

GREATER MANCHESTER AGEING HUB

Vision and Priorities

INTRODUCTION & CONTEXT

The world's population is ageing rapidly. According to United Nations and World Health Organisation (WHO) estimates, over 11% of the world population is over 60, with that proportion expected to double to 22% by 2050. In the UK, the trend is even more pronounced. Estimates suggest that by the early 2030s, half of the UK adult population will be over 50, and by 2037 the over 80s group will have expanded to six million.

At a GM level, by 2036 14% of the total population will be 75 and over, this is an increase of 75% from 2011 (from 221,000 to 387,000). An increase in older people in GM living alone, and at risk of social isolation and loneliness is forecast, with related impacts on physical and mental health and wellbeing, with people aged 75 and over at greatest risk. By 2036 one in three men aged 75 will be living alone. GM will see an 85% increase in the number of people diagnosed with some form of dementia by 2036 (to 61,000 people).

More than one-fifth of GM's 50-64 year olds are out of work, considerably higher than the national average. Increasing the employment rate of the over 50s to the all age GM average could increase GVA by as much as £901.6m.

Evidence from the English Longitudinal Study of Ageing (ELSA) suggests worsening of levels of health outcomes for younger-old cohorts in the poorest 20% of the population, with increased levels of inequalities between the richest and poorest.

In 2015 key international reports by the OECD and WHO have called for coordinated action at city and sub-regional levels to plan for ageing populations and to take advantage of social and economic opportunities that population ageing represents.

GM is in a unique position, with a wealth of experience and expertise across a wide range of leading academic, policy and practitioners, combined with the flexibilities granted under the Devolution Deals, and the Health and Social Care Strategic Plan, to become the UK's first age-friendly city region and a national leader on ageing in place.

The Greater Manchester (GM) Ageing Hub has been created so that GM partners can coordinate a strategic response to the opportunities and challenges of an ageing population.

GM's ambition, as set out in the Greater Manchester Strategy (GMS), is to develop a new model of sustainable economic growth where all residents are

able to contribute to and benefit from sustained prosperity and enjoy a good quality of life.

The GM Strategy recognises the challenges we will face as the population ages – yet it will be increasingly important to recognise and address the opportunities. The Ageing Hub will influence the continued development of the Health and Social Care devolution wider reform in GM and will contribute to the achievement of GMS objectives. The Hub will ensure ageing is appropriately reflected across all appropriate GM implementation plans.

Using a place-based approach the GM Ageing Hub will further develop an evidence base which tests new and innovative solutions to the challenges and opportunities associated with ageing populations. The Hub will provide a coordinating point for this work, and will not duplicate or create new systems or infrastructure, but will better bring together existing activities and structures, and work collaboratively to design and develop thinking, new ideas and interventions, developing economic opportunities and enabling people to live longer, happier and healthier lives.

THE ROLE OF THE HUB

The Hub will ensure ageing is appropriately reflected in GM strategy and delivery. Strategic leadership will influence and inform priority setting, and the Hub will oversee the implementation of the existing vision and priorities. The Ageing Hub will lead strategy development for GM, and will inform, shape and develop wider national strategy as appropriate. The Ageing Hub will drive the development and delivery of the GM Age Well objectives; one of three key strands identified to bring about transformational change within the health and social care system.

The Hub will promote a positive discourse on ageing, changing the rhetoric of an ageing demographic, and will lead and challenge GM partners in the design and delivery of projects and programmes. The GM Ageing Hub will lead national thinking, through the delivery of research excellence, and will expand the use of evidence in policy making in this field. The Hub will also act as lever to attract external resources and seek to develop strategic collaborations where appropriate.

VISION & STRATEGIC PRIORITIES

Our vision is for older residents in Greater Manchester to be able to contribute to and benefit from sustained prosperity and enjoy a good quality of life.

Our vision will be achieved through the delivery of the following strategic priorities:

1. GM will become the first age-friendly city region in the UK

A range of activities will be delivered, including:

- **Age-friendly design** – to understand how urban environments can work with and for older people; investment in planning to prepare for future patterns of demographic change; and age-friendly homes and communities
- **Changing the narrative** - building a positive discourse around ageing, demonstrating the valuable contribution that older people can make as entrepreneurs, volunteers, workers and consumers to support growth and resilience
- **Age-friendly neighbourhoods** - build on the age-friendly neighbourhoods approach to develop age-friendly districts, town centres and regional centre
- **Consider ageing in all policy areas** – to identify the needs of older people in policy areas such as employment and skills, business support, transport, housing, health and spatial planning
- **Social connectedness** – to address social isolation and loneliness among older people and facilitate community asset building

2. GM will be a global centre of excellence for ageing, pioneering new research, technology and solutions across the whole range of ageing issues

Delivery will include the following activities:

- **Evidence and innovation** – to build on existing evidence base and pilot new and innovative solutions to the challenges and opportunities that ageing societies bring
- **Delivery at scale** - gather best practice and share learning across GM districts, and deliver at a GM level those interventions that will only work at scale
- **Public engagement** – to test innovative forms of engagement and co-production with older people
- **National and international partnerships** – to play a leading role in national networks of expertise on ageing

3. GM will increase economic participation amongst the over 50s

Including activities to achieve the following:

- **Tackling inequalities** - to understand and address inequalities that Greater Manchester residents face in later life
- **Older consumers** - consider the culture and retail offer for older people across GM and help individuals and organisations in GM capitalise on the new and emerging markets for products and services being created by the older consumer
- **Extended healthy working years** - increasing employment rates among older residents across GM, and wider engagement in the labour market. Also engagement with employers ensuring there are opportunities for older workers in GM

HOW WE WILL DELIVER

The Ageing Hub will, as far as possible, deliver through existing embedded infrastructure and organisations. The activities to be designed and delivered are not intended to be standalone, more that the specific needs and requirements of older people are reflected in other mainstream activities. It is intended the facilitating and coordinating function of the Hub will ensure alignment of priorities and the joining up of existing activities.

As ageing is such a far-reaching agenda, in order to effectively manage the future work programme and areas of activity which will sit within the Hub's remit, activity will be aligned under core Hub activities or within one of six thematic blocks. The activities identified currently will undoubtedly develop and change over time, but are provided to give an indication of the areas of activity the Hub will embark on in coming years.

Detail of the activities to be undertaken in the first operational year for the Hub (commencing April 2016) are included in the year one action plan. This will be updated and developed once key personnel are in place and the governance review has been completed.

Greater Manchester Ageing Hub

Core Hub Activities

- Influencing and coordination of activity and strategy, ensuring alignment with Ageing vision and objectives
- Oversight of thematic blocks delivery, ensuring work is not being delivered in silos and is fully embedded both within and across other areas
- Form strategic partnerships with appropriate national and international agencies and organisations
- Holding delivery partners to account
- Delivery of research and evaluation and dissemination of findings
- Performance manage delivery plans and ensure ageing objectives are being achieved across a range of strategies and plans
- Identify funding opportunities, and develop appropriate funding bids to attract additional resources to meet the objectives of the Ageing Hub
- Engage with a range of partners and agencies to further develop this agenda and work towards co-production of services and programmes with older people
- Undertake strategic communications activity to ensure the role of the Hub is understood by a range of stakeholders, and develop appropriate communications campaigns in supporting the delivery of the Hub's objectives

Economy and Work

- Extended and fulfilling working lives
- Mid-life planning
- Employer engagement and support
- Working Well expansion to support those furthest from the labour market
- Entrepreneurship – development of new business ideas and opening up new markets

Healthy Ageing and Lifestyles

- Early intervention and prevention
- Physical activity
- Alcohol
- Dementia
- Isolation / Loneliness
- GM Public Health programmes

Planning, Transport and Housing

- GM Spatial Framework
- Age friendly design of homes and community spaces and buildings

Age-friendly Neighbourhoods

- Development of a network of Age-friendly neighbourhoods across GM
- Scaling up and introduction of new neighbourhood activities
- Close working with the Ambition for Ageing programme

Technology, Design and Innovation

- Economic opportunities identified
- Research, design and commercialisation of new technologies and products
- Close working with GM Business and Science Policy functions

Culture and Leisure

- Develop culture and leisure offer for older people in GM
- Consider GM residents and wider visitor economy
- Consider culture and leisure offer in widest terms for example in contributing to health, economic and social engagement
- Link to Arts, health and social movement

GOVERNANCE

The shadow GM Ageing Hub steering group comprises the following agencies, each bringing specialist knowledge or expertise, which have contributed to shaping the Hub to date and will continue to inform the future direction and priorities of the Hub.

- New Economy
- Manchester Institute for Collaborative Research on Ageing (MICRA)
- Public Health England
- GMCVO (Greater Manchester Centre for Voluntary Organisation)
- GM Public Service Reform
- Age-friendly Manchester (Manchester City Council)

From April 2016, as the hub is formally launched, a Governance review will be undertaken, including the membership of the steering group, ensuring representation from all appropriate partner agencies. The steering group will report into the Greater Manchester Combined Authority. It is envisaged the Steering Group will be chaired by Steve Pleasant as GMCA Chief Executive lead.