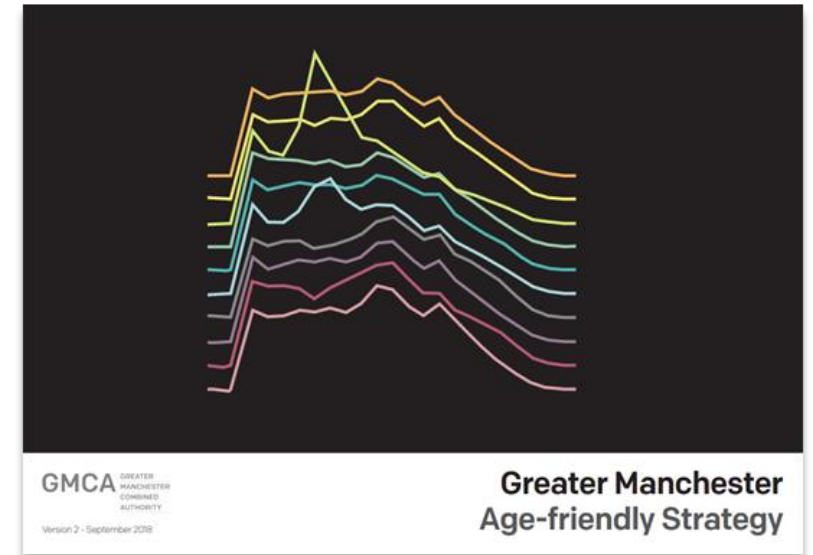


# Building an Age-Friendly City-Region: Lessons from Greater Manchester

Nicola Waterworth, Strategic Programme Lead, GM Ageing Hub, GMCA  
[nicola.waterworth@greatermanchester-ca.gov.uk](mailto:nicola.waterworth@greatermanchester-ca.gov.uk)

# GM Ageing Hub

- Established in 2016.
- WHO Age-friendly City Region.
- Partnership of GM-based research institutes, public services, businesses and the voluntary, community, faith and social enterprise sector, working with national and international partners.
- Led by Greater Manchester Combined Authority and an Executive Group, chaired by Chief Executive, Bury Council
- 10-year GM Age-Friendly Strategy.
- Alongside GM Older People's Network and Mayoral Older People's Equality Panel.
- Core team at GMCA convening wide-range of partners.



# Ageing in Place Pathfinder, 2022-2025

- Tested an **innovative place-based model** to support social connection and improve quality of life in 10 Greater Manchester neighbourhoods
- **Spatially targeted** to tackle social isolation, health and financial inequalities.
- **Listening to older people**, building on local strengths.
- **Partnership** led by GMCA working with Manchester Metropolitan University MU and range of lead delivery partners.



"Involvement in creating these improvements as part of a community of place have significant potential for supporting health improvements, especially in areas identified as experiencing health inequality."

MMU evaluation in progress.

# Looks & feels like in a neighbourhood

What's it like  
to live here?

How can we  
make it  
better?

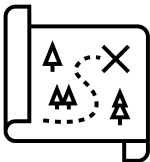
How can we  
work  
together?



Inclusive  
engagement  
building trusted  
partnerships



Shared understanding  
of place



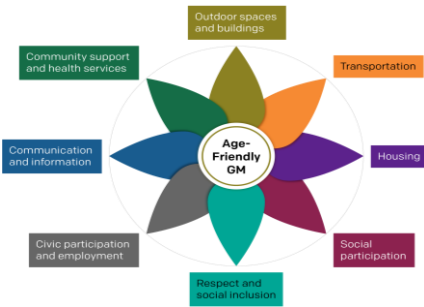
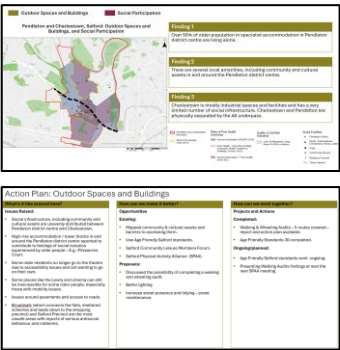
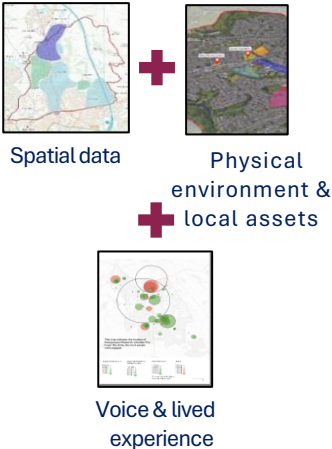
Action planning  
delivers local  
responses



Community and  
resident leadership



Sense of belonging &  
healthy ageing



# Inclusive engagement in practice...



# View from Brinnington in Stockport



# Shaping the physical environment: key lessons

- Physical environment of place **critical to social connection and healthy ageing**
- **Information** about what is happening: Community Calendars, getting involved, digital & non-digital
- **Create age-friendly space:** safe, inclusive & welcoming spaces for social connection, advice & information.
- **Walking & accessibility:** walking audits, assessments, improvements, groups, maps, benches.
- **Community safety & inter-generational connection.**
- **Topography matters:** Ridge Hill, clue is in the name!
- **Green Spaces:** connection with nature, well-being
- **Transport:** dialogue about “getting out and about”



“It’s a safe place, a warm place, it’s a place where you can come and have a brew or a nice meal but it’s where you’ll meet people and friends.”

# Growing our approach & opportunities in Greater Manchester

- **Live Well in Later Life** – part of the GM Live Well ambition
  - Partnership with GM Housing Providers
  - Connecting homes in places
- **Housing First for an Ageing Population (GM Strategy)**
  - Rightsizing Framework
  - Home improvements & adaptations
  - Good Landlord Charter
  - Supported Housing
- **GM Housing, Planning & Ageing Group**
- **Placemaking, regeneration & development**
  - E.g. connecting with Pride in Place
  - Identifying opportunities to “design-in” older people’s voice and age-friendly design

