

GREATER MANCHESTER

DOING AGEING DIFFERENTLY

Paul McGarry

Bilbao, October 2022

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.

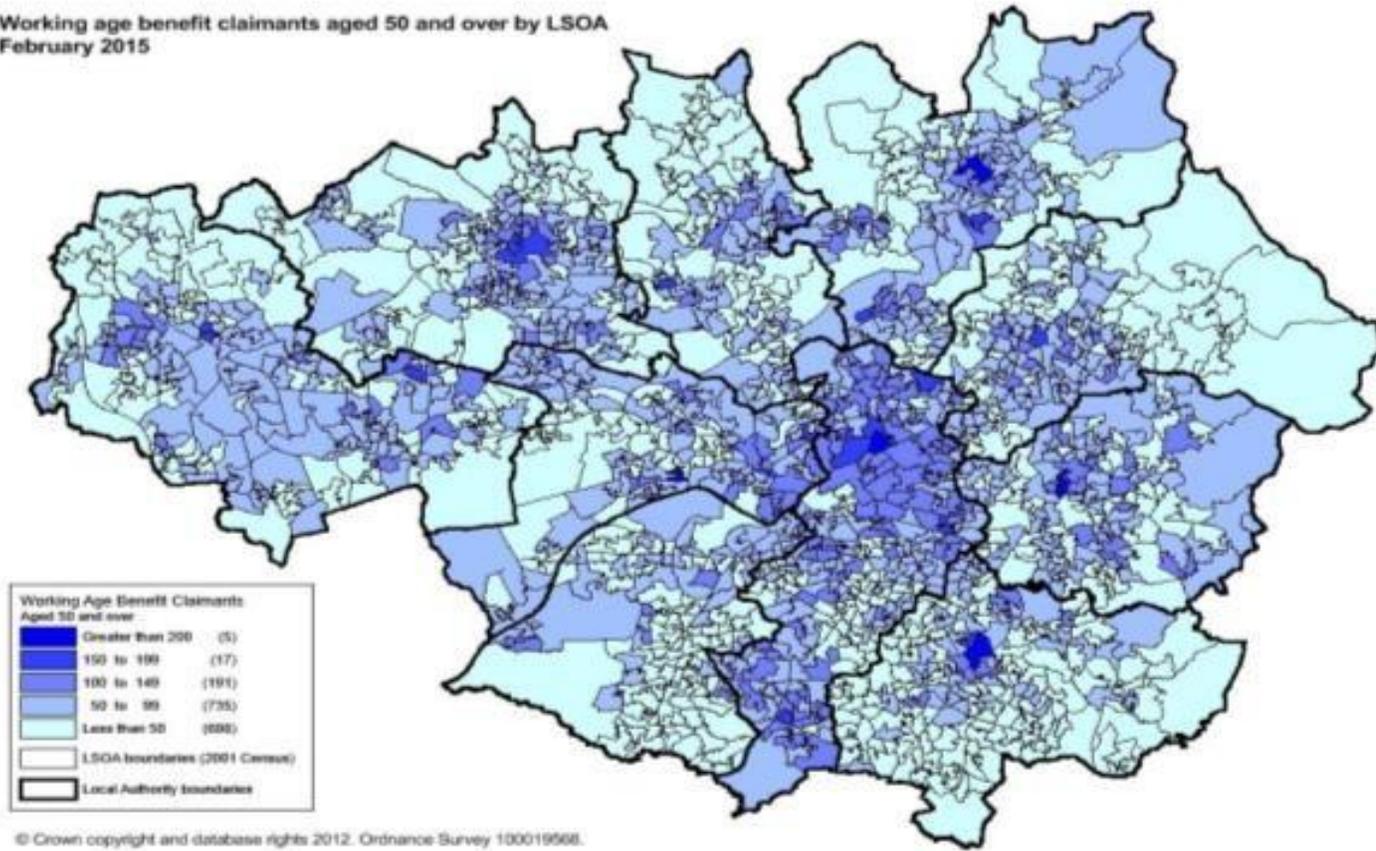


Overview

- 1 About Greater Manchester
- 2 Our strategy for an ageing population
- 3 Programme highlights

Greater Manchester – a quick overview

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



- 2.8m people across ten municipalities
- Elected Mayor
- Devolved powers
- £64b economy
- 100k students
- 124k businesses
- 1 GM Ageing Hub

Another view, from Manchester with love

“Manchester.....contains...the right sort of people.....

Pioneers, trendsetters, hipsters, hackers, hustlers, trailblazers, investors, heretics, creators, problem- solvers, optimists, obsessives, fire-starters, scientists, risk-takers, disruptors, game-changers, explorers and garage heroes.”

Paul Morley, from Manchester with Love, 2021



Age-friendly
Greater Manchester:

**The place
to grow older**



GM Ageing Hub

- Set up 2016 by GMCA with partners
- “Coordinate a strategic response to the opportunities and challenges of an ageing population.”
- WHO Age-friendly city model
- Partnership with Centre for Ageing Better
- Range of **international and national partnerships**

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 |

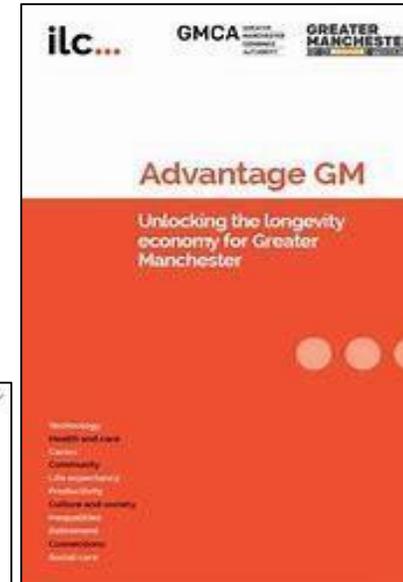
Ways of working

- **Political** and senior support
- **Eco-system** – social movement
- **Narrative** building
- Making ageing **relevant**
- Research – policy - practice
- **Voice** of older people
- **Inequalities**
- **Long-haul** – present to future
- Working **internationally**

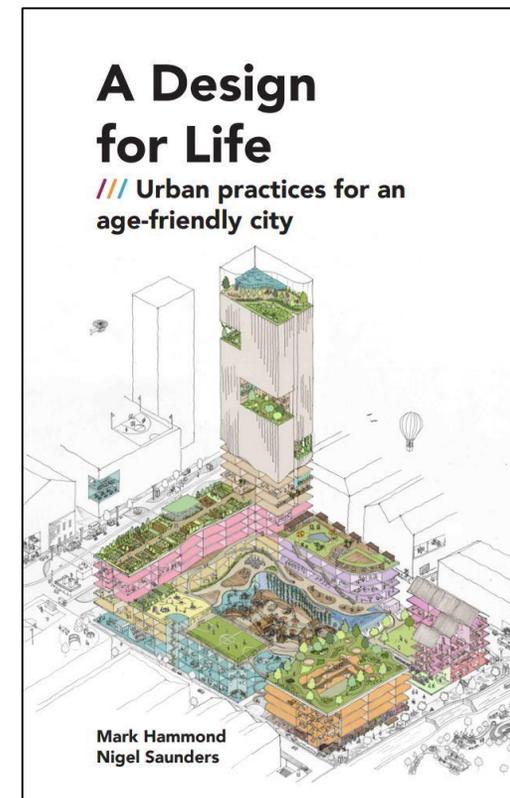
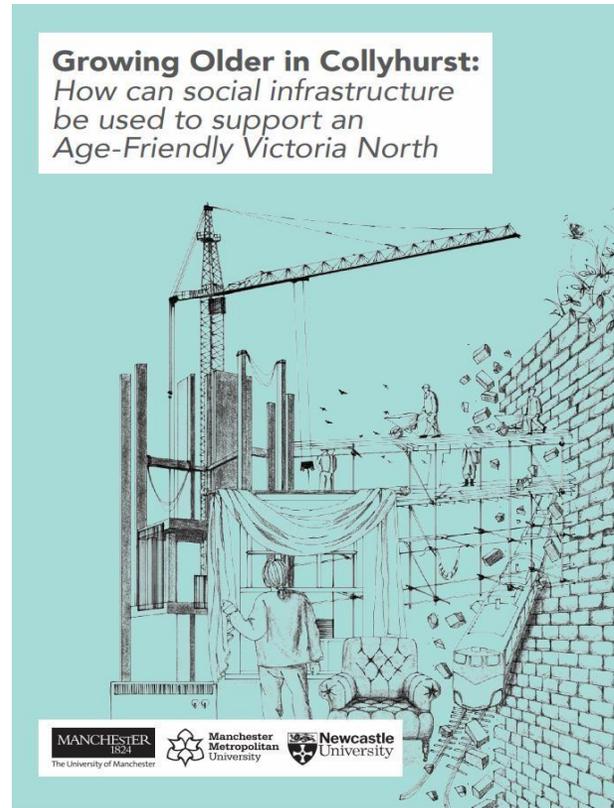
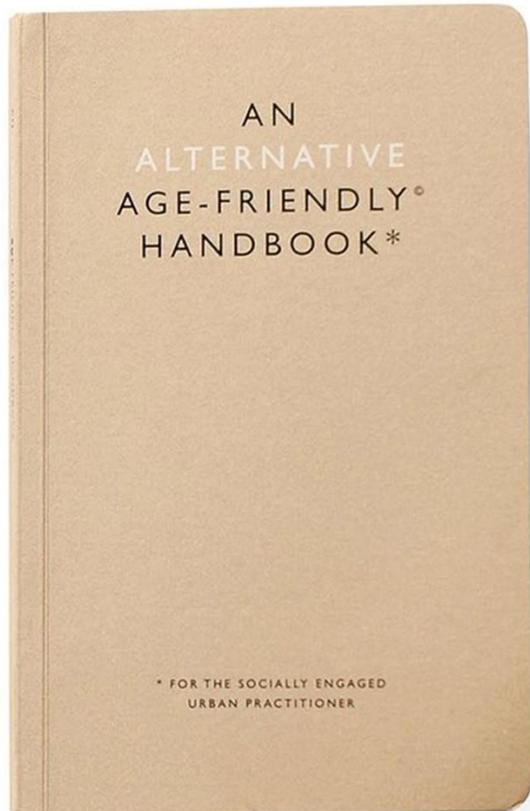


Programme highlights

- Work and skills
- Ageing in Place
- Housing and Planning
- Innovation and growth
- Ageing Well
- Digital inclusion
- Covid
- Cost of living



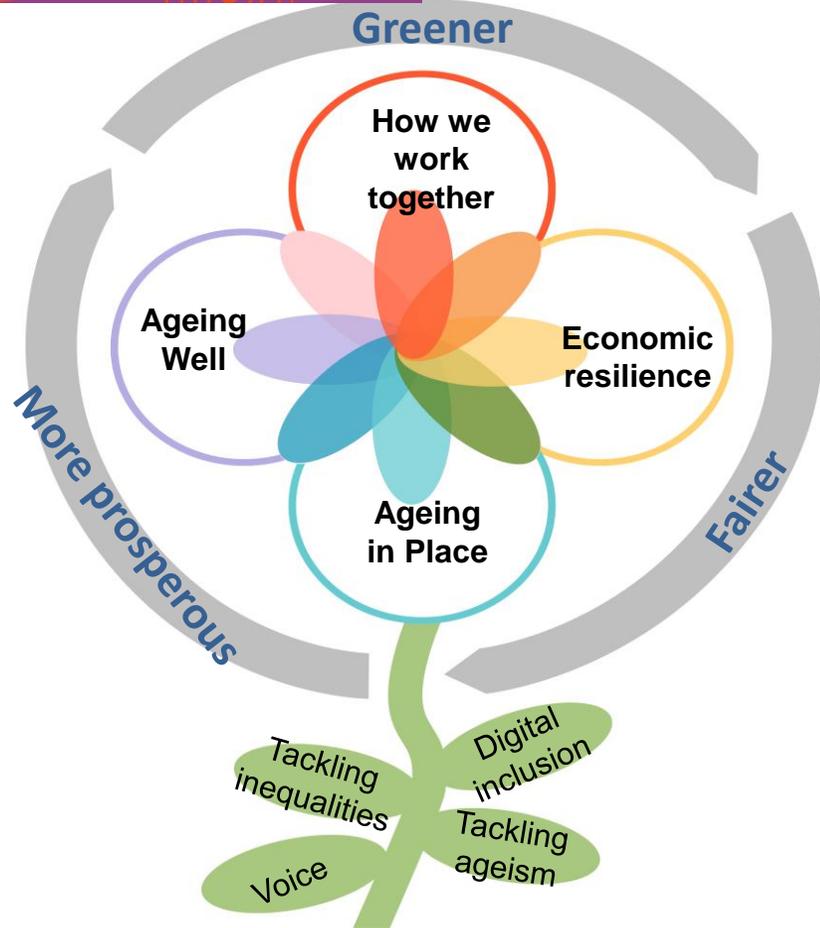
Designing for and with ageing populations



2022 Strategy overview



- Age-friendly environments
- Combatting ageism
- Integrated care
- Long-term care



Four key commitments

1. **How we work together**
2. **Economic growth and financial security**
3. **Ageing in place**
4. **Ageing well**

Overarching outcomes framework, aligned to the Greater Manchester Strategy and with local age-friendly plans.

Working together

- WHO
- Eurocities
- Research partnerships
- Older people's groups
- International Centre
- A return visit.....

GREATER MANCHESTER

DOING AGEING DIFFERENTLY

Greater Manchester Ageing Hub

Twitter: @GMAgeingHub

Email: ageinghub@greatermanchester-ca.gov.uk

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