Paul McGarry
Strategic Lead
Greater Manchester Ageing Hub and Age-friendly Manchester
“Population ageing and urbanisation have in their different ways become the key social trends of the twenty-first century.”

Phillipson 2010
Understanding urban ageing populations

Working age benefit claimants aged 50 and over by LSOA
February 2015

Working Age Benefit Claimants
Aged 50 and over:
- Greater than 200 (5)
- 150 to 199 (17)
- 100 to 149 (191)
- 50 to 99 (735)
- Less than 50 (698)

LSOA boundaries (2001 Census)
Local Authority boundaries

Understanding urban ageing populations

The Old Moat: Age-friendly Action Plan map is available from http://www.southwayhousing.co.uk/
OECD Ageing in Cities

• Ageing societies are not “a problem” as such. Longevity is the result of socioeconomic development and can provide opportunities for growth,

• Second, ageing societies are not simply societies of “older people”. Cities, can be good places for any generation.

• Third, unlike other potential challenges, ageing trends and their impact can be fairly predictable.
WHO Global Healthy Ageing Strategy: priority areas for action

- Improve measurement, monitoring and understanding
- Align health systems to the older populations they now serve
- Ensure everyone can grow old in an age-friendly environment
- Develop long-term care systems
“An age-friendly city is a city that encourages active ageing by optimising opportunities for health, participation and security in order to enhance quality of life as people age.”

World Health Organization
### Citizenship-based policy approach

*Source: P.McGarry/MCC 2013*

<table>
<thead>
<tr>
<th>Medical</th>
<th>Care</th>
<th>Citizenship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient</td>
<td>Customer</td>
<td>Citizen/rights to the city</td>
</tr>
<tr>
<td>Focus on individual</td>
<td>Focus on individual, family and informal networks</td>
<td>Focus on neighbourhood and city</td>
</tr>
<tr>
<td>Clinical interventions</td>
<td>Care interventions</td>
<td>Promoting social capital and participation</td>
</tr>
<tr>
<td>Commission for ‘frail elderly’</td>
<td>Commission for vulnerable people</td>
<td>Age-proofing universal services</td>
</tr>
<tr>
<td>Prevention of entry to hospital</td>
<td>Prevention to delay entry to care system</td>
<td>Reducing social exclusion</td>
</tr>
<tr>
<td>Health (and care system)</td>
<td>Whole system</td>
<td>Changing social structure and attitudes</td>
</tr>
</tbody>
</table>
Part of a worldwide movement

- 302 Cities and Communities
- 11 Affiliated Programmes
- 33 Countries
- 118 Million People Covered
“Our vision is for older residents in Greater Manchester to be able to contribute to and benefit from sustained prosperity and enjoy a good quality of life.”
• GM will become the **first age-friendly city region** in the UK - a new narrative
• GM will be a **global centre of excellence** for ageing, pioneering new research, technology and solutions across the whole range of ageing issues
• GM will increase **economic participation** amongst the over-50s
GMA Ageing Hub Themes

• Age-friendly **neighbourhoods**
• Healthy **Lifestyles**
• **Innovation**, technology and design
• **Economy** and ageing
• **Culture**
• **Planning**, housing and transport
Ways of working

- GM Ageing Hub Leadership
- Research-policy-practice: Foresight Reports and conference
- Centre for Ageing Better
- International partnerships, including Eurocities Urban Ageing group
- Local consultation and engagement
- On-line platform
In practice
Stand up and help old folk!

City bidding to be the most elderly-friendly

New York expert helps build on seats drive

AMY GLENDINNING

MANCHESTER is taking the lead from New York in a bid to be Britain's most elderly-friendly city.

Academics and charity staff gathered at the town hall to meet an expert from the Big Apple, where more than 50 initiatives have been launched to help older people.

Ruth Finklestein, who works with the New York mayor’s office, spoke of initiatives including older people's pool parties and veg growing schemes which could be copied here.

Manchester is already using one idea – the Take A Seat initiative, which sees chairs given out to business owners to provide to pensioners who need a rest while shopping.

Currently being trialled in Withington, the idea could be rolled out across the city if deemed a success.

Experts on ageing in New York came up with the idea after older people told them the lack of places to sit down made it harder to get out and about.

The initiative has been warmly welcomed by older people in Manchester and when we came up with the idea of giving out chairs to shops, nearly everyone we spoke to said they thought it would be beneficial.

“The staff who work with the mayor's office in New York have provided us with some great support and advice to get this going and it's been great to work with them.

“So far we have 11 shops signed up and we hope we can get more involved if it goes well when the chairs are delivered in a few weeks' time.”

Betty Ball, 83, from Withington, is one of the older people who worked with Southways to come up with new ways Manchester could be made more age-friendly.

She said: “I think the Take A Seat scheme is a great idea. It will definitely help me get out more. I know that if I'm getting a bit tired and need to sit down in a shop I can just ask, and the staff there will help me.”

Ms Finklestein, who leads a task force to make New York a more age-friendly city, met members of Manchester’s valued older people team during her visit. She said: “To develop these schemes we spoke to thousands of older people – and what came out was that they want to be helped to carry on doing the things they enjoy.”

Like New York, Manchester was recognised as an age-friendly city by the World Health Organisation in 2010 – the first place in Britain to do so. Initiatives to help older people in Manchester already in place include training an 'age-friendly workforce' among council staff and private businesses to be aware of older peoples’ needs.

Chris Phillipson, chair of the age-friendly cities event, said: “Urbanisation and an ageing population are the two major challenges for the 21st century so it’s great to have a perspective from a city like New York which is already introducing so many age friendly initiatives.”
The Over 50s
Relationships &
Sexual Health
MY GENERATION
MANCHESTER’S COOLEST
OVER 50s CLUB NIGHT

SUNDAY 13TH FEBRUARY 2011
DJ AND DANCE WORKSHOPS FROM 6.00 - 7.00PM
MAIN EVENT 7.30PM – MIDNIGHT  TICKETS £4
THANKS FOR LISTENING

For more Information:

p.mcgarry@manchester.gov.uk

0161 234 3503

@AgefriendlyMCR
@GMAgeingHub