



**Framework for
Creating Age-Friendly
Homes in Greater
Manchester, 2021-2024**

Valuable not vulnerable

Executive summary

The housing choices across Greater Manchester for people in mid and later life are diverse; established neighbourhoods respond to different needs and aspirations, promote social connections and support equality, positive health, well-being and independence.

This is our vision for creating age-friendly homes in Greater Manchester, shared by the partners in the Greater Manchester Ageing Hub and the Greater Manchester Age-Friendly Strategy.

We seek to achieve a permanent cultural shift around housing in later life; recognising that people want a choice of different, affordable mainstream and specialist housing options that meet both need and aspiration and in places where they can maintain or build social connections, achieve good health and independence.

The Greater Manchester Ageing Hub, led by Greater Manchester Combined Authority (GMCA), brings together partners to respond to the opportunities and challenges of an ageing population in the city region. Our focus is to bring research and innovation into policy and practice and promote evidence-based decision-making to improve the lives of older people.

This framework is developed from our collective work over the last four years to achieve ambitious, long-term outcomes in increasing the supply of age-friendly homes in Greater Manchester. It is based on listening to the voices and experiences of our residents, delivering research and analysis, and developing new approaches to housing and the places in which older residents live.

Creating Age-Friendly Homes in Greater Manchester is delivered in the context of the *Greater Manchester Strategy* and related priorities to improve the lives of all in Greater Manchester. The framework identifies five main themes that will be underpinned by the development of a Greater Manchester Age-Friendly Housing Charter. The five themes are:

- 1. Embedding ageing in all our housing strategy and delivery**
- 2. Resetting the conversation, 'valuable not vulnerable'**
- 3. Making an impact on the ground**
- 4. Promoting 'Improve or Move'**
- 5. Celebrating homes and neighbourhoods that enable people to live well in later life**

Our progress will be monitored through the *Greater Manchester Housing Strategy Implementation Plan*. An annual workplan will set out the contributions from partners of their resources, expertise and influence in pursuing our shared agenda and ambitions.

While the Housing, Planning and Ageing Group will oversee, challenge and promote this work, delivering on our ambitions will require the engagement and commitment of many organisations and partnerships in Greater Manchester and across our local authorities to collaborate and co-produce solutions.

Through our strategic partnership with the Centre for Ageing Better and work of other national partners we will continue to be part of a national and international movement of learning and influencing as we build on our track record as an age-friendly city region.



This framework is developed from our collective work over the last four years to achieve ambitious, long-term outcomes in increasing the supply of age-friendly homes in Greater Manchester.

Foreword

“Housing plays a central part in people’s lives.

In Greater Manchester we have a vision for safe, decent and affordable housing – homes to fit the needs and aspirations of current and future citizens. Understanding the needs and aspirations of our older citizens and creating age-friendly homes in Greater Manchester is a central part of achieving that vision.

This framework document sets out our ambitions and the work that we will deliver with our Greater Manchester Ageing Hub partners over the next three years to achieve

these long-term goals. This will benefit all of our places and will help our recovery from the pandemic, tackle housing inequality, and pave the way for a low-carbon economy.

These are ambitions for everyone, for all our futures.”

Paul Dennett,

Salford City Mayor, and Greater Manchester Combined Authority (GMCA) portfolio lead for Housing and Homelessness



Our vision for age-friendly homes in Greater Manchester



The housing choices across Greater Manchester for people in mid and later life are diverse; established neighbourhoods respond to different needs and aspirations, promote social connections and support equality, positive health, well-being and independence.

Where and how people live in later life depends on their individual needs, aspirations, taste, and financial circumstances. We know that the majority of people will want to live in their current home for as long as possible, but others will want to, or need to move. Some people as they age will need accommodation with access to specialist care and support.

Homes need to be accessible, adaptable and technology enabled. They need to be safe and warm and in established and thriving neighbourhoods, recognising the importance of attachment to place and social connections. Getting this right improves health and wellbeing outcomes and enables people to maintain independence and create positive futures. Good quality housing can: enable physical wellbeing; support positive mental health and reduce hospital admissions;

it can delay or avoid unwanted moves to residential care or more specialist housing; in doing this it also has the potential to create enormous savings in public spending.

Our vision for age-friendly homes means we are working across all tenures and types of housing. It means we want to ensure that all new homes built in Greater Manchester are built to meet the needs of current and future generations. Our ambitions are reflected in the Housing Made for Everyone (HoME) Coalition, and GMCA has set an ambition to apply category 2 requirements to all new homes as standard.

As the vast majority of our homes are already built, we have supported the work of the independent Good Home Inquiry and we are focused on how to upgrade, maintain and adapt our existing homes, linking to Greater Manchester's carbon retrofit of homes programme as we all work to tackle the climate emergency.

Where people choose to move, we need to develop much better provision of information and choices. Some people will want to consider alternative models of housing such as community-led housing initiatives, self-build or co-housing and new models of sheltered and retirement living. Our vision seeks to ensure that the options become more diverse, delivering the choices that the emerging market demands.

Purpose



In 2018 Greater Manchester was recognised by the World Health Organization as the UK's first age-friendly city region. An age-friendly Greater Manchester means enabling people of all ages to actively participate in the life of our city region. It's about supporting people to live healthy and active later lives, and to age well where they live. Increasing the supply of homes that meet the needs and aspirations of all ages is a shared priority for partners, and a strategic objective within the Greater Manchester Age-Friendly Strategy.

The Greater Manchester Ageing Hub, led by Greater Manchester Combined Authority (GMCA), brings together partners to respond to the opportunities and challenges of an ageing population in the city region. Our focus is to bring research and innovation into policy and practice and promote evidence-based decision-making to improve the lives of older people.

Partners across Greater Manchester have been listening to the voices and experiences of our residents, delivering research and analysis, and developing new approaches to housing and the places in which older residents live. Over the last four years the Ageing Hub has convened partners to share this learning and experience through the Housing, Planning and Ageing Group.

This document builds on this collective work to set out a framework designed to achieve ambitious, long term outcomes. We seek to achieve a permanent cultural shift around housing in later life; recognising that people want a choice of different, affordable mainstream and specialist housing options, that meet both need and aspiration and in places where they can maintain or build social connections, achieve good health and independence.

The timeframe for this framework is three years and it will be underpinned by an annual work programme of priorities and tasks delivered across Greater Manchester and local authority partners, and driven forward by the Housing, Planning and Ageing Group.

This framework will align our work to deliver age-friendly homes with work across the age-friendly strategy, for example on employment and older workers, financial security, digital inclusion, ageing well, longevity and innovation and importantly, 'Ageing in Place'. This alignment ensures that the outcomes of each programme are greater than the sum of their parts; a system wide approach that supports residents to age well by improving the relationship between local services, amenities, the built and natural environment and community connections.

Achieving this vision needs our work to be aligned with, supported by, and contributing to the priorities for Greater Manchester as a whole. *Creating Age-Friendly Homes in Greater Manchester* is delivered in the context of the *Greater Manchester Strategy* and related priorities to:

- Provide safe, healthy and accessible homes for all, as set out in *Places for Everyone* and the *Greater Manchester Housing Strategy* and supporting the climate change agenda to deliver net zero new build housing and the low carbon retrofit of existing homes.
- Tackle inequalities across the city region, as set out in the findings and recommendations of the Independent Inequalities Commission, *The Next Level: Good Lives for All in Greater Manchester*.
- Integrate services around people, places and their needs, focusing on prevention, developing new models of support, and sharing information across the public sector in line with the *Greater Manchester Model of Public Services*.
- Address health inequalities and improving population health as Greater Manchester continues to integrate health and care services across the city region and takes action to build back fairer, as set out in the *Marmot Review* commissioned by the GM Health and Social Care Partnership.
- Support the voice, active engagement and participation of older residents, including through co-production.

- Make Greater Manchester a 100% digitally-enabled city region and equip all over 75s with the skills, connectivity and technology to get online.

These ambitions and this framework were developed during the COVID-19 pandemic. Older residents have been especially impacted by the pandemic, for example many older people have spent more time in non-decent homes and continue to do so as restrictions ease; experiences exacerbated by health and economic inequalities that COVID-19 has laid bare. As we continue to move through the pandemic it will be important that we continue to understand what we have learnt about our homes, that we are able to respond to new circumstances as they arise and use the evidence to inform our responses and opportunities for taking action to create improved outcomes.



The evidence base that informs our work



454,000 residents of Greater Manchester are over the age of 65 and by 2024, residents age 50+ will exceed 1 million.



One-person households increase as we age, by 2035 there will be 33.7% more people aged over 65 living alone (20,729 people).



By 2035, 3 in 20 Greater Manchester residents will be 75 years or older; between 2018 and 2043 the 75-84 age group is projected to rise by 57.3%; almost 1 in 3 will have a long-term illness that limits day-to-day activities 'a lot'; just under 8% will be living with dementia.



During lockdown those over 50 told us they are less satisfied with their home, more likely to want to move or make improvements if they are less financially well off; outside space was the single most important factor in people's homes during lockdown, and its importance increased with age, cited by 88% of people aged 70 and over.

Data drawn from: Greater Manchester Strategic Housing Market Assessment; Centre of Ageing Better State of Ageing 2020; One year on the impact of COVID_19 on the lives of people approaching later life; Good Home Inquiry 2021



Nationally, 18% of homes are officially classed as non-decent; over half of homes in need of improvements are headed by an adult over 55; majority of these are owner-occupiers; 32% adults in their 50s and 60s could be put off from making vital home improvements and repairs because of a lack of trust in tradespeople (Ipsos MORI, 2021); English Housing Survey suggests 27% of private rental sector homes do not meet the Decent Homes Standard, given the ageing profile of private rental stock in Greater Manchester it is likely conditions may be worse.



Nationally, 9% of current housing stock meets the most basic standard of accessibility.



Poor housing is estimated to cost the NHS at least £1.4bn per year in England; groups that experience health inequalities are disproportionately represented in poor-quality homes; 1 in 5 excess deaths during winter are attributed to cold housing.



Currently, the majority of over 65s are owner-occupiers, and there is considerable reliance on the social rented sector (25.6% all over 65 properties in Greater Manchester; 42.4% in Manchester; compared to 19.8% nationally). Current trends will see more older households renting privately, currently 3.6%.

Unfortunately, we know not everyone has the same opportunity to experience a good later life and to live in safe, warm and accessible housing. As our over 50s population continues to grow, we must understand the increasing diversity of the ageing population and do more to tackle the causes and symptoms of inequality in later life.

Our goal to improve the housing offer is underpinned by an evidence base developed through collaboration and continual research. The research provides recommendations that practitioners can adopt on the ground and is central to delivering our ambitions. We will continue to pursue research and analysis that supports our ambitions, fills gaps in our knowledge and communicate this to stakeholders.

A summary of findings confirms the importance of the following in delivering our vision for age-friendly homes:

- The lived experience and the voice of people in mid and later life will be central to their own choices and therefore their engagement is essential to better understanding and development of our strategic and policy approaches.
- Recognising that people are diverse and want different things from their homes and communities and by engaging directly we can deliver a housing offer that is truly 'fit for purpose'.
- Establishing a positive narrative around the housing offer and opportunities in later life, the scale and diversity of need and aspirations.
- Embedding the evidence base within the strategic agenda of Greater Manchester and into local authority housing strategies, plans and the planning regime to meet the aspirations and requirements for homes in later life.
- Identifying more diverse and innovative housing options and tenures that might better match the housing needs of an ageing population, and demonstrating how they can be delivered.
- Prioritising opportunities that support people to remain living in their current home by exploring how existing homes can be adapted, extended and reconfigured to meet individual needs.
- Influencing housing developers to consider their role in delivering a better offer of housing in mid and later life.
- Promoting equality and reducing inequality: there are many inequalities driven by where older people live, how much money they have, their gender, race, disability or sexuality and plans and strategies need to reflect that if they are to deliver our vision.
- Developing information and support platforms for people throughout their life course to access information and diverse housing options.
- Integrating age-friendly approaches within our neighbourhoods and communities to support ageing in place, including where there are large scale regeneration projects and communities being built.



Recognising that people are diverse and want different things from their homes and communities and by engaging directly we can deliver a housing offer that is truly 'fit for purpose'.

Our ambitions and key themes

Our agenda over the next three years is to focus the evidence and recommendations of research and learning into practical outcomes, to influence local policy and practitioners and to drive forward tangible outputs that:

- Embed the knowledge, evidence and recommendations across Greater Manchester to drive changes to policy and standards, that is then translated into the delivery of new homes, improvement of existing homes and age-friendly neighbourhoods.
- Re-frame the narrative so older residents are viewed as citizens and an asset, with the ability and willingness to make choices that will shape their future lives, 'valuable not vulnerable'.
- Build on our strengths as a unique evidence-based partnership, working across the public, private and voluntary sectors in the city region and with our strategic partner the Centre for Ageing Better and other partners such as Housing Learning and Improvement Network (Housing LIN) and Care and Repair England to influence regional and national policy changes.

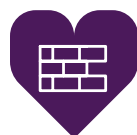
To deliver on this we have identified five key themes to frame our work over the next three years:



1. Embedding ageing in all our housing strategy and delivery



2. Resetting the conversation, 'valuable not vulnerable'



3. Making an impact on the ground



4. Promoting 'Improve or Move'



5. Celebrating homes and neighbourhoods that enable people to live well in later life



Re-frame the narrative so older residents are viewed as citizens and an asset, with the ability and willingness to make choices that will shape their future lives, 'valuable not vulnerable'.

The Age-Friendly Housing Charter

A central cross-cutting piece of work is the development of a Greater Manchester Age-Friendly Housing Charter that will set out a practical guide of considerations when developing new homes and retrofitting and investing in existing homes, to deliver age-friendly homes.

The charter will build on existing standards, such as the HAPPI principles (Housing our Ageing Population Panel for Innovation), the work of the Good Home Inquiry, HoME Coalition and our evidence base, to reflect a local agenda and the views and experiences of residents in later life.

Once developed the Age-Friendly Housing Charter will be promoted to local authorities, housing providers, developers, architects and planners. Where homes meet the requirements of the charter, formal recognition will celebrate the accreditation.



Greater Manchester Housing Providers (GMHP) held a workshop in July 2021 to articulate the key messages of this framework, provide opportunities for discussion of priorities to identify the role that Housing Providers can play and encourage housing providers to sign up to support delivery of each of the five themes. Representatives from 25 Housing Providers attended.

The key role that Housing Providers can play in realising the ambitions across each of the themes and the opportunities for collaborating with each other and more widely across the sector were clearly supported.

A network of age-friendly leads and contacts across GMHP has been formed to deliver communication and increase opportunities for collaboration and sharing practice. GMHP will be outlining further their contribution to this work as a sector and within task and finish groups for each of the themes.



1. Embedding ageing in all our housing strategy and delivery

We want to ensure that our ambitions for age-friendly homes are firmly embedded across the strategy and policy landscape of Greater Manchester and the commitments are consistently reflected in local housing strategy and planning documents, maximising their effectiveness. Whilst recognising that many are already ahead of the game, we believe we can do more and we want to create challenge that promotes innovative thinking and local responses.

This will include actions to:

- Establish the supply gap for 'rightsizing' by developing an evidence base on the (numbers) need and demand for housing from ageing households, particularly within affordable housing requirements and the scale of improvements and adaptations required; capturing updates through Local Housing Need Assessments.
- Work with local authorities to support action and innovation in local housing approaches, promoting the Greater Manchester Age-Friendly Housing Charter and its inclusion within local housing strategy documents, local actions and plans and planning conversations. Support the development of Supplementary Planning Guidance for delivering homes and neighbourhoods for later life in each local authority.
- Ensure that as Greater Manchester further develops plans for integrated health and care services, plans prioritise programmes that improve housing and health for older people, working with the Housing and Health programme.
- Track progress on our ambitions within the *Greater Manchester Housing Strategy Implementation Plan* and ensure that our ambitions are reflected when the *Greater Manchester Housing Strategy* is refreshed.



Greater Manchester Health and Social Care Partnership Housing and Health Programme has been developed in recognition of the impact good housing can have on our health and wellbeing and to provide a coherent offer which integrates housing into health and social care delivery within the Partnership. The programme is underpinned by an understanding that poor housing, unsuitable housing and precarious housing circumstances affect our physical and mental health. This understanding has driven forward extensive activity in relation to delivery of supported housing, health system support to people experiencing homelessness and creating better collaboration between housing and mental health.

This framework to create age-friendly homes intersects with specific future priorities of the programme which we will seek to deliver in partnership, under the Greater Manchester Tripartite Agreement, *Better Homes, Better Neighbourhoods, Better Health*. This includes an improved and upscaled offer of specialist housing for older people, delivery of the Housing and Dementia framework and demonstrating the value of consistent Home Improvement Agency provision across Greater Manchester.

2. Resetting the conversation, 'valuable not vulnerable'

A core plank of all the work of the Greater Manchester Ageing Hub is to change the narrative so that older people are seen as 'valuable not vulnerable'. In terms of housing our specific focus is on resetting the conversation with developers. This more positive and enabling approach will set out what people in later life want, their aspirations and taste for homes and the lifestyles they are choosing to live. This will include actions to:

- Create an evidence base on the commerciality of the later life market, setting out the scale and location of the market for new homes across all tenures, the equity and buying power of people in mid and later life across Greater Manchester and promoting what people in later life want to influence the market to develop viable alternatives for older people.
- Use publication of the RightPlace research to support this evidence base, defining typologies with real life case studies that identify individuals who want to or have moved and set out what type of homes and locations they were looking for.
- Identify promotional opportunities to utilise the evidence base and case studies to influence housing providers, developers, architects and masterplanners to promote debate and discussion on how the industry can better support delivery.



Collaborative approaches to housing our ageing population

Pozzoni Architecture creates bespoke, considered architecture that has a positive impact in society.

The practice has taken a lead role with Southway Housing Trust in bringing together a working group to collaborate on promoting the age-friendly homes agenda more widely, particularly to developers, funders, operators and those working with them across the private, public and third sectors.

Focused on collectively shaping solutions within the built environment across our cities, towns and rural communities, a quarterly roundtable brings contributors together on topical issues – such as the opportunity, the commercial business case, social value, responding to Covid – to develop ideas on how the housing and development sector can respond to the needs of an ageing population.

Nigel Saunders, director at Pozzoni Architecture, commented "We have brought together expertise from across the development community to collectively help drive forward a new approach to create inclusive environments for our ageing population, in partnership with the public and third sectors across Greater Manchester."



GMCA and the Centre for Ageing Better have a strategic partnership to support Greater Manchester to be an exemplar as an age-friendly city region, adopting best practice and testing innovative approaches to helping people to live fulfilling, healthy later lives, particularly those most at risk. Delivering safe and accessible housing is one of our shared priorities. To achieve this we need to support and incentivise people to improve the condition of their homes. We also need to ensure that new homes are accessible, within age friendly places, and that more people are actively seeking these.

The Good Home Inquiry supported by the Centre for Ageing Better provides an evidence-based analysis to help partners such as the Greater Manchester Ageing Hub to take the urgent action needed to tackle our poor quality existing housing stock, by making it easier for people to access information and advice, including financial support available.



Rightsizing and RightPlace are two interlinked research projects investigating the housing options available to older people delivered by Manchester School of Architecture in partnership with the Centre for Ageing Better and GMCA. The projects critique the concept of downsizing; as a policy position that inadequately accounts for the inequalities within the older population and actively promotes a simplistic conception of older people's decision-making process.

Findings demonstrate the importance of place identity in the ways that older people evaluate their housing options in later life, which suggests the need for investments in the neighbourhood environment and social infrastructure rather than just new housing. The RightPlace project takes the analysis further, using advanced statistical analysis to show a series of different cohorts of older people who share similar feelings about their home and neighbourhood, using this to examine the diverse preferences for 'ageing in place' or moving home in later life. These are being tested with older people, planners and policy makers in Reddish, Stockport to understand how the data can inform future neighbourhood and housing strategies across Greater Manchester to address the housing needs of those most at risk of missing out on a good later life.



A Design For Life: Urban practices for an age-friendly city, is a guide for architects, planners, developers and policy-makers about their role in addressing the changing needs and aspirations of an ageing society. Through essays and case studies, this pocketbook highlights the opportunities that arise when urban professionals proactively challenge common stereotypes about the ageing process and work together to develop practices, policies and designs that value older people as diverse, intersectional citizens.

The guide, launching in September 2021 as a free e-book, was developed by Mark Hammond (Manchester School of Architecture) and Nigel Saunders (Pozzoni Architecture) with contributions from a wide range of academics and practitioners working in Greater Manchester. It is a product of the ideas and debates that have emerged from the Ageing Hub Housing, Planning and Ageing group since 2017.

Alongside the guide, Manchester School of Architecture are working with the GMCA and a range of national and regional partners to develop the Design for Life Agency, a design-research consultancy supporting the development of age-friendly housing and neighbourhood programmes across Greater Manchester and the UK.



Gorton Mill House is a development for Southway Housing Trust, designed by Pozzoni Architecture, which provides 106 accessible and adaptable apartments with communal facilities located centrally to the residents. The range of facilities and flexible spaces have been provided so the area can meet the needs of residents at any given time.

A raft of increased environmental and energy saving measures, such as ground source heating and electric car charging points, will make the building around a third more energy efficient. The 'fabric first' approach to reducing energy demand with residual energy supplied by on-site renewables aims to deliver lower energy bills for residents. A key driver for the appearance of these extra care homes is to feel as 'normal' as possible for residents whilst providing both the care options they may need and cutting-edge net-zero technology.

3. Making an impact on the ground

The primary challenge of our vision is to translate the compelling evidence base into the increased supply of age-friendly homes. We want to provide practical advice and information to housing providers and developers, investors in existing homes, local authorities, social and private landlords as well as people in mid and later life that can be used on the ground to develop new homes and adapt existing homes that are suitable for later life. This will include actions to:

- Deliver an engagement strategy to promote age-friendly housing in Greater Manchester, outlining our priorities and showcasing best practice to communicate, “what we mean” and “what we want”.
- Create and communicate practical guides and recommendations from research findings such as, *Growing Older in Collyhurst: How can social infrastructure be used to support an Age-Friendly Victoria North*, *Design for Life* and the RightPlace research project.
- Develop practical resources and advice on how best to maximise improvements to ‘Age in Place’ when homes are being retrofitted or improved, building on the good practice already being delivered.
- Work with Housing Providers on approaches for improving the current offer in existing sheltered housing to improve quality and space standards alongside scheme amenities and facilities.
- Create ways to promote exemplar and inspirational developments across Greater Manchester that showcase positive homes for later life. For example, a design trail could be both a physical and virtual route, telling the story of each development and demonstrate “what we mean when we talk about good housing in later life”.
- Ensure that programmes and tools used to deliver the retrofit of Greater Manchester’s homes to meet our crucial carbon reduction objectives also maximise any opportunities to address the wider risks posed by poor quality or inappropriate homes.



4. Promoting 'Improve or Move'

There is an excellent track record and progress across Greater Manchester supporting people to think earlier about their choices in later life living, without having to reach crisis point. We want to work with partners to coordinate this support and bridge any gaps in the offer.

'Improve or Move' will influence people to think earlier about their home in later life. It may offer specific hand-holding and financial support to move or adapt current homes. It should be promoted widely and enable people in mid and later life, housing providers, health and social care networks, local authorities and care and repair agencies to coordinate the current support available.

This will include actions to:

- Continue to develop our understanding of 'Improve or Move' decisions in mid and later life and the type of information and platforms that will positively influence behaviour.
- Champion 'Big Conversations' post 50 for planning for later life housing, challenging households to consider a 'checklist' of questions, such as whether their existing accommodation meets their needs or whether it could be adapted, whether they think they should rightsize and when they think that should be.
- Consider the potential to reimagine the familiar home improvement agency or care and repair model, as a potential key mechanism to bring together and develop the services and support available to older households in all tenures. This could include working with people to scope out what a practical offer to 'Improve or Move' may look like, considering the current barriers, the resources required and our approach to its development.
- Work with stakeholders to co-produce, prototype and test how to enable people to improve or move financially through the existing and new financial products and support.



The Greater Manchester Older People's Network (GMOPN) is a growing network of older people and organisational representatives, with over 350 members across the city region. In 2017 GMOPN produced a Housing Manifesto. One of its recommendations was that older people, "need access to free, independent and impartial advice about ... housing options".

To take action on this recommendation the GMOPN Housing Group are conducting housing options research to evaluate the current breadth and quality of information available to older people across Greater Manchester. With funding from the British Society of Gerontology (BSG) and engagement from Dr Sophie Yarker (Manchester Institute for Collaborative Research on Ageing, University of Manchester), Dr Mark Hammond (Manchester School of Architecture) and Care and Repair England, this project will contribute to the ongoing housing and ageing programme led by the Greater Manchester Ageing Hub.



5. Celebrating homes and neighbourhoods that enable people to live well in later life

We are committed to resetting the conversation about people in mid and later life to, 'valuable not vulnerable'. This means recognising that older people are citizens, who are diverse, who want choice about where and how they live and have a wide variety of tastes and demands. We want to create a 'buzz' around this conversation, promote, recognise and reward delivery through communication and brand development including:

- Developing a shared digital engagement strategy, that offers a central resource and platform to share Greater Manchester best practice, showcase projects and schemes and be the 'go-to' place for practitioners.
- Actively promoting this work across each of the local authorities and at a Greater Manchester level, including through the recognition of the Age-Friendly Housing Charter.
- Promoting opportunities for debate and discussion, innovative thinking and sharing good practice for example through roundtable discussions and events.

Working together to create the change



Our progress will be monitored through the *Greater Manchester Housing Strategy Implementation Plan*, and an annual workplan will be overseen by the Housing, Planning and Ageing Group, reporting progress to the Ageing Hub Executive Group. The annual workplan will set performance indicators and identify the desired impact of the work on an annual basis in more detail.

Outcomes will be demonstrated in the following performance indicators:

- Rates of new housing development that include age-friendly features.
- District and neighbourhood plans reflect age-friendly principles.
- Rate of older people who live in accessible, safe and warm homes.

The Housing, Planning and Ageing group will need to ensure that the voice and experience of residents in mid and later life informs all the work, continuing to identify opportunities and good practice in engagement and co-production. There will be engagement with the Greater Manchester Older People's Network, the GMCA Older People's Panel and the age-friendly networks within the local authorities.

The annual workplan will set out the contributions from partners of their resources, expertise and influence in pursuing our shared agenda and ambitions. While the Housing, Planning and Ageing Group will oversee, challenge and promote this work, delivering on our ambitions will require the engagement and commitment of many partner organisations and partnerships in Greater Manchester and the local authorities to collaborate and co-produce solutions. Consideration will also need to be given to the financial investment in delivering the ambitions of this agenda.



Members of the Housing, Planning and Ageing Group



Convened by the Greater Manchester Ageing Hub the members of the Housing, Planning and Ageing Group who have contributed to the development of this framework are:

- Greater Manchester Combined Authority: Housing Strategy, Strategic Planning, Research and Analysis, Greater Manchester Ageing Hub
- Greater Manchester Health and Social Care Partnership
- Local authorities: Stockport Metropolitan Council, Rochdale Council, Trafford Council
- Greater Manchester Housing Providers: Southway Housing (Chair), Bolton at Home, Johnnie Johnson Housing
- National research and policy: Centre for Ageing Better, Housing LIN, Care and Repair England
- Research partners: Manchester School of Architecture, University of Manchester (Dementia and Ageing Research Team)
- Private/ commercial architects, developers and providers: Pozzoni Architects, Belong, Glenbrook Property.

We would like to express thanks to Arc4 Consultancy for developing this framework with us, and the Centre for Ageing Better and GMCA for commissioning this work.

For more information visit:

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

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Contact us:

ageinghub@greatermanchester-ca.gov.uk



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