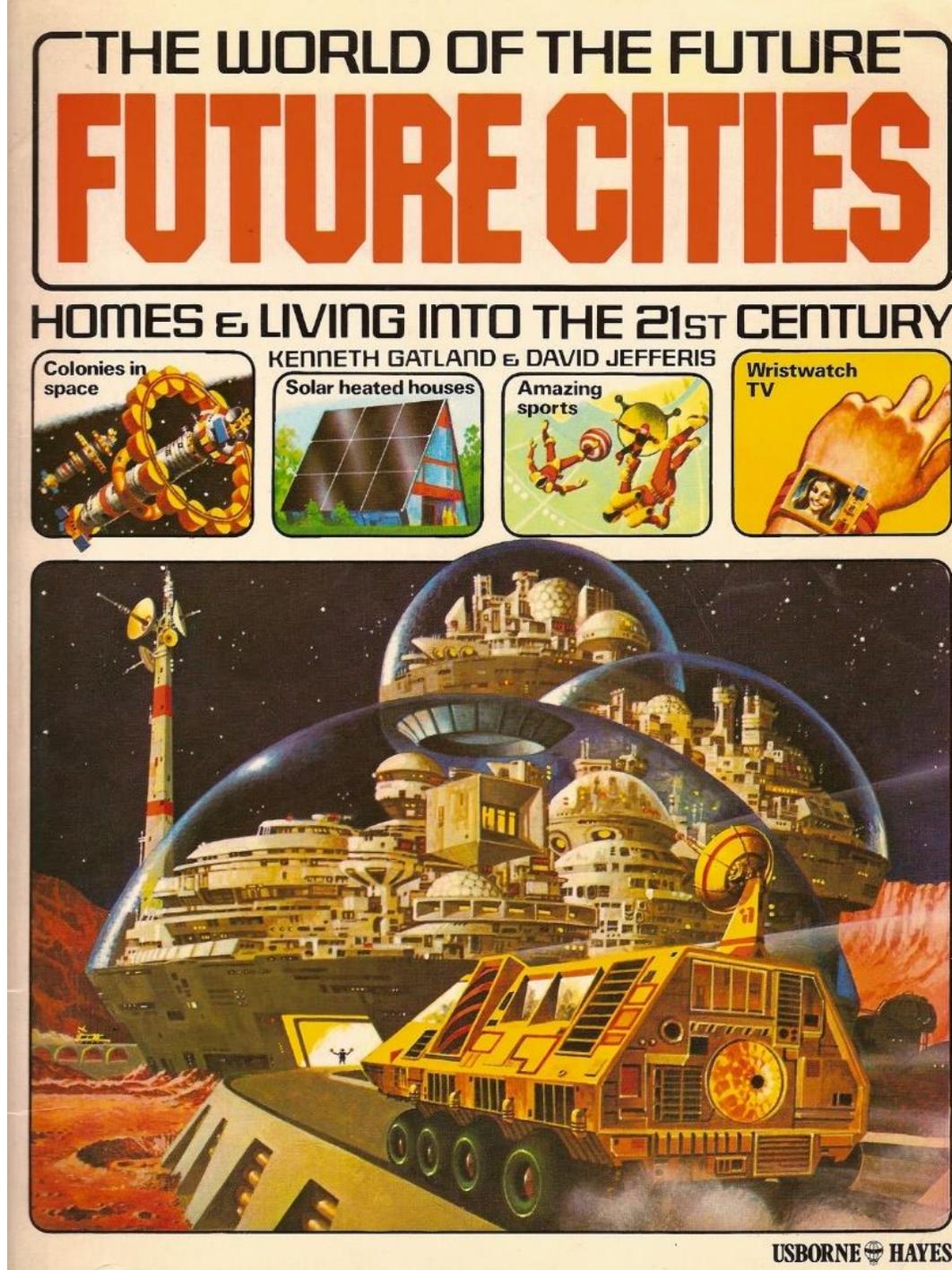
# Housing and Planning

- Developing an **age-friendly spatial framework**, promoting better **housing options** for our increasingly diverse older population.
- Supporting the GM Housing Providers group – promoting **innovation** in the **social and affordable** housing sector around ageing.
- Working with partners in **health and social care, private sector developers, architects and charities to coordinate** programmes and develop shared vision.
- Developing 'Rightsizing' approach, **challenging narrow stereotypes** about the types of homes older people want to live in and **embedding this is local policy and practice**.



# Key Messages for European Cities

- Build **narrative based citizen approach**
- **Inter-agency ecosystems**; researchers, policy-makers, citizens, businesses.
- **Political Support** is key to success
- **Citizen-voice** at all levels
- **International co-operation** is priority for Greater Manchester



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