

GREATER MANCHESTER

DOING AGEING DIFFERENTLY

Housing Planning and Ageing

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Greater Manchester Ageing Hub

- Greater Manchester Ageing Hub in 2016 to coordinate a strategic response to the **opportunities and challenges of an ageing population**
- Ageing is one of ten **Mayoral priorities**, Greater Manchester Strategy
- 2018: UK's first **age-friendly city region**, World Health Organization
- **Strategic Partnership with the Centre for Ageing Better** since 2016
- Focus on **reducing inequalities** across all of the objectives



Age-friendly
Greater Manchester:
**The place
to grow older**



Age Friendly Strategy 2020-2023

Our aim is to support older people to live happy and healthy lives

Which means people will :-

- Be better connected
- Have improved health and wellbeing
- Have improved access to services
- Live in homes and neighbourhoods that meet aspirations and support independent living

Measurable outcomes:-

- 40 older people a year helped to right size
- 500 new homes built by 2023
- Maintain GM Mayoral Challenge award for Age Friendly work in Old Moat/Withington and Burnage
- Peer support network rolled out

Holland Court - refurbishment



Affordable homes – Choice and Options



Minehead Court

Withington, Manchester

64 homes

Mixture of houses and Age Friendly living apartments specifically designed for older people.

Comprises 33 Affordable Rent flats, 21 Older Persons Shared Ownership flats and 10 General Shared Ownership houses

- Total Scheme Cost: £8.8m
- 1st Tranche: sales 58%



Mersey Bank



Background

Age Friendly Strategy priority to :

'increase the supply of Age-Friendly homes for those in mid and later life',

Led by a cross sector Housing, Planning and Ageing Group, chaired by Karen Mitchell from Southway Housing.

Invested in **understanding the evidence-base:**

Manchester School of Architecture, MICRA, PRU, NIHR, Centre for Ageing Better and work of the GM Older People's Network

Work on both new and existing housing and meeting the needs of an ageing population across a range of partners in Greater Manchester

➤ Delivery Plan to bring our ambition to reality "on the ground" over next 3 years

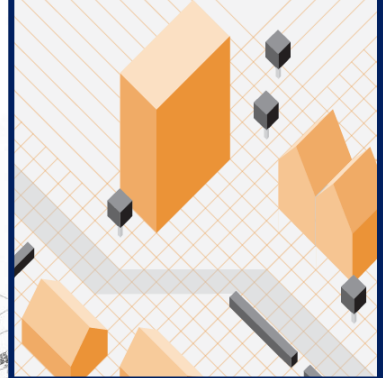
- Centre for Ageing Better and GMCA funded
- Development commissioned from Arc4 Consultancy
- Extensive stakeholder engagement, including roundtable with commercial developers facilitated by Pozzoni Architects

A Design for Life

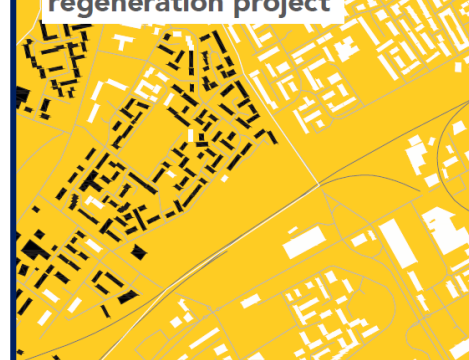
/// Urban practices for an age-friendly city



RIGHTSIZING:
Reframing the housing offer for older people



Developing age-friendly communities in the Northern Gateway urban regeneration project



Research Team: Camilla Lewis, Mark Hammond, Niamh Kavanagh, Chris Phillipson, Sophie Yarker



Supported by: Greater Manchester City Council, Centre for Ageing Better

Greater Manchester Older People's Network



Me and My Home:
Our Housing Manifesto

Most people want to age well at home, remaining part of their community, connected with family and friends. We believe that decision makers in Greater Manchester across planning, housing, health and care need to reflect this aspiration and set it as an underlying objective, for all their policies, and then work together to ensure that all older people have access to a decent home in later life.

We believe that everyone should have access to a decent home, whatever their age, including in later life.

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Purpose of Delivery Plan

Promotes an **agreed vision** across Greater Manchester

Secures a **focus on those residents in mid and later life** as a strategic response to an ageing population.

Driven by the **evidence-base**, alongside the **voice and experience** of residents in mid and later life and **practitioner knowledge**.

Generates and disseminates learning and research to inform policy and practice.

Brings our ambition to reality **"on the ground"** through the collaboration, co-production and delivery of a **wide range of projects by partners** across the city-region.

Strategically aligns with:

- Our other age-friendly programmes and priorities
- Other specialist housing programmes e.g. Healthy Homes and Dementia United Commissioning Framework.
- GMCA housing strategy and priorities
- Greater Manchester's ambitions to tackle inequalities

Coordinated through annual workplan at the Housing, Planning and Ageing group

Our Vision

'The housing choices across Greater Manchester, for people in mid and later life, are diverse. Established neighbourhoods respond to different needs and aspirations, promote social connections and support equality, positive health, well-being and independence.'

5 main themes



1. Securing a space across the Greater Manchester Strategy and Policy landscape
2. Resetting the conversation from vulnerable to valuable
3. Making an impact **'on the ground'**
4. Promoting 'Improve or Move' across Greater Manchester
5. Promoting, influencing and celebrating homes and places that enable older people to live well in later life

An Age-friendly Housing Charter

A central cross-cutting ambition of the Delivery Plan to develop a Greater Manchester 'Age-Friendly Housing Charter'. Underpins the HAPPI principles, HoME Coalition, and recommendations of the Good Home Inquiry while reflecting a local agenda.

- Co-designed with people in mid and later life
- 'Practical guide' for developing new homes and retrofitting or investing in existing homes
- Formal recognition or accreditation with branding and celebration
- Retrospective award
- Showcasing impact on the ground, *"what we mean"* and *"what we want"*



Feedback on the Delivery Plan so far



- Delivery Plan welcomed and supported by stakeholders with support for the agenda and the ambition
- Providing the focus of a 3-year structure to “get on and do” welcome
- With recognition that the longer term ambition, opportunities and solutions will grow and develop
- Recognition that delivery sits in a wide range of places across Greater Manchester
- Started to create new conversations, excitement and momentum
- Formal launch September 2021



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Visit: www.greatermanchester-ca.gov.uk/what-we-do/ageing/