



# Age-Friendly Futures Summit

Advancing, Leading and Creating  
for an age-friendly world

Advancing Age-Friendly Futures through  
research – Wednesday 26th March



WHO Global Network  
for Age-friendly Cities  
and Communities



The University of Manchester



#AgeFriendlyFutures





# Plenary panel

9:30-10:00



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# Building leadership through cross- system collaboration

10:00-10:50

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# **Building an age-friendly city region ecosystem**

## **Reflections from Greater Manchester**

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# Overview

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



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

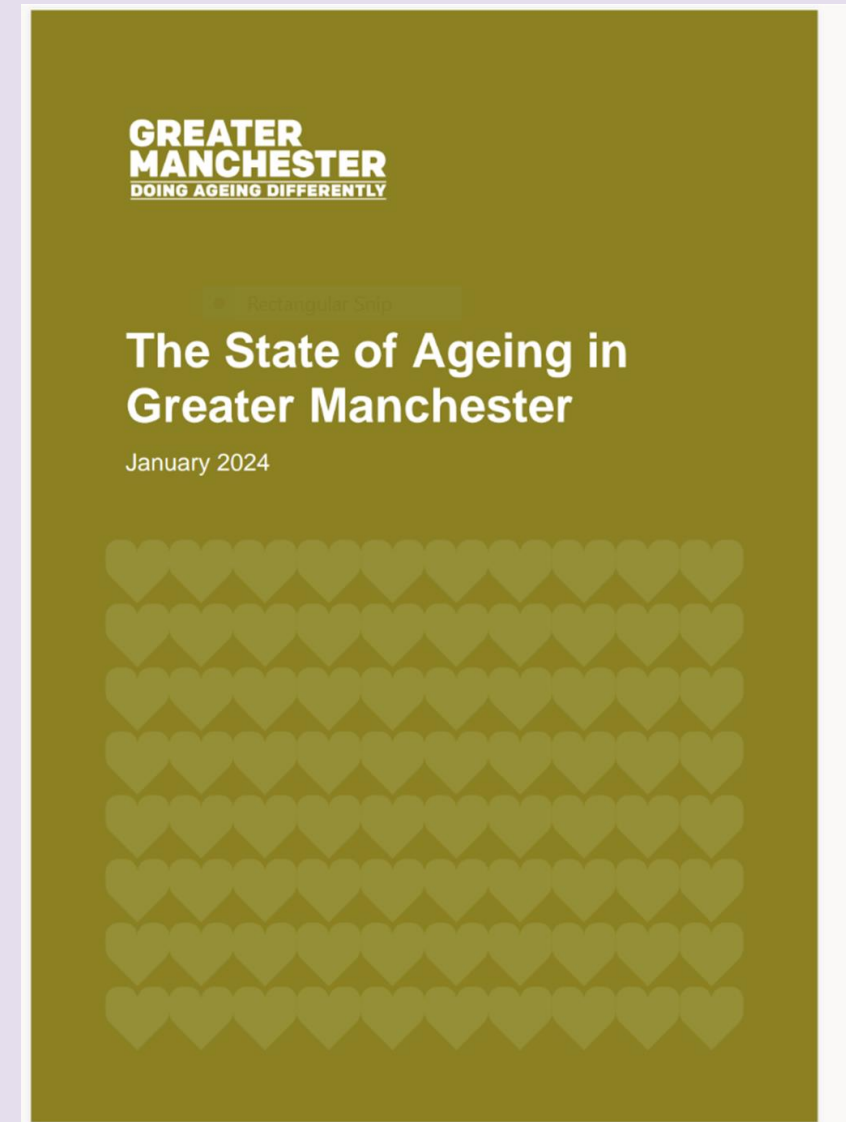
Pioneers, trendsetters, hipsters, hackers, hustlers, trailblazers, investors, heretics, creators, problem- solvers, optimists, obsessives, fire-starters, scientists, risk-takers, disruptors, game-changers, explorers and garage heroes.”

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.

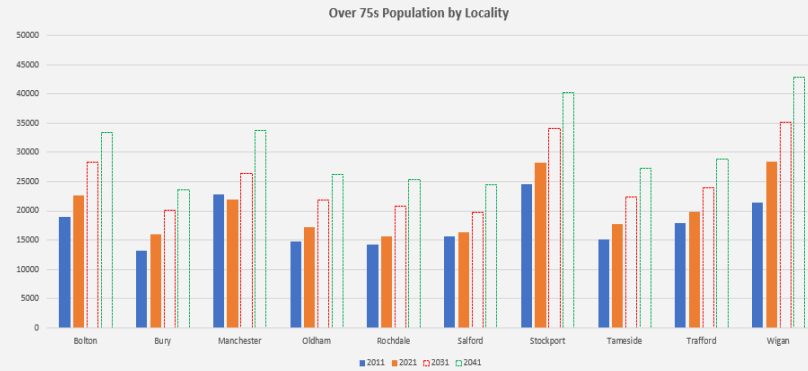
World Bank Report, 2022

**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.

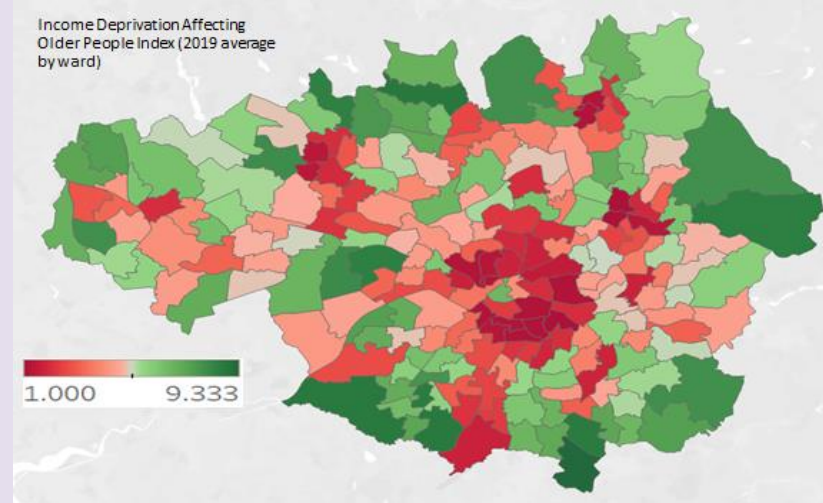


# .....more narrative building

## Locality population trends (75 and over)



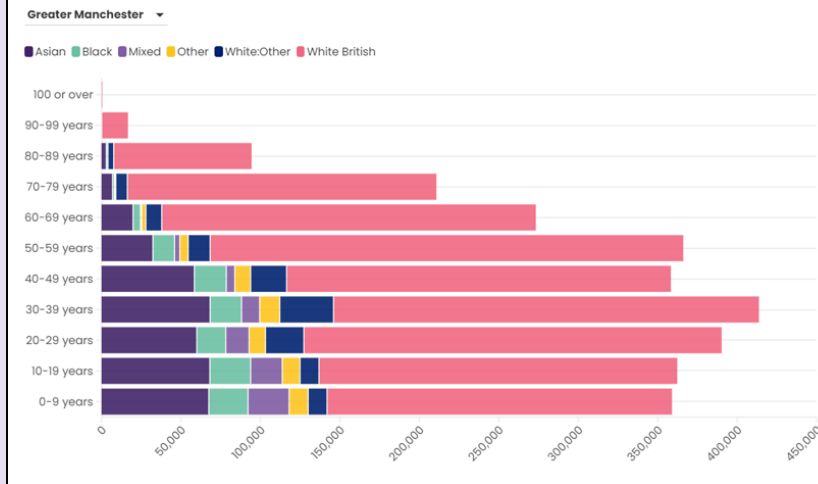
Income Deprivation Affecting Older People Index (2019 average by ward)



## Locality population trends (55 and over)



## Ethnicity by age and Local Authority, Greater Manchester, population size, 2021





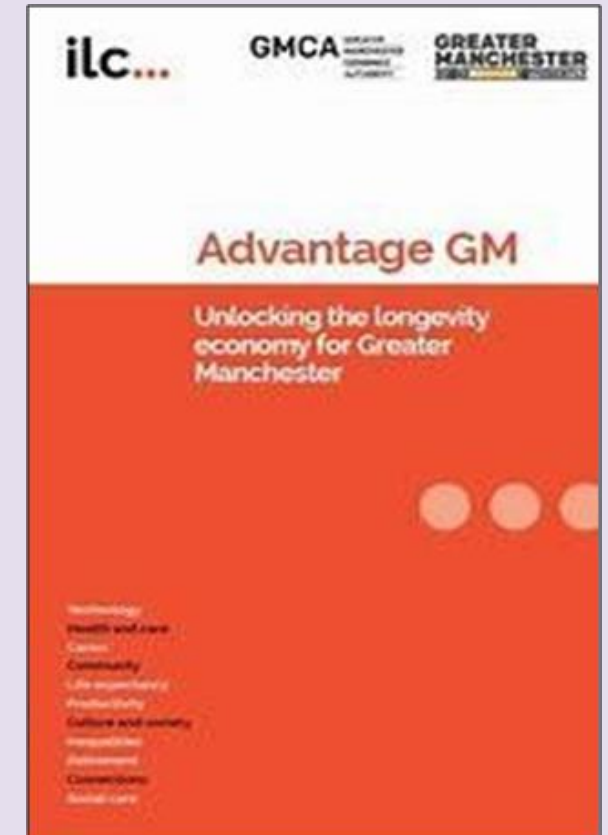
“My bank sent me a letter saying I was overdrawn. **And I’ve not been overdrawn since I got my first bank account at the age of 17.”**

Older GM resident at Independent Age listening event, 2023

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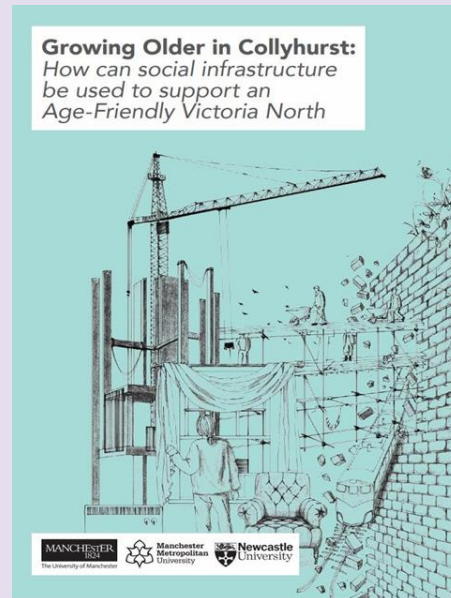
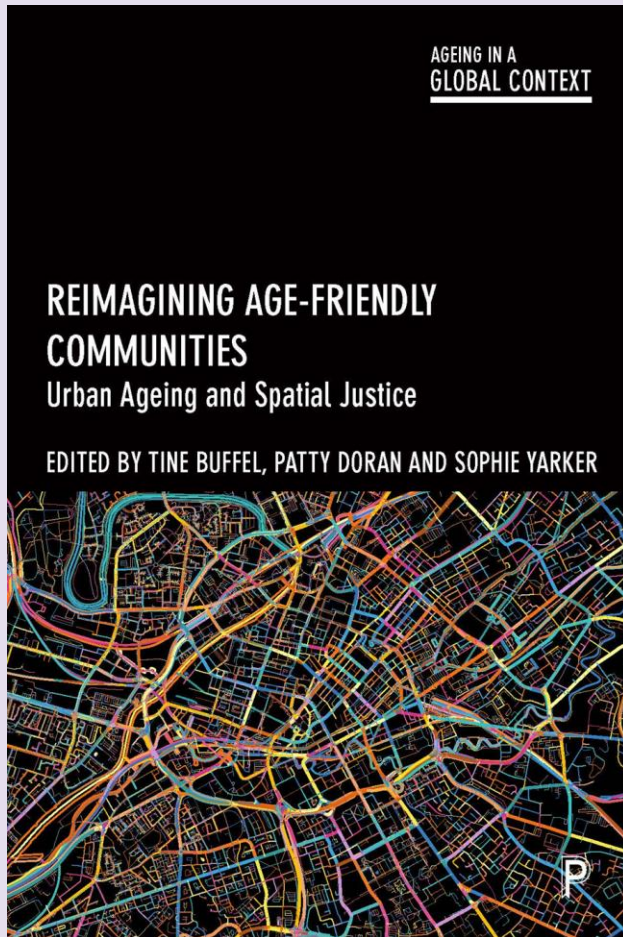
# Being in the right rooms and making our spaces

- *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

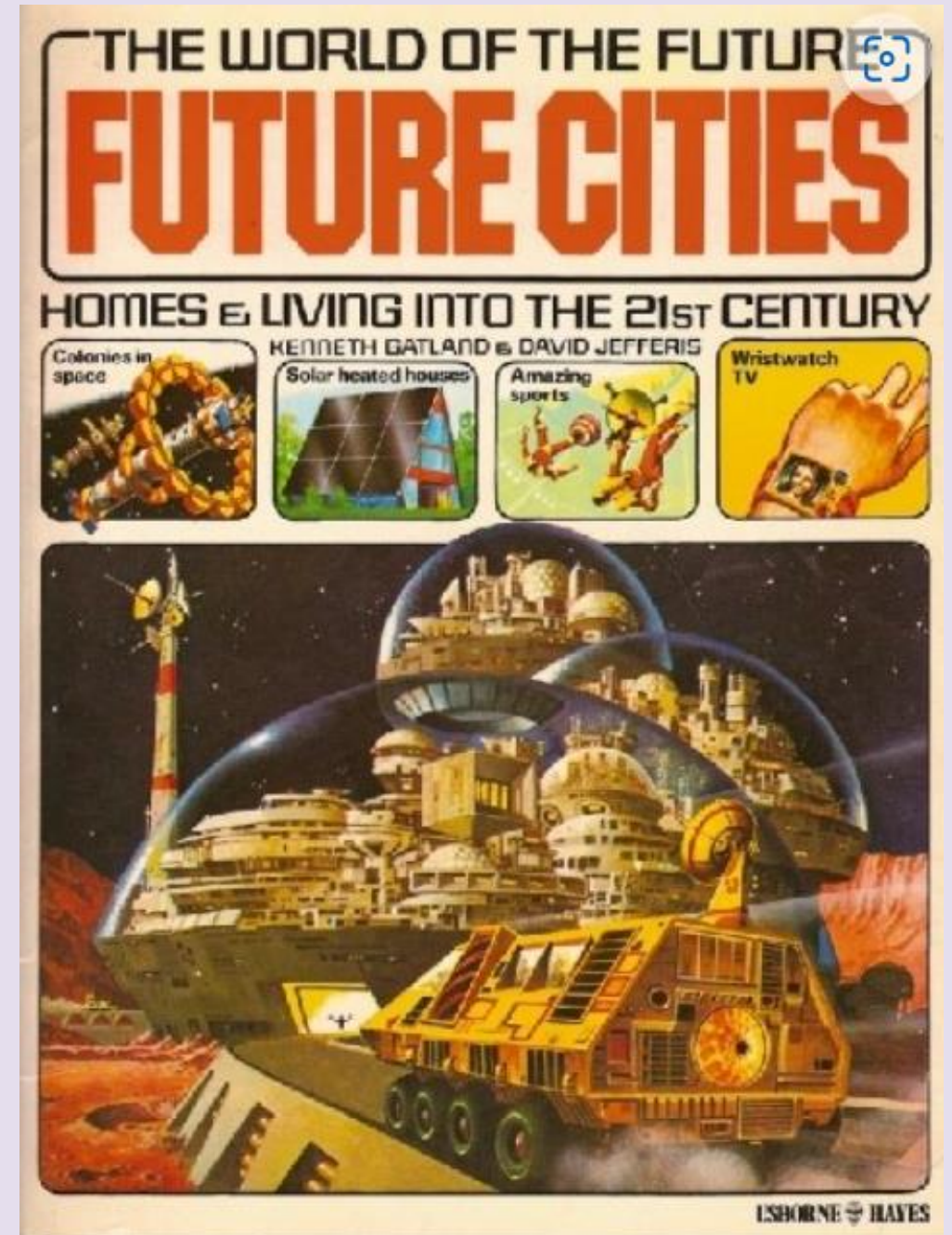




# Things we need to think about

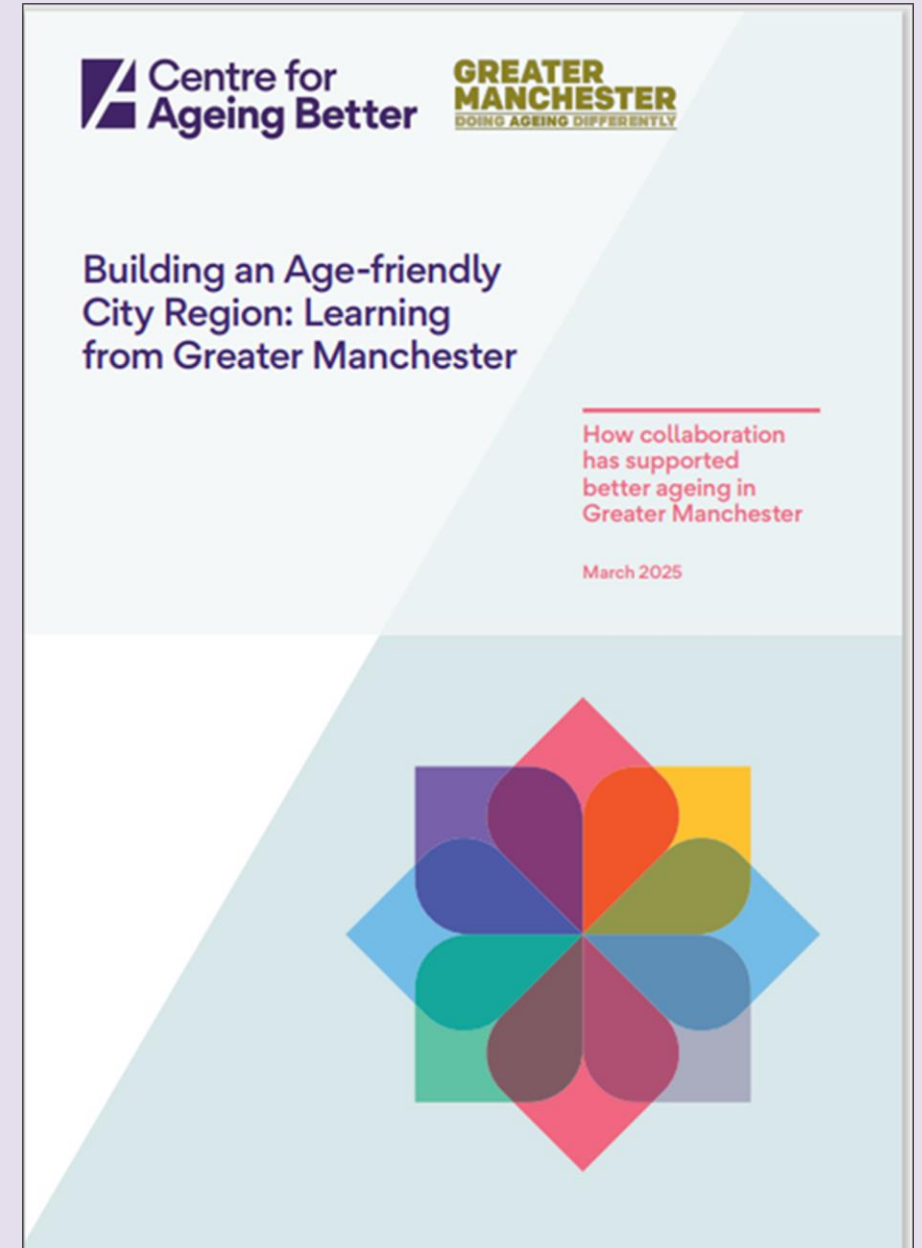
## Challenges for our movement

- **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





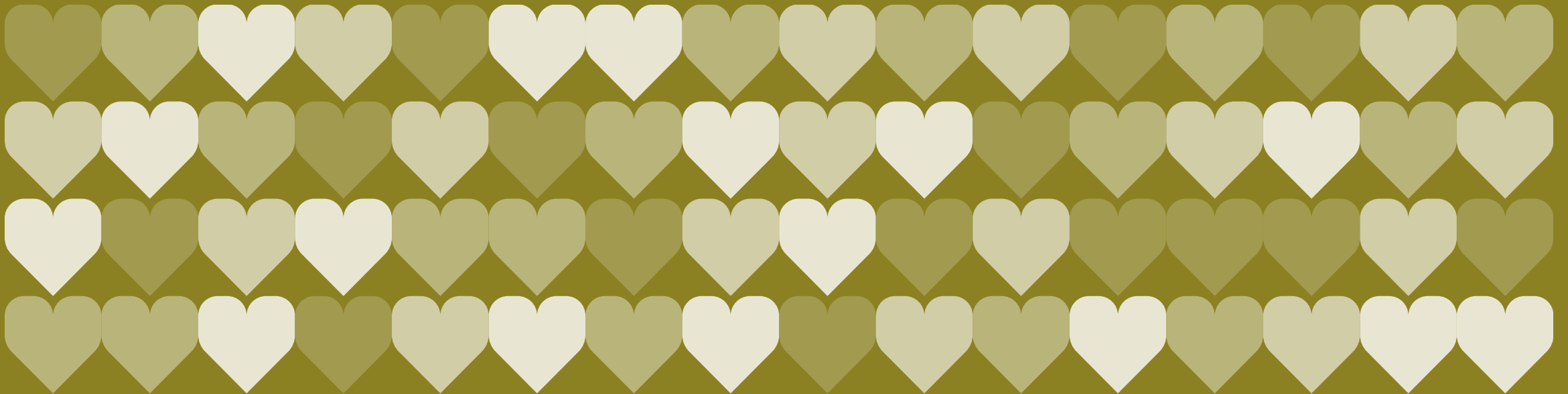
# Thank you

**GREATER  
MANCHESTER**  
DOING AGEING DIFFERENTLY

paul.mcgarra@greatermanchester-ca.gov.uk

[www.greatermanchester-ca.gov.uk/what-we-do/equalities/ageing-hub](http://www.greatermanchester-ca.gov.uk/what-we-do/equalities/ageing-hub)

@GMAgeingHub



Helena Henriks



Zsófia Gáncs



Sándor Károly



Paul McGarry



Paul McGarry



Juan Cruzado-Rico







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# Break

10:50 – 11:10



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# Building leadership through supporting the voice and meaningful engagement of people in mid and later life

11:15-12:05

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stereotypical views.



# Building leadership through economic growth and development

12:05-13:00

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# Lunch

13:00 – 14:00



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# Co-creating community- led responses for social connection

14:00-15:00

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# Break

15:00 – 15:30



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# Co-creating community- led responses for social connection

15:30-16:30

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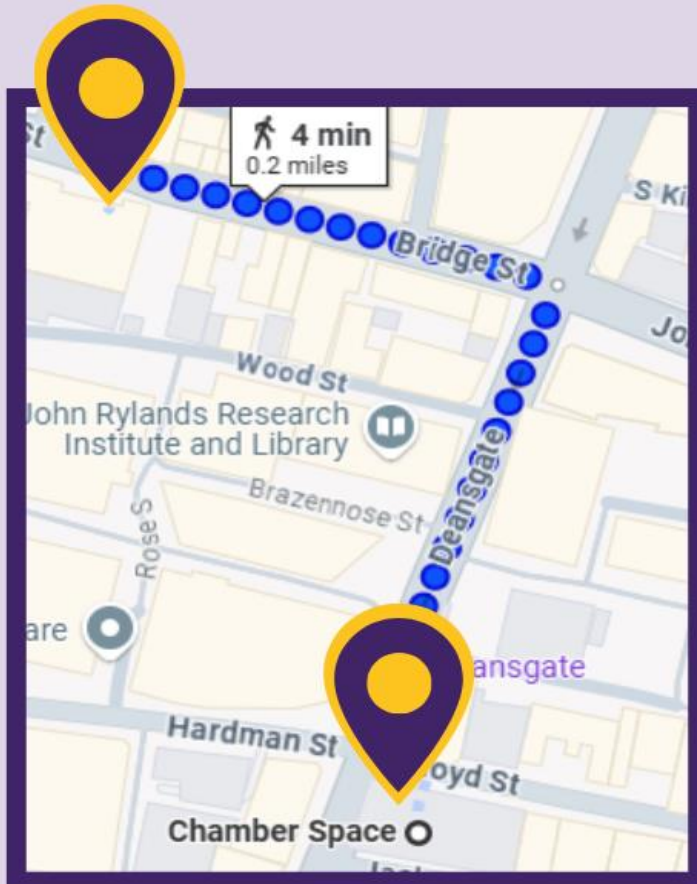
# State of Ageing

## Launch Event



We will now be travelling to:

**Manchester Hall,  
36 Bridge Street,  
Deansgate,  
M3 3BT**



For the State of Ageing Launch,  
**beginning at 17:00.** Please follow your  
breakout facilitator and the guides  
along the way