

Report to:	HEALTH AND WELLBEING BOARD
Date:	20 September 2018
Executive Member / Reporting Officer:	Stephanie Butterworth, Director – Adult Social Care Anna Moloney, Consultant in Public Health
Subject:	AGE FRIENDLY COMMUNITIES UPDATE
Report Summary:	<p>Further to an initial report on age friendly communities that was presented to the January 2018 Health and Wellbeing Board, this paper provides a progress update on strategy development and Greater Manchester events that facilitate this agenda. Co-production with older people and wider stakeholders is pivotal to the specificity of the strategy and to embed system ownership. The mechanism for how we have approached this is detailed. An exemplar section of the Housing Domain is shown for comment. The draft terms of reference for the Tameside Age Friendly Partnership are provided with a summary of its core objectives. The approach for continuing engagement with older people deserves further thought and discussion. Our older people are members of diverse communities and using the opportunities that arise across a spectrum of groups and events is likely to offer the flexibility and specificity to develop our Age Friendly Tameside together.</p>
Recommendations:	<p>The Health and Wellbeing Board is requested:</p> <ol style="list-style-type: none"> 1. To note and comment on the co-production of a draft borough Age Friendly Strategy that connects with the priorities of the GM Age Friendly Strategy. 2. To approve the draft terms of reference for the Tameside Age Friendly Partnership. 3. To comment on mechanisms for older peoples' engagement as we progress with this work programme. 4. To note a further report on the Strategy and action plan will be presented to Health and Wellbeing Board in 2019.
Links to Health and Wellbeing Strategy:	<p>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.</p>
Policy Implications:	<p>This paper proposes an outline structure for a Tameside Age Friendly Strategy, overseen by a multiagency Partnership Group with a reporting relationship to the Health and Wellbeing Board for this work programme.</p>
Financial Implications: (Authorised by the Section 151 Officer)	<p>There are no direct financial implications arising from this report.</p>

**Legal Implications:
(Authorised by the Borough
Solicitor)**

As the Tameside Age Friendly Partnership is a sub-group of the Health and Wellbeing Board, it will be important that the Board receives regular updates / 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 Further to the initial report on age friendly communities that was presented to the Health and Wellbeing Board in January 2018 this paper provides a progress update. It highlights the ongoing initiatives across Greater Manchester that support our local work; and then it focuses on the development of the draft Tameside Age Friendly Strategy.

2. BACKGROUND

- 2.1 An age friendly approach responds to the both the challenges and opportunities created by ageing in our society. Culturally there is a tendency to perceive ageing as a problem rather than viewing the potential for a life enhancing stage of life; both for older people and the communities to which they belong.
- 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.

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



3. GREATER MANCHESTER AGE FRIENDLY COMMUNITIES

- 3.1 Since January 2018 there have been several significant achievements in driving the age friendly agenda forward across GM. The following developments are summarised below:
- GM Age Friendly City Region
 - The Festival of Ageing
 - The GM Mayor's Age Friendly Challenge
 - GM Moving focus on promoting physical activity for people aged 40-60 with long term conditions
 - Age-Friendly Businesses "Take a Seat" Campaign.

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

- 3.2 Greater Manchester Age Friendly City Region: Greater Manchester became the UK's first age-friendly city region as recognised by the World Health Organization on 16 March 2018. The bedrock of this achievement has been the commitment demonstrated in the Greater Manchester Age Friendly Strategy. This has twelve headline statements cited below, including the requirement to develop an age-friendly plan for each local authority council area.
- 1) Establish age-friendly communities across GM, promoting volunteering and bringing generations together.
 - 2) Become a world leader in research and innovation for an ageing society.
 - 3) Increase housing choice to promote social connections and wellbeing in later life.
 - 4) Create opportunities to maximise skills and experience of older workers.
 - 5) Build a health and social care system that works for older people.
 - 6) Show leadership in developing age-friendly initiative at all levels and across all sectors.
 - 7) Create a transport network that supports older people to stay connected and active.
 - 8) Engage and involve older people in arts and cultural activities across GM and establish a Centre for age-friendly Culture – a world first.
 - 9) Support more people to be physically active as they age.
 - 10) Make sure access to entitlements and benefits is easier and simpler.
 - 11) Develop an age-friendly plan for each local authority council.
 - 12) Campaign for positive change in the way older people are viewed.
- 3.3 The Festival of Ageing 2018: This was funded by Ambition for Ageing and took place across Greater Manchester between 2 and 15 July 2018. It was a celebration of the positive and diverse images of ageing. It was also intended to encourage policy-makers to take the action needed to improve the lives of Greater Manchester's 907,000 older people, a figure set to rise to 1.1million in the next twenty years. The Festival offered a range of activities and opportunities for individuals and communities to join in or create their own festival fringe event. As part of the GM event the Tameside Festival of Ageing was held on the 10th July at Ashton under Lyne Market and a range of stalls and activities could be found celebrating life over 50.
- 3.4 The Mayor's Age Friendly Challenge: This was launched during the Festival of Ageing with the aim of asking people to put forward their ideas for making Greater Manchester a great place to grow old. Phase 1 is asking the VCSE sector, public services and older people groups to submit their best practical examples of age friendly schemes within communities and neighbourhoods. It is seeking groups or partnerships to work collaboratively when presenting submissions; the deadline for which is 1 December 2018. Successful applications will achieve accreditation and support from the Big Lottery funded Ambition for Ageing to further develop plans. Phase 2 will invite submissions around age friendly issues such as housing, employment and culture during 2019. It will be targeted at cultural organisations, businesses and other organisations. Partners will need to consider what our Age Friendly Challenge presentations will be that represent the diversity of collaborative work across the borough.
- 3.5 GM Moving: Sport England's local delivery pilot includes people aged 40-60 years old with long term conditions as one of its 3 target population groups. Focus groups have been held involving a wide range of partners across the region on how we can approach this. It is building on the momentum of the Greater Manchester Get Moving plan by adopting a whole system approach and this fits in with the Age Friendly Strategy's objectives.
- 3.6 Age-Friendly Businesses "Take a Seat" Campaign: To help older people feel more confident about leaving their homes, housing providers across Greater Manchester are encouraging local businesses to sign up to the 'Take a Seat' scheme in a bid to make our region more inclusive, accessible and age-friendly. Inspired by a similar project in New York City, the scheme asks local businesses to make seats, toilets and a drink of water available

to people who may need them. Businesses that sign up to the scheme are also given a checklist of ways to make their premises more age friendly and dementia friendly. They are encouraged to display clear signs, store items within easy reach, and keep floors clutter-free. The idea has already been successfully implemented and delivered in South Manchester by Southway Housing and is now being rolled out across the region by Greater Manchester Housing Providers Group. We are in the early stages of developing this campaign within Tameside.

4. DEVELOPING A TAMESIDE AGE FRIENDLY STRATEGY.

- 4.1 A 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. We used the template actions plans to create a skeletal draft. It contains practical steps that localities can adopt but we need to translate this for Tameside and ensure we include the recent evidence from our local residents on what would improve the age friendliness of our borough.
- 4.2 Co-production with older people is fundamental to the development of the Tameside Age Friendly Communities (AFC) Strategy as is the wider involvement of other stakeholders. Therefore a starting point and a key thread in this strategy’s progress has been reference to public engagement. Since January 2018 the following events have influenced our work.
- 4.3 The Partnership Engagement Framework (February 2018)
A facilitated workshop was held to collate thoughts and ideas about developing our local strategy for age friendly communities. The themes included housing, transport, outdoor spaces and buildings; social participation and volunteering; community support and health services; and communication and information. These ideas are captured in the February Partnership Engagement Framework report.
- 4.4 The Ambition for Ageing Celebration Event (March 2018)
Tameside people were asked, “What is going on in Tameside you are already involved with and where?” and “What does an Age Friendly Tameside look like?”. Participants were asked to focus on one of the 3 themes of bereavement, transport or information. The Ambition for Ageing report included many comments about all aspects of life from the environment to statutory services.
- 4.5 Council, Clinical Commissioning Group and Integrated Care Foundation Trust Officers’ Workshop (July 2018)
A workshop was held with officers who hold responsibility for the WHO domains identified for age friendly communities. The officers were introduced to the age friendly communities’ concept and provided with an overview of work at a GM level. They were then invited to be aspirational in the articulation of their ideas for an AFC Strategy. Following this workshop it became clear we need to complete further work on a one to one basis with officers to refine the draft strategy, linking with wider GM strategic initiatives and the outcomes of our engagement with older people.
- 4.6 Bespoke Engagement Event on the draft strategy(August 2018)
An early version of the draft AFC strategy was discussed with Partnership Engagement Network members, with an interest in older people’s wellbeing. We needed to ensure our core work on the strategy resonated with older people and representative organisations. The engagement event was positive about the direction we are undertaking. This has enabled us to move forward confidently with building the strategy.
- 4.7 The resultant draft structure of our AFC Strategy encompasses a short introduction to a WHO Domain followed by some key facts; where we are now; and a “You said” section. A succinct strategic action plan is then provided. The Housing Domain section of the strategy

(**Appendix 1**) is shown as a worked example of how we envisage the remaining seven chapters will look when we have incorporated all our evidence as described above refining it with key Council, Clinical Commissioning Group and Integrated Care Foundation Trust officers.

5. NEXT STEPS

5.1 The Tameside Age Friendly Partnership is a subgroup of the Health and Wellbeing Board as agreed in January 2018. Draft Terms of Reference are attached (**Appendix 2**) with a proposed membership. The purpose of the Partnership is to provide system leadership and adopt a collaborative approach for age friendly developments. It will be led by the Director for Adult Social Care as the life course lead for Ageing Well. In summary its responsibilities are 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 GM Ageing Strategy priorities.

5.2 The subsequent AFC strategy will be brought to the Tameside Age Friendly Partnership in November 2018 and then in due course it will be subject to broader public consultation. The mechanisms for continuing engagement with older people deserves further discussion. During our engagement event it became clear there wasn't one "right" way to achieve this objective. Our older people are members of diverse communities and using the opportunities that arise across a spectrum of groups and events would seem to be an approach that offers the flexibility and specificity to explore specific ideas, projects or questions together as we develop Age Friendly Tameside.

6.0 RECOMMENDATIONS

6.1 As detailed on the front of the report.