



Facing the Future: Creating the Age-friendly City

Conference Report

**Manchester Town Hall
Monday 1st November 2010**

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(1) Introduction:

Manchester is recognised nationally for its approach to improving quality of life for its older residents. The Valuing Older People team, established in 2003, has developed an extensive engagement programme in order to ensure that there is a strong older person's voice in the development of the city's plans to make Manchester 'a great place to grow older'. Following Manchester's acceptance into the World Health Organisation's Global Network of Age Friendly Cities (GNAFC),⁽¹⁾ the VOP partnership wanted to strengthen the programme by developing practical collaborations and delivering new projects that can help to reshape urban neighbourhoods and services in line with age-friendly approaches and principles. In order to help the city to deliver on its objectives, it was decided to organise a working policy conference in partnership with the Beth Johnson Foundation and the Centre for Social Gerontology at Keele University.

This report gives a brief background to this work, an overview of the partnership arrangements, details of the pre-conference series of seminars and a brief overview of the conference itself. Outcomes are summarised at Appendix 8.

(2) Background:

The proportion of the global population aged over sixty years will double from 11% in 2006 to 22% by 2050; this represents almost 2 billion people globally. By 2030, 60% of the world's population will be living in urban areas and 25% of this population will be sixty years and over. Making cities age-friendly is one of the most effective policy approaches for responding to demographic ageing, in order to ensure that people can remain productive and socially engaged and that the impact of ageing on functional capacity is minimised.⁽²⁾ The creation of age-friendly environments can help to overcome ageist attitudes and policies; create physical environments that allow all people to participate; strengthen the links between older people and younger generations and foster the social engagement of older people.

In 2007, following extensive research in thirty-five cities across all continents, the World Health Organisation (WHO) published their document Global Age-friendly Cities: A Guide.⁽³⁾ This was followed in 2010 by the launch of the Global Network of Age-friendly Cities (GNAFC), an international initiative by WHO to address the environmental and social factors that contribute to active and healthy ageing. Members of GNAFC have to demonstrate: established mechanisms to involve older people; a baseline assessment and a citywide action plan; a commitment to developing practical partnerships with government and civil society, and links with other strategic planning mechanisms to ensure that age-friendliness becomes a core responsibility for these agencies. They must also be able to evidence progress over the course of their membership (usually five years in the first instance) by demonstrating continual improvement against indicators.

(1) Global Age-friendly cities: A Guide http://whqlibdoc.who.int/publications/2007/9789241547307_eng.pdf

(2) WHO Community of Practice www.who.int/ezcollab/AFC

(3) Towards more age-friendly cities: The WHO Guide www.who.int/ageing/en



**Paul McGarry, Valuing Older People Senior Strategy
Manager, Manchester City Council**



**Alan Hatton-Yeo
Chief Executive, Beth Johnson Foundation**



**Professor Mim Bernard from Keele University chairs the
afternoon plenary session**

(3) Partners:

3.1: Manchester City Council (MCC)

Manchester City Council, through its Valuing Older People (VOP) programme, has developed ambitious plans for its older population detailed in the city's Ageing Strategy, "Manchester: A Great Place to Grow Older, 2010-2020".⁽⁴⁾ The strength of these plans led to the success of their recent bid to join GNAFC and the VOP team is working to identify the steps needed to guarantee that Manchester can progress through the stages identified by the WHO, whilst making explicit links to the programmes of work established to deliver the city's strategic objectives.

3.2: The Beth Johnson Foundation (BJF)

The Beth Johnson Foundation⁽⁵⁾ is a national organisation that seeks to make a positive impact on the lives of older people, to gain recognition for the valuable role older people play and to challenge age discrimination through pioneering initiatives that bring together research, policy and best practice. The strategic partnership between Manchester and BJF began in 2005 when Manchester was exploring intergenerational practice as a tool to strengthen neighbourhoods and promote community cohesion. BJF is the leading expert organisation on intergenerational practice and established the national Centre for Intergenerational Practice (CIP)⁽⁶⁾ in 2001. The two organisations have seen significant mutual benefits from the partnership and continue to collaborate across a number of practice and policy fields.

3.3: Centre for Social Gerontology, Keele University

Since 1987, the Centre for Social Gerontology at Keele University has been at the forefront of research, teaching and policy development in the field of ageing. They first conducted research in Manchester in 2000⁽⁷⁾ and have continued to work with Manchester as a good place to study ageing in cities. A team from Keele is currently undertaking a three-year research programme in the city as part of the national New Dynamics of Ageing (NDA) programme⁽⁸⁾. The Community Action in Later Life: Manchester Engagement (CALL: ME) programme,⁽⁹⁾ is testing a range of interventions that can promote independence and social engagement among older people in disadvantaged communities. The central objective of the extensive national programme is to provide a sound evidence base for policy and practice so that research contributes to well-being and quality of life. The relationship that has developed between Manchester and Keele University has informed the development of the city's Ageing Strategy, assisted in the development of practical policy and guided implementation plans.

(4) Manchester: A Great Place to Grow Older, 2010-2020
www.manchester.gov.uk/downloads/file/11899/manchester_a_great_place_to_grow_older_2010-2020

(5) Beth Johnson Foundation www.bjf.org.uk

(6) Centre for Intergenerational Practice www.centreforip.org.uk

(7) Older People in Deprived Neighbourhoods: Social Exclusion and Quality of Life in Old Age
www.esrc.ac.uk/ESRCInfoCentre/Images/Older_People_Social_Exclusion_tcm6-34125.pdf

(8) New Dynamics of Ageing www.newdynamics.group.shef.ac.uk

(9) CALL:ME www.keele.ac.uk/research/lcs/csg/callme



Over 200 participants attended the Conference and contributed to the debate



Paul Cann, Chief Executive, Age UK Oxon, feeds back on the Tackling Loneliness workshop

(4) Process:

The partners agreed that the conference should provide the opportunity to build on national and international experience and evidence and explore opportunities for joint learning. In order to ensure that there were practical outcomes and an agreed series of actions, they organised a series of expert-led, pre-conference seminars. These were organised around a series of themed work streams and took place throughout September and October 2010 with participants from all over the country, and indeed they even welcomed an intergenerational practice expert from the United States. The identified work stream themes were:

- ❖ Developing a 'culture offer' for older people
- ❖ Inclusive design
- ❖ Communities for all ages
- ❖ Loneliness and ageing in the city
- ❖ Positive ageing: a life-course approach

A series of papers was developed from the seminars (*Appendix 8.1*), setting out research proposals, projects and areas for further exploration and collaboration. These were sent to conference delegates in advance so that they could be discussed, analysed, challenged and amended during the course of the conference.

“A quick note to say 'thanks for' and 'congratulations on' yesterday's event and for inviting CSV to participate. The day managed to combine being both stimulating and enjoyable (a rare feat these days, in my experience) and you and your colleagues must be very pleased that it went so well.”

Duncan Tree
National Development Manager, CSV

(5) Conference overview:

The event was attended by around 200 delegates. These consisted of Manchester-based policy makers and practitioners, government departments, other local authorities, age-sector organisations and agencies, academic partners and others with an interest in the ageing agenda. (A delegate list can be found at *Appendix 8.3*).

“Congratulations on a really interesting and useful conference in Manchester on 1st November. I really enjoyed it and had the opportunity of making some good contacts.”

Anne Connolly, Director
Ageing Well Network, Dublin



Councillor Sue Murphy welcomes participants to Manchester



Professor Chris Phillipson talks about the characteristics of the age-friendly city



Kate Torkington from the Valuing Older People Board talks to delegates about moving 'From Sidelines to Centre Stage'

David Regan, Director of Public Health and Partnerships, NHS Manchester, chaired the morning plenary session.

Councillor Sue Murphy, Manchester City Council's Deputy Leader and Executive lead member for Valuing Older People, opened the event. She set out the City Council's commitment to improving the quality of life of Manchester's older residents and applauded the opportunities presented by the city's acceptance into the World Health Organisation's Global Network of Age-friendly Cities.

Professor Chris Phillipson, Director of Social Science Research Institute at Keele University, delivered the keynote speech. He gave an overview of:

- The factors driving the 'age-friendly' debate;
- The characteristics of 'age-friendly' cities;
- The opportunities and pressures in urban environments;
- Policy options.

Presentations from the plenary speakers can be found on the VOP web pages. ⁽¹⁰⁾

“Thanks for the invitation to speak yesterday; event went well I think - really important discussions - congratulations.”

Chris Phillipson, Professor of Applied Social Studies and Social Gerontology,
Keele University

Kate Torkington, an older Manchester resident and member of the Valuing Older People Board, addressed the conference. She introduced the work of the Board in the city and talked about the genuine partnership between the City Council and older residents and the Board's contribution to the development of the city's extensive plans to become a 'pioneering third age city'.⁽¹¹⁾ She talked about her experiences as a Board member and then gave details of the recent launch of "From Sidelines to Centre Stage",⁽¹²⁾ a report produced by the Board which details the scope of the work that they have undertaken since their launch in 2004.

Conference delegates then had the opportunity to attend the themed workshops. Each workshop was run by a national expert and consisted of a series of short presentations and facilitated discussions. They gave delegates the opportunity to consider, challenge and amend the proposals that had been developed from the pre-conference seminars, as well as hearing about local and national examples of good practice and considering how their roles or services areas might contribute to making Manchester a strong age-friendly city. Headline outcomes from these discussions were fed back to the afternoon plenary session. **(6.1)**

(10) Speaker presentations www.manchester.gov.uk/vop

(11) Manchester Community Strategy 2006 - 2015

<http://www.manchesterpartnership.org.uk/3128/pages/community-strategy-2006-2015.aspx>

(12) From Sidelines to Centre Stage

http://www.manchester.gov.uk/info/500099/valuing_older_people/3428/valuing_older_people_vop

“I thought the event was really impressive—something for Manchester to be proud of.”

Guy Robertson, Joint Head of Ageing Well Programme, Local Government Improvement and Development



David Regan, Director of Public Health and Partnerships, chairs the morning plenary session

“A very inspiring day with a lot of information, I’m proud to live in Manchester. Well done Manchester City Council.”

Margaret Kirwan, Manchester resident and member of Manchester Older People’s Forum.



Peter Lloyd-Sherlock from the World Health Organisation (WHO) welcomes Manchester to the Global Network of Age-Friendly Cities

“Really enjoyed yesterday. Thought it was an energetic day with a good attendance although on your behalf I did feel quite affronted at the question that suggested you weren't making a difference on the ground. I think the examples that were quoted as concerning people were national policy so they should have been directed at me really! Still keen to progress the network idea that you mentioned in your closing remarks.”

Helen Dimmock, Later Life Local Engagement Team Leader
Department for Work and Pensions

Professor Mim Bernard from Keele University chaired the afternoon plenary session and introduced **Peter Lloyd-Sherlock** from the World Health Organisation (WHO). He welcomed Manchester to the Global Network of Age-friendly Cities and gave an overview of:

- the research carried out in 2007 by the WHO;
- the launch of the Age-friendly Cities Network;
- the commitment that was expected of the member cities.

“The messages from the speakers were very challenging and inspiring.”

Josephine Luseni, Sheltered Warden Manager, Eastlands Homes

Delegates then received feedback on the discussions from each of the work streams, which gave an overview of the discussions and plans for future collaborations, projects and programmes of work. Finally, **Paul McGarry**, Senior Strategy Manager for the Valuing Older People team set out the next steps.

(6) Outcomes by work stream:

6.1: Headline outcomes

The partners were overwhelmed by the opportunities that resulted from the seminars and conference workshops. A more detailed analysis against objectives has been undertaken at **6.2**, but some key headlines are:

- Develop a collaborative **funding bid** to support a programme of experimental age-inclusive design projects;
- Explore opportunities to establish a UK-wide **learning network** to share and develop our understanding of age inclusive design and lobby for this type of design;
- Produce a **‘Guide to tackling loneliness’** as a resource for front line staff working with older people;

- Develop a **certificated Ageing Studies** programme for frontline staff working with older people in partnership with Keele University;
- Promote mid-life preparation and planning for later life through **pre-retirement courses** and **healthy ageing activities**;
- Build on the Manchester Generation's Together programme to embed intergenerational approaches to **community development**, and **expand** seven of the **successful projects**;
- Launch of the Manchester **intergenerational toolkit** to coincide with the launch of the national toolkit by the Beth Johnson Foundation;
- Launch the Manchester intergenerational staff **training programme**;
- Pilot a **Cultural Champion's model** to improve the reach of cultural outreach and education programmes into those wards where there is a low uptake;
- Support a **funding bid** with the Manchester Beacons programme to evaluate the **implementation of the cultural offer** for older people.

6.2: Outcome matrices

In order to consider both the WHO age-friendly city criteria and the core objectives of the Manchester Ageing Strategy, outcomes from the conference have been mapped against both sets of criteria in the Outcome Matrices (*Appendix 8.2*). In order to make sense of the wide range of opportunities, we attempted to categorise these into four distinct areas:

- **People/partnerships** - practical collaborations to experiment and learn;
- **Projects** - specific action, pieces of work or agreed approaches;
- **Proposals** - ranging from joint funding bids to practical proposals on how to deliver and strengthen some of the projects;
- **Policy** - detailing how we have been able, or propose to, influence policy and embed this work in citywide strategies.

Whilst intergenerational practice and inclusive design are distinct areas of work, there is a considerable overlap in the design of public spaces, buildings and services for all ages and intergenerational working. It is proposed that we explore the planning and development of age-friendly spaces and services using an intergenerational lens. This will also allow us to maximise the impact and legacy of the two-year Manchester Generations Together programme.⁽¹³⁾ Therefore, for the purposes of this report and for future planning, we have combined the intergenerational '**Communities for all ages**' and the '**Inclusive design**' work streams under the title Communities for All Ages; consequently there are only four Outcomes matrices from the five work streams. (*Appendix 8.*)

(13) Manchester Generations Together
<http://www.manchester.gov.uk/info/100003/communitiesandneighbourhoods/4575/generationstogetherprogramme/1>

“Informative speakers, good networking opportunities...the workshop brought together delegates from cultural, academic, health and the third sector.”

Tim Chatterton, Education and Community Manager
Band on the Wall

(7) Next steps:

The partners will be considering and prioritising all the opportunities and incorporating the actions into their plans for the next 18 months. Interested parties will be kept up to date with developments through the monthly VOP e-bulletin. In addition, we will:

- Distribute the **conference report** to all delegates for comment and **commitments** to support the delivery of the planned actions;
- Develop a range of **on-line resources, toolkits** and **training**;
- Actively seek resources through **collaborative funding bids**;
- Ensure that arrangements are in place to **evaluate projects and programmes** of work;
- Establish mechanisms to **share learning**, both locally and through national **action learning sets**;
- **Reconvene in 12 months** time to report on progress and share learning.

The VOP team would be interested to discuss any ideas or projects from your department or organisation that might provide a collaborative opportunity that would help to develop Manchester as a strong age-friendly city.

For more information, or to arrange a meeting with a member of the Valuing Older People team, please contact:

**Valuing Older People, Manchester Joint Health Unit
Number One First Street, Manchester, M15, 4FN**

www.manchester.gov.uk/vop **0161 234 3513 vop@manchester.gov.uk**



Professor Tom Scharf, National University of Ireland Galway, and Jane Carrier, Audit Commission, host the Tackling Loneliness workshop



The Baring Foundation's Chief Executive, David Cutler talks about "Ageing Artfully" in the Cultural Offer workshop



Alan Hatton-Yeo leads the discussion in the Communities for All Ages workshop



The Positive Ageing debate was lead by Lynn Weallans from Beth Johnson Foundation and Jim Soulsby from the Association for Education and Ageing



Students from Manchester School of Architecture in the Age Inclusive Design workshop

Appendices

Appendix 8.1: Workshop recommendations

8.1.1: Developing the Cultural Offer for Older People

Background:

- ❖ The Manchester Cultural Offer Working Group first met in 2007 in order to contribute to the reduction of health inequalities and improved quality of life for older people through participation in cultural activity and creative expression.
- ❖ Whilst there were already good education, outreach and engagement programmes delivered through dedicated development staff, the group recognised that these were often not effectively targeted at older people or directed at the wards in Manchester where uptake of cultural opportunities was least likely - the same wards that were characterised by high levels of pensioner poverty, poor health and social isolation.
- ❖ In late 2008, they commissioned a 6-month study into the barriers for older people to accessing these opportunities which culminated in the launch of the Cultural Offer for Older People in July 2009.
- ❖ The successful group bid to the Baring Foundation's Arts Programme 2010 has given the city a real opportunity to develop a more strategic commitment and direction for this area of work and to promote better coordination and collaboration between the major city centre arts providers.
- ❖ The newly-funded part-time Valuing Older People Cultural Offer Manager was appointed in October 2010.

Proposals:

The Facing the Future Conference gives us a real opportunity to shape our plans for the next three years. Based on our experiences over the past three years, the findings from the study, the work that was done to write the Baring Foundation bid and the pre-conference seminar, we have developed the following plans for your consideration.

We will:

- Develop a strong **communication strategy** that will:
 - pull together all the opportunities - **the 'offer'** - in one place;
 - **coordinate action** and identify **collaborative projects** and cross-venue working;
 - **target** the offer to communities and community groups;
 - **share learning** across the city and beyond;

- **embrace other activity** that is happening in the city through the voluntary sector and others;
- help to identify opportunities for **progression** for interested participants.

■ Establish the **older person's voice** in the process from the outset to:

- inform the **planning process**;
- **strengthen the case** for this area work to senior managers and fundraising teams;
- ensure the **best use of limited resources**;
- help to **mobilise communities** to identify what they would like to engage with and how they can help to make that happen.

■ Pilot a '**Cultural Champions**' model that will:

- **maximise the reach** of the programme into the heart of communities;
- enable identified champions to **experience activity** to strengthen their advocacy function;
- facilitate the **identification of participants** for the education and outreach teams.

■ Consider **sustainability and legacy** from the programme by:

- identifying ways of demonstrating **value for money** in projects;
- exploring opportunities for the **evaluation** of the programme;
- supporting projects to **produce evidence** of the benefits to this area of work;
- exploring more **creative ways of accessing funding** through new partnerships and different types of funding streams;
- **influencing** both city strategy and the strategic objectives of cultural organisations to raise the profile of work with older people.

8.1.2: Communities for all ages

Background:

- ❖ On 5th October, a seminar was held at Manchester City Council exploring the concept of communities for all ages. It was led by two speakers: Alan Hutton-Yeo, CEO of the Beth Johnson Foundation and Nancy Henkin, Founder and Director of the Intergenerational Centre at Temple University, USA. Participants ranged from Manchester City Council, Central Government and the Third Sector.
- ❖ The speakers highlighted how intergenerational working would be a central element of an age-friendly city. This was referenced back to models of working in the USA in developing communities for all ages. Intergenerational working was identified as a way of working in communities, but also a lens that could be applied to planning and developing communities and cities and how services are delivered. This included:
 - a way of improving health and well being, or active ageing across a life-course;
 - bringing intergenerational approaches to community cohesion: cohesion between generations;
 - transitional retirement and building the habit of volunteering by older people with young people, which contributes to a bigger society, building social capital between generations – forming bridges between them;
 - community engagement approaches and building a feeling of citizenship;
 - building positive attitudes to younger and older people, and
 - integrated team working across services that work with age groups such as younger and older people and improved efficiency/pooling of resources and joint working.
- ❖ The development of intergenerational working over the last five years within the UK and Manchester (especially with the Generations Together programme being launched nationally) was identified as a strong base to build from. This was referenced back to the Manchester Generations Together programme and the need to have a strong legacy from this.
- ❖ Discussions focussed on the concept of an age-friendly city and the range of stakeholders that such a programme would need and the commitment required. Intergenerational working could be part of an approach that makes age-friendly cities address the needs of all generations. The prevalent stereotype of both younger and older people being seen as problems in communities was highlighted. An ongoing intergenerational programme and approaches to service

delivery building on Manchester's Generations Together would be central to an age-friendly city programme.

Proposals:

Next steps have been identified from the workshop. These include:

- Use the **Chorlton Lifetime Neighbourhoods project** as a practical way of applying an Intergenerational lens to a community development programme. This includes exploring how an age-friendly city addresses the needs of all generations;
- Connect to the **age-inclusive design work** being developed to explore the planning and development of places and spaces using an **intergenerational lens**;
- Identify other **Lifetime Neighbourhood pilots** and partnerships within Manchester;
- Continue to develop the **strategic partnership** between Manchester and the Beth Johnson Foundation and build on the Generations Together legacy into the age-friendly city programme.
- Continue to participate in the BJF/CSV **intergenerational learning network** for Local Authorities.

8.1.3: Tackling loneliness

Background:

- ❖ The terms 'loneliness' and 'social isolation' are often used interchangeably. However, while there are clear links between isolation and loneliness, it is useful to treat them as being distinctive:
 - '**Social isolation**' refers to an individual's lack of contacts or ties with other people. If someone does not regularly meet with, or speak to, family members, friends, neighbours or other people, then they are socially isolated. Some people are perfectly happy in their social isolation, valuing their own company or being content to live away from others. Others would prefer to have a greater degree of contact with people, and this may lead to feelings of loneliness.
 - '**Loneliness**' is a subjective and negative experience - it is felt by individuals based on perceptions of their personal social relationships. As a consequence, while some people may have very many social contacts and still feel lonely, others may have very few contacts and not experience loneliness. In general terms, it is therefore useful to think of loneliness in terms of representing a mismatch between the actual and desired quality and quantity of an individual's social interactions.
- ❖ There needs to be a distinction made between the forms and duration of loneliness:
 - '**Emotional loneliness**' reflects a person's perceived lack of an intimate attachment - perhaps a spouse or partner or someone else who one can confide in.
 - '**Social loneliness**' refers to a person's sense that they are not part of an engaging social network of family, friends and others.
- ❖ It is also useful to think about loneliness in terms of the duration of such negative feelings. Most people will experience loneliness at some point in their lives. However, the length of time that such feelings last can vary considerably:
 - '**Transient**' loneliness is something that may occur from time to time, but passes over the course of a day.
 - '**Situational**' loneliness may arise after a specific change in an individual's circumstances - perhaps after moving to a new, unfamiliar place or following the breakdown of a close, intimate relationship.

- **‘Chronic’** loneliness refers to persistent feelings of loneliness that may endure over a considerable period of time.
- ❖ Policy and practice responses are likely to vary depending on whether one is dealing with situational or chronic forms of loneliness. Where loneliness is transient, it is unlikely that there is a need for any form of intervention.
- ❖ Despite such conflicting evidence, loneliness rates are generally shown to be higher for people who are:
 - Aged 75 and over;
 - Women;
 - Living alone;
 - Widowed, divorced or separated, or never married;
 - In poor physical and/or mental health, whether measured objectively or subjectively;
 - Living on limited material resources

Proposals:

■ Acknowledgement that loneliness in later life is a significant issue for policy and practice; **production of ‘tool-kits’** that highlight good practice in reducing loneliness.

■ Produce a **‘Guide to tackling loneliness’** as a resource for front line staff working with older people.

■ Increasing **focus in policy, practice and research** on the idea that loneliness is distinct from social isolation and may require different responses.

■ Policy and practice can usefully distinguish between **‘social loneliness’** on the one hand and **‘emotional loneliness’** on the other.

■ Recognition that **loneliness interventions** should be subject to careful consideration and **evaluation** in terms of their effectiveness.

Please note: This is an edited version of the conference paper. The full paper can be found with the speaker presentations at: www.manchester.gov.uk/vop

8.1.4: Positive ageing

Background:

- ❖ As a precursor to the main conference in Manchester on 1st November 2010, a seminar was held at the Beth Johnson Foundation (BJF) on 19th October to explore:
 - Making the case for working with people in mid-life;
 - Promoting the inclusion and participation of people in mid-life.
- ❖ The seminar was opened by Dr Mo Ray of Keele University who presented on 'Making the case for a life course approach' and was attended by colleagues from a wide range of backgrounds who brought their expertise in areas such as health and well-being, volunteering, lifelong learning, employment, preparing and planning for later life and equality and human rights.
- ❖ The wide ranging discussions brought us to conclude that this area around positive ageing is large and complex dealing as it does with the 'whole' person. A life course approach enables us to focus interventions around key transition points in life for which we may be able to prepare and plan for, by identifying catalysts for change.
- ❖ Engaging with people in mid-life was seen as a challenge and there is a step in between engagement and involvement which needs to be analysed more carefully in order to promote participation. There was seen to be an inequalities aspect that needs addressing in relation to what seems to be an overlooked generation who are effectively pivotal within today's society (e.g. caring as they may do for both grandchildren and parents). Because of the complexity of issues around working with this age group joined up approaches/services were seen as a priority e.g. combining a health check with a skills check and individuals developing a mid-life 'passport'.
- ❖ Working as we do within structural constraints the emphasis needs to be on changing what we can rather than worrying about what we can't change and individuals should be encouraged to take responsibility when they can. For example, tackling worklessness is a priority for Manchester City Council and, therefore, residents encouraged to do what they can to enhance their employability e.g. confidence-building, training, volunteering etc.
- ❖ The issues around employment include the nature of work and patterns of retirement as well as that of worklessness

Proposals:

- Bring together the **evidence** and update the case for **working with people in mid-life**.
- With residents co-design and develop a **Positive Ageing Strategy** to identify positive interventions to address some of the challenges in mid-life and to reduce inequalities in later life.
- **Education and lifelong learning** is identified as a major element in positive ageing e.g. WHO highlight the potential of education to impact on experience of ill health, well-being and enhanced quality of life.
- Explore **opportunities for collaborative working** e.g. around worklessness and this government's 'new approach to public health'
- Create a **coherent framework** for joined up services that people can access and makes sense to them (e.g. around health and skills checks)
- Promote mid-life preparation and planning for later life through **pre-retirement courses** and **healthy ageing activities**.

8.1.5: Inclusive design

Background:

- ❖ On 29th September, a seminar was held at the Mechanics Institute in Manchester exploring the concept of age inclusive design and in the built environment. Speakers included experts in design and the built environment from Salford University, Manchester University, CABE and Manchester City Council. Participants included representatives from Central Government, the Third Sector, Private sector, Universities, Councils from the UK and Ireland.
- ❖ Seminar participants identified a range of perspectives of what an age-friendly city might actually be, what it might involve and how this work could be developed in Manchester. Discussion often focussed on the terms 'age' and 'friendly'.
- ❖ Overall, design of both the built environment (such as streets) and spaces (such as a community centre) that are accessible to all, was seen as central to an age friendly city. So too is the development of areas such as green spaces.
- ❖ Age-inclusive design was seen as having additional elements to accessibility. For example how places and spaces are developed to be friendly to people of all ages, how active ageing is encouraged and generational interaction can be facilitated.
- ❖ Here, the concept of how people of different ages share the city was highlighted. In addition, this is where the connection between community engagement/social policy and urban design was identified as central.

Proposals:

Next steps have been identified from the seminar discussions. These include to:

- Carry out a series of **age-inclusive design projects**. This includes:
 - Developing existing work such as the **Chorlton Lifetime neighbourhood** project;
 - Identifying **other opportunities** in a range of Lifetime neighbourhood sites;
 - Developing '**Enquiry by Design**' and '**Planning for Real**' pilots;
 - Using the **Manchester Generations Together legacy** to develop more intergenerational activities and more intergenerational use of spaces/places and intergenerational ownership of spaces/places.

■ Develop a collaborative **funding bid** to support a programme of age-inclusive design projects.

■ Establish a **learning network** across Manchester/UK to develop our understanding of age inclusive design and lobby for this type of design.

■ Support the development of **community engagement processes** to replace short-term consultations with long-term conversations within an age-friendly context.

Later steps:

■ Use of existing guidelines and reference of these to form **Manchester Age-friendly guidelines**;

■ Hold a **series of information and learning events** to understand who the city is friendly to and why.

Appendix 8.2: Outcomes matrices

8.2.1: Improving the Cultural Offer for older people

World Health Organisation (WHO) Age-friendly cities criteria	Housing Transportation Outdoor spaces and buildings	Civic participation and employment Communication and information		Community support and health services		Respect and social inclusion Social participation		
Manchester Ageing Strategy objectives	Create better neighbourhoods for older people	Increase the income and employment of older people	Increase older people's participation in cultural and learning activities	Improve the health of older people	Improve care and support for older people	Promoting equality	Improving relationships	Improving engagement
People/ partnerships			All About Audiences Baring Foundation Cultural Offer Working Group Cultural Strategy team Keele University Manchester Beacons	NW Arts and Health Network				

Projects	Develop a strong Communication Strategy in order to: <ul style="list-style-type: none"> - target the offer to communities and community groups - share learning across the city and beyond - embrace other activity that is happening in the city through the voluntary sector and others - help to identify opportunities for progression for interested participants 		Increase participation by piloting a Cultural Champions model to: <ul style="list-style-type: none"> -enable identified champions to experience activity to strengthen their advocacy function -facilitate the targeting of outreach and education programmes to those parts of the city where uptake is lowest Develop an 'off-peak passport' scheme	Support the development of Manchester Camerata dementia project	Establish the voice of older people in the development of the programme to: <ul style="list-style-type: none"> - maximise reach into communities -strengthen the case for investment - help to mobilise communities - influence strategic objectives of cultural organisations 		
Proposals			Collaborate with Manchester Beacons in a funding bid to evaluate the programme and evidence the social and health benefits to participants Work in partnership with the Baring Foundation to deliver a national cultural learning event in autumn 2011				
Policy			Inclusion in the Cultural Ambition Implementation Plan for the city, reporting to the Cultural Partnership				

8.2.2: Communities for All Ages

World Health Organisation (WHO) Age-friendly cities criteria	Housing Transportation Outdoor spaces and buildings	Civic participation and employment Communication and information		Community support and health services		Respect and social inclusion Social participation		
Manchester Ageing Strategy objectives	Create better neighbourhoods for older people	Increase the income and employment of older people	Increase older people's participation in cultural and learning activities	Improve the health of older people	Improve care and support for older people	Promoting equality	Improving relationships	Improving engagement
People/partnerships	MMU School of Architecture Design Lab Keele University Beth Johnson Foundation CABE Manchester University Later Life team, DWP Other MCC departments					Use the Valuing Older People Networks to improve opportunities and activities in Manchester neighbourhoods. Build partnerships with the Community Engagement Development programme (Community Engagement Strategy, Toolkit, training).		
Projects	Deliver a range of Lifetime Neighbourhood			Through the Lifetime Neighbourhood work,		Use the learning from the Chorlton Lifetime Neighbourhoods project as a practical way of		

	<p>pilots and partnerships to explore further intergenerational use of spaces/places</p> <p>Establish a learning network across Manchester/UK to develop understanding of age inclusive design and to advocate for inclusive design</p>			<p>understand how shared places and spaces can:</p> <ul style="list-style-type: none"> - be friendly to people of all ages - encourage active ageing - facilitate generational interaction - impact on quality of life 	<p>applying an Intergenerational lens to a community development programme.</p> <p>Develop a range of resources :</p> <ul style="list-style-type: none"> - 'how to' guides/toolkits - research - good practice - Manchester intergenerational training programme <p>Develop and embed the strongest GT projects beyond the period of funding</p>
Proposals	<p>Develop a funding bid to support a programme of age inclusive design projects</p>				<p>Commission an evaluation of the Manchester Generations Together programme to share learning and detail next steps for the programme</p>
Policy	<p>Lifetime Neighbourhood programme to inform and embed the principles of inclusive design in city policy through SRFs</p> <p>Mainstreaming Generation's Together work</p>				<p>Build connections between:</p> <ul style="list-style-type: none"> - Social policy - Community engagement - Place-making, urban design and planning

8.2.3: Tackling loneliness

World Health Organisation (WHO) Age-friendly cities criteria	Housing Transportation Outdoor spaces and buildings	Civic participation and employment Communication and information		Community support and health services		Respect and social inclusion Social participation		
Manchester Ageing Strategy objectives	Create better neighbourhoods for older people	Increase the income and employment of older people	Increase older people's participation in cultural and learning activities	Improve care and support for older people	Improve the health of older people	Promoting equality	Improving relationships	Improving engagement
People/partnerships	Beth Johnson Foundation Galway University Keele University Age Concern Oxon Housing Providers Band on the Wall FC United							
Projects					Collate a range of resources for services and frontline staff: -'how to' guides - research - good practice			

					<p>Produce, publish and promote a 'tool-kit' for reducing loneliness as a resource for frontline staff</p> <p>Explore opportunities for using football and music as a means to engaging older men, building on the success of Full of Life Festival activity such as My Generation and the FC United's Senior Day</p>
Proposals	Research into loneliness in Manchester				Use activity in the VOP Networks to identify ways to address 'situational loneliness' as a means to preventing the onset of more enduring forms of loneliness
Policy	<p>Increase focus in policy on the idea that loneliness is distinct from social isolation and will require different responses</p> <p>Policy should distinguish between 'social loneliness' on the one hand and 'emotional loneliness' on the other</p>				Recognise that I interventions should be subject to careful evaluation in terms of their effectiveness in order to be able to embed effective approaches in city policy

8.2.4: Positive Ageing

World Health Organisation (WHO) Age-friendly cities criteria	Housing Transportation Outdoor spaces and buildings	Civic participation and employment Communication and information		Community support and health services		Respect and social inclusion Social participation		
Manchester Ageing Strategy objectives	Create better neighbourhoods for older people	Increase the income and employment of older people	Increase older people's participation in cultural and learning activities	Improve the health of older people	Improve care and support for older people	Promoting equality	Improving relationships	Improving engagement
People/partnerships	CABE re use of leisure facilities including parks and other green spaces, benches, toilets, street furniture	<ul style="list-style-type: none"> - DWP - Beth Johnson Foundation - The Age and Employment Network - Job Centre Plus - Public Health - Healthy Living Networks/Active Lifestyles - Manchester Adult Education Service 			<ul style="list-style-type: none"> - Equality and Human Rights Commission 	<ul style="list-style-type: none"> - Housing providers - Self-help and support groups 	<ul style="list-style-type: none"> - 'My Manchester Services' - the advice sector - PRAGMA 	
Projects	Make neighbourhoods and opportunities more (all) age friendly	Identify collaborative work to tackle worklessness eg: RSVP volunteering programme	Make explicit links with the Cultural Offer Working Group	Refresh the Healthy Ageing task group, develop falls prevention and physical activity programmes and link with 'Food Futures' developments		Promote mid-life preparation and planning for later life through retirement programmes Support condition management programmes and health and skills checks for older unemployed people and appropriate follow-up		

<p>Proposals</p>	<p>Support local involvement in improvements to leisure facilities and walking and cycling routes</p>	<p>With residents co-design and develop a Positive Ageing plan to identify interventions to address some of the challenges in mid-life that reduce inequalities in later life</p> <p>Build on the opportunities to develop the age sector workforce through the VOP Neighbourhood Coordination group by establishing a programme of training with Keele University</p> <p>Boost lifelong learning opportunities as 'A Resource for Ageing' and part of the support needed for people to keep as active as possible for as long as possible</p>	<p>Promote the inclusion and participation of people in mid-life, including across cultures (BME and faith groups) and with a focus on men's needs</p>	<p>Promote peer and inter-generational support including mentoring and pathways into the world of work</p> <p>'Age Unlimited' innovations to extend work and social participation.</p>	<p>Promote positive, healthy living and older people's contributions to their communities</p>
<p>Policy</p>	<p>Bring together evidence and make the case for a life course approach as part of the new approaches to promoting public health and an increased focus on outcomes.</p> <p>Join up approaches, services and sectors, develop mid-life 'offers/passports' and create a coherent framework that people can access in mid/late life via various routes which make sense to them, address constraints on choice, and enable changes which make a demonstrable difference.</p>				

Appendix 8.3: Conference programme

Facing the Future: Creating the Age-friendly City

Agenda

10.00am

Registration in the 'Bees'

Refreshments/stalls in the Great Hall

10.30am

Session 1: Plenary

Chair: David Regan (*Director of Public Health and Partnerships*)

- **Welcome to Manchester**

Cllr Sue Murphy (*Deputy Leader, Manchester City Council*)

- **Ageing in Cities**

Professor Chris Phillipson (*University of Keele*)

- **From Sidelines to Centre Stage**

Kate Torkington (*Valuing Older People Board*)

- **Seminar aims and objectives**

Paul McGarry (*Valuing Older People team*)

11.30am

Session 2: Workshop

12.45pm

Lunch, networking and exhibitions in the Great Hall

1.30pm

Session 3: Workshop

2.45pm

Session 4: Plenary

Chair: Prof Mim Bernard (*University of Keele*)

- **Global Age-friendly cities network**

Peter Lloyd-Sherlock (*World Health Organisation*)

- **Report back from sessions**
- **Discussion of next steps**

4pm

Appendix 8.4: Delegate list:

Lesley	Abraham	Age Concern Stockport
Karen	Ames	Open Doors 2 Ltd.
Cllr Mike	Amesbury	Exec. Member, Culture and Leisure, MCC
David	Andrassy	Andrassy Design (Call-Me Project)
Diane	Aronwich	Age Concern Manchester
June	Artiguez	VOP Forum Member & Golden Voices Choir Member
Jenny	Ashburner	Central Lancashire NHS
Jan	Bailey	Keele University
Nell	Banfield	Self-employed
Lyn	Barbour	Cultural Strategy team, Manchester City Council
Kev	Barry	Homelessness Division, Directorate for Adults, MCC
Brigette	Barton Siqqidui	Government Office North West
Miriam	Bernard	Keele University
Vera	Bolter	Elders Council of Newcastle
Andrew	Booth	Sefton Pensioners Advocacy Centre
Katie	Brandon	MERCi
Joanne	Briggs	Directorate for Adults, MCC
Rebecca	Bromley	Valuing Older People
Sue	Brooks	Youth Service, Manchester City Council
Rich	Browning	ZEST Healthy Living Network
Lynne	Buksh	The Good Companions Group
Bonnie	Campbell	Manchester Urban Co-housing Group
Paul	Cann	AgeUK Oxfordshire
Valerie	Carr	Lancaster University
Philip	Carter	Local Pension Service
Tim	Chatterton	Band on the Wall
Elaine	Chesworth	Trafford General Hospital
Wendy	Cocks	Care and Repair England
Christopher	Corfield	Pennine Care NHS Foundation Trust
Pip	Cotterill	Directorate for Adults, MCC
Anne	Crabtree	Greater Manchester Arts and Health Network
Anne	Crumley	Manchester Mental Health & Social Care Trust
David	Cutler	The Baring Foundation
Amanda	Dalton	Royal Exchange Theatre
Ian	Darlington	Manchester Care & Repair
Joanne	Davies	Crime and Disorder Team, MCC
Kate	Day	Manchester Art Gallery
Sherry	De Wynter	VOP Cultural Offer Manager
Barbara	Douglas	Quality of Life Partnership
Anne	Duffield	Northwards Housing
Karen	Duggan	Research Institute for Health & Social Change, MMU

Trish	Dwyer	Later Life Care group
Susan	Edgar	Lower Crumpsall Tenants and Residents Group
Ruth	Edson	Manchester Art Gallery
Gavin	Evans	Wythenshawe Regeneration team, MCC
Francis	Farley	Harvest Housing
Laura	Ferguson	Coalition against Loneliness in Older Age
Valerie	Ferrier	Stroke Care Development team, MCC
Ian	Ford	Manchester Urban Co-housing Group
Jo	Garsden	University of Manchester
Fiona	Gaspar	Royal Exchange Theatre
Viv	Gee	50/50 Vision
Maria	Gligan	Adactus Housing
Su	Goldthorpe	City Policy Team
Jenny	Goodman	Cultural Regeneration Officer, MCC
Dympna	Gould	North Manchester Regeneration
Brian	Green	Co-operative Group
Marie	Greenhalgh	DISDBURY Good Neighbours
Margaret	Greenhalgh	VOP Board Member
Elma	Greer	Belfast Healthy Ageing Strategic Partnership
Tom	Griffiths	SEVA Partnership / Wai Yin Chinese Women Society
Karen	Haigh	Harvest Housing
John	Hall	Directorate for Adults, MCC
Patrick	Hanfling	Valuing Older People / Beth Johnson Foundation
Joanne	Harrington	Harvest Housing
Jack	Holt	Adults Directorate, MCC
Kim	Horsfield	Contour Homes
Zohra	Imam	Manchester resident
Jo	Johnston	Cultural Strategy team, Manchester City Council
Richard	Jones	Age Concern Manchester
Iona	Jones	Imagine Associates / Urban Expression Cobridge
Simon	Katzenellenbogen	VOP Board Member
Margaret	Kirwan	Didsbury Good Neighbours
Karen	Kennedy	Manchester Care & Repair
Pete	Kostyk	Anchor Staying Put
Alex	Lamont	Keele University
Julie	Langford	Community Foundation for Greater Manchester
Rachel	Lartey	Area Coordination and Third Sector, MCC
Ann	Leighton	VOP Board Member
Naomi	Lewis	Outreach Officer, Salford Museum
Geoff	Little	Deputy Chief Exec., Manchester City Council
Peter	Lloyd-Sherlock	World Health Organisation
Gary	Loftus	Community Foundation for Greater Manchester
Shabbir	Lorgat	Anchor Housing

Josephine	Luseni	Eastlands Homes & Partnership Limited
Jennifer	Lyddle	Keele University
Rukshana	Mahimwala	Economic Development Unit, MCC
Janet	Mantle	Public Health Consultant, NHS Manchester
Peter	Marsh	The Generation Project
Joy	Marshall	Ageing Well Programme, IDeA
Diana	Martin	Manchester Urban Co-housing Group
David	McConnell	Linking Generations in Northern Ireland
Breda	McGee	Manchester Mental Health & Social Care Trust
John	McGrath	MMHSCT Later Life Services
Alex	McMinn	U3A and West Lancs Older Peoples Partnership Board
Sue	Melling	NHS Central Lancashire
Julie	Melville	Keele University/ The Beth Johnson Foundation
Louise	Middleton	Beth Johnson Foundation
Sharon	Middling	Keele University
Frank	Mills	Sinclair Knight Merz Architects
Cllr Peter	Morrisson	Manchester City Council
Sally	Moss	Lifetime Homes
David	Mottram	Levenshulme Residents' Forum
Cllr Sue	Murphy	Deputy Leader, Manchester City Council
Michael	Murray	Keele University
Susan	Nzilani	Age Concern Manchester
Thein	Ohn	Meditation Centre, Salford
Laura	Olivares	Manchester resident
Kate	Organ	Arts Adviser, Baring Foundation
Cllr John	Pantall	Stockport Metropolitan Borough Council
Margaret	Parkes	VOP Board Member
Kath	Parson	OPAAL Older People's Advocacy Alliance
Ruth	Passman	Department of Health
Terry	Patterson	Manchester Advice, MCC
Neil	Pendleton	University of Manchester
Alexandra	Perry	Habinteg / Lifetime Homes
Steve	Pickett	Hallé Concerts Society
Margaret	Podesta	VOP Forum Member
Nick	Ponsillo	Manchester Camerata
Liz	Postlethwaite	Library Theatre Company
Sandra	Pound	Manchester Museum
Alessandro	Pratesi	Manchester Metropolitan University
Penny	Preddle	VOP Forum Member
Fleur	Priest-Stephens	Southway Housing Trust
Isobel	Quinn	Great Places Housing Group
David	Regan	Director of Public Health and Partnerships Manchester
Gordon	Reid	Directorate for Adults, MCC

Jackie	Richards	Bridge Research & Development
Jane	Richardson	Keele University
Michelle	Rickett	Keele University
Eleanor	Roberts	Hallé Concerts Society
Tony	Rock	VOP Board Member
David	Rogerson	North Manchester Regeneration team
Merja	Sankelo	Manchester University
Michele	Saycell	Manchester Leisure – Active Lifestyles
Tom	Scharf	Irish Centre for Social Gerontology Galway
Dhruv	Sharma	Manchester University/ MMU
Lynda	Shentall	George House Trust
Andrew	Shiple	Lifetime Homes
Nicola	Shore	Age Concern Oldham / Oldham M B Council
Sarah	Sinclair	Jobcentreplus
Gulab	Singh	Central Lancashire NHS
Iain	Snelling	Health Services Management Centre, University of Birmingham
Jim	Soulsby	Association for Education and Ageing
Brian	Stevenson	Pre-Retirement Assoc of Greater Manchester
Joanne	Street	Central M/cr. University Hospitals Trust
Gurdeep	Thiara	The Manchester Museum
Dave	Thorley	New East Manchester
Simon	Thornber	Contour Homes
Kate	Torkington	VOP Board Member
Duncan	Tree	CSV
Jim	Trotman	VOP Board Member
Ben	Turner	Royal Exchange Theatre
Elaine	Unegbu	VOP Board Member
Yogesh	Virmani	ACICM
Bhim	Virmani	VOP Board Member
Joy	Wales	Manchester Mental Health and Social Care Trust
Tommy	Walsh	Manchester TUC Pensioners
Lorraine	Ward	Access Officer, Manchester City Council
Rebecca	Warren	Sinclair Knight Merz Architects
David	Warren	Welsh Local Government Association
Dawn	Warriner	Cultural Regeneration Officer, MCC
Lynne	Weallans	Beth Johnson Foundation
Stefan	White	Manchester Metropolitan University
Cath	Williams	Directorate for Adults, MCC
Polly	Williams	Equality & Human Rights Commission
Christine	Wilson	Oldham Council
Patsy	Wyles	Stockport Metropolitan Borough Council
Mark	Bloomfield	PRAGMA

Molly	Heath	PRAGMA
Pam	Flynn	Future Northwest
Faheem	Aftab	LRW Architects
Emma	Beresford	Educational Services, MCC
Ed	Watts	Whitworth Art Gallery
Catherine	Bradley	All About Audiences
Simon	Hobbs	Joined Up Consulting
Anne	Connolly	Ageing Well Network
Zohra	Zhimam	Manchester resident
Guy	Robertson	Local Government Improvement and Development
Nicola	Reeves	M Four, Manchester City Council
Elaine	Mills	South Manchester Regeneration Team, MCC
Pauline	Sargeant	VOP Forum Member
John	Donaldson	PRAGMA
Joan	Rutherford	Retired planner, Womens Design Group
Karen	Vickers	Retired and Senior Volunteer Programme, CSV
John	Miles	Keele University

Appendix 8.5: Acknowledgements

The partners would like to extend a big thank you to everyone who supported the event in whatever capacity. We would particularly like to thank:

Our plenary speakers:

- Professor Chris Phillipson, Keele University
- Councillor Sue Murphy, Deputy Leader, Manchester City Council
- Kate Torkington, Valuing Older People Board
- Peter Lloyd-Sherlock, World Health Organisation

The Conference chairs:

- David Regan, Director of Public Health and Partnerships for Manchester
- Professor Mim Bernard, Keele University

Workshop presenters and facilitators:

- Professor Tom Scharf, National University of Ireland Galway
- Jane Carrier, Audit Commission
- Paul Cann, Chief Executive, Age UK Oxfordshire
- David Cutler, Chief Executive, Baring Foundation
- Councillor Mike Amesbury, Manchester City Council
- Kate Organ, Arts Adviser to the Baring Foundation
- Liz Postlethwaite, Library Theatre Company
- Professor Michael Murray, Keele University
- Stefan White, Manchester School of Architecture
- Lynne Weallans, Positive Ageing Manager, Beth Johnson Foundation
- Jim Soulsby, Association for Education and Ageing
- Joyce Gill, Manchester resident and inspiration behind 'My Generation'

Stewards:

Members of the Valuing Older People Board

Conference report:

This report was written in consultation with the partners by Sally Chandler from the Valuing Older People team.