



 @AgefriendlyMCR



LA RESPUESTA DE AGE-FRIENDLY GREATER MANCHESTER A LA SITUACIÓN DEL COVID-19

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#EusLagunkoiaBBPP20

GREATER MANCHESTER

DOING AGEING DIFFERENTLY

Paul McGarry, GMCA, 4th December 2020

Overview

- **Greater Manchester Ageing Hub**
- **Our current work with a focus on Covid**
- **Next steps**

Greater Manchester Ageing Hub

- Greater Manchester Ageing Hub in 2016 to coordinate a strategic response to the **opportunities and challenges of an ageing population**
- Ageing is one of ten **priorities** in the Greater Manchester Strategy
- 2018: UK's first **age-friendly city region**, World Health Organization
- Work with **ten local authorities** to support local programmes
- **Strategic Partnership with the Centre for Ageing Better** since 2016



Age-friendly
Greater Manchester:
**The place
to grow older**

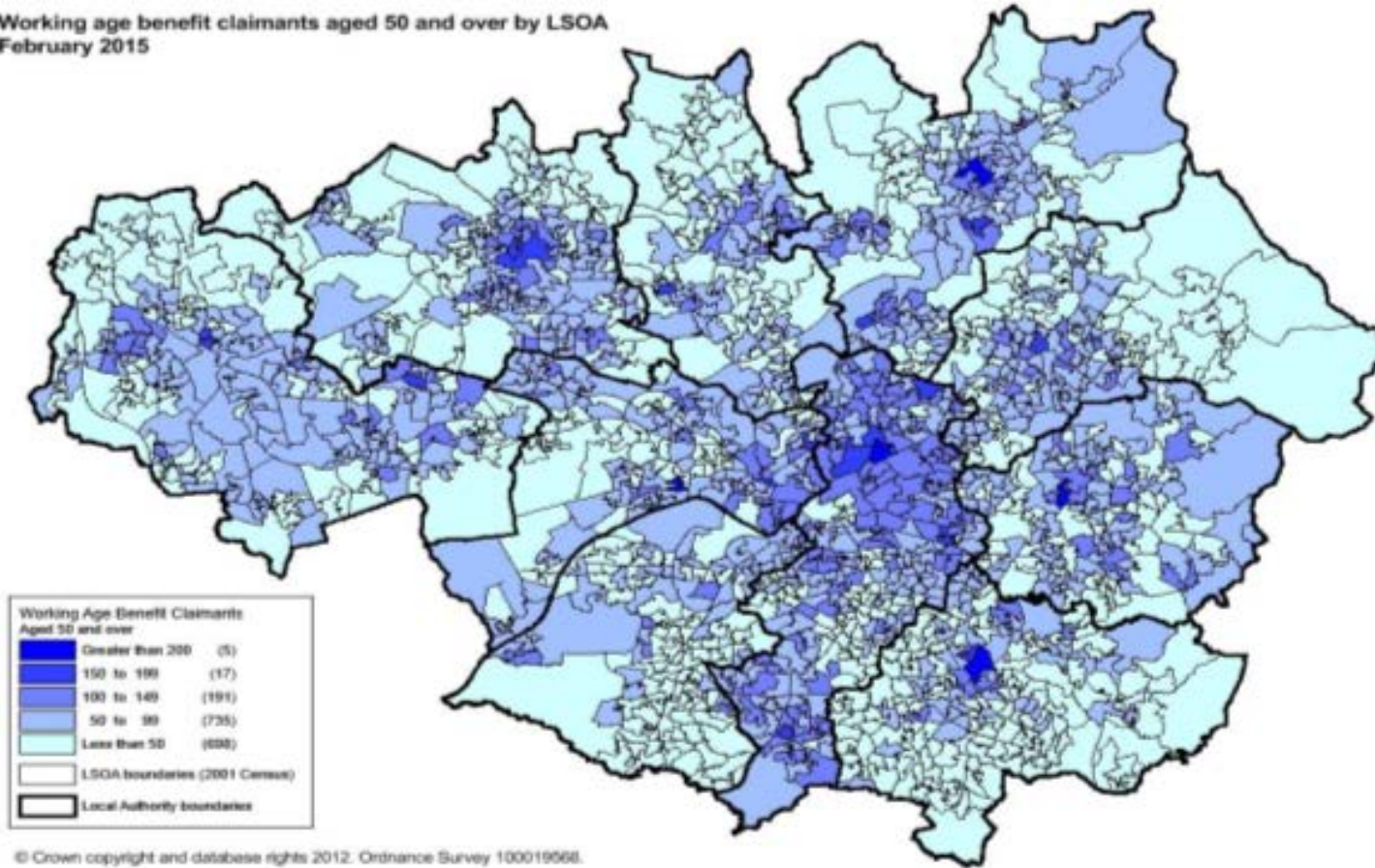


The case for change

- 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 is ageing unequally

Working age benefit claimants aged 50 and over by LSOA
February 2015

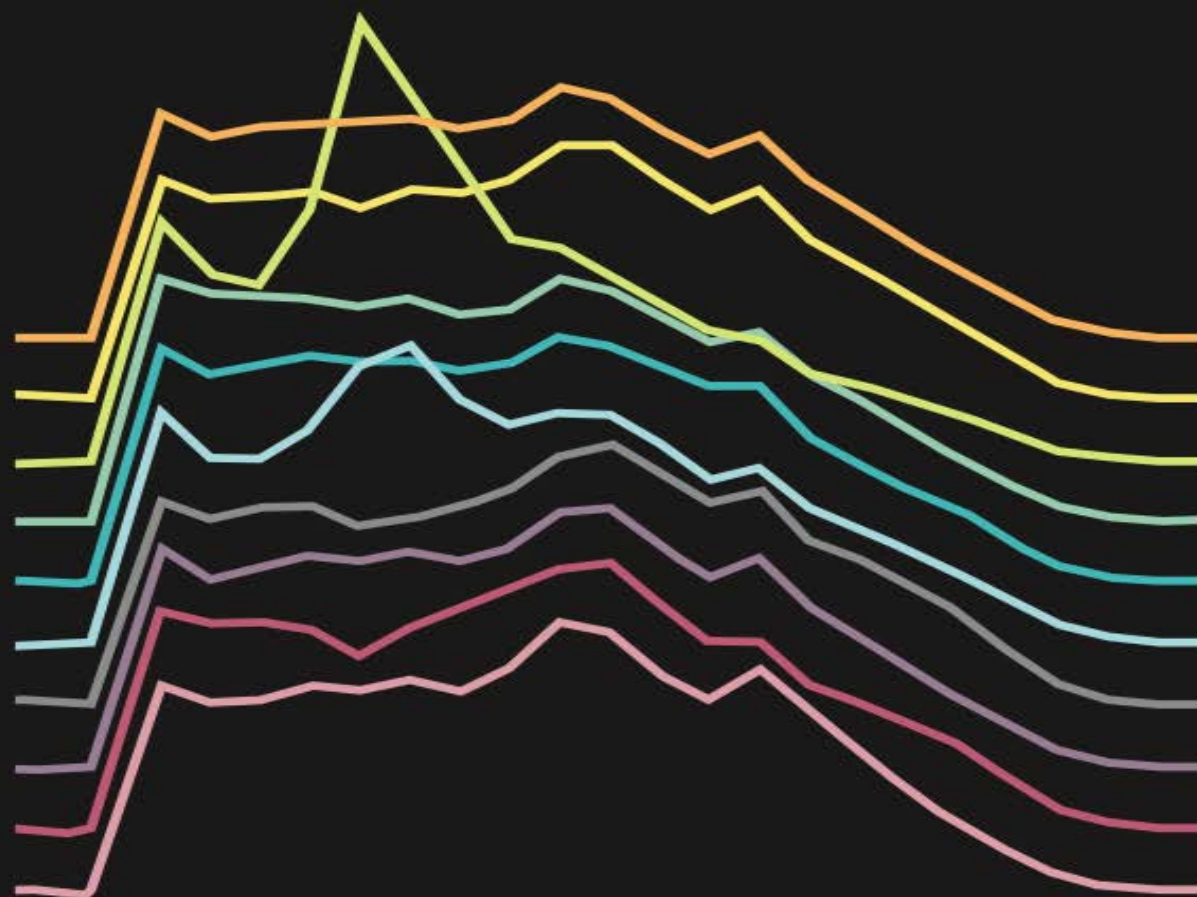


- GM 50,000 GM pensioners currently **in poverty**.
- Significant concentrations of **income deprivation** affecting older people can be found across GM.
- Inequalities** in poorest 20% of older people are growing.

Citizenship-based policy approach

Source: P.McGarry/MCC 2013

<u>Medical</u>	<u>Care</u>	<u>Citizenship</u>
Patient	Customer	Citizen
Focus on individual	Focus on individual, family and informal networks	Focus on neighbourhood and city
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



Age-friendly Recovery Strategy

Developed with partners across the system, responding to identified needs and developing medium and longer-term responses for recovery.

- Changing the **narrative**
- **Employment** and financial security
- Ageing **Well**
- Increasing supply of **homes**
- Ageing in **Place**
- Longevity **dividend**
- **Digital inclusion**
- Focus on **inequalities**

10. An age-friendly Greater Manchester

We're pioneering an approach to become the UK's first age-friendly city-region. To help more people to stay well and live at home for as long as possible, we're improving health services, tackling loneliness and social isolation and strengthening community connections. We're making sure our policies identify and respond to the needs of all our communities. We're pioneering a positive vision of ageing, demonstrating the valuable contribution older people make to the city-region and providing more opportunities for them to work, socialise and enjoy culture and leisure.



Ongoing work

- GM pilot programme to **help over-50s back to work**- The Centre for Ageing Better, GMCA, and DWP
- Launched new national culture and creativity agency: CADA
- New project to develop pioneering age-friendly communities across Greater Manchester has been successful at the first stage of a bid to the **UK Research and Innovation's (UKRI)** national Healthy Ageing Challenge.



Age-Friendly GM & response to Covid-19

Rapid escalation of issues to GM response infrastructure:

- Keeping Well at Home – [WHO case study](#) and Keeping Well this Winter
- Creative Care Kits
- #ValuableNotVulnerable
- Research, analysis & insight
- New guidance and practice
- UK Network of Age-Friendly Communities, European and International networks



Talking About My Generation News
@MyGenerationGM

Our news team wishes you a very happy [#internationaldayofolderpersons](#) and take this opportunity to remind you that we are valuable, not vulnerable!

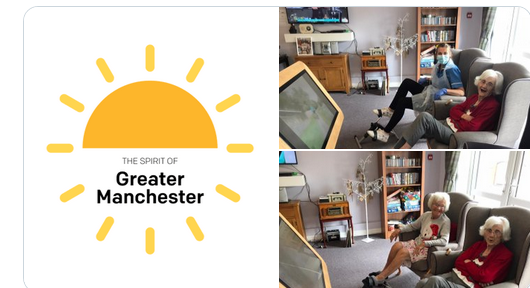
[#ValueableNotVulnerable](#) @GMAgeingHub
@MayorofGM



Mayor Andy Burnham ✓ @MayorofGM · Jun 15

Thanks to [@lhlWigan](#), a number of local care homes across **Wigan** have been provided with cycle pedals to encourage residents to have fun and keep active!

🚲Residents at Mahogany Care Home enjoyed a bike ride virtually through the borough and along the canal! [#SpiritofGM](#)



2 6 18

Keeping well this winter

□ **Set of key messages:**

- Keeping active and connected
- Staying safe and well
- Money and home

□ **Campaign resources from GMCA:**

- 150k printed copies of booklet.
- Film co-produced and fronted by older people
- Talking tips guide for conversations about keeping well

□ **Partners mobilise** behind messages and campaign to:

- Resources and networks to deliver key messages;
- Raise awareness and support frontline staff
- Wrap or link existing activities and responses to the messages
 - e.g. platform to scale-up evidence-based interventions and good practice



Working with local authorities: next steps

- **£100m annually unclaimed – older women and those on low incomes**
- **On average worth £3,000 per year**
- **Information packs** for each local authority
- Randomised control trial to test **effectiveness of different messaging**
- Low Income Family Tracker Dashboard supports **identification of those eligible for but not claiming pension credit**



GM Ecosystem for working internationally on ageing

Policy

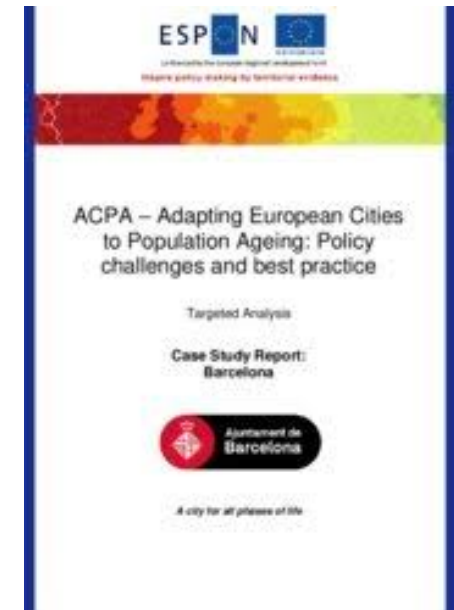
- EU-ESPON / ACPA with eight European countries
- Eurocities Urban Ageing Working Group

Research

- EIP –AHA Four Star Reference site
- MICRA

Innovation

- Local Industrial Strategy
- Innovation Partnership for Action on Healthy Ageing
- International Centre



Next steps and future work

Priorities for GM Ageing Hub, April 2021 onwards:

- Supporting age-friendly locality leads and plans
- Greater **sharing** of best practice and work across the ten authorities
- Further build **older people's participation and voice**
- Extend work of **53 Mayoral challenge** areas
- **Ageing Well** Creating a shared vision for transformational change for services that support well-being in later life.
- **Build** Eurocities platform and support WHO

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Greater Manchester Ageing Hub

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Visit: www.greatermanchester-ca.gov.uk/what-we-do/ageing/