

Report to:	HEALTH AND WELLBEING BOARD
Date:	25 January 2018
Executive Member / Reporting Officer:	Stephanie Butterworth, Director – Adult Social Care Anna Moloney, Consultant in Public Health
Subject:	DEVELOPING AGE FRIENDLY COMMUNITIES
Report Summary:	Population projections show that in 2024 more than 1 in 4 people will be over 60. This report provides the background to the concept of age friendly cities as advocated by the World Health Organisation and the interconnection with the strategic objectives of the Greater Manchester Ageing Hub. It describes how we intend to co-ordinate our local work promoting age friendly communities across Tameside. A reporting relationship to Health and Wellbeing Board is described on this issue that proposes a work outline for a new Tameside Age Friendly Steering Group to drive the changes needed so more people will benefit and enjoy a good later life.
Recommendations:	<p>The Health and Wellbeing Board is requested:</p> <ol style="list-style-type: none"> 1. To note the requirement for a borough Age Friendly Strategy and how this work connects with the priorities of the Greater Manchester Ageing Hub and the Greater Manchester Age Friendly Strategy. 2. To recognise the reporting relationship to the Health and Wellbeing Board through a new Tameside Age Friendly Steering Group that will drive the changes needed so older people will benefit and enjoy a good later life. 3. A further report on progress will be presented to Health and Wellbeing Board in June 2018.
Links to Health and Wellbeing Strategy:	Local action to promote age friendly communities aligns with the Tameside Health and Wellbeing Strategy particularly within the Ageing Well life course though all other life-course area will have an impact to this objective. Living Well improvements will help individuals to prepare and plan for a good later life.
Policy Implications:	This paper proposes a reporting relationship to Health and Wellbeing Board for the Tameside Age Friendly Steering Group and its work programme.
Financial Implications: (Authorised by the Section 151 Officer)	There are no direct implications arising from this report at this stage.
Legal Implications: (Authorised by the Borough Solicitor)	It will be important that the Board receive regular assurance information to understand where resources may need to be focused and to determine whether interventions are effective as well as understanding the impact of not addressing these issues in terms of finances and outcomes for health.

Risk Management :

There are no risks associated with this report.

Access to Information :

The background papers relating to this report can be inspected by contacting Anna Moloney, Consultant in Public Health Medicine, by



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1. DOCUMENT PURPOSE

- 1.1 This report provides the background to the concept of age friendly cities as advocated by the World Health Organisation. It then discusses the interconnection with the strategic objectives of the Greater Manchester Ageing Hub and how we intend to co-ordinate our local work promoting age friendly communities across Tameside.
- 1.2 A reporting relationship to Health and Wellbeing Board is described on this issue that proposes a work outline for a new Tameside Age Friendly Steering Group to drive the changes needed so more people will benefit and enjoy a good later life.

2. INTRODUCTION

- 2.1 Population projections show that in 2024 more than 1 in 4 people be over 60. In the UK today there are now about as many people over 60 as there are aged 18 and below. Within Tameside the greatest increase in population over the next 20 years is expected to be seen in the over 75s. Healthy Ageing is about creating the environments and opportunities that enable people to be and do what they value throughout their lives. Many people enjoy a good later life but others risk ill health, poverty and loneliness. Everybody can experience healthy ageing. Being free of disease or infirmity is not a requirement for healthy ageing as many older adults have one or more health conditions that, when well controlled, have little influence on their wellbeing. An age friendly approach requires responding to the challenges and opportunities created by ageing in our society. There is a tendency to perceive ageing as a problem rather than an opportunity resulting in an under-utilisation of older people and the assets and capabilities they can offer to society as a whole and to the management of their own wellbeing.

3. WORLD HEALTH ORGANISATION AGE FRIENDLY CITIES

- 3.1 The World Health Organisation (WHO) age friendly framework promotes a comprehensive active and healthy ageing placing people in later life at the heart of decision making and working across sectors to bring partners together. The WHO describes 8 domains for an age friendly city as seen in Figure 1 below.¹ In essence an age friendly community adapts its structures and services to be accessible to and inclusive for older people who will have varying levels of need and capacities. But there is a benefit to be had for whole population as these changes bring more social inclusivity and accessibility especially for individuals who are disadvantaged and at risk of social isolation.
- 3.2 The Centre for Better Ageing² (an independent charitable foundation) supports policy makers, commissioners and to make decisions based on strong evidence of what works. Its website also includes UK Network of Age Friendly Communities. Manchester joined the Global Network in 2010 and is working with Locality Leads in each borough towards the recognition of all 10 Greater Manchester Local authority areas to become the first UK age friendly region.
- 3.3 A key document published by the UK Urban Ageing Consortium, “A Research & Evaluation Framework for Age Friendly Cities” (2014) provides key facts, evidence reviews and summaries for each of the WHO Age Friendly domains. It contains practical steps that cities can start to take to set up and evaluate their own successful age friendly initiatives.

¹ Global Age-friendly cities: A Guide. WHO :2007

² www.ageing-better.org.uk/afc

Figure1. World Health Organisation 8 Domains for an Age Friendly City



4. THE GREATER MANCHESTER AGEING HUB AND STRATEGY

4.1 In May 2015 the joint Greater Manchester Combined Authority (GMCA) and Association of Greater Manchester Authorities Executive Board agreed to establish the Greater Manchester Ageing Hub³ to bring together experts in the field to embed ageing as a priority within Greater Manchester policy. The Ageing Hub was set up in March 2016 and formally launched in February in February 2017, as a virtual entity within GMCA. Partners include the 10 Greater Manchester councils, GM health and Social Care Partnership, the Centre for Better Ageing, Greater Manchester Universities and the community and voluntary sector. Its priorities are:

- To become the first age friendly city region in the country;
- To be a global centre of excellence for ageing;
- To increase economic participation amongst the over 50s.

4.2 The Greater Manchester Ageing Hub Steering Group and Greater Manchester Reform Board are the key governing bodies. Every six months the Ageing Hub reports to Greater Manchester Older Peoples Network whilst actively seeking the views of a range of older peoples groups.

4.3 The Greater Manchester Ageing Hub has produced a Strategy that is based on the World Health Organisation 8 domains model of ageing but developed in the context of Greater Manchester specific opportunities of scale and multi-sectoral collaboration; it supports the reform agenda; and challenges disadvantage and social exclusion that older people can experience. The Strategy focuses on 5 areas:

- Creating a work and skill system that supports older workers;
- Establishing age friendly communities across GM;
- Reframing the current narrative around ageing away from deficit to around assets and opportunities;
- Building leadership for age friendly initiatives across places and agencies;
- Supporting innovation in the delivery of services and opportunities.

³ <https://www.greatermanchester-ca.gov.uk/GMAgeingHub>

- 4.4 This work is driving the Greater Manchester Strategy, Our People, Our Place “(refresh 2017) and the priority to create an age friendly city region.
- 4.5 The Greater Manchester Ageing Hub is developing a Greater Manchester Strategic Implementation Plan aiming to launch this by March 2018. There are 6 themes for this Greater Manchester work programme encompassing economy and work; age friendly places; healthy ageing; housing and planning; transport; and age friendly culture. The Hub also has the following working groups to assist with theme development and implementation:
- Physical Activity;
 - Local Authorities Group;
 - Health and social care Partnership Group;
 - Ambition for Ageing;
 - Economy and Work group;
 - Partnership Group;
 - Housing and Planning Group;
 - Research Advisory Group;
 - EU reference group;
 - Culture Group.

The range of working groups reflects the multi-faceted approach to ageing well that is needed by engagement with all sectors. All partners within the Health and Wellbeing Board have a role to play as do wider stakeholder such as Transport for Greater Manchester. Further information on the work of the GM Ageing Hub can be found on:

www.greatermanchester-ca.gov.uk/GMAgeingHub

- 4.6 The Local Authorities Group aims to promote the development of each boroughs Age Friendly Strategy supported by the Centre for Better Ageing. Therefore our participation necessitates us to develop an age friendly plan delivering evaluated improvements in age friendly policies, plans and place based projects that will promote intergenerational approaches, thus increasing social inclusion. An initial draft is expected by April 2018. This work will build on the existing projects and programmes such as Dementia Friendly Communities, community centred approaches such as social prescribing and Ambition for Ageing in our locality. Co-production with older people is fundamental as is the wider involvement of stakeholders such as those involved in the planning and delivery of transport.

5. PROPOSED LOCAL GOVERNANCE

- 5.1 It is proposed that a Tameside Age Friendly Steering Group be created that is accountable to the Health and Wellbeing Board the purpose of which would be to provide system leadership and adopt a collaborative approach aimed at making Tameside a more age friendly community, enabling all residents to participate as full community members. It would seek to:
- Serve as a champion for the community by developing a vision; gathering momentum and encouraging action.
 - Develop a co-ordinated approach across the Health and Wellbeing Board partnership, businesses, service providers and community organisations to make age friendly communities. This will be firmly rooted in collaboration with older people.
 - Oversee and promote the implementation of an action plan that relates to the Greater Manchester Ageing Strategy priorities.

- 5.2 It will be led by the Director for Adult Social Care as the life course lead for Ageing Well. The membership is currently being determined but an early scoping meeting envisaged broad representation from the Health and Wellbeing Board partnership. An inaugural meeting will be held on 25 January 2018.

6.0 RECOMMENDATIONS

- 6.1 As detailed on the front of the report.