Creating an age-friendly Manchester

Paul McGarry
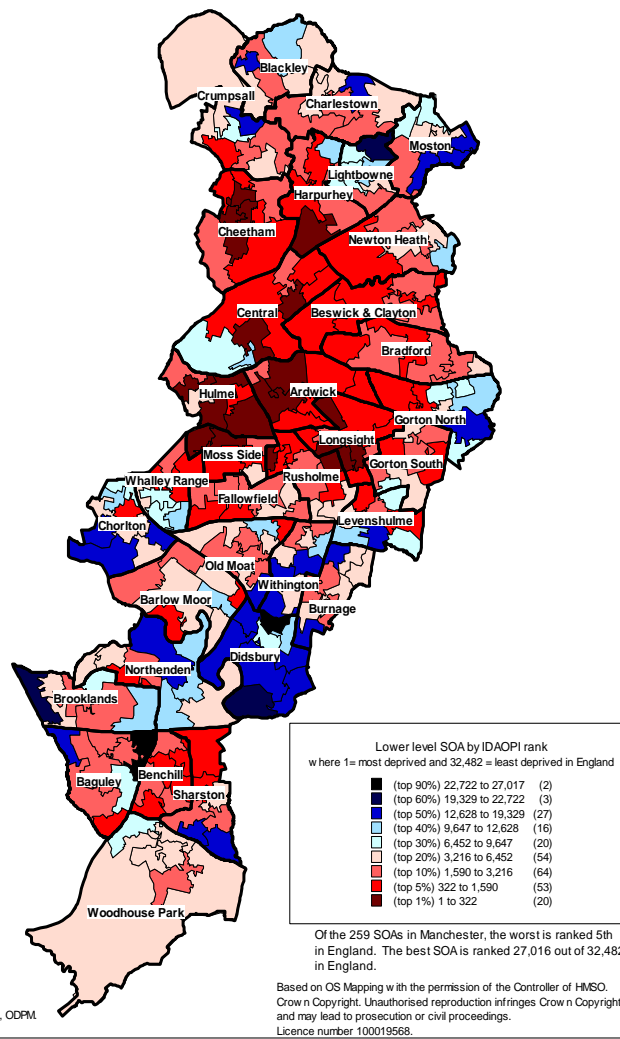Public Health Manchester
Manchester City Council

Age-Friendly Manchester - Context

- 2004 – Manchester Older People's Strategy

- 2010 – Manchester joins WHO global network of Age-friendly Cities

- 2012 – launch of Age-Friendly Manchester

The Manchester Context

Income deprivation affecting older people index (IDAOPI)

Blackley
Crumpsall
Charlestown
Moston
Lightbowne
Harpurhey
Cheetham
Newton Heath
Central
Beswick & Clayton
Bradford
Hulme
Ardwick
Gorton North
Longsight
Moss Side
Gorton South
Whalley Range
Rusholme
Fallowfield
Chorlton
Levenshulme
Old Moat
Withington
Barlow Moor
Burnage
Northenden
Didsbury
Brooklands
Baguley
Benchill
Sharston
Woodhouse Park

Lower level SOA by IDAOPI rank
where 1= most deprived and 32,482 = least deprived in England

- (top 90%) 22,722 to 27,017 (2)
- (top 60%) 19,329 to 22,722 (3)
- (top 50%) 12,628 to 19,329 (27)
- (top 40%) 9,647 to 12,628 (16)
- (top 30%) 6,452 to 9,647 (20)
- (top 20%) 3,216 to 6,452 (54)
- (top 10%) 1,590 to 3,216 (64)
- (top 5%) 322 to 1,590 (53)
- (top 1%) 1 to 322 (20)

Of the 259 SOAs in Manchester, the worst is ranked 5th in England. The best SOA is ranked 27,016 out of 32,482 in England.

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Source: IMD 2004, ODPM.

Planning Studies, Chief Executive's Department. May 2004

Profile of disadvantage

- Second lowest male life expectancy in England

- Low numbers of over 60s

- High levels of pensioner poverty, ill-health & disability

- High levels of population churn & significant BME population

Ageing in the city

"There is **emerging evidence** that urban environments may place older people at a heightened risk of isolation and loneliness."

- **Changes in which urban spaces** are developed to meet the needs of younger consumers;

- Older people's social well-being is prone to **changes in population**. The loss of family members, friends and neighbours has implications for the maintenance of stable social relationships.

- Older people are affected by **changes linked to social issues**, such as changes in services and levels of crime."

Scharf/Gierveld 2008

The Manchester Perspective

Social Inequalities in Later Life

Social exclusion in later life

- Material resources
- Social relations
- Civic activities
- Basic services
- Neighbourhood exclusion
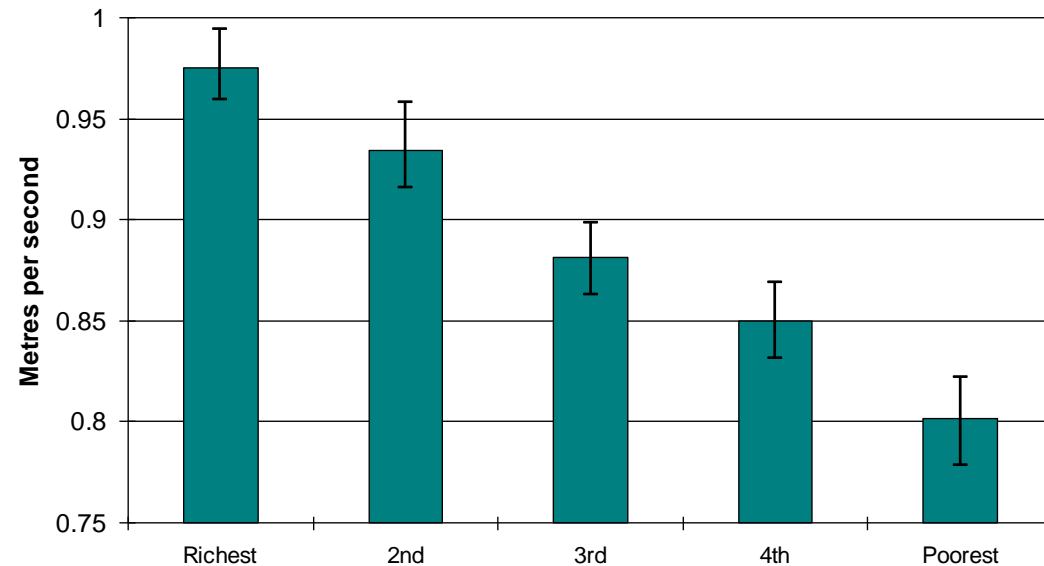
Scharf et al 2004
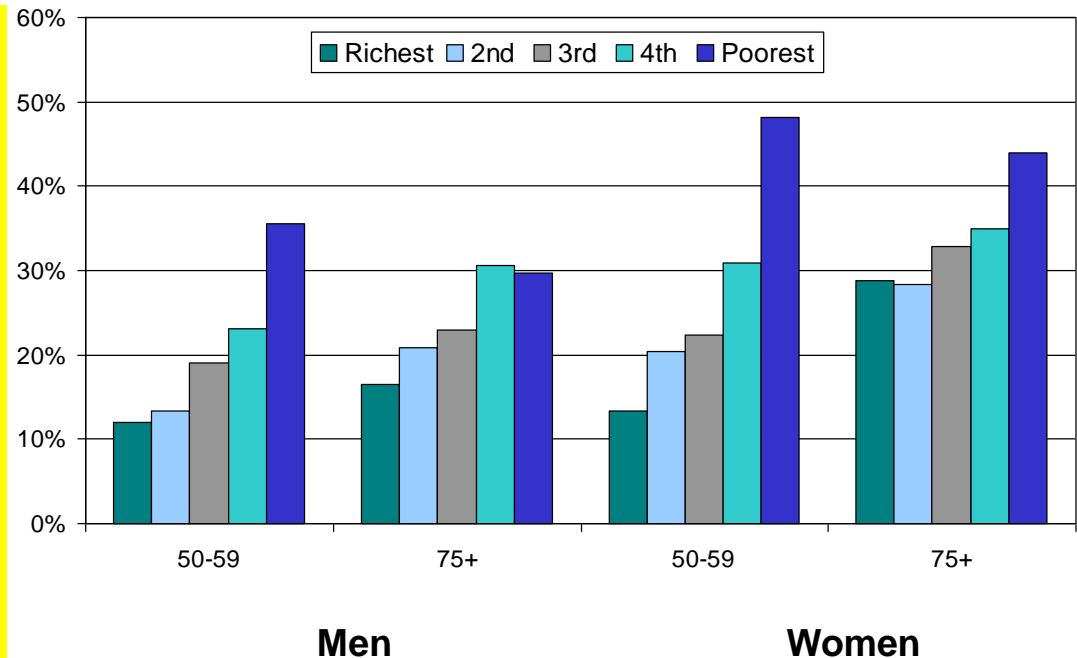
Mean walking speed and wealth

English Longitudinal Study of Ageing

The Manchester Perspective

Social Inequalities in Later Life

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Scharf et al 2004

Depression and Wealth

English Longitudinal Study of Ageing

Citizenship-based approach

- asset-based model: building on resources of the city and its older citizens

- focus on civic participation and social inclusion

Citizenship-based approach

| Medical	Care	Citizenship
Patient	Customer	Citizen
Focus on individual	Focus on individual, family and informal networks	Focus on neighbourhood and city
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 Approach in Practice

- **community-led**

- **working with older people**

- **alternative programmes**
  age-friendly design
  cultural offer
  challenging representations
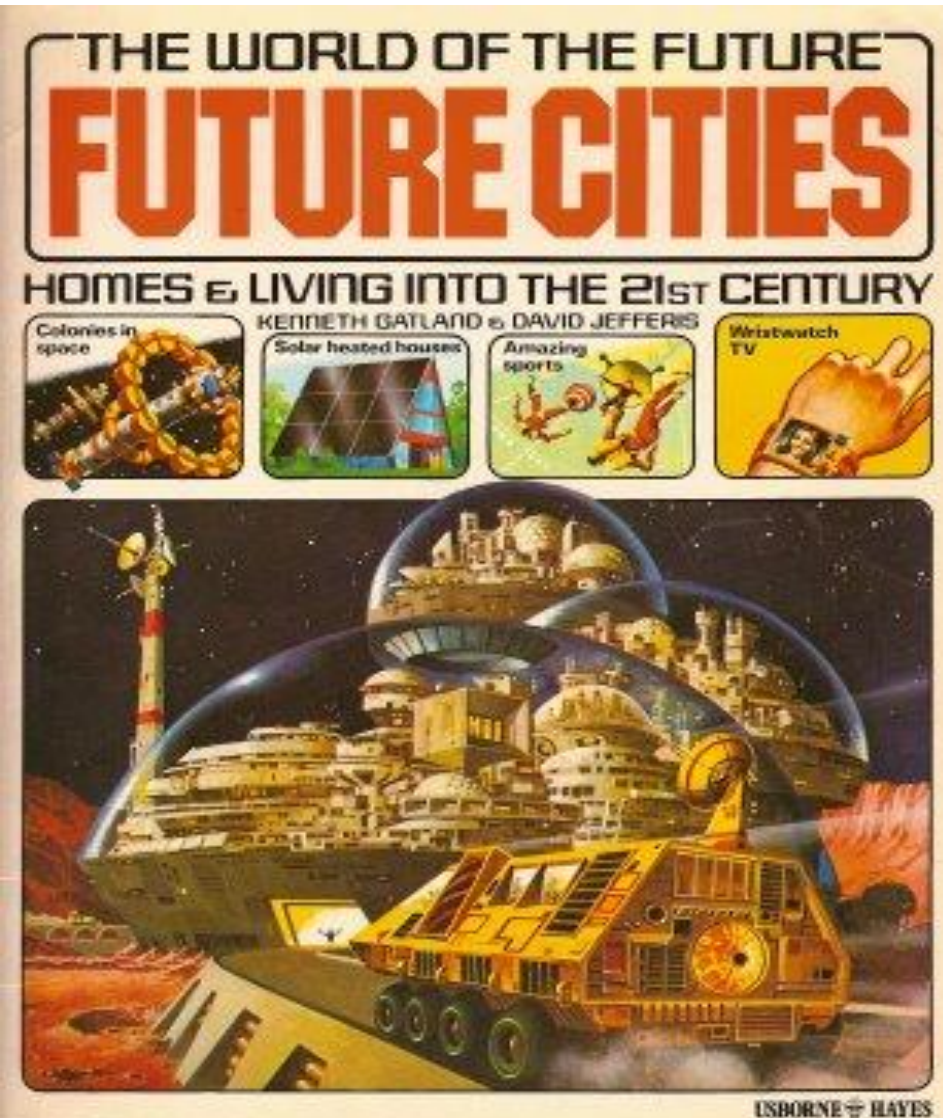 of ageing
  age-friendly workforce

Age-friendly Manchester: *Why now*?
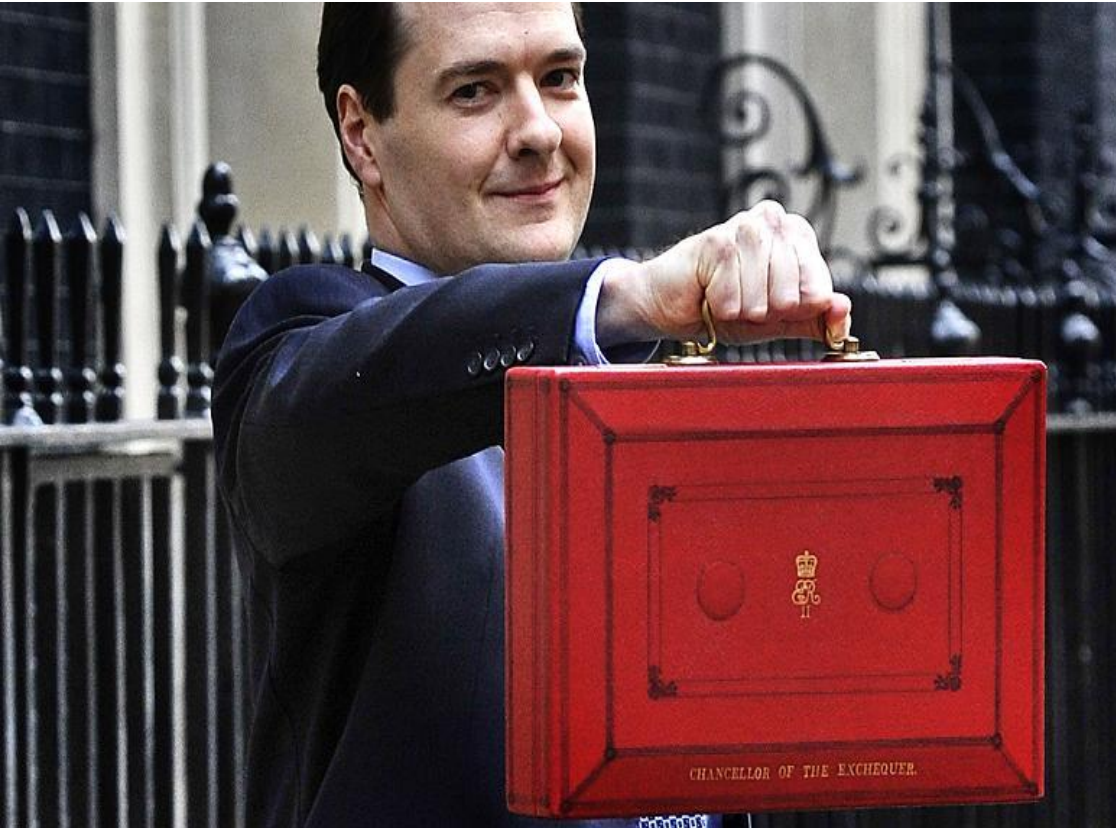
- Impact of cities on ageing
- Austerity, and centralisation of services
- Reduce demand
- Sustainable and balanced communities

About Age-Friendly Manchester: *Programme themes*

THE WORLD OF THE FUTURE
FUTURE CITIES
HOMES & LIVING INTO THE 21st CENTURY
KENNETH GATLAND & DAVID JEFFERIS
Colonies in space
Solar heated houses
Amazing sports
Wristwatch TV
USBORNE HAYES

- Age-friendly **neighbourhoods**
- Age-friendly **services**
- **Research** and **innovation**
- Older people as **leaders**

Thanks….
For more information:
www.manchester.gov.uk/vop

We're here!