



Age-Friendly
Futures Summit

Building leadership through cross- system collaboration

10:00-10:50

#AgeFriendlyFutures



Age-Friendly
Futures Summit

Building an age-friendly city region ecosystem

Reflections from Greater Manchester

#AgeFriendlyFutures

Overview

- What makes an eco-system work
- Impact
- Movement challenges



(Greater) Manchester.....contains...the right sort of people.....

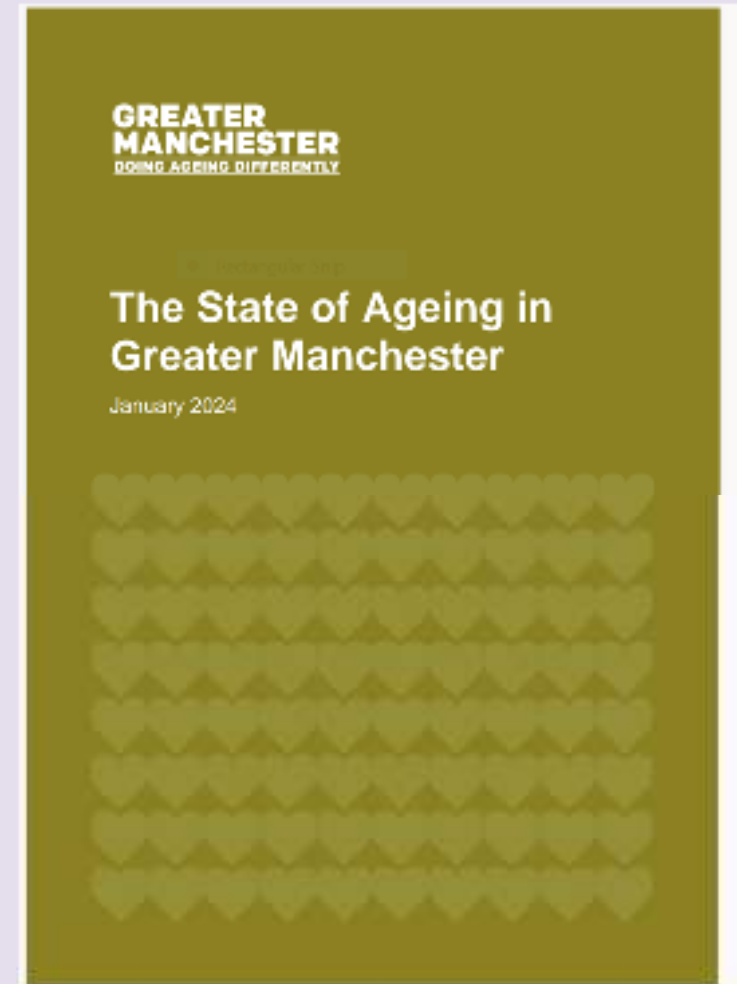
Pioneers, trendsetters, hipsters, hackers, hustlers, trailblazers, investors, heretics, creators, problem- solvers, optimists, obsessives, fire-starters, scientists, risk-takers, disruptors, game-changers, explorers and garage heroes.”

Paul Morley, from Manchester with Love, 2021

What we've learnt and would like to share

- **Promoting a 'citizen' perspective**
- **A local narrative**
- **Political leadership**
- **A core team of people**
- **Mainstreaming ageing issues**
- **Research – policy – practice**

Buffel, McGarry et al 2014



Citizenship Model of Ageing

Medical	Care	Citizenship
Patient	Customer	Citizen and rights to the city region
Focus on Individual	Focus on individual, family and informal networks	Focus on neighbourhoods and cities
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
Health (and Care) System	Whole System	Changing social structure and attitudes



The story we tell

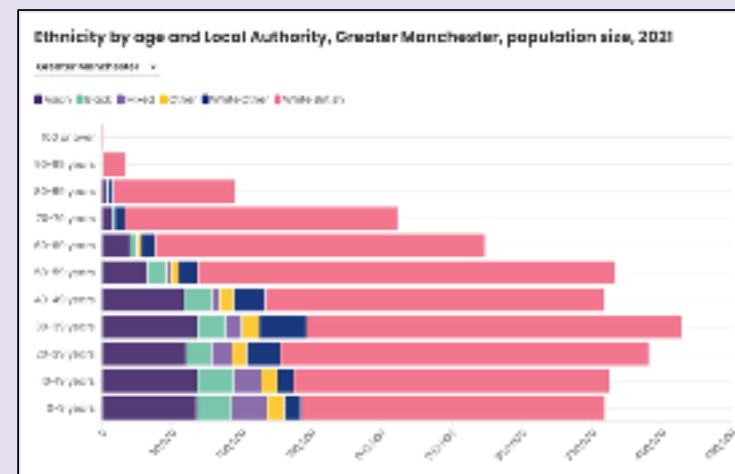
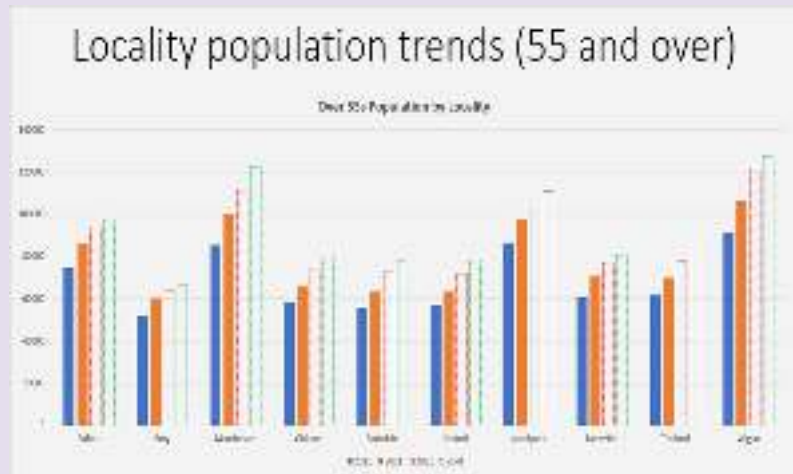
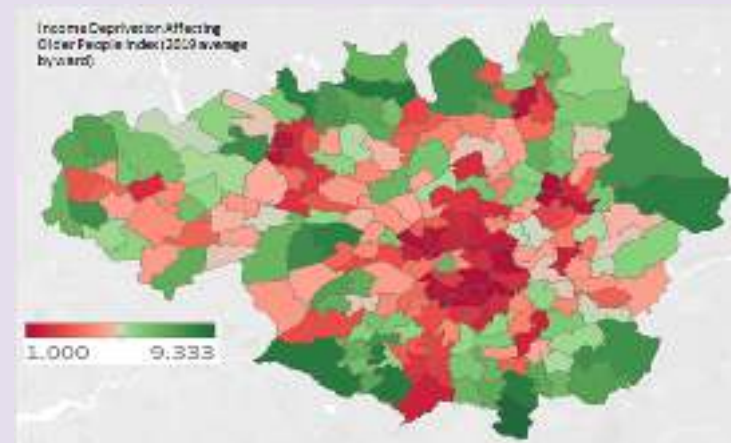
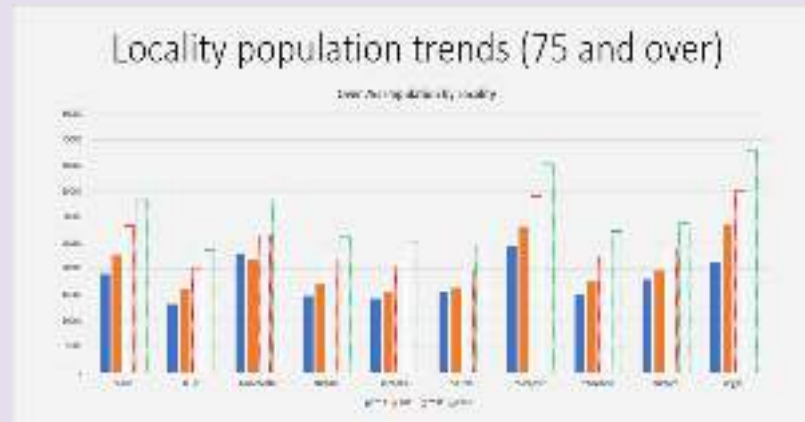
Cities and countries are at the cusp of epochal global trends.....the simultaneity of the demographic transition, deepening urbanisation, a technological revolution, frequent shocks brought on by health and climate emergencies mean that we need to plan for an older and more urban future.

World Bank Report, 2022

An age-friendly strategy in Greater Manchester is crucial for promoting the well-being, inclusion, and vitality of its ageing population, while also contributing to the overall strength and cohesion of the community.



.....more narrative building

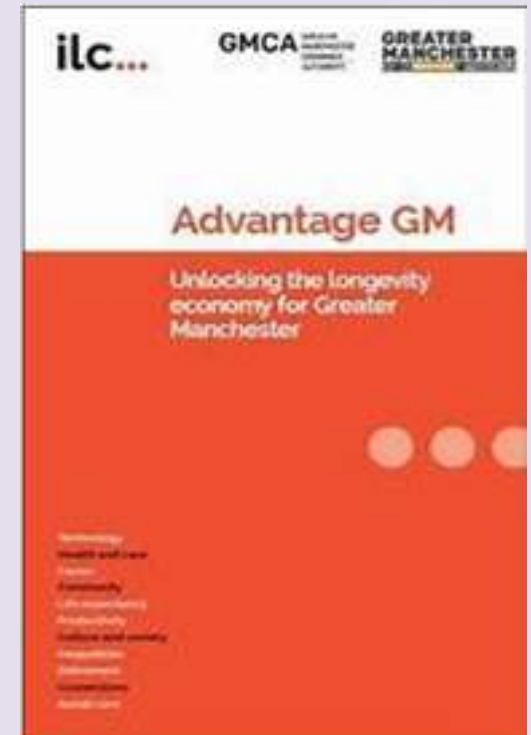


“My bank sent me a letter saying I was overdrawn. **And I’ve not been overdrawn since I got my first bank account at the age of 17.”**

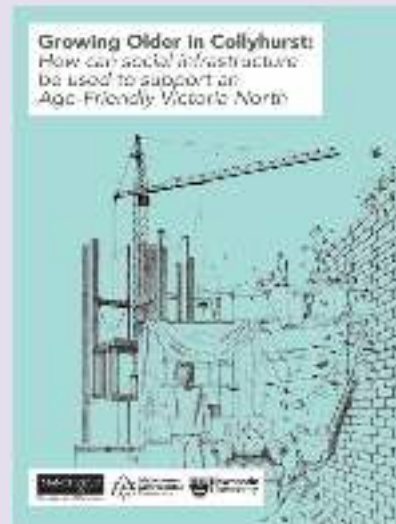
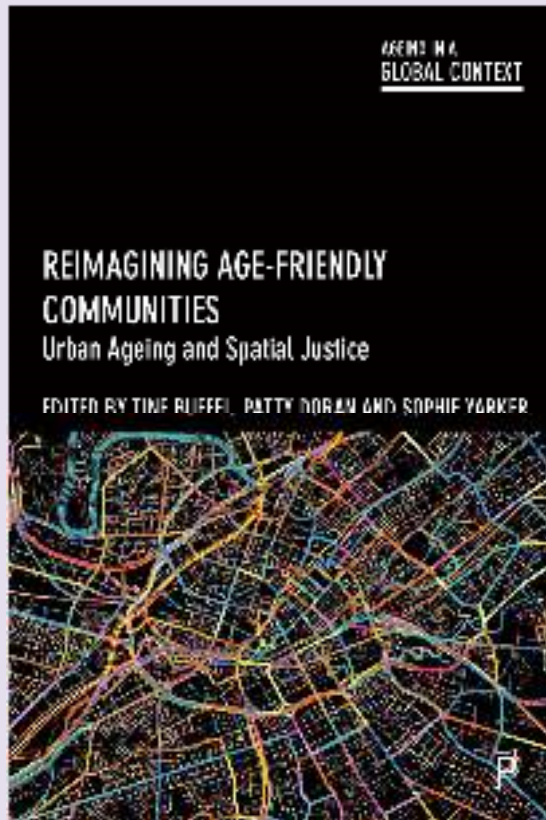
Older GM resident at Independent Age listening event, 2023

Being in the right rooms and making our spaces

- *Adding value:* **Take action where there are gaps** in policy and strategy and work to align age-friendly strategy with GM and local authority priorities and plans
- *Organising:* **Convene stakeholders and attract resources** to work together on issues of joint interest
- *Influencing:* **GM partners** and bring an ageing lens to mainstream policies and programmes.
- *Enabling:* Act **as a platform for views of older people in GM**
- *Collaborating:* Combine **research, policy and implementation**
- *Challenging:* Promote a **narrative that challenges ageism** and focuses on those groups of older people who face the **worst inequalities**



Research – policy – practice



Impact and results: from policy to the living room

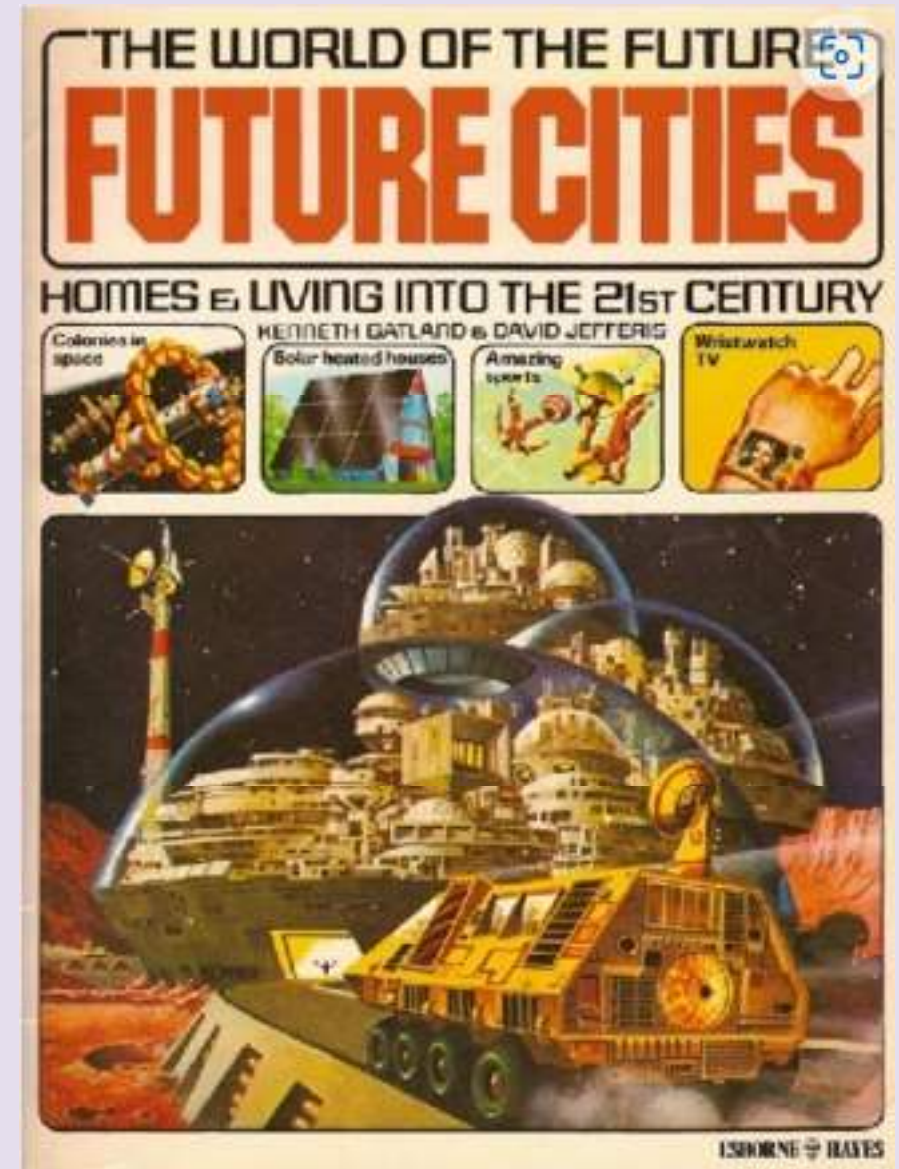
- Cost of living crisis
- Participation
- Resources
- Leadership
- Political support
- Boots on the ground



Things we need to think about

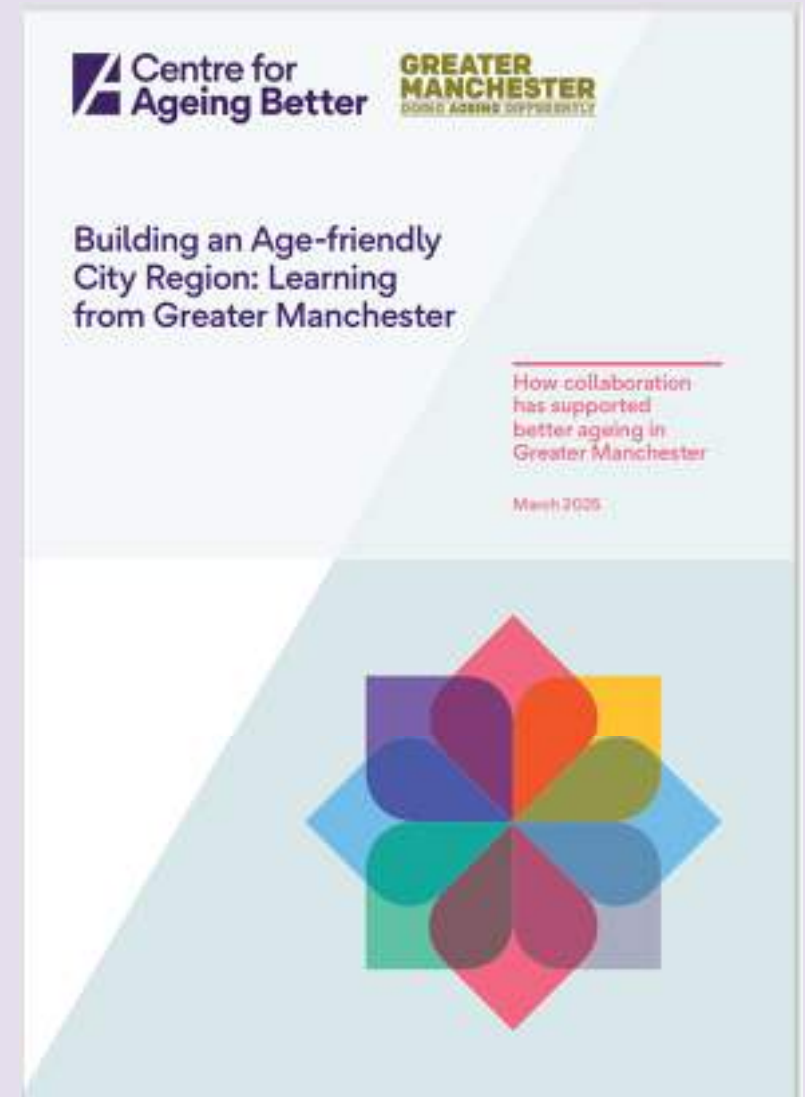
Challenges for our movement

- **Ageing as everyday common sense**
for policymakers - language
prevention / wellbeing
- **Connecting now with the future**
- **Resources and leadership** - ageing
as niche
- **Impact** over time



To finish

- **Shifting societal perceptions** of ageing
- Building **collaborative ecosystems**
- **Empowering** older residents
- **Targeting investments** strategically
- Learn from **others**
- **Use evidence** to guide decision-making



Thank you

**GREATER
MANCHESTER**
DOING AGEING DIFFERENTLY

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www.greatermanchester-ca.gov.uk/what-we-do/equalities/ageing-hub

@GMAgeingHub

