

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



**Adapting Cities to Population Ageing
Greater Manchester Case Study
James Whitley, Ecorys**

The Study Overall: Background

Research overview

- 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

Demographic trends

- By 2030, projected shares of older people to be over 25 per cent in some regions

Older people's views on urban ageing

- Generally positive: e.g. closer to services/amenities
- Pressure to be self-reliant and worries about information, infrastructure & housing

Good practices

- Problem analysis on neighbourhood level
- Multidisciplinary approach & synergy across policy domains
- Active involvement of older people
- Political support and funding

Policy recommendations

- Continuation of Age Friendly Cities network, but more exchange of experience
- Development of long-term strategy and narrative
- Constantly adapt to changing society
- More monitoring and evaluation

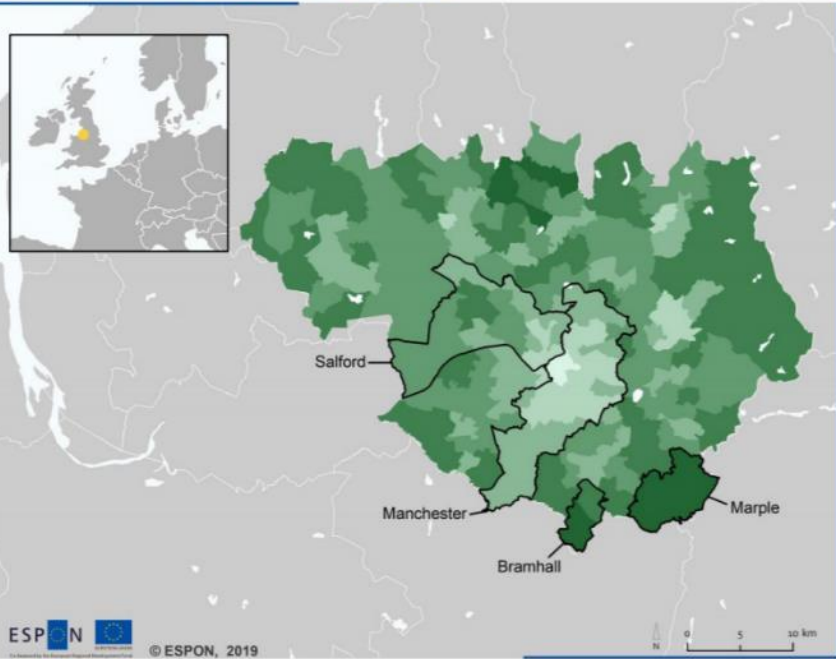
Greater Manchester



10 metropolitan boroughs
(*Greater Manchester* ≠ *Manchester*)

Greater Manchester: Demographics

Greater Manchester: Share of older people 2017

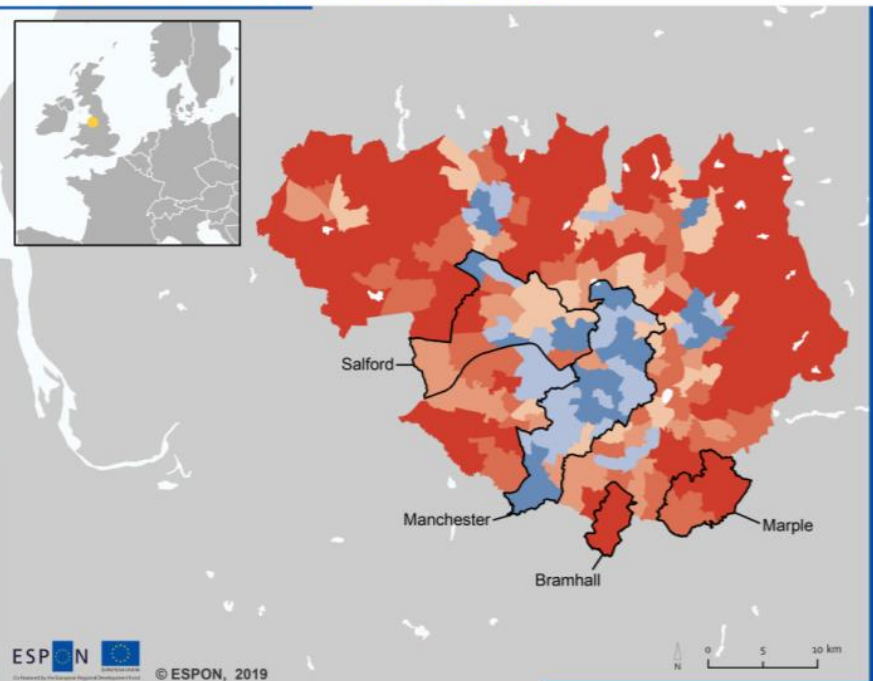


Population aged 65 and over as share of total population (%)



Territorial level: Ward
 Source: Espon ACPA, 2019
 Origin of data: Office for National Statistics, 2019
 ONS Geography, UK for administrative boundaries

Greater Manchester: Change in older population 2001-2017

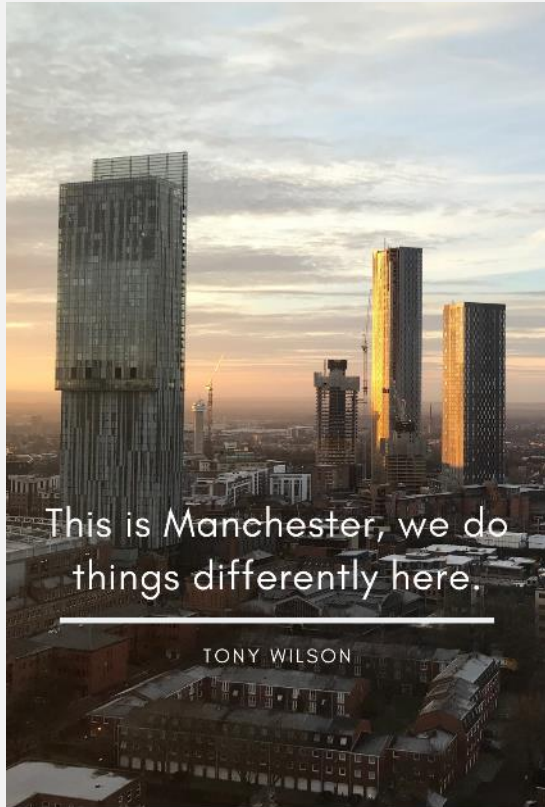


Population change among people aged 65 and over (%)



Territorial level: Ward
 Source: Espon ACPA, 2019
 Origin of data: Office for National Statistics, 2019
 ONS Geography, UK for administrative boundaries

Greater Manchester: Doing Ageing Differently



**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

**GREATER
MANCHESTER**
DOING AGEING DIFFERENTLY

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

Challenges

- Funding
- Inequalities
- The 'infancy' of the concept of an age-friendly city in policy terms
- Transport
- Physical infrastructure
- Target group is not a homogenous group

Opportunities

- ▶ Social prescribing
- ▶ The benefits of growing old in a city
- ▶ Making use of the private and voluntary sectors

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





Co-funded by the European Union
Project No. 101017867

Policy handbook

Supporting the WHO's decade of healthy and inclusive urban ageing

ACPA – Adapting European Cities to Population Ageing: Policy challenges and best practices

Targeted Analysis



GREATER MANCHESTER
COMBINED
AUTHORITY



Co-funded by the European Union
Project No. 101017867

Case Study Report

Greater Manchester Doing ageing differently

ACPA – Adapting European Cities to Population Ageing: Policy challenges and best practices

Targeted Analysis

ECORYS



Answering tomorrow's challenges today

<https://www.espon.eu/acpa>
<https://www.espon.eu/policy-handbook-supporting-decade-healthy-and-inclusive-urban-ageing>
james.whitley@ecorys.com



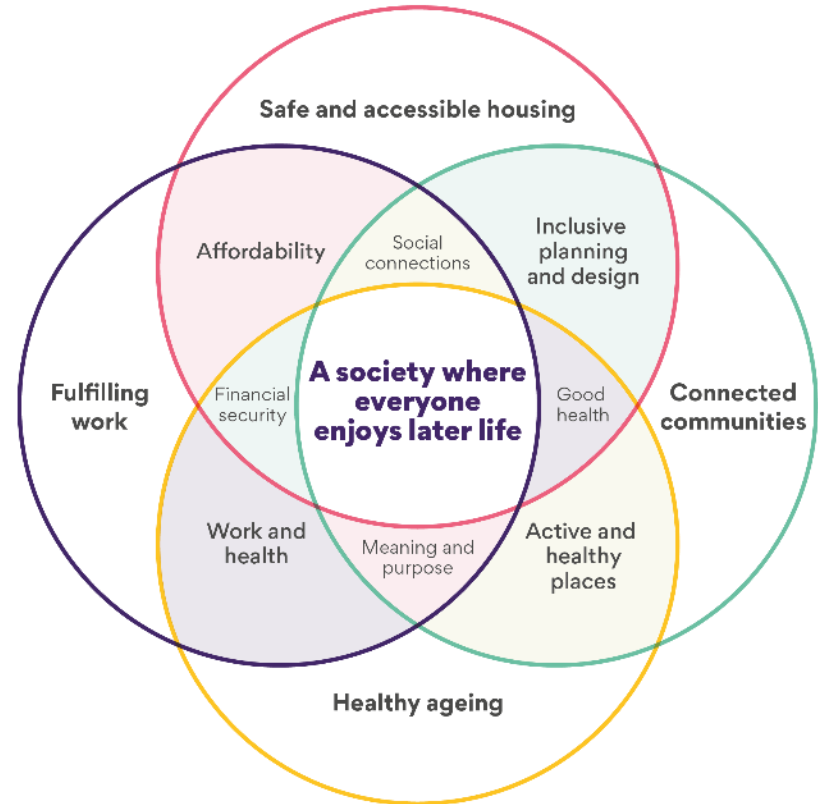
Strategic Partnership with Greater Manchester Combined Authority

Nicola Waterworth
GM Partnership Manager

ageing-better.org.uk

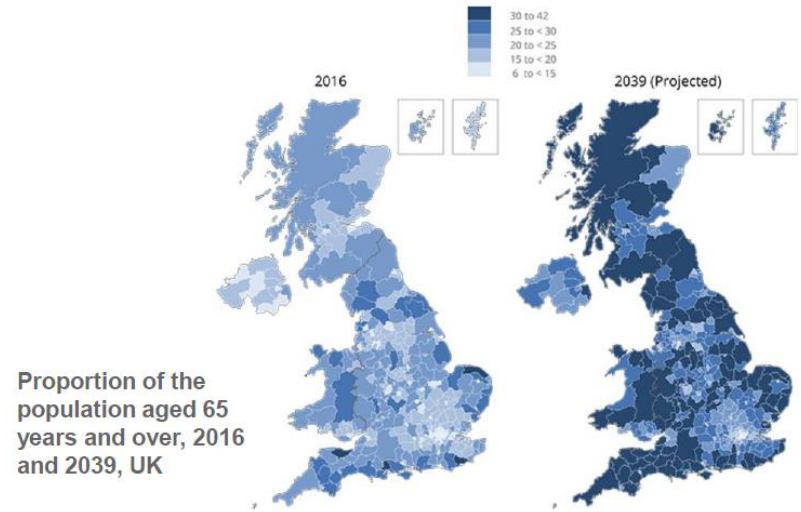
Our vision and priorities

- 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

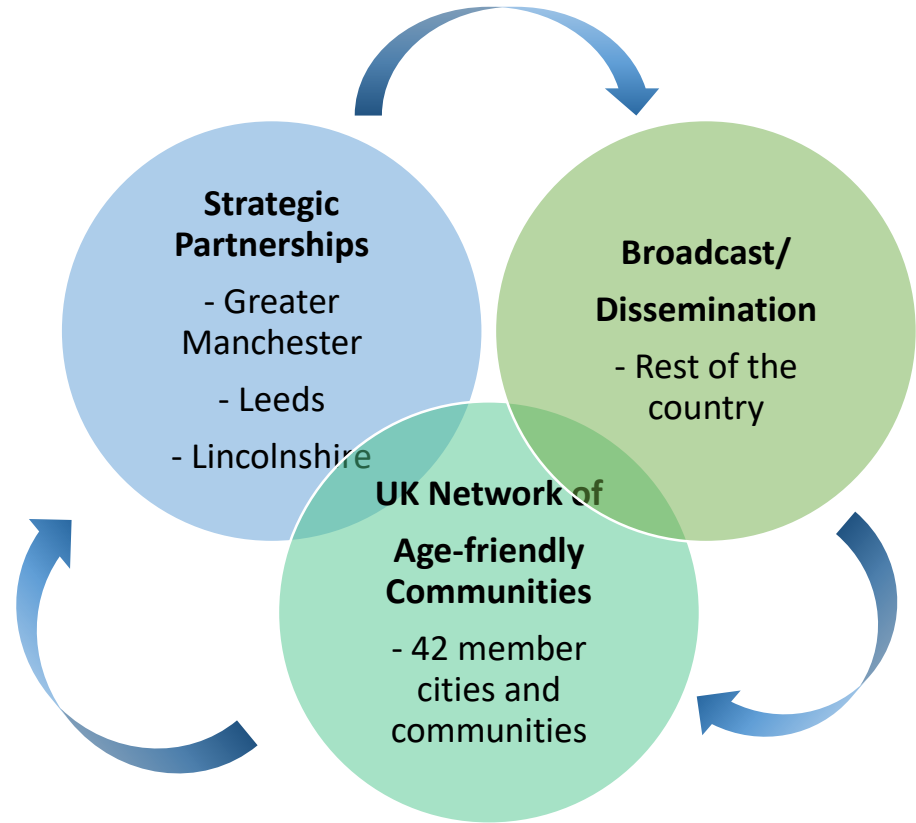
- More than 1 in 5 authorities currently have the kind of demographics we expect to see nationally in 2080 (44% aged 50+)
- These inequalities are widened and made more visible by COVID-19
- [The State of Ageing in 2020](#)



Source: 2016 mid-year population estimates for UK, Office for National Statistics, 2014-based subnational population projections for UK, Office for National Statistics, Welsh Government, National Records Scotland and Northern Ireland Statistics and Research Authority, contains OS data © Crown copyright 2018 © Design Council 20

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



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



Centre for Ageing Better

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

2019

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

2020

- 6 further members have joined
- 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

Boroughs

12

Counties

2

Cities

18

Districts

5

Number of those who are over 50

6.87 million*
(30.1%)

City Regions

3

Towns

3

11
Of which are rural

UK Network and Centre for Ageing Better: Influencing nationally and delivering locally

[Home](#) > [News and blogs](#)



1 Oct 2019

Local leaders pledge to stamp out 'outdated attitudes' to ageing

On International Day of Older Persons, mayors and council leaders across the UK have pledged to tackle ageism

Open letter signed by Andy Burnham, Christina McKelvie and Marvin Rees commits leaders to challenging 'deeply damaging' attitudes and language.

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.



Health Topics ▾

Countries ▾

Newsroom ▾

Emergencies ▾

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[Home](#) / [Ageing](#) / [Decade of Healthy Ageing \(2020-2030\)](#)



Decade of Healthy Ageing

2020-2030

Centre for Ageing Better

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.

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

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

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



Making Leeds the best city to grow old in

4 SIMPLE STEPS TO BECOMING



AN AGE-FRIENDLY NEIGHBOURHOOD

Enabling social connections and opportunities

“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



Centre for Ageing Better

Improving transport infrastructure and experience




And many more ...





Thank you

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@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**

Policy handbook

Supporting the WHO's decade of healthy and inclusive urban ageing

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Cities to Population Ageing:
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Answering
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