

Building an Age-friendly City Region: Learning from Greater Manchester

How collaboration
has supported
better ageing in
Greater Manchester

March 2025





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Introduction

About this report

This report was prepared by Centre for Ageing Better to mark eight years of its strategic partnership with the Greater Manchester Combined Authority (GMCA). This alliance has driven age-friendly action across the city region and internationally.

The report highlights key achievements and their impacts, ranging from long-term system changes to more immediate benefits for residents. It aims to share lessons learned and inspire others to take action.

To inform the report, we interviewed and gathered evidence from stakeholders across the region's ageing ecosystem. We extend our sincere thanks to everyone who contributed.

About us

Greater Manchester Combined Authority



GMCA is the administrative body for ten metropolitan borough councils: Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, and Wigan. A directly elected Mayor chairs GMCA. Established in 2011, the city region is home to over 2.8 million people. Over 785,000 of these are aged 55 or over, with projected population figures suggesting this will surpass 900,000 by 2041.

GMCA was one of the first combined authorities in England. There are now 15 such authorities. It was an early beneficiary of devolved budgets and powers from Westminster. These powers cover areas such as transport, work and skills, policing and fire services, the economy, and housing. Before integrated care systems were introduced nationally, GMCA held significant autonomy over health and social care.

GMCA works to attract investment into the region. It collaborates closely with local voluntary organisations, public services, and businesses. Together, they aim to realise a shared vision: “to be a place where everyone can live a good life, growing up, getting on, and growing old in a greener, fairer, and more prosperous city region.”

Centre for Ageing Better



The UK is experiencing a significant age shift. In less than 20 years, one in four people will be over 65. Living longer is a great achievement. However, without radical

action from government, businesses, and society, millions risk missing out on enjoying those extra years.

At Centre for Ageing Better, we are working to make ageing better a reality for everyone. We aim to inspire and inform decision-makers to address inequalities faced by older people. We also challenge ageism in all its forms and encourage the widespread take-up of brilliant ideas and approaches that help people to age better.

Centre for Ageing Better is a charitable foundation. It is funded by The National Lottery Community Fund and is part of the government’s What Works Network.



Foreword from Elaine Unegbu, Greater Manchester Older People's Network

As Chair of the Greater Manchester Older People's Network Steering Group, I am delighted to share some introductory thoughts on the changes I've seen since age-friendly work began across the city region nine years ago.

Our local authorities have been working for years to make their areas better places to grow old, and we've been lucky to have some significant voluntary sector programmes across the region such as Ambition for Ageing. Building on this, it's been great to see politicians, government workers and national organisations such as Centre for Ageing Better joining together to make the changes needed so that everyone across Greater Manchester has the best chance possible of a healthy, connected, and dignified mid and later life.

Change takes time, and there are still great inequalities in how people living here experience later life. However, I do believe we're heading in the right direction; our voices are really starting to be heard by people working in transport, who attend the Network's meetings, and I am also aware of differences in how new housing is being planned, not just in terms of age-friendly design but in considering the needs of people who have lived in a neighbourhood for a long time.

One of the best Greater Manchester initiatives I've been involved in is the Culture Champions programme, which gave older people who felt that spaces such as art galleries, museums and theatres weren't for them the chance to connect with art and creativity and to feel a part of our city region's cultural spaces and history. It's proof to me that ageing is thought of differently here – as something to be celebrated rather than a problem to be solved.

I hope that over the coming years and decades, we can build on this momentum to make Greater Manchester somewhere everyone feels at home.

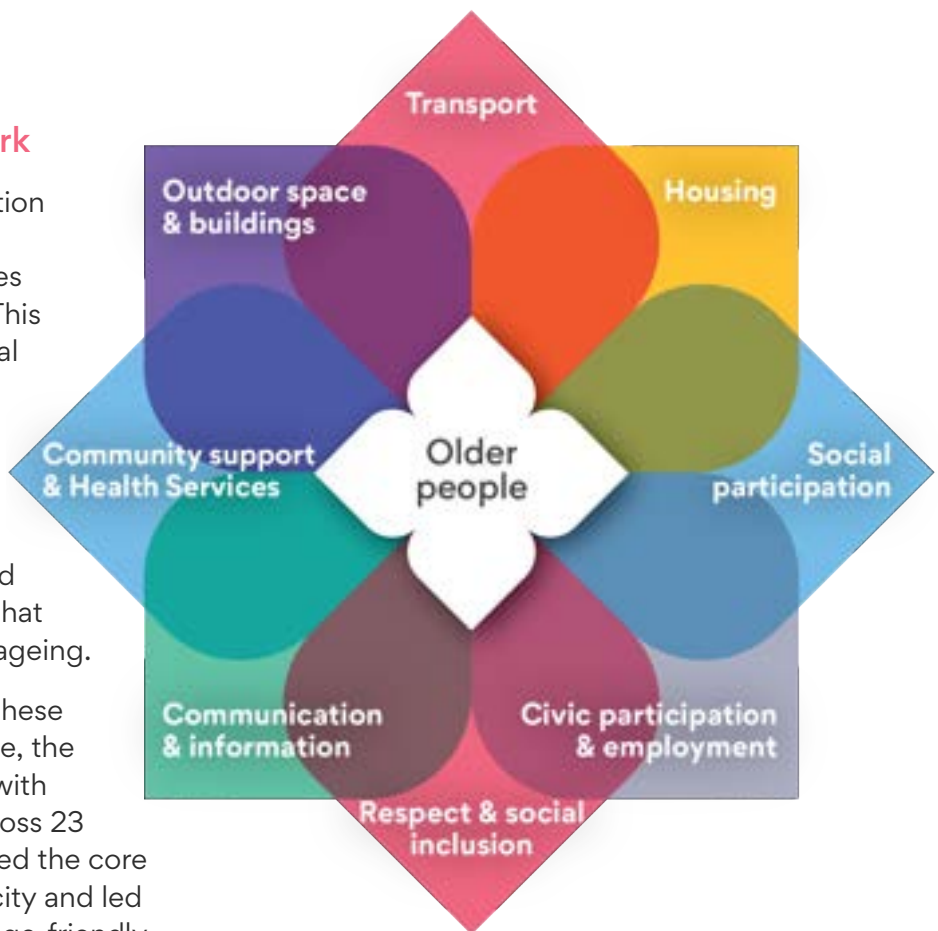
About age-friendly work

The World Health Organization (WHO) introduced the concept of age-friendly cities and communities in 2007. This was in response to the global demographic shift, with the population of older adults (aged 60 and over) expected to double by 2050, reaching nearly two billion. The WHO recognised the need for environments that support healthy and active ageing.

To better understand what these environments should include, the WHO conducted research with older people in 33 cities across 23 countries. This work identified the core features of an age-friendly city and led to the development of the age-friendly framework. The framework includes eight intersecting domains that are essential for healthy and fulfilling later lives.

Since its introduction, hundreds of communities have joined the WHO's global network. These communities share evidence and learning to improve environments for a growing and diversifying older population. The framework has also expanded beyond cities to include rural areas, city regions, and even entire countries. Membership of the network is a significant recognition of a place's efforts to enhance its residents' experience of ageing.

In the UK, Centre for Ageing Better supports places in developing age-friendly work through the UK Network of Age-friendly Communities. This network includes more than 90 places committed to becoming better places to age. More information about the UK Network can be found on [Centre for Ageing Better's website](#).



In 2018, Greater Manchester became the first UK city region to create an age-friendly strategy. The city region has played a key role in building the evidence base on ageing in the UK and developing ways to reduce inequalities among older age groups. It has also fostered strong international links, hosting delegates from other continents and presenting at conferences such as those organised by the WHO, Eurocities, and the Silver Economy Forum.

A history of ageing work in Greater Manchester

The Greater Manchester city region has a long history of world-leading work on ageing. This dates back to the early 2000s with Manchester City Council's Valuing Older People Programme. The creation of a devolved city region government allowed for a more strategic approach to ageing across the ten councils, making the most of the region's new powers.

Overleaf is a timeline of key achievements, programmes, and publications that have shaped this work.

Executive summary

Lessons learned from eight years of partnership working in Greater Manchester

Progress towards age-friendly goals

From 2016 to 2025, the Greater Manchester Combined Authority (GMCA) made significant strides towards its ambition to make the city region a great place to grow old. This learning report highlights key achievements over these eight years. It documents how GMCA created conditions for change and examines the impact of specific programmes that have helped Greater Manchester become more age-friendly.

Key success factors

The report identifies five critical factors that contributed to Greater Manchester's success:

1

Inclusive governance and partnerships

Through the Ageing Hub, GMCA has brought together diverse stakeholders from local government, including politicians, policymakers, businesses, academia, housing providers, the NHS, and social care. Building on the World Health Organization's age-friendly framework, partners have co-created an agenda tailored to the region's needs.

2

Older people's voice

Older people have played an active role in shaping and delivering change. Their involvement has included formal mechanisms like the Older People's Network and the Older People's Equality Panel, as well as co-created projects at neighbourhood, local authority, and regional levels.

3

Strategic partnership with Centre for Ageing Better

GMCA's collaboration with Centre for Ageing Better has brought resources and expertise to the region. This partnership has supported successful initiatives that have influenced national policy and practice.

4

Political leadership

Strong leadership from the Mayor and local authority leaders has provided focus and ambition. Their work has aligned with broader equality objectives and supported housing, employment, and growth goals.

5

Evidence-based decision making

A commitment to evidence-sharing has given partners a shared understanding of ageing-related challenges. Collaboration with local universities has supported innovation and research on issues such as climate resilience and health inequalities.

Policy areas of impact

1.

Challenging ageism:

Sustained efforts to combat ageist narratives and acknowledge the diverse experiences of older people.

2.

Improving employment outcomes:

Initiatives to boost employment opportunities for people over 50 have influenced both local and national practices.

3.

Addressing the housing crisis:

A collaborative approach led to a framework for creating age-friendly homes and engaging older people in spatial planning.

4.

Developing age-friendly neighbourhoods:

Local, regional, and neighbourhood-level strategies have supported community development.

5.

Reducing health inequalities:

Thematically targeted projects have tackled factors contributing to avoidable health disparities.

6.

Enhancing transport options:

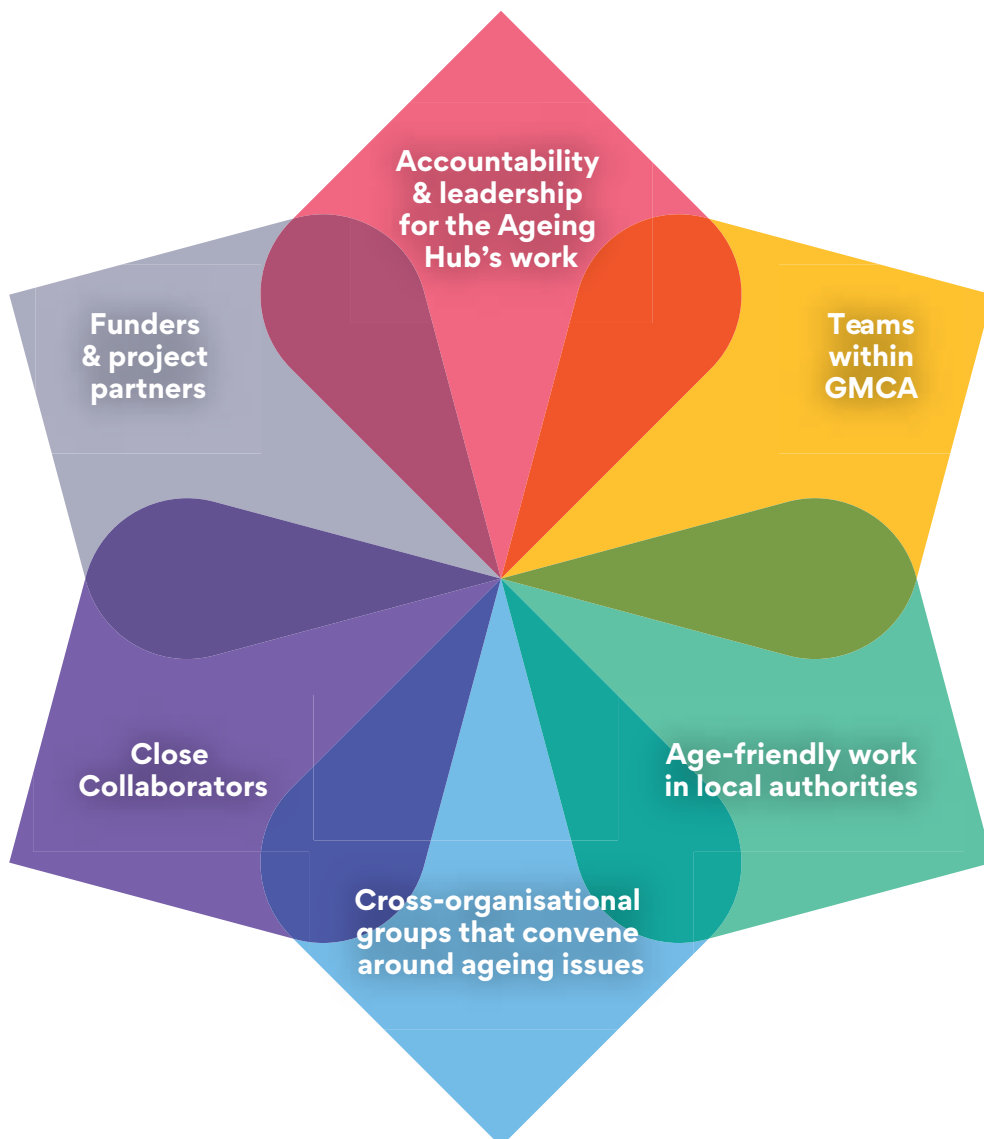
Older people have worked with transport colleagues to ensure access to reliable, affordable, and convenient travel.

Relevance beyond Greater Manchester

Greater Manchester's unique demography, governance, and history have shaped its age-friendly work. However, the challenges it faces—such as housing, employment, and health—are shared by local governments across the UK. The evidence and lessons presented in this report offer valuable insights for towns, cities, and villages seeking to improve outcomes for their residents.

Creating the conditions for age-friendly change

The partnership between Greater Manchester (GM) and Centre for Ageing Better has identified key elements that have enabled the region to create and sustain an environment for positive change for older people. These elements include strong and inclusive governance, cross-system partnership and ownership, the voice of older people, political leadership, and evidence-based decision-making. Together, these factors have ensured ageing remains a high priority and supported the development of effective, sustainable practices.



Inclusive governance and partnerships

Establishing the Ageing Hub

The Greater Manchester Combined Authority (GMCA), with the support of Centre for Ageing Better, established the Ageing Hub in 2016. The Hub was created to convene stakeholders across the city region and to address the opportunities and challenges presented by an ageing population. It functions as a core team within GMCA, working with organisations from the public, voluntary, academic, community, and private sectors.

Strategic oversight and direction

The Hub receives strategic direction and accountability from an Executive Group. This group includes representatives from key organisations such as the NHS, housing providers, GM Moving, the University of Manchester, Transport for Greater Manchester and Centre for Ageing Better. To support GM's strategic objectives, Centre for Ageing Better has contributed funding and embedded staff within the Hub and GMCA's Work & Skills team.

The Executive Group is chaired by the local authority Chief Executive who holds the portfolio for Equalities and Communities. This position is currently held by the Chief Executive of Bury Council.

Supporting local councils

One of the Hub's primary responsibilities is to provide resources and guidance to the ten councils in Greater Manchester. This support helps the councils to implement age-friendly strategies that align with regional goals while addressing specific local needs.

Amplifying the voice of older residents

The Hub actively collaborates with older resident-led groups to ensure their voices are integral to decision-making processes. These collaborations enhance the design and delivery of various initiatives, including health improvement activities, placemaking, and public communications. By incorporating the lived experiences of older people, the Hub ensures that its actions are both relevant and impactful.

I think the lesson is how you form inclusive, effective leadership around this agenda. It's not always in the obvious places, so you have to keep telling the story in a consistent way to people working on all kinds of related challenges, so they understand how an ageing lens can lead to better outcomes for people.

Paul McGarry, Assistant Director, GMCA, and Head of the Greater Manchester Ageing Hub

Funders & project partners

Centre for Ageing Better
NHS
Greater Manchester
Integrated Care Board
Office for Health
Improvement and Disparities
Independent Age
Manchester School of
Architecture
Bolton at Home
Persona Care
Southway Housing Trust
Rochdale Borough Housing
Inspiring Communities
Together
Stockport Homes
Jigsaw
Trafford Community
Collective
Talking About My Generation
(Yellow Jigsaw)
A Brilliant Thing
Curators of Change

Close Collaborators

Transport for Greater
Manchester
GM Moving
Greater Manchester Police
Greater Manchester Fire and
Rescue
Greater Manchester Housing
Providers
Manchester Community
Central
Age UK
Creative Ageing
Development and Agency
University of Manchester
Manchester Metropolitan
University
University of Salford
LGBT Foundation
Talking About My
Generation
Health Innovation
Manchester
World Health Organisation



Teams within GMCA

Ageing Hub Core Team
Work and Skills
Public Service Reform
Research and Analysis
Communications
Culture
Environment
Digital
Housing and
Planning Strategy
People Services
Economy

Cross- organisational groups that convene around ageing issues

Housing, Planning
and Ageing Group
Falls Collaborative
Manchester Urban Ageing
Research Group
Healthy Ageing Research
Group
Ageing Hub Work and Skills
Partnership Group
Ageing in Place Strategic
Reform Group
Greener Later Lives
Working Group

Accountability & leadership for the Ageing Hub's work

Ageing Hub
Executive Group
Age-friendly Greater
Manchester Wider Team
Older People's Equality
Panel
Older People's Network
Financial Inclusion
Steering Group
Ageing Well Steering Group

Age-friendly work in local authorities

Bolton
Bury
Manchester
Oldham
Rochdale
Salford
Stockport
Tameside
Trafford
Wigan

Older people's voice

The importance of older residents' experiences

The experiences and stories of older residents are a core component of a successful age-friendly city region (WHO 2023). Greater Manchester's work is guided by a foundational belief that older people must be meaningfully involved in efforts to improve their lives and those of their peers. Several mechanisms have been established to support this approach.

The Greater Manchester Older People's Network

The Greater Manchester Older People's Network was established in 2015 as part of the Ambition for Ageing Programme. It has since grown to nearly 500 members. The network aims to be a representative voice for people aged 50 and over who live and work in Greater Manchester. It is managed by Manchester Community Central (Macc).

The network collaborates closely with the Ageing Hub and other GMCA teams to influence policy, strategy, and services. This work is supported by working groups that focus on key areas such as housing and neighbourhoods, transport, and health and social care. The network also hosts events like mayoral hustings, providing members with opportunities to share their views and hear directly from leaders on issues affecting older residents.

“Being part of the Older People's Network, I was able to pick out things that weren't working in my area, and say things to the board or to the groups that I was part of. It widened my horizon, and it also opened my eyes to the lack of community-based things.”

Elizabeth Lynskey, Rochdale resident and member of the Older People's Network

The Greater Manchester Older People's Equality Panel

In March 2022, the Greater Manchester Older People's Equality Panel was created, also managed by Macc. This panel is one of seven equality panels commissioned by GMCA, which also include panels for Disabled People, Faith and Belief, LGBTQ+, Race Equality, Women and Girls, and the Youth Combined Authority.

The Older People's Equality Panel consists of one member from each of Greater Manchester's ten local authorities. It serves as a forum for older residents to evaluate the effectiveness of policies and programmes and make recommendations for improvement. The panel also reviews new initiatives, such as the 2024 Good Landlord Charter, to assess their potential for reducing inequalities that affect people in mid and later life.

Case Study: Culture Champions

The Culture Champions programme, launched in 2011, encourages the involvement of older people in shaping and participating in cultural activities. Projects are tailored to local needs and include activities such as music lessons, craft sessions, and club nights. Participants benefit by building confidence and skills, enhancing wellbeing, and fostering greater connections within their communities.

“I asked some older people if they went to the arts venue across the road from where we were meeting, and the answer I got was ‘those places are not for us’. And the sad thing is that place was owned by the local authority and their council tax paid towards it.”

Elaine Unegbu, Chair of Age Friendly Manchester Older People’s Board and Chair of Greater Manchester Older People’s Network Steering Group



Strategic partnership with Centre for Ageing Better

Centre for Ageing Better's national role

Centre for Ageing Better is a national charitable foundation and part of the government's What Works Network. Established in 2015, one of its first initiatives was to accept GMCA's invitation to form a partnership with Greater Manchester. This collaboration supported the creation of the Ageing Hub and aligned with Centre for Ageing Better's ambition to build a society where everyone enjoys a good later life. The partnership aimed to test and demonstrate how local and regional government can contribute to achieving this goal.



Building age-friendly Greater Manchester

The partnership between GMCA and Centre for Ageing Better has played a vital role in developing an age-friendly Greater Manchester. Centre for Ageing Better embedded a staff member within the Ageing Hub to support work on housing, employment, and other strategic priorities. This approach has attracted additional external funding and resources, enabling the Hub to expand its impact.

Centre for Ageing Better has also provided a national platform for sharing evidence and learning. Through this partnership, the Ageing Hub has facilitated policy testing and practical application, enhancing Centre for Ageing Better's understanding of complex challenges. The collaboration has informed Centre for Ageing Better's national influence, including work on housing, employment, support and pensioner poverty.

Political leadership

Sustained commitment to age-friendly policies

Consistent political leadership has been essential for sustaining age-friendly work in Greater Manchester. When Andy Burnham was elected Mayor of Greater Manchester in 2017, he pledged to make the region ‘the best place to grow older.’ His commitments included building age-friendly homes, reducing digital exclusion among older people, and improving employment and skills support for people aged 50 and over. These priorities were formalised in the 2017 Greater Manchester Strategy, which identified ‘Age-friendly Greater Manchester’ as one of ten strategic priorities. Subsequent mayoral manifestos in 2021 and 2024 reaffirmed ageing as a key focus for the region.

Governance supporting leadership

Inclusive governance has strengthened political leadership in the region. The Ageing Hub regularly meets with political leaders to share updates on its work and priorities. Each local authority has designated councillors as age-friendly political leads. Age-friendly initiatives are also integrated into the GM-wide portfolio for Equalities and Communities, which is overseen by a leader at one of the local authorities.

“Ageing has now been accepted and incorporated within the overall equality strategy. I think it demonstrates that ageing, at least on that strategic level, is now seen on a par with all of the other kind of equalities areas. I think for me, that is part of the success of the Greater Manchester Older People’s Network, and part of the success of the GM Ageing Hub.”

Liz Jones, Greater Manchester Older People’s Network Development Manager, on the introduction of the Older People’s Equality Panel



Evidence-based decision making

Commitment to quality evidence

Age-friendly Greater Manchester aims to be informed by and generate robust evidence on ageing issues. The region's first evidence report, *The Future of Ageing in Greater Manchester* (2017), provided a baseline assessment of ageing in the city region and helped guide the first programme of work. As a What Works Centre, Centre for Ageing Better prioritises improving how governments and public sector organisations use high-quality evidence in decision-making. Collaborating with Centre for Ageing Better, the Ageing Hub has continuously developed its evidence base to better understand local needs and assets. Key research reports have explored transport, active travel, falls prevention, and housing needs.



Strategic data and insights

In 2023, ahead of the launch of the second [Age-friendly strategy \(2024-2034\)](#), the Ageing Hub released [The State of Ageing in Greater Manchester](#). This comprehensive report includes data on work, housing, communities, and health and wellbeing. The report allows for analysis at both local authority and ward levels, enabling the region's ten councils to address inequalities more effectively. In 2024, the Ageing Hub and GMCA's research team introduced an online dashboard tracking key metrics on ageing, such as demographic trends, healthy life expectancy, public transport usage, employment rates, benefit uptake, and neighbourhood satisfaction.

Key decision-makers will often say, why are we focusing on A or B and not C and if we've got the evidence, we can clearly set out our case, build it quickly and get that across to them and share it with them. I think individuals in areas can benefit by learning from each other, which the Hub facilitates.

Paul Burton, Age Well Lead, Public Health Team at Trafford Council

Contributions from academia

The region's universities are pivotal in driving research on ageing, both nationally and globally. Institutions such as the Manchester Urban Ageing Group (MUARG), the Manchester Institute for Collaborative Research on Ageing (MICRA), and the Healthy Ageing Research Group contribute significantly to understanding ageing. Their collaborations with local authorities and the combined authority have produced impactful research and initiatives. Examples include:

- [2014's Research & Evaluation Framework for Age-friendly Cities](#)
- 2017's [The Future of Ageing in Greater Manchester](#)
- A recent research project on [the role of faith spaces in age-friendly communities](#)

The Manchester School of Architecture is a key partner in the GMCA-led Ageing in Place Pathfinder programme. This institution plays a central role in the Housing, Planning, and Ageing Group, contributing valuable insights into local housing needs, as detailed on pages 33-34.

I think they [the Ageing Hub] support you as a person leading on Age Well in your locality. When GM Ageing Hub produce a paper it's great to be able to use that – the evidence and data that they produce helps you as a locality to do the same sort of thing.

Leesa Hellings-Lamb, Public Health Specialist at Bolton Council

A Research & Evaluation Framework
for Age-friendly Cities



DEVELOPING AGE-FRIENDLY COMMUNITIES TO SUPPORT HEALTHY AGEING

The role of faith spaces as social infrastructure

Luciana Lang, Sophie Yarker, Jason Bergen, Patty Doran,
Chris Phillipson and Tine Buffel

2024



new
economy

GMCA
Greater Manchester
Combined Authority

THE FUTURE OF AGEING IN GREATER MANCHESTER

February 2017



Greater Manchester in numbers

50%

Between 2024 and 2041, GM's population aged 75+ is predicted to grow by almost 50%, resulting in nearly 100,000 more residents in this age cohort.

ONS, 2023

47%

The proportion of GM's population aged 55+ who are from non-white ethnic groups increased by 47% (from 5.5% to 8.1%) between the 2011 and 2021 Census.

2021 Census

250,000

Nearly a quarter of a million GM residents aged 50 and over are living alone.

2021 Census

£3.4 billion

Consumers aged 50+ spend approximately £3.4 billion on retail, culture, hospitality, tourism and sport in GM each year.

International Longevity Centre

£95 million

Around £95 million of Pension Credit goes unclaimed in GM each year.

DWP, 2024

21%

21% of homes headed by someone aged 55-64 in the North are classed as non-decent, compared to 9% in London and the South East.

English Housing Survey, 2020

60.7 years

Women in GM have a healthy life expectancy of 60.7 years, for men it is 61.0. While women's life expectancy is higher overall, in every local authority in GM, women have fewer healthy and disability-free years than men.

ONS, 2021

40.8%

40.8% of GM's workforce is aged 50 and over.

ONS, 2023

74.6%

74.6% of over 55s in GM have lived the same neighbourhood for over 21 years.

Community Life Survey, 2021

Age-friendly impact in numbers

34

34 actions included in 2024-2034 Age-friendly Strategy to achieve its three-year objectives.

827

827 people have been employed on a specialist employment support programme for over 50s (between January and August 2024).

**£10
million**

During GM's Pension Top-Up campaigns (2020-2024), a total of at least £10 million of additional income was claimed by pensioners in GM.

500+

The Greater Manchester Older People's Network has over 500 members.

850+

Over 850 people working in housing in GM have attended presentations by the Housing, Planning and Ageing Group.

16,000

16,000 Creative Care Kits were distributed to older adults during the 2020 national lockdown.

316,000

316,000 copies of the Winterwise guide were distributed in 2022.

2,596

2,596 residents were engaged in the first two years of the Ageing in Place Pathfinder.

300+

Over 300 people attended the first eight GM Falls Collaborative community of learning, sharing and problem-solving sessions.

Designing and delivering age-friendly change

Programme delivery and impact

Age-friendly Greater Manchester has implemented a variety of programmes designed to make a difference at both individual and system-wide levels. These initiatives include co-created activities aimed at enhancing people's experiences of services, places, and opportunities. Preventative measures have also been introduced to reduce inequalities as people age. Key areas of focus include:



Tackling ageism



Improving employment outcomes for people in later life



Increasing the availability of decent housing



Enhancing the liveability of neighbourhoods



Promoting health and wellbeing



Addressing disparities in how people experience ageing



Ensuring accessible and reliable transport

Tackling ageism

Addressing stereotypes and misconceptions

Older people often encounter barriers rooted in ageist attitudes, limited recognition of their societal contributions, and inadequate representation of their diverse experiences. To counter these issues, Greater Manchester has introduced campaigns, resources and activities designed to challenge stereotypes and foster a more inclusive narrative.

‘Valuable Not Vulnerable’ campaign (2020)

The Ageing Hub launched the ‘[Valuable Not Vulnerable](#)’ campaign in response to negative stereotypes of older people that emerged during the coronavirus pandemic. This initiative sought to challenge portrayals of older people as frail and vulnerable, instead highlighting their active roles in society, including their contributions during the pandemic. As part of this effort, local community journalists from Talking About My Generation created content, and the campaign included a photography competition, Old Frame New Picture, for professionals and hobbyists to show the diversity of Greater Manchester’s older population.

‘Don’t Brush it Under the Carpet’ campaign (2022)

Led by the Older People’s Network, the Ageing Hub, and the Greater Manchester Health and Social Care Partnership, ‘[Don’t Brush it Under the Carpet](#)’ aimed to raise awareness of self-harm among older people. It addressed misconceptions that associate self-harm primarily with younger age groups, highlighting its prevalence and the positive impact of timely support. The campaign was launched during a celebration of the Ambition for Ageing programme.

Challenging ageist narratives through reports and projects

The titles of some of the region’s key reports reflect Greater Manchester’s efforts to combat ageist and inaccurate narratives about the older population. For example, in 2018, Centre for Ageing Better and the Manchester School of Architecture addressed the age-friendly strategy’s target of ‘increasing housing for people in mid and later life’ through two projects:

[Rightsizing](#), advocating for older people’s right to choose homes that match their preferences.

[Rightplace](#), promoting the right of older people to age in place.

Both projects called on housing and neighbourhood strategies to prioritise the needs of older populations, countering the view that older people should downsize or relocate as a solution to a much broader housing crisis.

Case study: Talking About My Generation

Talking About My Generation is a community journalism project led by older people, aimed at challenging ageist stereotypes while keeping Greater Manchester's older residents informed. Launched by the social enterprise Yellow Jigsaw in collaboration with the nine registered Age UK charities in Greater Manchester, the project trains older volunteers to create news stories, videos, and podcasts. These pieces highlight the experiences, views, and nostalgia of older residents across the region.

The project has produced videos promoting the Winterwise guide, while the Talking About My Generation news site has 2,900 unique monthly users and a Facebook community of over 5,000 members sharing daily news and views.

“I’ve never done anything like this before ... I enjoyed taking part and learning a new skill ... and mostly enjoyed knowing it was part of a campaign that will help others, that was a great feeling.”

Community journalist Christine on the Winterwise campaign.



Improving employment outcomes for people in later life

Identifying the need for change

In 2015, GMCA recognised the economic and social importance of improving employment outcomes for people aged over 50 in Greater Manchester. This has remained a strategic priority in subsequent plans. Traditionally, employment support services have not worked as well for people over 50 as they have for other groups. GMCA and Centre for Ageing Better have been looking at ways of better engaging and supporting those over 50s who are furthest from the labour market and not accessing existing services.

Developing new approaches

This quest for improved engagement led to an 18-month co-design project, conducted in collaboration with the Department for Work and Pensions, local stakeholders, residents with lived experience of unemployment, service providers and community groups, provided key insights. This work explored what people over 50 need from employment and skills support, as well as the challenges they face. GMCA has since commissioned a service spanning all ten local authorities with a specific focus on supporting people aged 50 and over. GMCA was also the first UK city region to launch an [age-friendly employer toolkit](#).

Local and national impact

The employment initiatives led by GMCA have influenced both local practices and national policy. Joint advocacy by GMCA and Centre for Ageing Better has delivered learning, clear models, and a strong case for policy change. Over several years, a focus on workers aged 50 and over in Greater Manchester has helped bring the issue onto the national employment agenda. The UK government has since introduced schemes such as 50PLUS: Champions and mid-life MOTs in Jobcentres.

In 2022, 2,903 employment support professionals across the UK received training on working with clients aged 50 and over. This training, informed by a [GMCA and Centre for Ageing Better pilot](#) under the Greater Manchester Work and Health Programme, resulted in significant changes in perceptions about older clients' motivation, attitudes, and capabilities.



“From an employment and skills perspective, at one point the focus was almost exclusively on young people and the ‘workforce of the future’ being about how we upskill young people and the education system, and older people were more of an afterthought. That has been perhaps the biggest change - ageing is now on the agenda when it comes to employment and skills policy commissioning and delivery in Greater

Manchester in a way that was significantly more peripheral before... We are now starting to see the wording in job descriptions be changed, and also recruitment processes, and things like apprenticeships being seen as a vehicle for older people.”

Mat Ainsworth, Director of Skills, Work and Inclusive Economy at Salford City Council and former Acting Director for Education, Employment and Skills at GMCA

Case study: Support to Succeed

A tailored approach

Working Well: Support to Succeed is a new employment support programme. To better understand employment support for over 50s, GMCA and Centre for Ageing Better worked with the Department for Work and Pensions to identify what needed to be in place to run a successful new model of support. In 2020, Centre for Ageing Better commissioned Humanly to work with employment support staff and over 50s with lived experience of being involuntarily out of work to come up with recommendations for good practice.

Implementation and results

Following this work, GMCA commissioned Support to Succeed, using the UK Shared Prosperity Fund, which included a specific delivery strand for people aged 50+. This pilot project started in 2024, along with an evaluation of the 50+ strand commissioned by Centre for Ageing Better. As of August 2024, a total of 2674 people had engaged with the service, of which 827 were over 50.

Increasing the availability of decent housing

As with the rest of the UK, Greater Manchester faces challenges in delivering homes that meet the needs of its ageing population.

Establishing the GM Housing, Planning, and Ageing group

In 2018, the Ageing Hub established the GM Housing, Planning, and Ageing (GMHPA) group to improve the supply and quality of age-friendly homes and challenge prevailing attitudes towards ageing and housing. The group brings together a cross-section of partners, including GMCA, Manchester School of Architecture, the Centre for Ageing Better, social housing providers, architects, and representatives from the Older People's Network.

Addressing evidence gaps

The GMHPA group has worked to close evidence gaps related to local housing needs. For example, the Rightsizing project urged local authorities, planners, and developers across the UK to prioritise 'rightsizing' over 'downsizing' when planning housing for older people.

The group developed tools to help stakeholders better understand the housing needs of older age groups. One such tool is the '[Design for Life](#)' pocketbook, created to inspire designers and developers to rethink urban design for an ageing population.

In 2021, the group published a '[Framework for Creating Age-Friendly Homes in Greater Manchester](#)' alongside a detailed work plan. They later developed and shared a developer's checklist, Creating Age-Friendly Developments, which has been instrumental in encouraging the house-building sector to create more age-friendly housing and urban developments.

A broader push for inclusive housing

The work of the GMHPA group is part of a broader effort across Greater Manchester to prioritise housing quality and supply for older people. For instance, Manchester City Council is collaborating with partners to create an LGBTQ-specific housing development. Similarly, the Public Health team in Bolton has engaged older people in the planning and development process using participatory tools such as walking audits.



Case study: Creating Age-Friendly Developments

A practical guide for developers

In 2023, the GMHPA group published '[Creating Age-friendly Developments](#)', a concise guide for developers, designers, and policymakers. The guide outlines 62 key considerations for ensuring that new residential developments and urban regeneration projects serve the needs and aspirations of older people.

Core themes and outcomes

The guide focuses on three core themes:

- Celebrating and including older people in the development process.
- Planning age-friendly neighbourhood environments.
- Designing homes that promote positive ageing.

Following its launch at an event attended by 70 developers, the guide has been actively used to shape plans for new age-inclusive housing - including the development of 250 apartments in Stockport by the developer Picture This:

“It’s been really useful for us to be able to hand the guide to our project team – so the consultation team, our planners, our architects, our landscape architects. When we have a design meeting, they refer back to the guide all the time! It’s been really useful for us.”

Shannon Conway,
Co-founder of Picture This

Enhancing the liveability of neighbourhoods

The impact of neighbourhoods on ageing

The neighbourhoods where people live out their daily lives, the services available, and the ways in which people are involved in their local community all have a big impact on how well people age. Greater Manchester has invested in approaches to help older people shape their environments, making them accessible and meaningful. These efforts improved the regional response for older people during the coronavirus pandemic by fostering partnerships among older people, local voluntary groups, statutory services, and others. The Ageing Hub provided central support at the start of the pandemic in 2020, initiating weekly calls with local authorities. This collaboration built knowledge and enabled swift, neighbourhood-appropriate responses and the practice has continued to the present day.



The Ambition for Ageing programme

From 2015 to 2022, the lottery-funded Ambition for Ageing programme aimed to create age-friendly places across Greater Manchester. Local partnerships delivered various projects, including the Age-friendly Challenge, which gave an accreditation to 53 neighbourhoods, awarded by the Mayor. An evaluation found that [twice as many older people reported improvements in neighbourhood age-friendliness compared to those who reported a decline.](#)

The Ageing in Place Pathfinder

[The Ageing in Place Pathfinder](#) is a neighbourhood-based programme that began in 2022. Funded by the Worwin UK Foundation and supported by local partners, it is led by GMCA in partnership with the Manchester School of Architecture and nine organisations. Focusing on areas identified as ‘Naturally Occurring Retirement Communities’, the ‘pathfinder’ programme enables residents and local groups to create their own way to towards age-friendly neighbourhoods. Resident-led partnerships work to identify improvements through action plans, such as enhancing the physical environment and local services, and community capacity, capability and resilience.

Greener Later Lives

[Greener Later Lives](#) is an ongoing project convened by the Ageing Hub. It builds on the 2021 Older People's Day campaign, '[This is What an Activist Looks Like](#)' and a [UK-wide research project exploring climate-resilient age-friendly communities](#).

A working group continues to meet quarterly to raise awareness and understanding of the impact of climate change on an ageing population and explore healthy ageing in a changing climate.



“I think that that Trafford is very divided, and so there is the feeling in Old Trafford, of ‘What are you doing here?’ if you come from the South [of Trafford], and I grew up in Blackpool, which is the most deprived area of the country, so there’s nothing I don’t know about deprivation, but there is that sort of feeling that that the parts of the borough are completely separate, and working in Old Trafford on Ageing in Place, you really find out that we’ve actually got much more in common than we have apart.”

Judie Collins, Chair of Greater Manchester Older People’s Network Housing and Neighbourhoods Group and member of the Age Well Board at Trafford Council

Case study: Rochdale walkability improvements

Through the Ageing in Place Pathfinder, residents have expressed the importance of outdoor spaces for wellbeing. Residents and stakeholders have identified issues and co-designed improvements, including paving repairs, the provision of handrails, planters, and benches. These changes have enhanced key walking routes within the neighbourhood.

A key part of the initiative has been the weekly “Walk and Talk” via the Rhodes Ravine, ending with café stop. Some improvements were delivered through social value work of Rochdale Boroughwide Housing contractors.

“More people are having that conversation about place and voice, and we’ve got this model that we’ve been using for a long time, and we know how to do it well with older people. It’s complex still, but I definitely think the ground has shifted in terms of the way that organisations, particularly local authorities and NHS, think about voice and lived experience. Coproduction has shifted since 2019, and for older people, I think that presents an opportunity for them to be fundamentally involved and at the heart of improving their lives in the places they live.”

**Nicola Waterworth, Strategic
Programme Lead for Ageing in
Place**

Addressing disparities in how people experience ageing

Growing inequalities in ageing

There is a widening divide in how people experience ageing. For example, people from some global majority backgrounds face some of the greatest inequalities, with the gaps in income and health between them and their non-global majority peers growing as they age (Centre for Ageing Better, 2023).

Reducing inequalities is central to Greater Manchester's age-friendly work. In addition to addressing systemic inequalities, numerous projects and programmes have been implemented to close gaps that affect older people's daily lives.

Pride in Ageing programme

In 2019, the LGBT Foundation launched the [Pride in Ageing](#) programme, offering regular events and forums for LGBTQ+ older people. Activities have included a digital café, walking groups, and film screenings. In 2020, the programme created a 'pocket park' outside Manchester Art Gallery, inspired by artist, activist and gardener Derek Jarman. The garden, designed and maintained by volunteers aged 50 and over, is free to visit and hosts social and creative events throughout the year. A short film and a [zine](#) were also created to document the garden's development.

Evidence-based action and collaborations

Collaborations between communities and academics in the city region and beyond have strengthened the evidence base and informed recommendations for local action to reduce inequalities. Initiatives have included:

- Co-designing the Old Moat area in Manchester.
- [Research into the role of faith groups in age-friendly communities.](#)
- Examining the [experience of groups of older people facing specific inequalities during the COVID-19 pandemic.](#)



Digital inclusion for people aged over 75

In 2020, [data analysis from the University of Liverpool and Good Things Foundation](#) revealed that 93,000 people aged over 75 in Greater Manchester were digitally excluded, with one-third having never used the internet. To address this, Andy Burnham's 2021 mayoral manifesto pledged to support all people aged over 75 in getting online. The Greater Manchester Ageing Hub, as part of the GMCA Digital Inclusion Action Network, has played a key role in advancing this goal.

The Ageing Hub produced the [Doing Digital in Later Life Guide](#), a resource designed for friends, relatives and support workers to help older people get online and use everyday digital devices. In Wigan, the guide has become a core resource for the council's 'TechMates' digital mentor service.

“From the start, it was more like being helped by a friend rather than trying to explain what I wanted to learn with a stranger. It made me feel so relaxed when we were talking about the things I needed to know about my iPad.”

Wigan resident Sue on her experience of being paired with a buddy through TechMates



Case study: Increasing benefit take-up

Unclaimed benefits and the Pension Top-up campaign

Each year, millions of pounds in state benefits go unclaimed by older people. In Greater Manchester, an estimated £95 million of Pension Credit alone remains unclaimed annually. To address this, GMCA launched the Pension Top-up campaign in 2021.

This public-facing campaign, promoted through housing providers, involved writing and making phone calls to tenants to offer support with the claims process. A second phase, in partnership with Independent Age and Citizens Advice, expanded this outreach. Across both phases, GMCA reported at least £10 million in additional income returned to older people.

The Ageing Hub continues to promote the support available to people to claim pension credit and other later-life benefits, including in response to the Government's decision to limit the Winter Fuel Payment to those in receipt of Pension Credit in 2024. Receiving entitlements they were previously missing out on can be life changing for many residents, meaning they can afford to pay for the heating, food and other items they need to live well.

“On later-life benefits and entitlements, we’re putting so much effort into helping people get what they’re entitled to, and if there could be more auto-enrolment, or just a more proactive approach by government to getting people that money, that would make a massive difference in terms of later life poverty, it would have an impact on wellbeing, and it would take a lot of pressure off the system.”

Jo Garsden, Programme Manager
at the GM Ageing Hub

Promoting health and wellbeing

Addressing disparities in health outcomes

Significant disparities in health outcomes and life expectancy exist for people living in Greater Manchester, both compared to national averages and within the region itself. Healthy life expectancy and disability-free life expectancy are both lower in Greater Manchester than in England overall. The region also has higher rates of dementia, falls, and loneliness. These challenges are being tackled through a range of initiatives to support healthy ageing across the region.



The Greater Manchester Falls Collaborative

The Greater Manchester Falls Collaborative was launched in 2023 following recommendations from the 2022 report '[Greater Manchester Falls Prevention: Delivering Integration and Reconditioning](#)'. This collaborative comprises professionals from the NHS, public health, social care, and people with lived experience of falls. It convenes a monthly community of learning and an annual full-day workshop. Its goal is to eliminate the 'postcode lottery' of preventative support and develop an evidence-based falls prevention model for use in every borough.

In 2023, the GM Ageing Hub initiated a pilot project in Wigan to test the 'eFalls' tool. This tool uses GP records to identify patients at risk of falls (those classified as 'pre-frail' with a 10–25% chance of falling within the next year). It provides evidence-based falls prevention interventions. The pilot project, funded by the Office for Health Improvement and Disparities (OHID) and Centre for Ageing Better, will be evaluated using qualitative methods led by the University of Manchester Healthy Ageing Research Group.

Mental health and older people

[Mature Minds Matter](#), part of the Older People's Network, is a group of people aged 50 and over with lived experience of mental illness. According to the group, "We are here not to replace any existing group, but to join up different networks across Greater Manchester, to bolster the voice of older people within service transformation and policy influence." In 2024, the group launched a poetry book, [Rhymes from the Wise](#).

Dementia care and support

Greater Manchester provides holistic care and support for residents affected by dementia through its programme, Dementia United. In partnership with people with experience of dementia, it focuses on improving wellbeing, care standards, and providing resources for informal carers, NHS workers and people with dementia.

As part of the region's commitment to supporting better lives for people with dementia, in 2024, Greater Manchester became the [UK's first Centre of Excellence for Music and Dementia, hosted by Manchester Camerata](#), which will offer at least three years of musical activities for people with dementia across all ten local authorities.

"Something that stands out to me is the work that we did through Dementia United on improving identification, assessment, diagnosis, and processes around care plans and supporting people to live well with dementia. It's meant moving away from just the medical processes of diagnosis and assessment and experience in care settings into good lives for people living with dementia and what that means for access to culture and the arts, for dementia-friendly places, and people being able to get out and about. I think some of that was very strongly influenced by the ideology around Greater Manchester's age-friendly work, which encouraged us to think a bit beyond our statutory roles and more into what it was like to live a good life in Greater Manchester, with the health condition that we were living with as a sort of secondary consideration."

**Warren Heppollette, Chief Officer
for Strategy and Innovation at NHS
Greater Manchester**

Case study: Healthy at Home guides

Responding to the need for accessible information

During the coronavirus lockdowns, the Hub addressed the need for clear and accessible information for older people by distributing printed resources directly to homes. This began with ‘Keeping Well at Home’ produced with University of Manchester and Age UK Salford, a 24-page booklet outlining the lockdown rules; advice on protecting your mental health; simple at-home exercises; nutrition guidance; advice for if you have a fall and contact details for local support agencies across Greater Manchester.

Over 66,000 printed copies were distributed across Greater Manchester, and the digital version was downloaded more than 10,000 times. A survey of 500 recipients found that 92% considered the information helpful, 50% did not have internet access, and 65% said they would not have received the information if they hadn’t received the booklet.

Expanding the initiative

Building on its success, the Hub created a revised version in 2023, Keeping Well this Winter, which included sections on home safety, staying warm, and managing money. The booklet was accompanied by videos produced by older community journalists through Talking About My Generation. It was translated into Urdu, Bangla, British Sign Language, and an Easy Read format.

A national version, [Winterwise](#), developed by GMCA and Independent Age, was launched in 2023. It is updated annually and distributed nationwide.

“Sent to all older residents within my sheltered housing block, it has helped residents greatly.”
“I’ve read it again in preparation for the colder months.”

Recipients of the Winterwise guide

Ensuring accessible and reliable transport

The importance of age-friendly transport

Affordable, reliable, and convenient transport options are essential for enabling older people to stay active and continue engaging in activities that matter to them. An age-friendly approach to transport supports people at every age, whether travelling to work, shopping, socialising, attending appointments, or simply being out in the world. However, transport remains a sector where older people often feel unempowered to influence change, and where policy adjustments can be challenging to achieve.

Collaborative efforts in Greater Manchester

In Greater Manchester, ongoing dialogue between older people and officers in Transport for Greater Manchester (TfGM) aims to build an evidence base and shape local action. Initiatives such as the Bee Network - a more accessible, affordable, and connected transport system - have provided benefits for all age groups. The Ageing Hub works closely with transport colleagues to identify specific commitments that make travel in the region more age-friendly.

The age-friendly transport conference

In 2018, the Greater Manchester Older People's Network collaborated with Ambition for Ageing to host [a conference on age-friendly transport across Greater Manchester](#). The event brought together older people from across the region to share their experiences and contribute to discussions on transport-related issues. Recommendations from the conference included:

- Establishing greater consultation and feedback mechanisms for older people.
- Providing age-friendly training for transport staff.
- Improving community transport options.

Evidence review on active travel

In 2021, the Ageing Hub partnered with Greater Manchester Moving (formerly GreaterSport) to produce [evidence review on active travel and older adults](#). This review addressed a knowledge gap and emphasised the importance of integrating travel into daily lives beyond recreational and sporting activities. Work continues to ensure that innovations and changes in the city region align with the needs and interests of older people.

Case study: increasing pedestrian crossing times in Bolton

Addressing safety concerns

In Bolton, local residents identified an issue with a pedestrian crossing linking an older persons' housing estate to a nearby health centre. The crossing provided insufficient 'green man' time for people to cross safely. Some older residents even resorted to ordering taxis for the short journey just to avoid using the crossing.

Staff from TfGM were invited by Ambition for Ageing representatives to test the crossing alongside local older residents. It became clear that the lights were changing too quickly, preventing many from safely reaching the other side.

Impact of the changes: extra time to cross

As a result, additional time was added to the three crossings near the health centre. These adjustments have made the crossings safer and more convenient.

“People are now using the crossing all the time as it offers a quicker and a more direct and convenient way of getting to the health centre. Older people, in particular, are not as scared of going over the road via the crossing, and generally feel more encouraged and supported in the community.”

Representative from
Ambition for Ageing, Bolton



Conclusion

This report explores the progress, challenges, and key learnings from Greater Manchester's extensive work on ageing over the past decade. Although it is impossible to cover all the achievements and learnings from the past decade in a single report, the areas showcased here highlight how the region has embraced age-friendly principles and offer lessons that could benefit other towns, cities, and villages pursuing similar goals.

While Greater Manchester has some unique features in its demography, government structures, and history of age-friendly work, the challenges it faces—growing inequalities, the need for good local job opportunities, better housing, and rapidly changing communities—are far from unique. This report shows how Greater Manchester's distinct demographic and governance structures have influenced its age-friendly strategies. These insights will be vital in addressing wider societal issues such as growing inequalities, housing needs, and the rapidly evolving communities.



Key findings

There are several principles underpinning Greater Manchester's success in building and sustaining an age-friendly region:

- **Champions of ageing in Greater Manchester need to 'tell a story':** In the words of Paul McGarry, GM's Ageing Hub lead, 'you need to be able to show why ageing populations and the position of older people matters, right now, and the importance of planning for the future.' Changing the narrative around ageing is not just a piece of the puzzle in building age-friendly leadership – it's a prerequisite.
- **Greater Manchester's inclusive governance and cross-sector partnerships make its age-friendly work more than the sum of its parts:** many people who have been working in this field for over a decade – many of whom have been involved in Greater Manchester's work – speak of the ebb and flow of local interest in ageing. To avoid losing momentum, it's helpful to engage with a number of different partners – in the VCFSE community, universities, with different places in the UK and internationally.
- **Older people are at the heart of the work in Greater Manchester:** If there are meaningful structures in place for older residents to influence your work and to have their voices heard, your work is going to make more of a difference, and inspire more people to invest in the agenda locally.
- **Greater Manchester's strategic framework allows them to focus on the big picture, rather than spreading efforts thinly:** Investing in one core marker or inequality – such as the underclaiming of Pension Credit and other benefits by older and marginalised people – can have a huge impact with a positive knock-on effect on other priorities such as health and the local economy.
- **Evidence underpins Greater Manchester's approach:** Like many age-friendly communities, Greater Manchester has aimed to replicate initiatives from other parts of the world. Both the UK Network of Age-friendly Communities and the WHO have a wealth of examples of ways to improve life for older people and prepare for ageing.

Key recommendations

Greater Manchester's age-friendly journey offers important lessons for other communities:

- **Shifting societal perceptions of ageing:** Changing the narrative around ageing is crucial for fostering a culture of inclusion and preparedness for demographic change.
- **Building collaborative ecosystems:** Inclusive governance and partnerships across sectors amplify the impact of age-friendly initiatives, making them more effective and sustainable.
- **Empowering older residents:** Coproduction ensures that older people have a meaningful role in shaping policies and programmes, enhancing relevance and community buy-in.
- **Targeting investments strategically:** Focusing on high impact and high profile areas such as financial security can address inequalities and improve overall outcomes.
- **Learn from others:** Communities that adapt global best practices while tailoring them to local needs can achieve lasting positive change.
- **Use evidence to guide decision-making:** Keep track of local data, and collaborate with local academic partners to ensure policy and programmes are founded on the best possible understanding of the drivers of - and successful approaches to - inequalities affecting older residents.

Looking ahead

Greater Manchester's work on ageing is far from complete. In February 2024, GMCA launched a new ten-year age-friendly strategy accompanied by a three-year implementation plan to identify the partners, projects and milestones needed to progress towards the agreed vision for ageing in 2034. This strategy and commitment to action sets an example for how communities can create better outcomes for people in later life. By adopting these principles, towns, cities and villages across the UK can build a society where everyone has the opportunity to age well, with dignity and purpose.

The journey is challenging, but the potential rewards for individuals, communities, and the nation are transformative.

“As a Greater Manchester resident since the 1980s, it’s certainly obvious that there is a lot more thought going into things that make a big difference to how people age. The investment in the transport infrastructure; thinking about better environments, planning, building the hard infrastructure that we have around Greater Manchester. Over three decades, I’ve seen that evolve in ways that from my view as a geriatrician have gone in the right direction. Not just in the city, but across the whole conurbation, I think, has enabled a much more physically and socially connected place than I’ve ever seen. All of that is important work to impact on the wider determinants of health.”

Martin Vernon, Consultant Geriatrician and former Strategic Clinical Network Lead for Older People, NHS Greater Manchester



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Martin Vernon, Consultant Geriatrician and former Strategic Clinical Network Lead for Older People, NHS Greater Manchester.

Nicola Waterworth, Strategic Lead for Ageing in Place at the GM Ageing Hub, GMCA.



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The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone, including challenging ageism and building an Age-friendly Movement, creating Age-friendly Employment and Age-friendly Homes. It is a charitable foundation funded by the National Lottery Community Fund and part of the government's What Works Network.

Ten years of age-friendly action in Greater Manchester

Activities with direct involvement, work, funding, and/or dissemination from the Centre for Ageing Better



'Take a Seat' campaign launched across GM, encouraging businesses to offer seating, toilets, and water to older people



Inaugural GM Age-friendly Strategy launched, securing membership of the WHO Age-friendly Network



Report published: Age Friendly Transport for Greater Manchester



Report published: Rightsizing: reframing the housing offer for older people



GM Local Industrial Strategy is published. Ageing is a key opportunity. Commits to creating an International Centre for Healthy Ageing



Launch of the GM Pride in Ageing programme by LGBT Foundation



Active Ageing programme launched by GM Moving



The Mayor's Age-friendly Challenge recognises 53 neighbourhoods as age-friendly



Report published: Advantage GM: Unlocking the Longevity Economy for GM



Keeping Well at Home, Creative Care Kits, and Keeping Well This Winter booklets distributed to tens of thousands of households in GM



Valuable Not Vulnerable Campaign launched for International Day of Older People, challenging ageist language through a billboard and social media campaign



Launch of the Greater Manchester Good Employment Charter



Launch of the Creative Ageing Development and Agency England (CADA) by Greater Manchester-based galleries, universities, and GMCA



Report published: Framework for Creating Age-Friendly Homes in Greater Manchester, 2021-2024



Report published: Covid-19 and Social Exclusion: Experiences of older people living in areas of multiple deprivation



Insight and Evidence review published: Over 50s and Active Travel



Setup of the GM Older People's Equality Panel



Pension Top-Up Campaign launched to raise awareness of pension credit and promote application support available from Independent Age



Service design project and report: Improving employment support for over 50s in Greater Manchester



Toolkit published: Becoming an age-friendly employer in Greater Manchester



Report published: Greater Manchester Falls Prevention: Delivering Integration and reconditioning



Launch of the Ageing in Place Pathfinder programme in nine neighbourhoods across Greater Manchester



'Trailblazer' deeper devolution deal secured for GM



Launch of the GM Falls Collaborative



Strategic partnership with older people's financial hardship charity Independent Age



Case Finding for Falls Prevention pilot project in Wigan, funded by the Office for Health Improvement and Disparities (OHID) and Ageing Better



Report published: Finding the right place to grow older: Improving housing choices for older people



Report published: Locked out: A New Perspective on Older People's Housing Choices



Report published: A good deal for all ages: How Mayoral Combined Authorities can make ageing better in England



Report published: Creating Age-friendly Developments: A practical guide for ensuring homes and communities support ageing in place



The Ageing Hub submits response to the Women and Equality Committee's 'Rights of older people' enquiry



Second GM Age-friendly Strategy (2024-2034) launched



Report published: The State of Ageing in GM



Launch of the Working Well: Support to Succeed programme for 50+ jobseekers



Year Two of the Ageing in Place Pathfinder



Building an Age-friendly City Region: Learning from Greater Manchester

