

**Report to:** **HEALTH AND WELLBEING BOARD**

**Date:** 19 September 2019

**Executive Member:** Councillor Eleanor Wills, Executive Member Adult Social Care and Population Health

**Reporting Officer:** Stephanie Butterworth, Director – Adult Social Care

**Subject:** **AGE FRIENDLY COMMUNITIES UPDATE**

**Report Summary:** Further to the initial report on age friendly communities presented to the Health and Wellbeing Board in January 2019, this report provides a progress update on the development of the strategy and Greater Manchester events that facilitate this agenda. Co-production with older people and wider stakeholders is and has been pivotal to the strategy and to embed system ownership.

Our older people are members of diverse communities and present opportunities to offer the expertise and flexibility to develop our Age Friendly Tameside together. Engaging older people throughout the strategy's time period is essential for the success and ownership of this work.

The draft terms of reference for the Tameside Age Friendly Partnership are also provided with a summary of its core objectives.

**Recommendations:** The Health and Wellbeing Board is requested to note progress against and support the development of, a borough Age Friendly Strategy and Action Plan linked with the priorities of the Greater Manchester Age Friendly Strategy.

**Links to Corporate Plan:** Local action to promote age friendly communities aligns with the Tameside and Glossop Corporate Plan, particularly within the Ageing Well life course though all other life-course areas 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 report 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.

**Financial Implications:** (Authorised by the Section 151 Officer) There are no direct financial implications arising from this report

**Legal Implications:** (Authorised by the Borough Solicitor) Reducing health inequalities will reduce demand on limited and reducing budgets. This reports sets out the approaches being developed to accelerate this work.

**Risk Management :** There are no risks associated with this report.

**Background Papers** Background papers referenced:  
Global Age-friendly cities: A Guide. WHO :2007  
The background papers relating to this report can be inspected by contacting Lauren Foster, Population Health Programme Officer

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## 1. INTRODUCTION

- 1.1 The purpose of this report is to provide a progress update on the development of the draft Tameside Age Friendly Strategy further to the initial report presented to the Health and Wellbeing Board in January 2018. It also highlights the ongoing initiatives across Greater Manchester that support our local work.

## 2. BACKGROUND

- 2.1 An age friendly approach responds to 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.
- 2.2 The World Health Organisation (WHO) Age Friendly Framework promotes a comprehensive active and healthy ageing that places 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.<sup>1</sup> 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: Phase 1 and 2
  - GM Moving: promoting physical activity for people aged 40-60 with long term conditions
  - GM Sports Partnership Active Ageing Programme: incl. Ashton St Peters and Stalybridge
  - Age-Friendly Businesses "Take a Seat" Campaign.
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- Ageing In Place: Stalybridge

### 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 March 16th 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 delivered via the Ambition for Ageing programme, taking place across Greater Manchester between July 2nd-15th and was a celebration of 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 events the Tameside Festival of Ageing was held on the 10 July at Ashton 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 for groups or partnerships to work collaboratively when presenting a submission; the deadline for which is 1 December 2019. 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. It will be targeted at cultural organisations, businesses and other organisations. We will need to collaboratively develop our Age Friendly Challenge presentations that represent the diversity of collaborative work across the borough.

### 3.5 **GM Moving Local Pilots**

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's 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. The Tameside programme will expand on the current Live Active (Exercise on referral) scheme but will be linked to Active Parks and an enhanced outdoor offer. Also targeting those that are workless or at risk of worklessness, naturally this will include some older people, to work with employers to adopt active workplace policies to support staff to actively travel and to be active throughout the working day. The Bikes into Work scheme is for those who are

unemployed which will also naturally cover those over 50. Growing the capacity of volunteer led health walks linking in with the GM Walking Programme

### 3.6 **Age-Friendly Businesses: “Take a Seat” Campaign**

To help older people feel more confident about leaving their homes, the housing provider Southway Housing are encouraging local businesses across Greater Manchester 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 scheme has already been successfully implemented and delivered in South Manchester by Southway Housing and Tameside took up this scheme with the housing provider earlier this year.

So far, the Tameside ‘Take a Seat’ scheme has 19 shops/businesses signed up in different areas of Tameside, with a number of others in the pipeline. The next targeted areas to benefit from the project are Stalybridge, Denton, Hyde and Ashton.

## 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. This was used to create practical information to include in the strategy using real life suggestions from older people.

4.2 Co-production with older people is fundamental to the development of the Tameside Age Friendly Communities 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 the 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.

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, CCG and ICFT 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 Age Friendly Communities 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 Age Friendly Communities 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 members were 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 the 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.

## **5 NEXT STEPS**

- 5.1 The Tameside Age Friendly Partnership is a subgroup of the Health and Wellbeing Board as agreed in January 2018. The purpose of the Partnership is to provide system leadership and adopt a collaborative approach for age friendly developments. It is 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.

- 5.1 The subsequent Age Friendly Communities strategy is in the final stages of development by the Tameside Age Friendly Partnership, and it is proposed that the final strategy and action plan will be endorsed by the Health and Wellbeing Board in January. We aim to continue to engage with older people throughout the strategy period and aim to adopt an approach that offers the flexibility and specificity to explore ideas, projects or questions together as we develop Age Friendly Tameside.

## **6.0 RECOMMENDATIONS**

- 6.1 As detailed on the report cover