Age-friendly environments in the UK and Europe: improving the quality of life for ageing populations
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- 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 – 20% live in poverty

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
Policy context: Older people living in urban areas

Risk of social detachment

The risk of becoming socially detached for the richest group is just one fifth of the risk of the poorest group.

- Social inequalities are manifest as spatial inequalities
- Older people living in our most deprived neighbourhoods are likely to need medium to high levels of care up to 15 years earlier than those in our least deprived neighbourhoods.

Indices of deprivation (60+)

- The older population will become increasingly diverse in terms of ethnicity, sexuality, religion, education and socio-economic factors over the coming decades.
# Citizenship Model of Ageing: critique of mainstream ageing narratives

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GM Ageing Strategy - an inclusive approach

“Social inclusion is central to our work, given the GM challenge of implementing the age-friendly model in neighbourhoods with high levels of economic disadvantage. Social inclusion is a response to structural barriers that deny individuals and groups the ability to participate fully in society, which pays particular attention to access to resources, such as goods, services, power and control.”

GM Ageing Strategy 2018
Our vision is that older residents are able to contribute to and benefit from sustained prosperity and enjoy a good quality of life.

Greater Manchester Age-Friendly Strategy
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
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.
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

- **Pride in Ageing** programme
The GM Ageing in Place Programme (AIPP) aims to establish a series of age-friendly neighbourhoods in line with our ambitions for Unified Public Services and the White Paper.
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.

- **National centre** for ageing and creativity

Europe:

- WHO – healthy ageing programme
- Eurocities Urban Ageing Task group – ACPA: eight European cities working together on new research
- European Innovation Partnership on Active and Healthy Ageing– focus on “quadruple helix”
- Research programmes, eg ROSENET
Successful programmes have the following features

- **Citizen narrative - inequalities**
- **Inter-agency ecosystems;** researchers, policy-makers, citizens, businesses.
- **Political Support** is key to success
- **Citizen-voice** at all levels
- **Speaks to mainstream concerns**

**Final thoughts**