

A  
GREAT  
PLACE  
TO  
GROW  
OLDER

2009-2020



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# Overview

- About AFC movement
  - History
  - Concepts
  - Typology
- AFCs and mental wellbeing
- About Manchester programme
- Constraints and opportunities



*Concept developed by World Health Organization as a policy to develop supportive urban environments that encourage 'active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age.'* \*

\* WHO: 2007

# Growing Age-Friendly movement

**2007**

WHO Guide to Age-Friendly Cities published

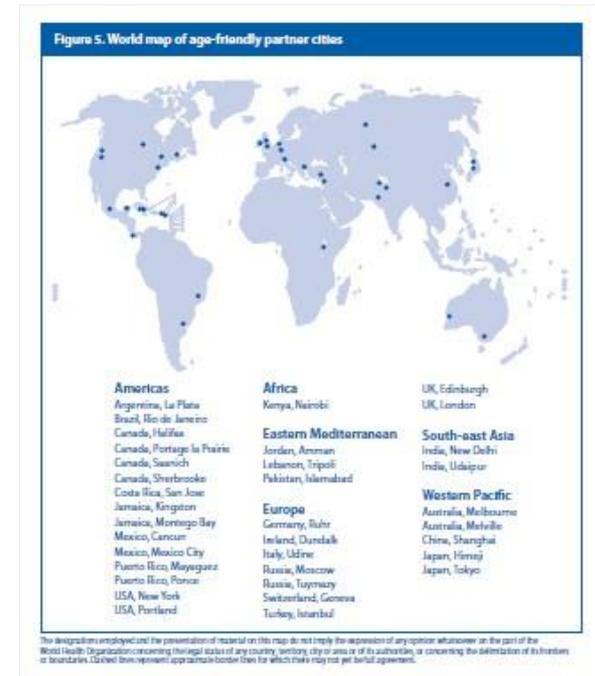
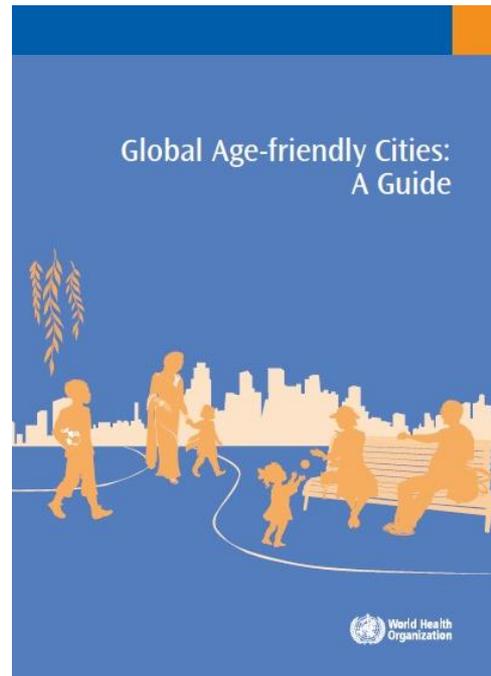
**2010**

first UK city joins WHO Global Network of Age-Friendly Cities

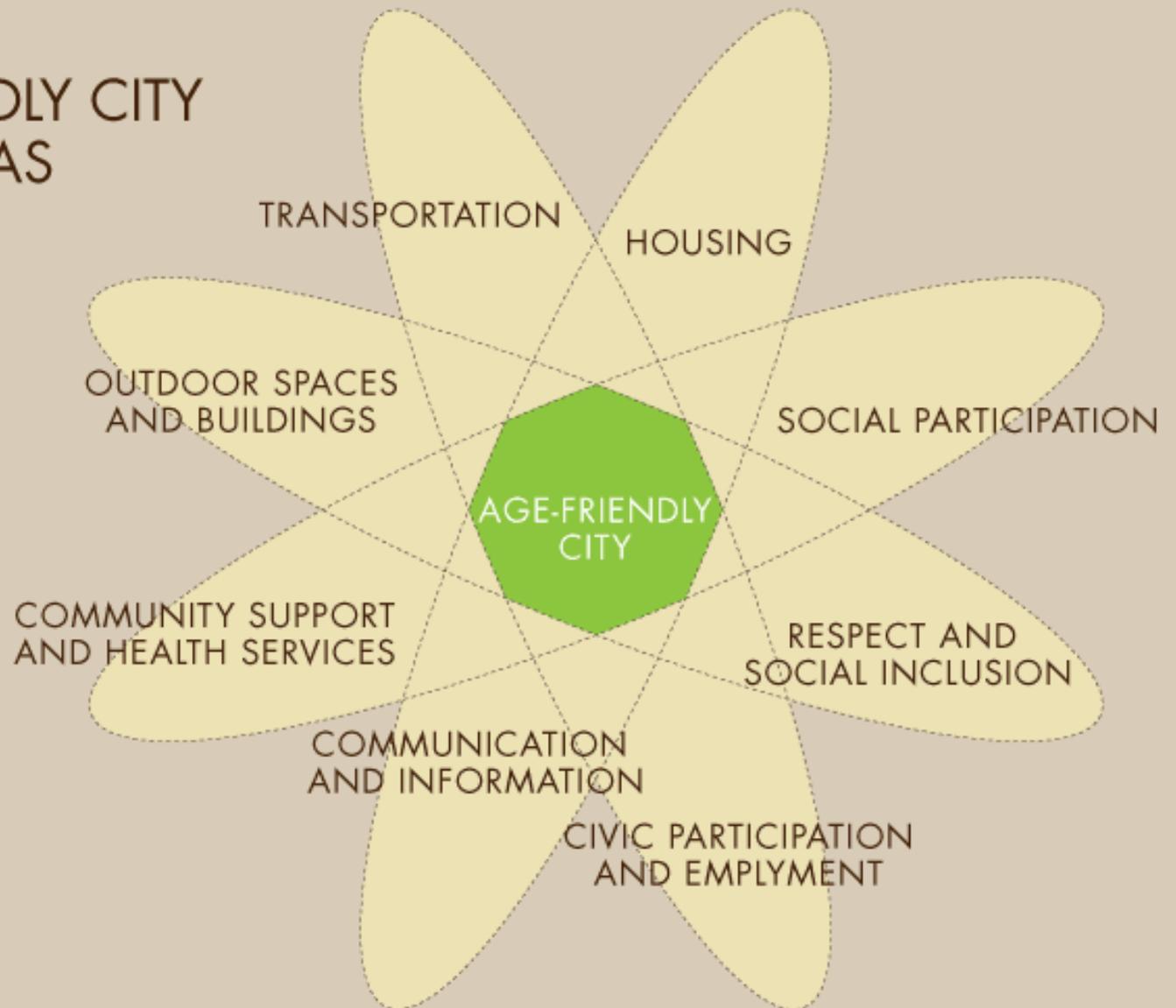
**2013/4**

expansion of Global Network (230 cities)

UK Network launched



# AGE-FRIENDLY CITY TOPIC AREAS



# AFCs typology: approach and agency

- Variety of approaches
  - Community development
  - Rights of older people
  - Labour market participation
  - Urban design
  - City ageing plans
  - Rural applications

- Variety of agencies
  - Communities
  - City authorities
  - Academics
  - National programmes
  - Regional
  - NGOs
  - Corporate sector

# Citizenship-based approach

<u>Medical</u>	<u>Care</u>	<u>Citizenship</u>
Patient	Customer	Citizen
Focus on individual	Focus on individual, family and informal networks	Focus on neighbourhood and city
Clinical interventions	Care interventions	Promoting social capital and participation
Commission for 'frail elderly'	Commission for vulnerable people	Age-proofing universal services
Prevention of entry to hospital	Prevention to delay entry to care system	Reducing social exclusion/rights to the city
Health (and care system)	Whole system	Changing social structure and attitudes

# Ageing in the city

“There is **emerging evidence** that urban environments may place older people at a heightened risk of isolation and loneliness.”

- **Changes in which urban spaces** are developed to meet the needs of younger consumers;
- Older people’s social well-being is prone to **changes in population**. The loss of family members, friends and neighbours has implications for the maintenance of stable social relationships.
- Older people are affected by **changes linked to social issues**, such as changes in services and levels of crime.”

*Scharf/Gierveld*

2008

“Some councils will see an outward migration of affluent people in their 50s and 60s who choose to leave the cities.....the remaining older population...tends to be....poorer, isolated and more vulnerable with a lower life expectancy and a need for acute interventions”

*Audit Commission 2008*

# AFCs and mental wellbeing from AFC Research and Evaluation Framework

- Transport
  - Crucial role in enabling access to resources
  - Maintain independence
  - Support of being connected with ‘real’ world
- Housing
  - Physical health and independence
  - Social identity, status, continuity, place and self

# AFCs and mental wellbeing from AFC Research and Evaluation Framework

- Social participation
  - Link between SP, health and wellbeing
  - Value of social networks, meaningful and productive activities
- Respect and Social Inclusion
  - Impact of ageist attitudes on wellbeing
  - Social inclusion dependent on structural inequalities

# AFCs and mental wellbeing from AFC Research and Evaluation Framework

- Civic participation and employment
  - Role of volunteering in promoting health and wellbeing
  - Leaving employment s key life transition
- Communication and Information
  - Role of C and I in supporting other themes
  - Barriers in digital age, being ‘left out’

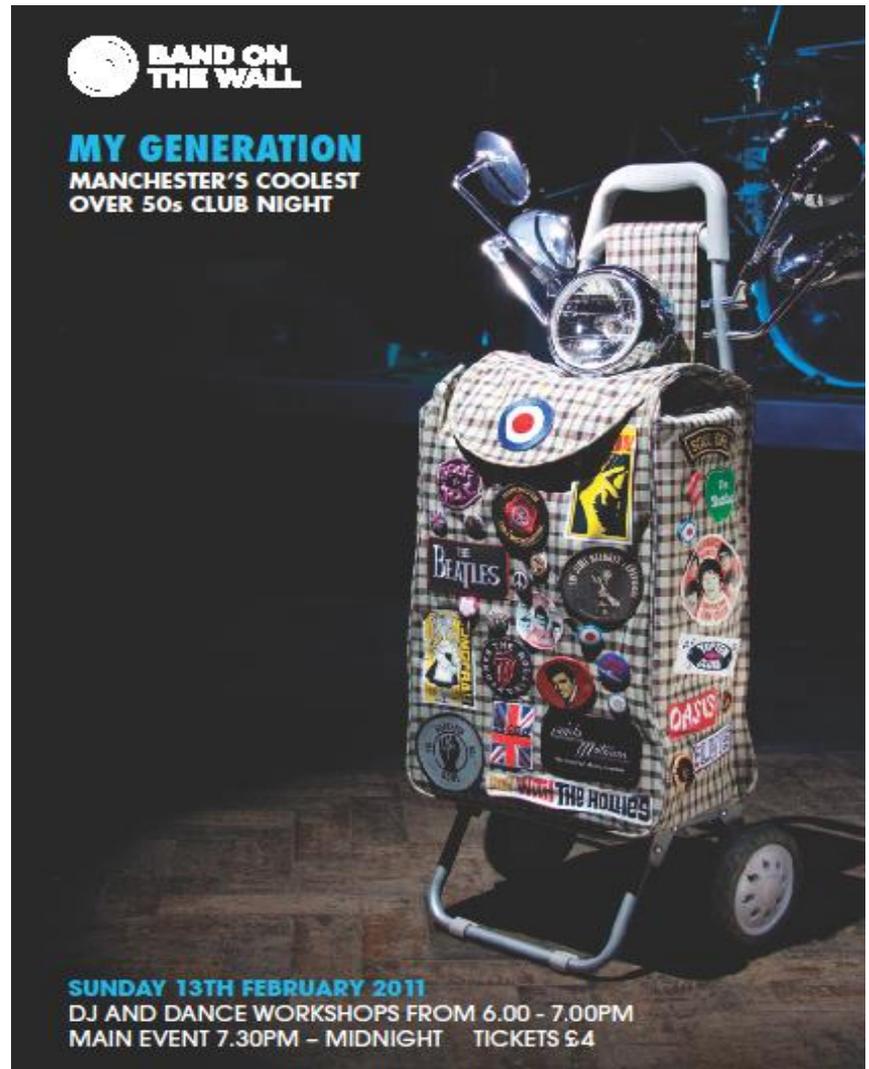
# AFCs and mental wellbeing from AFC Research and Evaluation Framework

- Buildings and open spaces
  - Value of green open spaces in fostering health and wellbeing
  - Impact of urban environments on identity, sense of self and belonging



# About Age-Friendly Manchester:

- Age-friendly **neighbourhoods**
- Age-friendly **services**
- **Research** and **innovation**
- **Communication** and **engagement**
- **Governance, etc**



# Age-friendly neighbourhoods



- Improve AFM **locality structures and plans**, working with regeneration teams, NHS agencies, and Council ward coordination groups
- Support the VOP/AFM locality **networks**
- Support community projects that increase **social participation**, including the AFM **small grants fund**
- Promote a range of **volunteering opportunities**

**over 50s FREE**

## Senior United Day.

**FC United v Chasetown**  
Saturday November 6th. Kick off 3pm, Gigg Lane, Barnsley.

Come and enjoy the famous FC United atmosphere and if you're over 50, get in for free. "It's like the good old days" and "It's like football used to be" are just some of the comments from those who have found a home to watch their football at FC United of Manchester. We recognise that many people can no longer afford to watch Premier League football. FC United offer an affordable alternative to the modern game.

For further information please contact: FC United, Hope Mill, 113 Pollard Street, Manchester M44 7JA or phone 0161 273 8600. [www.fc-uk.co.uk](http://www.fc-uk.co.uk)  
Pay on the gate. Adults £5, Under 16s £2, Over 50s FREE.

A number of activities and displays will take place at the ground on the day of the game.

Senior United Day is supported by:  
Manchester City Council  
Vikings Older People  
and New East Manchester

FC United of Manchester logo

FC United. Football and Fans United.

# Research and Innovation



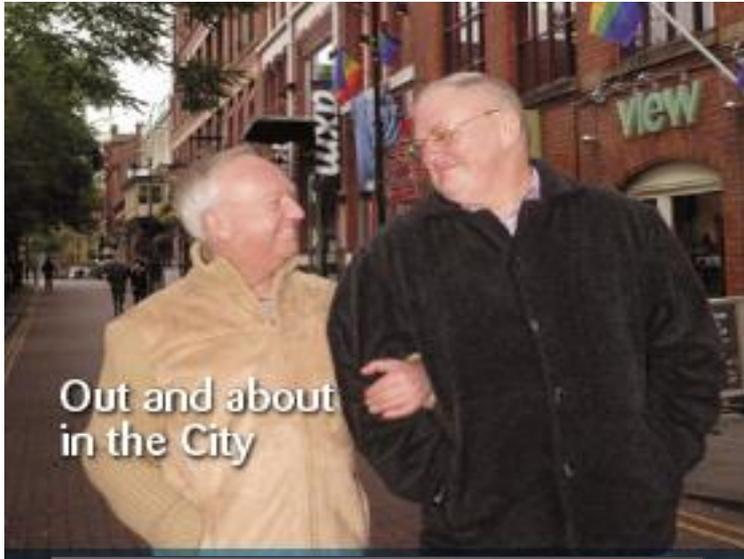
- Support the **Manchester Ageing Study and Cheetham Living Lab**
- Develop Manchester as a **centre of excellence, including MICRA, MMU, etc**
- Publish Research and Evaluation **Framework**
- Collaborate with (inter) national **research and policy** projects
- **Economy and Ageing** project
- Age-friendly **design** project

# Age-friendly services



- Apply ‘**ageing lens**’ to city plans and strategies and support **Public Sector Reform**
- Deliver next phase of **ageing studies** programme
- Expand the AFM **Cultural Offer**
- Support a range of **intergenerational** projects

# Involvement and Communication



Out and about  
in the City



The Over 50s  
Relationships &  
Sexual Health

- Further develop the VOP **Board** and Older People's **Forum**
- Improve how older people inform **decisions** about their areas and services
- Promote AFM **protocol** for involving older people
- Improve AFM **on-line** resources and promote AFM through 'pledge'
- Review how we **communicate** with older people

# Governance, reporting and resources



- Support multi-agency AFM **Senior Strategy** group to lead and promote the programme
- **Report to** Health and Well Being Board and Communities OSC
- Publish AFM **Action plan** and annual **progress statement**
- Develop AFM multi-agency **workgroup and attract resources**

# Summary: key success features

- Political leadership and support is key
- A team of people supporting age-friendly initiatives and partnerships
- A local narrative that agencies and residents understand
- Develop mainstreaming ageing issues to everyone
- Promote a 'citizen' perspective rather than a 'deficit' model: Involving older people as actors in setting the age-friendly agenda
- Support a partnership strategy: research – policy – practice; multiple stakeholders

# Constraints and opportunities

- No national ageing programme
- Ageing dominated by medical and care narratives, including PH: dementia and loneliness
- Voices of ageing still weak
  
- Devolution
- NHS Plan

# Thanks....

For more information:

p.mcgarry: @manchester.gov.uk

[www.manchester.gov.uk/vop](http://www.manchester.gov.uk/vop)

