

A
GREAT
PLACE
TO
GROW
OLDER

2009-2020



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Strategic Lead
Greater Manchester Ageing Hub

GMCA

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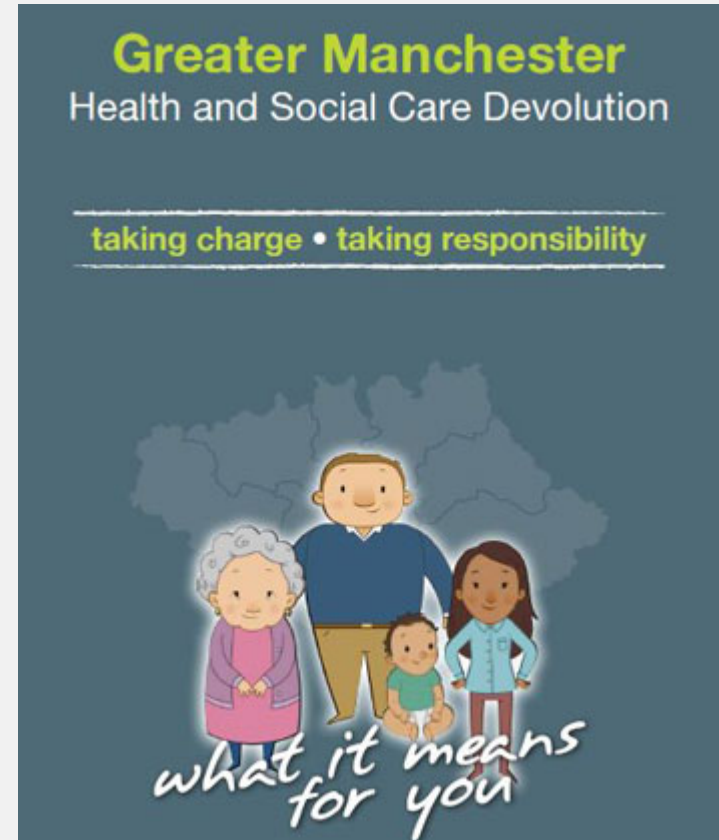


Overview

- GM and ageing policy context
- GM Ageing Hub priorities
- Age-friendly city-region
- Progress
- Next steps

GM Context

- GM **Strategy** refresh
- GM Mayor
- Public Service **Reform**
- Economic **Growth**
- GM **Spatial Framework**
- Health and Care **Devolution**



The policy context in relation to inequalities in later life

- The **possibility that inequalities in health in later life are increasing** and that healthy life expectancy might be worsening for poorer segments of the population, is a cause for concern.
- Despite this evidence, both **interventions and broader policy work (including the Marmot Review) have ignored older people and** relevant processes operating in later life.

Prof James Nazroo, UoM

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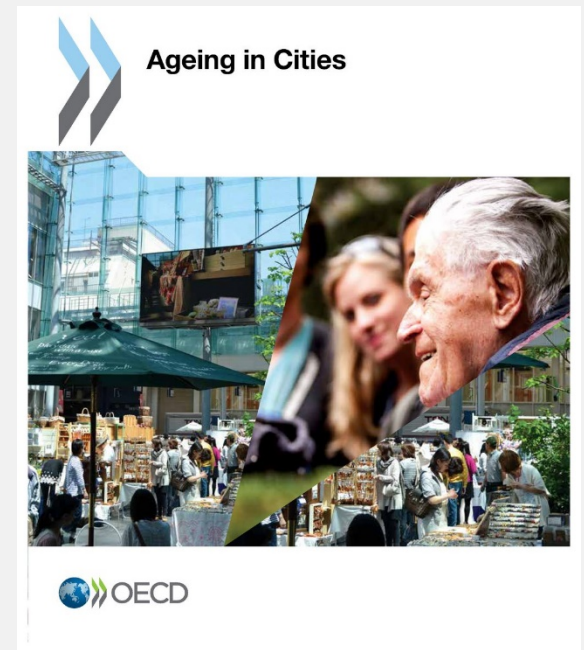
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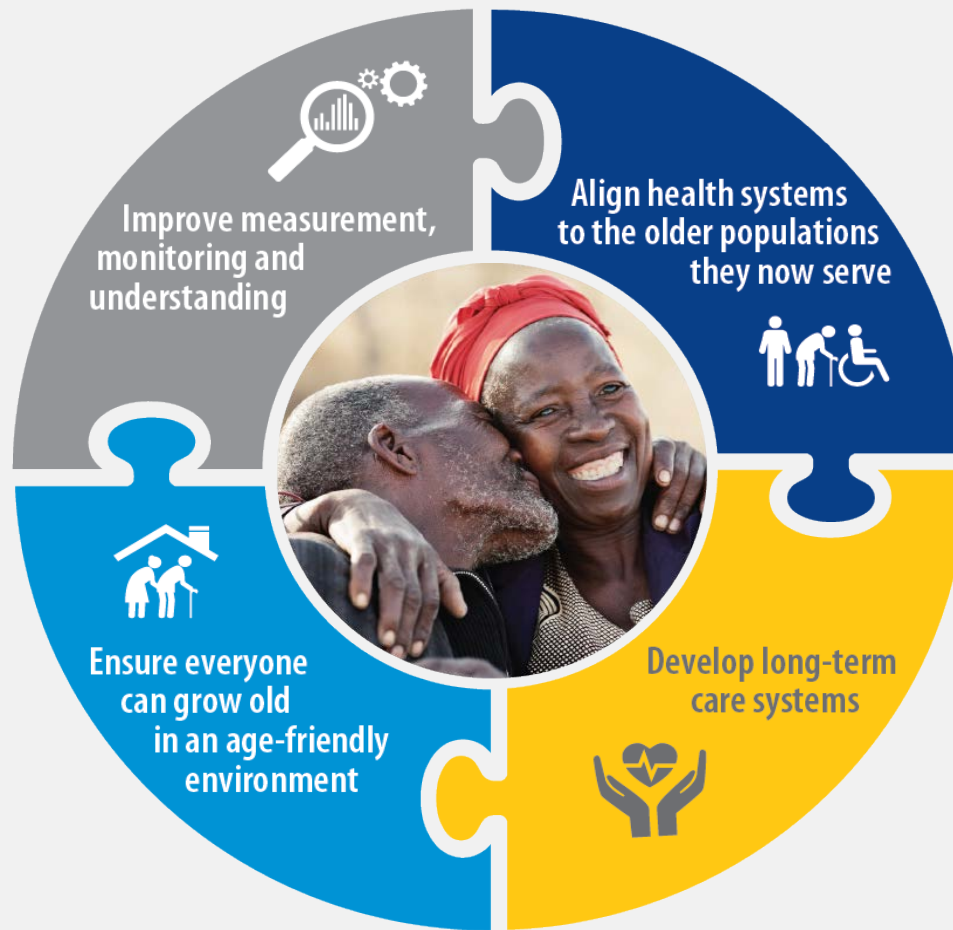


OECD Ageing in Cities

- 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



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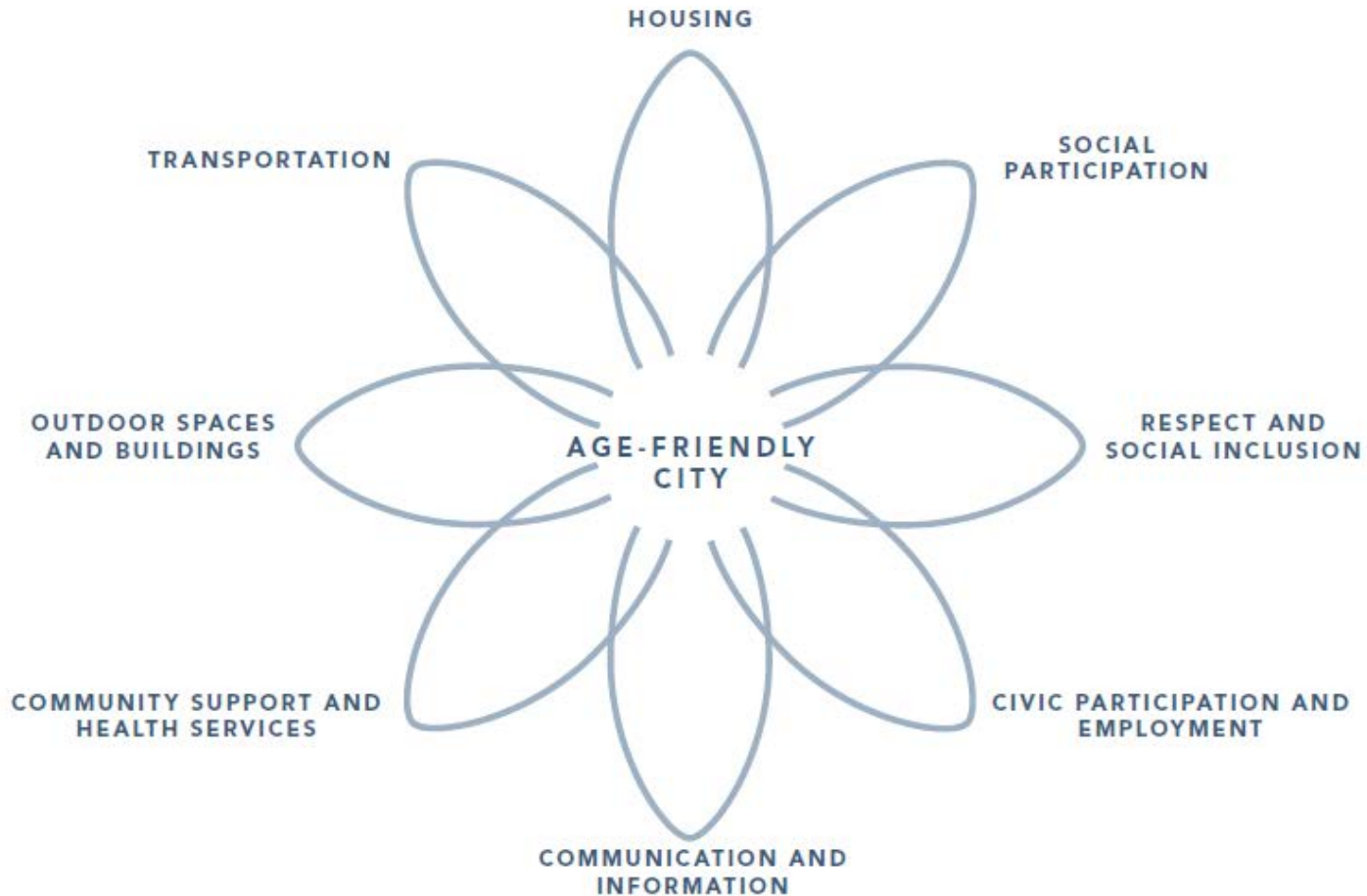
GM Ageing Hub: Vision

‘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
- 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

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AGE-FRIENDLY CITY TOPIC AREAS



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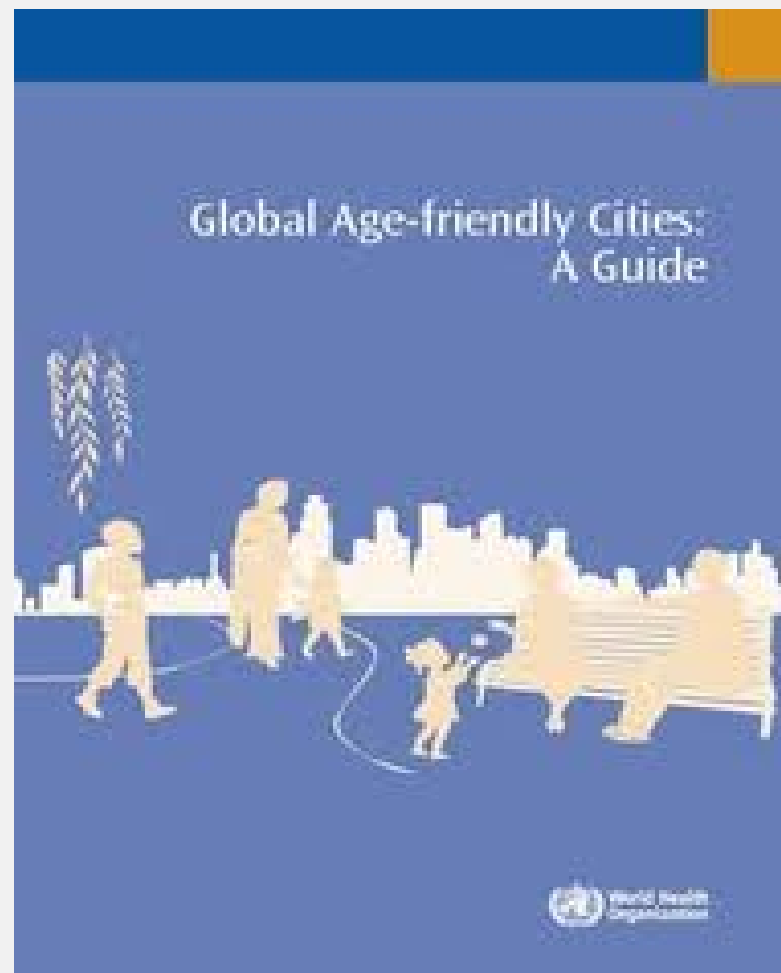
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A worldwide movement

- 302 Cities and Communities
- 11 Affiliated Programmes
- 33 Countries
- 118 Million People Covered



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GM Ageing Hub Themes

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

GM Ageing Hub Progress

- **GMCA** support
- **Steering** Group
- **Conference** on 16th February
- **Partnership** Group
- Foresight and Policy **Reports**
- **International** partnerships
- Local engagement

GM partnership with the Centre for Ageing Better



- Centre for Ageing Better is a '**What Works**' centre for evidence based change that will improve people's lives
- **Five-year partnership** with GM agreed in March 2016
- **Priorities for pilot** projects in year 1: Economy and work and Planning, transport and housing
- Collaboration to support **UK network** of age-friendly cities

Next steps

- **Action Plan**
- **Influence mainstream strategy, policy and commissioning**
- **Research-policy-practice**
- **On-line platform**
- **Public campaign**

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