

**Greater Manchester Ageing Narrative Campaign – inventory of content**

**Campaign name: Older and Greener: Tackling the climate emergency together in Greater Manchester**

Rebecca Lines and Jo Garsden, GM Ageing Hub, and Lucia Tang, GMCA Communications and Engagement jo.garsden@greatermanchester-ca.gov.uk

**Background**

On 1 October, we'll be marking International Day of Older Persons - Older and Greener: Tackling the climate emergency together in GM (coordinated by Greater Manchester Ageing Hub) ​ **#OlderAndGreener #IDOP2021 ​**

**How to use this document**

Skim through this document to identify resources your organisation might like to share for International Day of Older Persons.

Resources mentioned will be available in the folder named “Content from partner organisations” and organised by the name of the partner organisation, or links will be provided to resources in the content below.

# **Campaign content**

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| **Partner** | **Campaign materials** |
| Bury Council@BuryCouncil | ‘Digital Roadshow’ for residents of some sheltered schemes across the borough. * Digital ad PNG
* Digital roadshow poster
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| Castlefield Gallery@CastlefieldGall | A two-year programme of professional development and artist exchange focussed on developing low carbon and ecologically aware ways of producing and experiencing art, bringing together older and younger practitioners.* Image list and credits
* Photos
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| The Centre for Ageing Better@Ageing\_Better | Older And Greener Communications Pack for the UK Network of Age-Friendly Communities:* [New animation explaining the campaign and its importance](https://ageingbetter.resourcespace.com/pages/search.php?search=%21collection3549678&k=98990ef944)
* [Link to the age-positive image library](https://ageingbetter.resourcespace.com/pages/search.php?search=%21collection3549678&k=98990ef944) – updated with over 100 new climate related images
* Twitter cards based on key messages and evidence
* Suggested social media posts and newsletter copy
* Short videos of older activists (released on the @Ageing\_Better Twitter account from 29th Sept)
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| City of Trees@CityofTreesMcr | * [Into The Woods: A Dementia Friendly Woodland Resource](https://smallthings.org.uk/resources-3/)
* Photos
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| Dementia United@dementiaunited | * Case study Bowling Green dementia support group
* Flyer Dementia friendly bowling
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| GMCVO @gmcvo | Reddish Vale Men in Sheds:Set up to connect older adult males * Case study quotes
* Case study
* Photos

Ryder Brow – Thyme for Growing:Older people from Ryder Brow Community Allotment Society (RBCAS) in Gorton, Manchester are using organic gardening methods to rejuvenate a derelict allotment site in their area, winning themselves the “Pride of Gorton Clean and Green Award 2020” for their efforts.* Case study
* Photos
* [Web link](https://buzzmanchester.co.uk/about/case-studies/ryder-brow-community-allotment)
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| Greater Manchester Combined Authority@greatermcr | Portfolio holders for Equalities and Green:* Quote: Cllr Brenda Warrington, Tameside (GM portfolio lead for Equalities) “Greater Manchester’s older people have a key role to play in protecting our environment and it’s everyone’s business to get older people’s views heard.”
* Quote: Cllr Neil Emmott, Rochdale (GM portfolio lead for Green City region) “All generations across Greater Manchester need to come together to tackle climate change.”

GM Green Summit:* Video: GM Green Summit MP4 for social media
* Social media graphic: GM Green Summit

GM Green Homes grant: * Social media posts
* PNG graphics
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| Groundwork @GroundworkGM | Designing Age UK's Dementia Friendly Garden in Tameside* Case Study (also available as link [Groundwork near me - Groundwork)](https://www.groundwork.org.uk/hubs/greatermanchester/case-study-designing-age-uks-dementia-friendly-garden-in-tameside/)
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| History Begins At Home:@BeginsHistory | * Environment question sheet for intergenerational discussion including transport, climate change and green spaces.
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| LGBT Foundation@LGBTfdn | Derek Jarman Pocket Park: New community garden space has been designed and planted by a volunteer group of green-fingered LGBT+ over 50s from Greater Manchester* Photos
* Press release
* [Blog](https://manchesterartgallery.org/news/derek-jarman-pocket-park-blog/) also available
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| Made by Mortals@MadeByMortals | Upcoming podcast episode “A Compost Adventure”: Connie and her gang of plucky explorers explore how they can live a ‘greener’ life and help the planet. * Photo
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| Manchester@MCC\_AFMTeam @ManCityCouncil | In Our Nature: Campaign to raise awareness and recognition of the contributions older people make to Manchester, with a call to action to [www.inournaturemcr.co.uk](https://protect-eu.mimecast.com/s/8k6wCX6yYs4VNDqu6sOwt?domain=eur03.safelinks.protection.outlook.com)* Overview - Manchester City Council IDOP campaign
* UN Day of Older Persons\_The Film.mp4 (main feature film)
* UN Day of Older Persons\_Pam.mp4 (case study)
* UN Day of Older Persons\_Jamil.mp4 (case study)
* UN Day of Older Persons\_Elaine.mp4 (case study)
* UN Day of Older Persons\_Beryl.mp4 (case study)
* A series of A4 posters in both portrait and landscape.

Manchester have also created Youtube links should you prefer to embed the content: [UN International Day of Older Persons 2021](https://youtube.com/playlist?list=PLATXabx7aJUo04hKWST9FI0cM-cKCZVu1) |
| Rochdale@RochdaleCouncil | Community Garden project with HMR Circle:Older volunteers developed an urban green space into a multi-use allotment, orchard and wild flower area.* Case study
* Photos
* Link to video [Community Garden - Older and Greener - YouTube](https://www.youtube.com/watch?v=y-uvptz8eZs) with members’ reflections

Stoney Hill Community Wildlife Area:Older adults passionate about climate change and loss of biodiversity converted an area of derelict land on their estate into an area for native wildlife* Case study
* Photos
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| Schools pack (resources from all partners for schools) | * Facebook Instagram assets Talking About My Generation
* Photos Talking About My Generation
* Twitter assets Talking About My Generation
* History Begins At Home Question Sheet
* IDOP resources for School
* Talking About My Generation schools pack
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| Talking About My Generation@MyGenerationGM | Generations Unite: This is What An Activist Looks Like:This intergenerational campaign encourages us to challenge our ageist depictions around community litter pickers, green transport enthusiasts, helps to make their city bloom, fearless campaigners. “Ageism tries to divide us, but the fight against climate change unites us”* Video: [https://youtu.be/TYd0SSYnQD0](https://protect-eu.mimecast.com/s/EbRyCqjgAc1KVn5tXZsFy?domain=youtu.be) (2:13 mins)
* Schools pack (questions and ‘hero cards’ activity)
* Social media graphics
* Photos
* [News story](https://talkingaboutmygeneration.co.uk/activists-are-taking-part-in-a-living-library-event-to-mark-new-campaign/)
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| Tameside @TamesideCouncil | Tea Dance (1 Oct):* Tea Dance Poster
* Tea Dance info
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| Trafford@TraffordCouncil | * Flyer for Age UK Trafford coffee morning (29 Sept)
* Flyer from Conservation volunteers walk (1 Oct)
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| Transport for Greater Manchester/Greater Sport@OfficialTfGM@GreaterSport | It’s time: * Graphic
* Video [It’s Time | Make Plans To Do What You Love - YouTube](https://protect-eu.mimecast.com/s/C3ZHCVmwJu2NlkNFGtvez?domain=youtube.com)

Why I cycle: * Atuku: [https://youtu.be/81A5azfm\_hQ](https://protect-eu.mimecast.com/s/yMMlCWnxWT6RjXRcx0A0m?domain=youtu.be)
* Carl: [https://youtu.be/Mp11KT6ZFFo](https://protect-eu.mimecast.com/s/_Z-XCX6yYs4VnDVuDdG6Q?domain=youtu.be)
* Trevor: [https://youtu.be/kOlvZOpoutM](https://protect-eu.mimecast.com/s/cJ7wCY6zVsDE3pECVrkVK?domain=youtu.be)
* Libby: [https://youtu.be/Y9NaE19jZzA](https://protect-eu.mimecast.com/s/nooSCZ4AZc7rM8rcx2C-b?domain=youtu.be)
* Monica gets her cycling confidence back: [https://youtu.be/TsrCKjr-\_yE](https://protect-eu.mimecast.com/s/AHdkC1j0Vc62pB2c1iMLi?domain=youtu.be)

Active travel: * Photos
* [Active travel images](https://protect-eu.mimecast.com/s/aOkGC2RyGsVPkZPIXXYlS?domain=news.tfgm.com)
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| Wigan@WiganCouncil | Friends of Standish Library: The gardens are maintained by the volunteers of Friends of Standish Library in order for library users, young and old, as well as the local community to enjoy. Produce such as rhubarb and potatoes are left in the library for anybody to help themselves to. * Photo
* Journal

Ecobricks and ‘The Waste Not Garden’: Entry for Southport Flower Show 2019 involved residents from Kildare Grange sheltered accommodation and the pupils from the adjoining Primary School (St. Peter’s Hindley). Older and younger volunteers had a day of making Eco-bricks and conversations about why plastic is now in use and how we coped before it * Ecobrick building movie
* Ecobrick session photo
* Link: <https://www.leighjournal.co.uk/news/17858027.waste-not-garden-strikes-gold-southport-flower-show/>
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**Events**

Age UK Trafford - Older People’s Day coffee morning

Wednesday 29th September 11am – 1pm

Celebrate Older People’s Day – coffee morning on 29th September to celebrate older people. Free event but booking essential, and refreshments and live music provided (flyer attached).

Great Place GM Online Conference: Creative Ageing

Thursday 30th September 12.30-2pm, online

During this session, we will explore:

* how culture and creativity has enhanced Greater Manchester’s reputation as a great place to grow older.
* what makes a thriving, creative ageing ecosystem; from supporting older artists to thrive to developing audiences and age friendly programming.
* the successes, challenges and learning from the roll out of our flagship project, Culture Champions, across Greater Manchester.
* how to take forward the learning and influence policy and allocation of resources in GM and nationally and how and why invest in Creative Ageing and what outcomes and impacts to expect the role of culture in challenging stereotypes around ageing.

[Register](https://www.eventbrite.co.uk/e/great-place-gm-online-conference-creative-ageing-tickets-167865250483)

The Conservation Volunteers Trafford - Climate change walk and talk including the opportunity to plant a tree! (flyer attached)

Friday 1st October, Meet 9.45am: Sale Sports Club, M33 2DE

Join Walk for Health Trafford on a walk around Sale Water Park and plant a tree on the way with TCV Manchester. Walk length: 90 minutes including a stop on the way to plant a tree (nothing too strenuous)

Walk enquiries: Dave Walmsley: 01612828154 dave@dwalmsley.co.uk

This is What An Activist Looks Like - flash mob and human library: Talking About My Generation and GM Older People’s Network

Friday 1st October 2pm-3.30pm, Central Library Manchester

A living library event is being held on Friday, October 1 – to mark the launch of a new campaign that breaks stereotypes on what an activist looks like and showcase how generations are working together to tackle climate change. [Link to Talking About My Generation story](https://talkingaboutmygeneration.co.uk/activists-are-taking-part-in-a-living-library-event-to-mark-new-campaign/)

Age-friendly Tameside: Tea Dance event at Eclectic Avenue (flyer)

Friday 1st October 2:30-5pm, Eclectic Avenue at 4C Community Centre in Ashton, Tameside

This tea dance is mainly aimed at the over 50’s. Tickets are available from the café and are £10 which includes free sandwiches, cake, tea and coffee and an opportunity to dance! Old movies and songs from the golden era of Hollywood will also be played.

Please contact Jodylee: Eclectic\_avenue@outlook.com if you need any more information.

Greater Manchester Green City: Environment through generations – what does climate change mean to us all? (Graphic and mp4 available)

Monday 18th October 12:30 – 13:15, The Lowry, Salford Quays

Join us to hear the inspiring perspectives of older people in the city-region, taking on climate action and working to understand what we still need to do to meet our 2038 climate goal. A member of Greater Manchester Older People’s Network joins this 45-minute panel session to debate “Environment through generations – what does climate change mean to us all?”

[Register](https://gmgreencity.com/gm-green-summit-2021/)