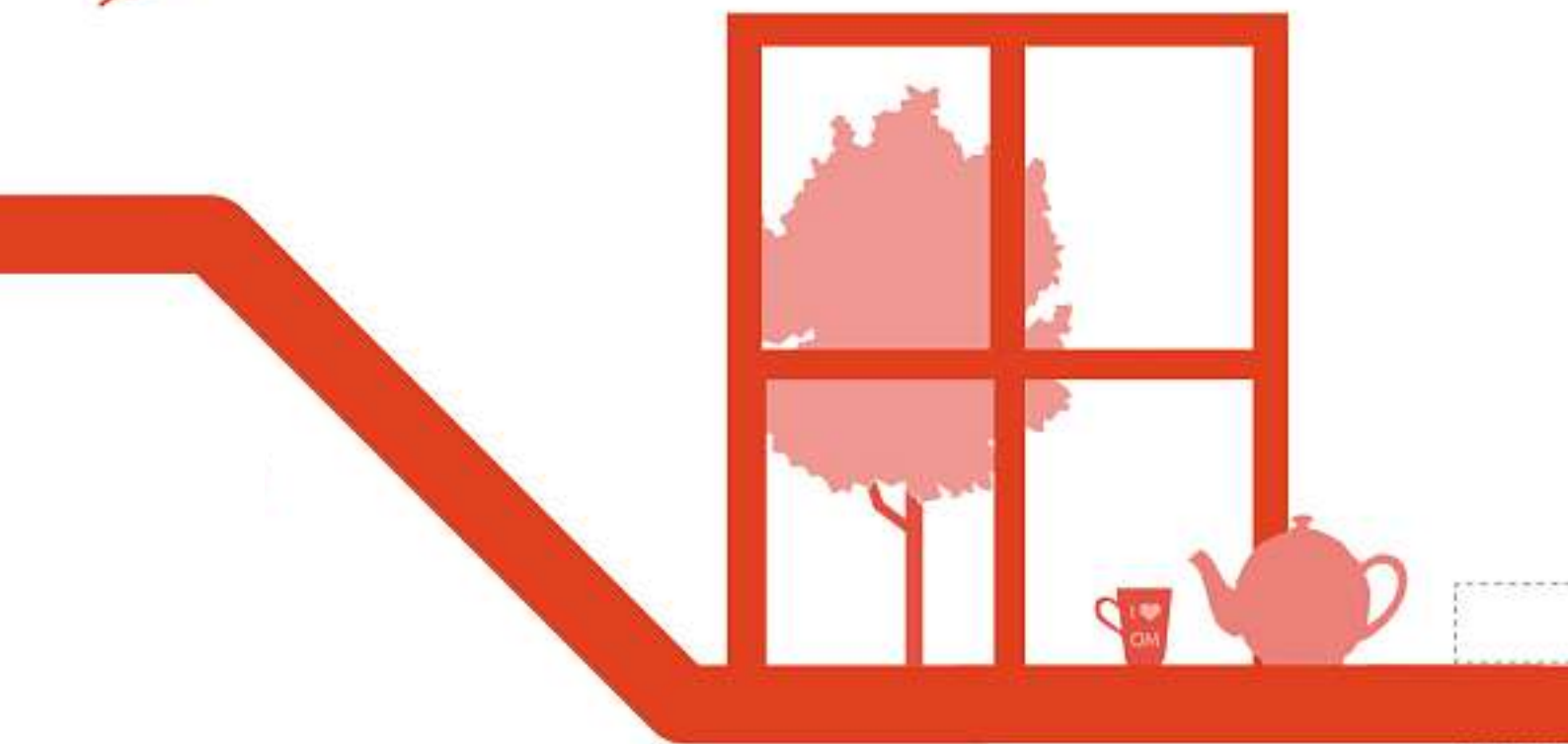


Old Moat: Age-friendly Neighbourhood Report



Version: April 2013



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Introduction

This document reports on research which investigated the ‘age-friendliness’ of the Old Moat ward in Manchester. The research set out to test the model of an ‘Age-friendly City’ developed by the World Health Organisation (WHO). The purpose of the study was to identify ways of improving the physical and social environment of the Old Moat neighbourhood and to consider the implications for other districts in the city.

The research follows a key principle of the WHO guidance by prioritising the role of older people in Old Moat in producing the research and developing plans to improve the age-friendliness of the area. The action plans prompted by the research were also developed in collaboration with key stakeholders who can influence the age-friendliness of the neighbourhood of Old Moat and the City of Manchester.

This research was commissioned by Southway Housing Trust and was carried out from May 2012 until January 2013. The research was supported by Manchester City Council ‘s Valuing Older People team. Southway Housing Trust further supported the research through the input of its dedicated Older People’ Project Officer, Catherine Morris.

Principle investigators:

Professor Christopher Phillipson, University of Manchester
Stefan White, Senior Lecturer, Manchester School of Architecture
Faheem Aftab, Leech Rhodes Walker Architects

Research assistant:

Mark Hammond, Manchester Metropolitan University





This research has been undertaken in the context of Manchester City Council being an active member of the World Health Organisation's Global Network of Age-friendly Cities.

The City joined the Global Network in 2010 and formally launched an Age-friendly city programme for Manchester in October 2012. The Age-friendly Manchester (AFM) programme brings together a set of initiatives with ambitions to improve the lives of older people in the city.

AFM represents the next phase of the Valuing Older People partnership, which was launched in 2003, by Manchester City Council, NHS Manchester and community and voluntary organisations. The first strategy 'Quality of Life Strategy for Manchester' was produced in 2004 and since then the city has made important and significant progress in many areas, as outlined in the Update Report 2004-08. The Age-friendly cities work is part of the programme of activities outlined in the latest strategy, Manchester : A Great Place to Grow Older 2010-2020, which presents a vision of Manchester as a place where older people are empowered, healthy and happy.

This research is seen in part therefore as a pilot study in a wider partnership strategy for researching, engaging and acting with older people in neighbourhoods across Manchester, to improve their experiences of living in the city. This research has the ambition of contributing to bringing together a wide range of partners to inform age-specific policy and practices in neighbourhoods across Manchester.

Paul McGarry
Senior Strategy Manager - Valuing Older People
Manchester City Council

Quality of Life Strategy for Manchester

http://www.manchester.gov.uk/site/scripts/download_info.php?downloadID=2152

Valuing Older People Update Report 2004-2008

http://www.manchester.gov.uk/downloads/file/11901/vop_update_report_2004_-08

Manchester: A Great Place to Grow Older 2010-2020

http://www.manchester.gov.uk/downloads/file/11899/manchester_a_great_place_to_grow_older_2010-2020

Southway Housing Trust is a social landlord which owns and manages 5,900 homes across South Manchester it has a particular focus on older people with 43% of households containing at least one person over the age of 60. High proportions of their older tenants live on low incomes, report that they suffer from a limiting illness or disability and, within Old Moat, have a lower life expectancy than the Manchester average.

In May 2011 Southway adopted an Age-friendly Strategy which sets out the actions they intend to take, with partners, to meet the needs and improve the quality of life of the older tenants.

Since the strategy was published, Southway has been investigating, with support from Manchester's Valuing Older People's team, how the World Health Organisations (WHO) Age-friendly principles could be used to support the achievement of objectives.

This resulted in the commissioning of the Old Moat Age-friendly research project in May 2012. The aim of the project was to establish whether or not Old Moat is "age-friendly". The findings will form a measurable action plan which will begin to address the environmental and social factors that contribute to active and healthy ageing in communities such as Old Moat in Manchester.

Catherine Morris
Older Peoples Project Officer
Southway Housing Trust

HOW TO READ THE REPORT

The WHO Age-friendly City Guidance explores the social and physical aspects that make a city more age-friendly using research headings. These headings are shown in the flower logo diagram on this page.

We have incorporated civic participation and some health service issues into the heading of 'social participation'. Employment, economic status issues and community support have been folded into the heading of 'respect and social inclusion'. In addition, physical aspects of community support and health services, civic participation and employment have been incorporated into 'outdoor spaces and buildings'.

Transportation

**Outdoor spaces and
buildings**

**Community support and
health services**

**Communication and
information**



Therefore the 6 of the 8 WHO headings we used in this report are as follows and are colour coded throughout the document according to the WHO flower as show below:

- Outdoor spaces and buildings
- Transportation
- Housing
- Social participation
- Respect and social inclusion
- Communication and information



Housing

Social participation

Respect and social inclusion

Civic participation and employment



WHO Age-friendly Cities - Cycle of continual improvement

Since 2010, Manchester has been an 'age-friendly' city. This means it is committed to improving the lives of its older residents and preparing for future demographic change. Cities in the WHO Age-friendly cities programme commit to a continual cycle of planning, implementing, evaluation and continual improvement, with each cycle lasting 5 years.

1. Planning (Years 1-2):

This stage includes four steps:

- a. Establishment of mechanisms to involve older people throughout the age-friendly city cycle.
- b. A baseline assessment of the Age-friendliness of the city.
- c. Development of a 3-year, city-wide plan of action based on assessment findings.
- d. Identification of indicators to monitor progress.

2. Implementation (Years 3-5)

On completion of stage 1, and no later than two years after joining the Network, cities will submit their action plan to WHO for review and endorsement. Upon endorsement by WHO, cities will then have a three-year period of implementation.

3. Progress evaluation (end of year 5)

At the end of the first period of implementation, cities will be required to submit a progress report to WHO outlining progress against indicators developed in stage 1.

4. Continual improvement

If there is clear evidence of progress against the original action plan, cities will move into a phase of continual improvement. Cities will be invited to develop a new plan of action (duration of up to 5 years) along with associated indicators. Progress against this new plan will be measured at the end of this second implementation period. Cities will be able to continue their membership to the Network by entering into further implementation cycles.



Year 1-2

Year 3-5

I. Planning

- a. Involving older people
- b. Assessment of age-friendliness
- c. Develop an action plan
- d. Identify indicators

2. Implementation

- a. Implement action plan
- b. Monitor indicators

4. Continual improvement

5-year membership cycle

3. Evaluation

- a. Measure progress
- b. Identify success and remaining gaps
- c. Submit progress report



Executive Summary

Old Moat in an Age-friendly Manchester

- 1.** This report arises from a commission from Southway Housing Trust to conduct a community audit and to create a project evaluation framework based on the Age-friendly Cities framework developed by the World Health Organisation (WHO). The project was asked to address the environmental and social factors that contribute to active and healthy ageing in communities such as Old Moat in Manchester.
- 2.** The research questions which underpinned the work were defined by the project team as follows: how age-friendly is Old Moat now? What would make Old Moat more age-friendly? How can we know we are succeeding? How can we use the findings and methodologies developed in the work in other neighbourhoods in Manchester and beyond?
- 3.** In response to these questions the research team carried out a systematic review of the literature, assessed the physical environment, collected spatial data, conducted focus groups within the Old Moat neighbourhood, carried out a community audit, developed an action plan, and constructed a research and evaluation toolkit.
- 4.** The research project drew upon a range of disciplines (including architecture, urban design and planning and urban sociology) to develop its approach to understanding the characteristics of the neighbourhood and the ways in which it might develop in the future.
- 5.** A feature of the work was the emphasis on participation by older people themselves: contributing to the design of the research, assisting in data collection (through the community audit) and providing feedback on the results.
- 6.** The study of the physical environment of Old Moat highlighted the way in which the priority given to cars conflicted with the original design of the estate and that the district centre appeared to be in decline with an increasing focus on younger people. Study of spatial data confirmed 'clusters' of older and younger people in particular areas – the former around the Minehead Centre and in properties owned by Southway Housing Trust. Services and shops are focused around Withington district centre with limited facilities for those living on the periphery of the estate.
- 7.** The focus groups and community audit produced a number of findings of significance for developing an age-friendly neighbourhood. Among these were: the commitment of residents to improving the area; concerns about the deterioration in the physical environment – especially in respect of pavements, seating, and the lack of public toilets; the perceived decline in the shopping area in Withington centre (with the increase in 'take-away' outlets and charity shops); the positive attitudes to public transport and its importance in helping to maintain social networks; the contrast (and occasional tensions) between a highly mobile young population (students and recent graduates) and an older population of long-term (in some cases lifetime) residents; and the perceived lack of community spaces and the geographical isolation of those that do exist (e.g. the Minehead Centre).
- 8.** Following an assessment of the findings the research developed an Action Plan for Old Moat was developed based on key areas of the WHO framework: Outdoor spaces and buildings, Transport, Housing, Respect and Social Inclusion, Social Participation and Communication and Information.

Key actions points under the headings included:

- 1.** Reducing the confusing lay-out of the estate through improved street design; enhanced maintenance of pavements and physical environment; improving pedestrian links to the Minehead Centre; ensuring key assets are accessible by pedestrians and cars.
- 2.** Build on positive views about the quality of public transport serving Old Moat; maximise benefit of Metrolink to older residents; improve crossing points across Princess Rd.
- 3.** Build on attachment to home and neighbourhood and strength of informal networks as basis for age-friendly community; consider potential of creating a 'Naturally Occurring Retirement Community' (area around and including Minehead Centre and Le Bas House) to develop new facilities and methods for supporting vulnerable groups.
- 4.** Encourage community action to strengthen informal social networks and support older residents as advisors and contributors to neighbourhood development; promote better communication between groups; ensure accessibility to transport links; explore ways to improve range of shops in the district centre; develop Copson St. as an exemplar of an age-friendly shopping centre; establish community-police partnership.
- 5.** Develop more inter-generational activities and spaces drawing upon initiatives stimulated by the Centre for Intergenerational Practice; work with Valuing Older People team to provide intergenerational training for residents to assist development of projects.
- 6.** Work with community groups to include older people issues as part of their wider programme; provide a community space in the remotest part of the estate (to include informal meeting space, community garden, local shop/café, help with assistive technology and mobility equipment); improve range of services targeted at older adults in facilities such as Withington Leisure Centre and Adult Learning Centre.
- 7.** Ensure availability of Minehead Centre to a variety of groups – within and across generations; commission a Transformative Community Development programme, building on the latest methodologies and experiences of local initiatives.
- 8.** Create an integrated communication plan bringing together different agencies; work with faith groups to improve awareness of their role throughout the community.
- 9.** Establish older person-focused activities in Withington Library; promote social side of library service through coffee afternoons; utilise Southway emergency telephone contact to vulnerable adults as a community-building tool; base Housing Neighbourhood Officers in the remote parts of the Old Moat Estate.



I. Research Questions

The team identified the following research questions:

- **How age-friendly is Old Moat now?**
- **What would make Old Moat more age-friendly?**
- **How can we know we are succeeding?**
- **How can we use the findings and methodology of the report to answer these questions in other neighbourhoods in Manchester and beyond?**

In response to these questions the research team carried out a systematic review of the literature, assessed the physical environment, collected spatial data, conducted focus groups within the Old Moat neighbourhood, carried out a community audit, developed an action plan, and constructed a research and evaluation toolkit.

This document is one of a set of three. This document summarises all aspects of the research and is the main report. Full detail of the research process can be found in the **Old Moat: Age-friendly Research Portfolio**. The methods and techniques which were used for each part of the research are included in a separate document called **Old Moat: Age-friendly Research and Evaluation Toolkit**. Resources in that document and other important information sources are referenced in the body of this document as a 'toolkit resource', for example as follows:



Toolkit Resource

- For full details of the research findings from the individual elements of research and how these were spatially located and correlated as an aid to developing an action plan see the **Old Moat: Age-friendly Research Portfolio**
- **WHO Global Age-friendly Cities: A Guide** available at http://www.who.int/ageing/age_friendly_cities_guide/en/index.html

This document also presents the findings in relation to the proposed action points on an action plan map in order to show the inter-relation between these findings and the location of any proposed interventions. The **Old Moat: Age-friendly Neighbourhood Action Plan** is available as a separate large-scale plan.

All the documents described above can be viewed and downloaded from <http://www.southwayhousing.co.uk/agefriendly>

2. Review of the Literature

Developing what has been termed ‘age-friendly’ communities has become a significant issue shaping policies for older people. City regions of the UK will need to plan ahead both for an ageing population but also one where there are more people living into their late-70s, 80s and beyond: Liverpool City Region will have 17.3 per cent of its population aged 75 and over by 2036; Sheffield 15.1 per cent; Leeds 14.2 per cent; and Greater Manchester 14.2 per cent. The World Health Organisation (WHO) defines an age-friendly city as one that: ‘... is an inclusive and accessible urban environment that promotes active ageing ... In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities’.

Older people may be highly sensitive to changes in the physical and built environment given its significance for the maintenance of identity, and because of the amount of time spent in the home and neighbourhood. Older people may experience urban areas as ‘unfriendly’ for a variety of reasons—many of these shared with other age groups but in some cases experienced in a more intense form because of the vulnerabilities associated with age. Neighbourhoods characterized by economic and social deprivation present a particular challenge. This can in part be attributed to the relatively high rates of both personal and property crime that may characterize such localities. The experience of crime and the fear of being a victim of crime can act as barriers to the maintenance of a ‘normal’ daily life. Fear among older people of moving beyond the home environment during the evening and night has been confirmed in a variety of research studies.

Processes of neighbourhood change may create particular difficulties in old age. Research in two contrasting neighbourhoods in Montreal, Canada, reported older people experiencing problems associated with gentrification, this triggering social exclusion and isolation within the community. Loss of social spaces dedicated to older people was a particular issue, leading to invisibility and loss of influence in neighbourhood planning.

Urban environments can, however, bring considerable advantages to older people: the resources characteristic of urban economies suggest major opportunities for developing policies of relevance to a more diverse population of older people; even in areas of high economic and social deprivation, older people report a strong sense of identification within their community; rather than providing limited social support, urban environments may provide assistance from a wider range of networks as compared with rural areas; and may provide a variety of advantages (such as access to leisure and cultural facilities) for those moving into retirement.

Studies of communities seeking to implement the age-friendly approach have identified the following elements as important: **features of the external environment:** availability of public toilets; range of local shops/ impact of loss of variety of shops; development of multi-generational spaces and planning for mixed-use neighbourhoods. **Street design:** support for different types of mobility, including walking, self-propelled and electric wheelchairs, public transit as well as cars. Places to rest in public areas. **Transportation:** importance of good transportation for maintaining quality of daily living; designing age-friendly vehicles or equivalent; design and location of transport stops. **Information and communication:** problems arising from lack of information about local activities which limit participation; problem of inaccessibility of events which are taking place; and fear of being left out of the ‘mainstream’. **Neighbourhood issues:** impact of changing neighbourhoods; importance of maintaining cohesion and links with a range of age and social groups. **Social issues:** isolation of some groups of older men; vulnerability to isolation of caregivers.

The WHO guidelines suggest that social effects such as feelings of empowerment can be enabled by the physical environment of the city in which we live. In design terms, the age-friendly city programme aims to promote the production both of inclusive urban environments and the design of objects that sit within those environments (e.g benches, drop kerbs etc.). The principles of inclusive design aim to accommodate the broadest range of bodily shapes and movements, in the belief that designers and manufacturers should ensure that buildings, products and services address the needs of the widest possible audience. An inclusive urban environment is more broadly defined to consider a range of interlocking social and physical concerns, where all users, whatever their abilities, are able to carry out their day-to-day activities comfortably, effectively and safely without being restricted by poor design, maintenance or management.

There is a large body of literature on the relative merits of ‘medical’ or ‘social’ approaches to disability, including positions which argue for moving to a ‘capability’ model to avoid the negative comparisons with a ‘normal’ level of ability. The ‘social’ model asserts that whilst individuals may have impairments that may or may not require medical treatment, this need not prevent disabled people from being able to live a normal and fulfilling life. This view stresses the importance of broader attitudinal and environmental factors in shaping disabled people’s lives arguing, in effect, that disability is socially produced. While the WHO Age-friendly cities model argues for a positive approach drawing on the concept of ‘active ageing’, it can still be seen to assume a ‘deficit’ model in that the ‘city’ is understood to impact in particular ways upon older people (and for example, the WHO documentation refers to ‘the disability threshold’). Researchers with an interest in the ‘capability’ model suggest taking an ‘asset based’ approach where older people are seen as a positive part of the everyday life in the city (Durie and Wyatt, 2007).

The main mechanism to ensure that design of the urban and built environment is inclusive or accessible tends to be through legislative ‘access directives’ such as The Disability Discrimination Act (DDA) (1995). Building Regulations Approved Documents (Part M), and specific local initiatives such as Manchester’s ‘Design for Access’ which can be seen to be based on a medical model (Imrie, 2001). In design terms, favouring a social model of disability leads to attempts to contextualise legislation and design guidance for accessibility (Imrie and Hall, 2001:36), moving from offering specific advice to examining the commissioning and construction issues which prevent designers from doing ‘good’ work or being more inclusive. For example, Hanson (2007) raises the issue that while the DDA and associated guidance such as Manchester’s own ‘Design for Access’ directly address the design of physical features within the built environment that are a barrier to access, many commercial and public buildings are still not accessible for wheelchair users. At the same time, accessible environments cannot be provided by technical design alone without a corresponding shift in social attitudes and values.

The production of accessible environments and buildings is part of a prominent strand of contemporary architectural theory which builds on a long tradition of promoting the role of the user in the determination of the design product itself, thereby ensuring accessibility through participatory design. Emphasis should be placed, it is argued, on the role of social participation in the definition of physical environments at all scales as a crucial part of design practices. To this end there is increasing interest in the role of participatory design processes in achieving social goals alongside design interventions or even instead of physical changes. Such moves are echoed by both housing providers and professional architectural organisations. For example, the Northern Housing Consortium (NHC) argues the need: “To develop new and innovative local approaches to decision making and neighbourhood management by involving people more effectively.”

(NHC, 2010: 5); and the Royal Institute of British Architects (RIBA) (Kaszynska et al., 2012) argue that involving communities in planning on a collaborative, rather than purely consultative basis, will not only lead to more successful developments, it can also generate social capital and stronger, more cohesive communities. It recommends, for example, that: 'The benefits of good design and meaningful community engagement should be recognised as a measurable social outcome, and Government should appoint an independent panel of experts to define the metrics and structures required to capture the social value created through the neighbourhood planning process'.

Achieving a more accessible built environment might require legislation and design guidance in order to specify technical solutions that meet the physical requirements of those with disabilities, but embracing a more inclusive approach to design has the potential to achieve far more in terms of social justice and inclusion. Making the environment more accessible for older and disabled people requires a change in social attitudes, values and practices based on increased participation. For example, Miller and Russell (2012) identify the importance of working with individuals and communities in order to develop new connections and build relationships.

In conclusion, the value of age-friendliness lies in its challenge to re-assess the values (and ideals) that might be nurtured within urban communities. From the 1960s onwards researchers argued the case for celebrating the diversity of city life. Researchers have identified the need for what has been termed the 'social city' – one that promotes connections between people. A key observation here is that the way we build and organise can help or hinder social connection. At worst, failed approaches can build-in isolation, with long-term damage to quality of life and physical and mental health. These—and similar ideas—are relevant to developing age-friendly cities and arguably need closer integration with the work of those involved in developing the infrastructure of urban areas. Thus despite the many obstacles to implementing this approach, its potential for reminding us of the values to be nurtured for harmonious city living are important and certainly relevant for building communities fit for larger populations of older people.

Building on the Literature Review, the following principles for developing age-friendly neighbourhoods might be identified:

First, they should provide a mechanism for empowering older people and ensuring social participation in the broadest sense.

Second, they should seek to preserve social diversity within communities, encouraging a mix of generational groups wherever possible.

Third, they should promote integration between the physical and social dimensions of the environment.

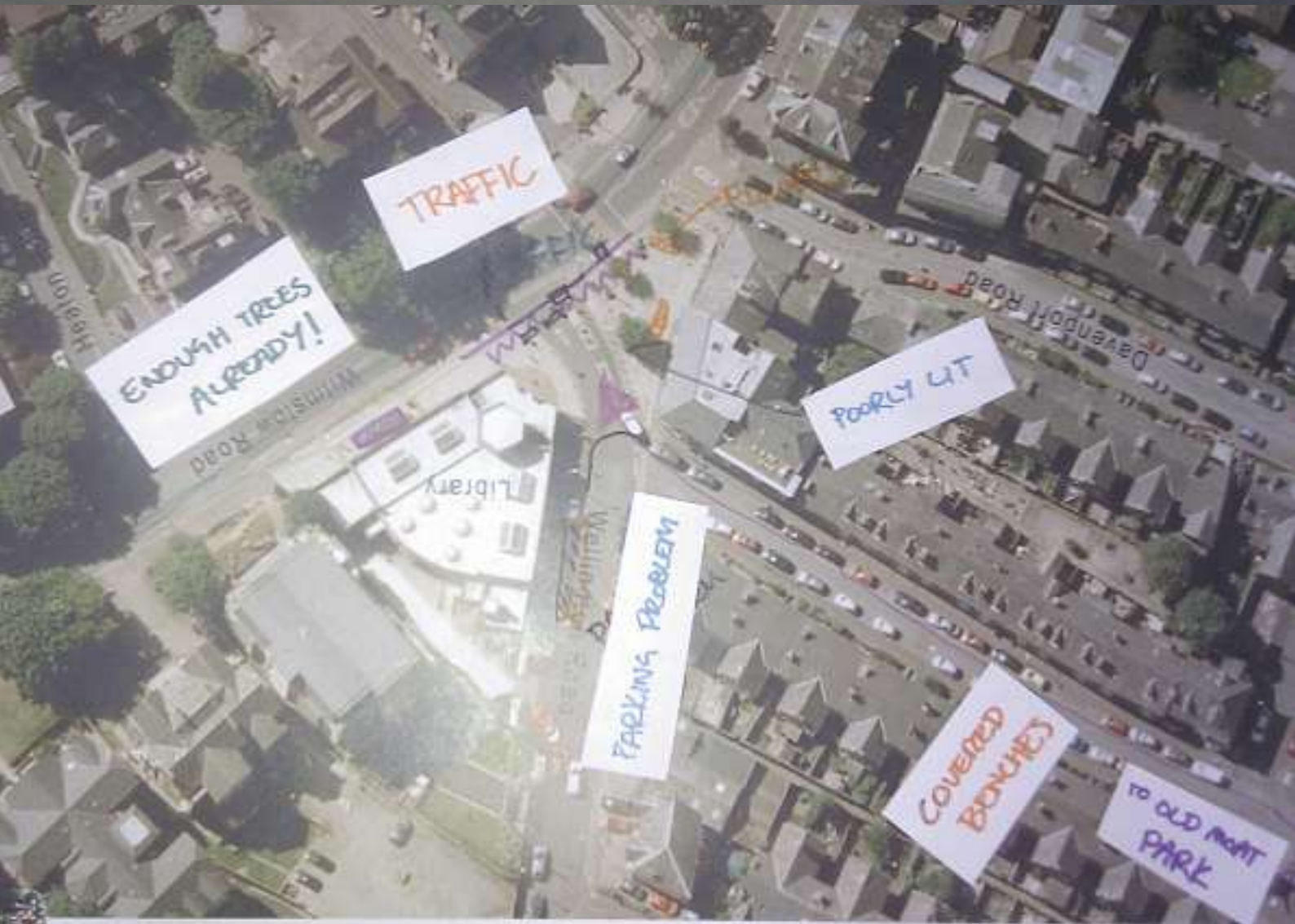
Fourth, they should promote collaboration across a broad range of stakeholders, not least older people themselves.

This review of the literature suggests an important distinction might be made between, first, environmental modifications (e.g. introducing new facilities such as community centres, improving the physical infrastructure of the neighbourhood); second, environmental adaptations (e.g. identifying walkable areas; improving communication about neighbourhood events). The former has the potential to bring significant improvements to the quality of life of older people but may take longer to achieve. The latter can be highly cost-effective and quicker to implement. Against this, highly challenging environments may present limited opportunities for improvement – especially in the short and medium-term.



Toolkit Resource

- Full literature review, including bibliography and references is available in the **Old Moat: Age-friendly Research Portfolio**
- Manchester: a Great Place to Grow Older 2010-2020. Manchester City Council Valuing Older People. Available at http://www.manchester.gov.uk/downloads/download/3601/summary_manchester_a_great_place_to_grow_older_2010-2020



3. Participatory Research

The research team and Southway Housing Trust recruited three groups of volunteers to assist with the research and to provide specialist knowledge of the area, either as a resident or as a representative of a service provider or external stakeholder. The concept of the research was presented to different groups and terms of reference agreed. Participants comprised focus groups (including walking interview and mobility diary exercises), Project Champions and Community Auditors.



Toolkit Resource

- Volunteer Group constitution [FIG 1-5]
- Project Champions Group: WHO workshop matrix [FIG 6]

The Community Auditors undertook the interviewing and information gathering for the community audit. They were present at a number of communication events where research findings were shared and input and discussion about both findings and actions were sought.

Overview of Engagement Events

MARCH:

Withington Methodist Church
Project Launch Event

MAY:

Thursday 24th May 2012 - Southway Housing Trust at Aspen House
Project Champions Group meeting

JULY:

Wednesday 4th July 2012 - Withington Methodist Church
Project re-launch event

Saturday 14th July 2012 Withington Market
Market stall engagement

Tuesday 17th July 2012 Old Moat SureStart Centre
Focus Group 1 [mixed group]

Tuesday 24th July 2012 - Old Moat SureStart Centre
Focus Group 2 [mixed group]

Tuesday 31st July 2012 - Old Moat SureStart Centre
Focus Groups 3 and 4 [Southway Tenants]

AUGUST:

Wednesday 15th August 2012 - Le Bas House
Focus Group 5 [Sheltered Housing residents]

Monday 20th August 2012 - Withington Fire Station Community Rooms
Focus Group 6 [Service Provider network]

Wednesday 22nd August 2012 - Withington Library
Library Design Workshop [Minehead Centre users]

Friday 24th August 2012 - Withington Methodist Church
Focus Group 7 [Men's snooker club]

SEPTEMBER:

Tuesday 11th September 2012 - Manchester Town Hall
Project update at Valuing Older People forum

Wednesday 19th September 2012 - Minehead Centre
Focus Group 8 [Minehead Centre workers]

Thursday 27th September 2012 - Ladybarn Community Centre
Focus Group 9 [Ladybarn Youth Group]

OCTOBER:

Tuesday 16th October 2012 - Withington Clinic
Focus Group 10 [District Nurses]

Tuesday 16th October 2012 - Aspen House
Focus Group 11 [Southway staff]

Friday 12th October - Withington Methodist Church
Manchester School of Architecture projects (MSAp): Sharing the City workshop

Wednesday 24th October 2012 - Manchester Town Hall
Project overview at Age-friendly Manchester launch event

NOVEMBER:

Tuesday 6th November - Old Moat Sure Start Centre
Auditor Launch

DECEMBER:

Tuesday December 11th 2012 - Withington Library and the Minehead Centre
MSAp in Old Moat

Friday 21st December 2012 - Aspen House
Project Champions Group meeting

JANUARY 2013

Thursday 10th January 2013 - Minehead Centre
Action Plan workshop with Project Champions Group and Auditors

Thursday 24th January 2013 - Manchester Town Hall
Project overview at Valuing Older People Board meeting

4. Methodology of the Study

To assess the age-friendliness of Old Moat, the research collected four types of data: (a) material on the physical environment; (b) spatial data; (c) focus group data (including walking interview and participation diaries); and (d) a community audit (including a postal questionnaire).

In addition, the research involved post-graduate students from the Manchester School of Architecture Projects unit who undertook a range of community engagement events focussed on the research themes and the urban environment of the neighbourhood.



Toolkit Resource

- Ethics approval template [FIG 7]
 - MSAp Sharing the City Old Moat workshop [FIG 8]
 - Participation diary induction guide [FIG 16]
- Mobility diaries methodology - "Using Activity Diaries: Some Methodological Lessons" by Tracey Crosbie, University of Manchester, School of Environment and Development.
available at <http://jrp.icaap.org/index.php/jrp/article/view/22/42>

(a) The physical environment

An urban design analysis of the area of Old Moat was undertaken to prepare a base-line study for the comparison of observations from the other data sources and for the location of references. This study comprised a number of information gathering and analytical exercises: first, area character analysis: this identified the area according to key urban features such as proximity to main road, street width, house types, treescape, through route or cul-de-sac and related features; second, history: origin of the urban form of the area and reasons for its evolution; third, evaluation of the strengths and weaknesses of assets in the area, such as libraries, schools, parks, shops, surgeries, allotments, religious buildings etc. (location, provision, purpose and social activity of each of the assets were assessed); fourth, legibility and movement analysis: this exercise examined the hierarchy of routes to and through the area for cars, buses and pedestrians. These studies provided a base-line for the focus groups and community audit, enabling comments and findings to be located and contextualised.



Toolkit Resource

- Urban design analysis guide in Toolkit Report
- Accessible Design guidance - Design for Access 2, Manchester City Council
available at http://www.manchester.gov.uk/download/3521/design_for_access_2
- Dementia Design guidance - Neighbourhoods for Life - Designing dementia-friendly outdoor environments by Housing LIN. Available at;
<http://www.housinglin.org.uk/Topics/browse/HousingandDementia/esign/?parent=5091&child=6988>

(b) Spatial data

Available survey data with geographical specificity was analysed with respect to the Old Moat area. Data Sources included: the English Longitudinal Study of Ageing, National Office of Statistics Census, Kwest, Greater Manchester Police Crime Occurrences by Area. These sources provided a variety of information on, for example, the distribution of the local population according to age, social and economic status, car ownership, occurrences of crime, as well as the combined index of multiple deprivation. Each of the data sources was mapped onto the geography of Old Moat and the data discussed and compared to other sources to discover if it indicated any unequal or unusual distributions in the area.

Toolkit Resource

- Spatial data analysis guide
- Office of National Statistics - available at <http://www.statistics.gov.uk/hub/index.html>
- English Longitudinal Study of Ageing - available at <http://www.ifs.org.uk/ELSA/publications>
- GMTU: Manchester road accident information - available at <http://www.gmtu.gov.uk/gmaccidents/>
- POLICE.UK: Locational crime mapping - available at <http://www.police.uk/crime/?q=Withington,%20Manchester%20M20,%20UK>

(c) Focus Groups

Focus group methodology was employed, first, to inform the development of the community audit; second, to provide an initial assessment of the some of the issues which needed to be explored in the research; third, as a means of gathering information from different agencies and groups within the community; fourth to discuss findings from the physical and spatial data.

The research used a modified version of the 'Vancouver Protocol' developed for the WHO (2007) report. This protocol was used as the basis for running the groups in Old Moat but with a modified range of questions – following a pilot study – from that used in the WHO research. This asked questions covering six areas identified as important for the development of age-friendly communities: Outdoor Spaces and Buildings; Transport; Housing; Social Participation; Respect and Social Inclusion; Communication and Information.

The research team conducted a total of 11 focus groups: 6 of these with older people (one of these including a group of informal carers); one with staff from Southway Housing Trust (including Neighbourhood Officers); one with a group of District Nurses; one with staff at the Minehead Resource Centre; one with a youth group; and one with service providers. The groups were run in a mix of venues across Old Moat: the Sure Start Centre, Le Bas House, Withington Fire Station Community Rooms, Withington Methodist Church, the Minehead Centre and Ladybarn Youth Centre.

The Vancouver protocol suggested a structure for the focus groups including a particular mix of older people of different ages and social status. Gathering sufficient volunteers in all of the categories suggested proved difficult to implement on the neighbourhood scale of Old Moat. The research proceeded with a less formal constitution of focus groups and continued to undertake focus group research for a longer period than originally planned in order to gather a good sample of views across the planned range. One issue with this process has been the relatively low input from owner-occupiers. This was compensated for by use of walking interviews undertaken with older owner-occupiers.

Demographic and social characteristics of the focus groups included the following: 40 older people (50 plus), 18 men and 22 women; average age 71 years; service providers (n=11) from a mixture of statutory and voluntary agencies; members of Southway Housing Trust (n=6); a local youth group (n=13); workers in the Minehead Resource Centre (n=4); and district nurses (n=2). The older people participating in the focus groups had lived for an average of 31 years in the Old Moat community; 11 had lived at the same address for 30 or more years. Each focus group session was tape recorded and fully transcribed or edited. The research team subsequently went through the resulting material and identified the key themes emerging from the different topics in the questionnaire. Ethical approval for the research was given by Manchester Metropolitan University Ethics Committee.



Toolkit Resource

- Focus group questionnaire documentation - further guidance in Toolkit [FIG 12-15]

(d) Community Audit and Postal Questionnaire

The literature and data collection reviewed above provided a number of common threads in respect of understanding the character of Old Moat and features which were supporting or detracting from the building of an age-friendly neighbourhood.

The literature review identified the importance of linking both the physical and social dimensions of urban communities. Key elements of this included: the importance of home and community as a source of identity; the role of good street design in facilitating mobility; the value of informal neighbourhood networks in laying the basis for age-friendliness; the need to promote cross-generational ties; the importance of access to and awareness of community facilities; and issues relating to neighbourhood cohesion and population turnover.

The focus groups with older people and community workers reinforced many of the above points but highlighted more specific themes in respect of creating age-friendliness. Some of the issues raised included: problems relating to the physical condition of the neighbourhood (especially in respect of pavements and passageways); the perceived deterioration of the central shopping area in Withington Village; the confusing (for some) lay-out of the estate; the limited number of community spaces; limited awareness about facilities reinforced by their perceived geographical isolation. Conversely, participants in the focus groups emphasised their strong attachment to the area, good contact with neighbours and the value of local networks.

Finally, work on urban design and architectural aspects of age-friendliness documented high levels of deprivation relating to income and health deprivation within the boundaries served by Old Moat; the geographical isolation of particular facilities; uneven demography across the area with a clustering of 20-24 year olds in some parts and those 60-plus in others; high proportions of older people living furthest from the shopping centre; limited services (except for health care) located on the Old Moat estate; and uneven and poor quality paving surfaces in some areas.

The above findings and observations highlighted the key areas that would need to be covered in the community audit but also suggested the need for some modifications from the list of items covered by the World Health Organization (WHO) in terms of the eight constituents of an age-friendly environment. Three main factors emerged in the preparatory work for the survey and audit:

First, asking people about 'age-friendliness' proved not to be straightforward, requiring various follow-up questions to ensure respondents were clear about the range of issues covered. This was feasible in the focus

groups but would require considerable clarity to be achieved if a postal questionnaire was attempted and if volunteer auditors were to be recruited.

Second, covering all eight items – outdoor spaces, transport, social participation, civic participation, living in the neighbourhood, community support and health services, communication and information, and respect and social inclusion– would itself lead to a substantial questionnaire with potentially limited room for open-ended as opposed to fixed-choice questions.

Third, some of the items raised issues either in terms of whether they would generate usable information: for example, the item covering community and health services is important but inevitably leads to broader resourcing questions beyond the scope of the project; other items (e.g. those relating to civic participation) had the potential to be incorporated into other dimensions.

The resulting draft questionnaire (see FIG 19 in Old Moat: Age-friendly Research and Evaluation Toolkit) ensured that key themes identified in the preparatory work were covered, that the idea of ‘age-friendliness’ was conveyed as clearly as possible, but that the scale of the exercise would not daunt potential respondents. The initial draft used a simple statement about the nature of an age-friendly community as a lead-in to the questionnaire which covered the following items: outdoor spaces and buildings; transport in Old Moat/Withington; living in Old Moat/Withington; respect for older people in Old Moat/Withington; general information was also collected covering items such as age, gender, household composition and health.

The questionnaire was designed to look as attractive as possible, again to encourage completion given concern about whether the concept of ‘age-friendliness’ was sufficiently understood. The design followed standard guidelines for producing documents for those who may have some degree of visual impairment.

Following design of the draft questionnaire, it was distributed for comment on lay-out and legibility to a community panel organised by Southway Housing Trust and to members of the Valuing Older People’s (VOP) team. Data collection had two main elements: first, a postal questionnaire sent to every household with a lead tenant aged 50-plus in the Old Moat area (n=700); second, 70 one-to-one interviews conducted by older volunteers (with an emphasis on trying to access ‘hard to reach groups’); third, 29 one-to-one interviews conducted by students with an emphasis on recruiting older owner-occupiers. The report analyses the 209 responses received (110 postal questionnaires and 99 one-to-one interviews).

The sample comprised 60 per cent women and 40 per cent men. There was a roughly even spread across the upper age groups: 32 per cent were aged 50-64; 27 per cent 65-74; and 37 per cent 75-plus. The proportion of respondents living alone - 57 per cent - reflects efforts to ‘over-sample’ this particular group. Sixty per cent of respondents described their health as no better than ‘fair’ or ‘poor’, echoing findings on the level of health deprivation within the neighbourhood; only 41 per cent of respondents were able to say that they would have ‘no difficulty’ walking half a mile by themselves and without using special equipment.



Toolkit Resource

- Postal Questionnaire cover letter [FIG 18]
- Community Audit example [FIG 19]

5. Results from the Physical Environment Analysis

The physical environment analysis led the team to conclude:

- 1.** The presence of the Metrolink, Princess Parkway and the Fallowfield loop cycle trail reduce the ability of cars, cyclists and pedestrians to access Old Moat from the north, west and south. These strong physical barriers make Old Moat an isolated district, with a focus towards the Withington district centre and limited access to other commercial, social and cultural centres.
- 2.** The original pedestrian priority use of the estate has gradually changed to priority being given to cars, which is less compatible with the existing street design and urban layout.
- 3.** The low density semi-detached 'garden suburb' layout of the estate provides large amounts of private green space and spreads housing out across a relatively large area.
- 4.** The district centre has declined and has shifted towards servicing the needs of a younger population.
- 5.** The new Metrolink stations (Withington and Burton Road) offer potential for improving accessibility to transport and services in the area but require area-specific barriers to be overcome to facilitate use amongst older residents.

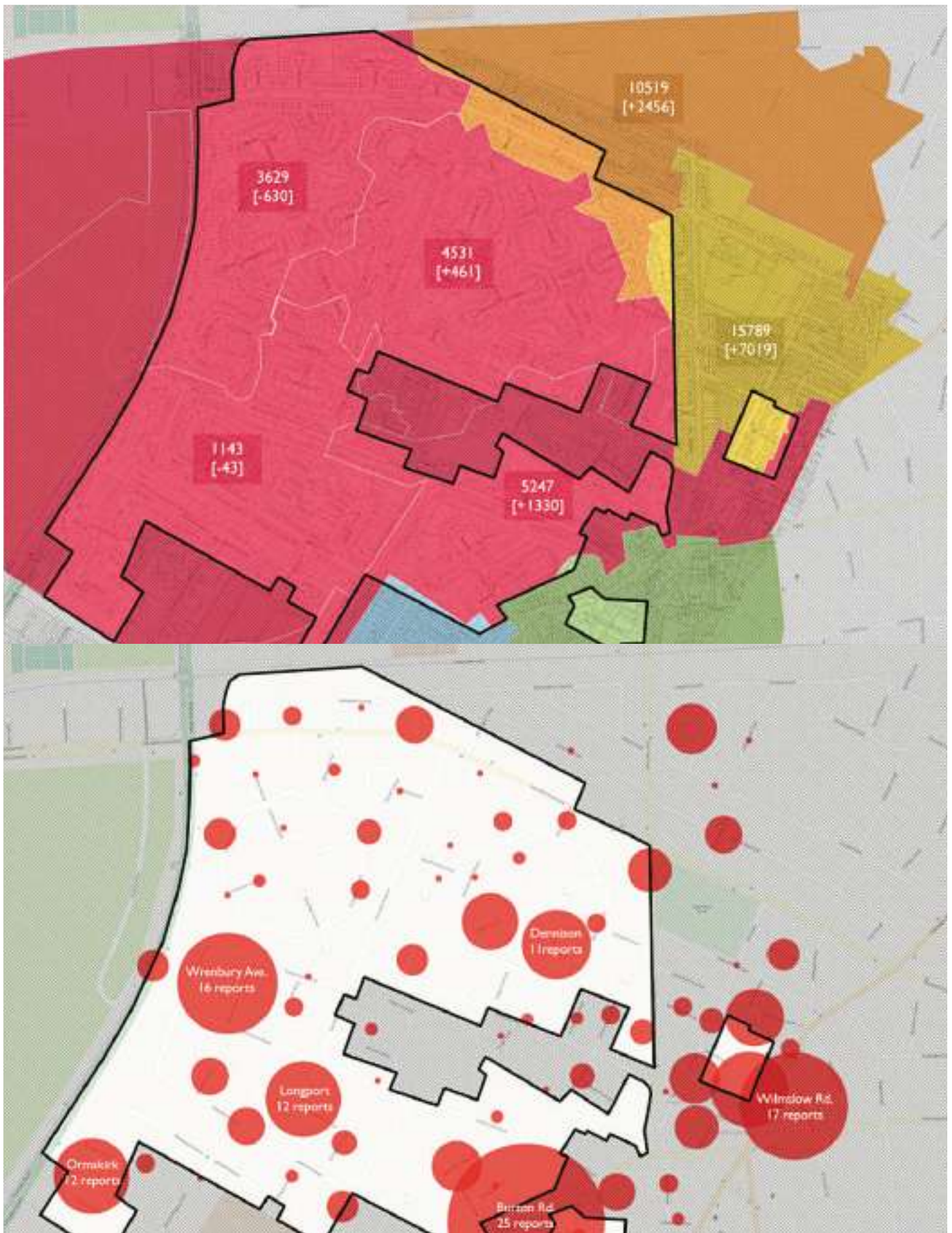


Above: Examples of the character and movement analysis undertaken as part of the physical environment analysis. These can be viewed in the **Old Moat: Age-friendly Research Portfolio**.

6. Results from the Spatial Data

The spatial data research led the team to conclude:

- 1.** The Old Moat ward is relatively young but within Southway properties there is a high proportion of older people. There is a high concentration of older people on the west side of Old Moat, particularly around the Minehead Centre on the south-west of the estate.
- 2.** In a number of areas of our study we identified a high level of inequality between the Old Moat social housing 'estate' and surrounding areas within the Old Moat ward.
- 3.** There is much less income and employment deprivation in the surrounding areas.
- 4.** The surrounding areas have a younger population with a high proportion of people aged 20-24, especially students and recent graduates.
- 5.** Property values are lower on the estate compared to the rest of the Old Moat ward.
- 6.** In terms of overall deprivation, all the areas within the social housing boundary are below the city average, whilst all the other areas in Old Moat are above the city average. The overall deprivation score takes into account crime, health, income, employment, living environment, access and education.
- 7.** Manchester is one of the most health deprived cities in the UK, with Old Moat one of the most health deprived wards in the city. The area in the south-west of Old Moat near the Minehead Centre ranks in the most health deprived 1% of England and Wales.
- 8.** Crime is relatively high in Old Moat, but even higher in the neighbouring student areas. Within Old Moat estate there is a number of distinct crime 'hotspots'.
- 9.** The majority of services and shops are centralised around Withington district centre. There are limited, basic facilities on the periphery of the estate, but this still leaves a large number of homes beyond the walking distance of any shops and services.



Above: Examples of mapping for data from the Office of National Statistics and Greater Manchester Police. The full set of maps can be viewed in the **Old Moat: Age-friendly Research Portfolio**.

7. Results from the Focus Groups

(a) Outdoor Spaces and Buildings

Discussion around the issue of outdoor space produced a number of concerns among participants. There was a general feeling that the area (as opposed to the housing) had fallen into what one resident referred to as a 'state of disrepair'. Issues were identified in terms of the 'shocking state of pavements' in some parts of Old Moat, with a number of people able to name sites where there were problems with 'cracked and uneven pavements'; problems associated with the passages (or 'ginnels') between housing was also cited as a concern. The deterioration of Withington shopping centre was a further issue: participants referred to this as having 'gone down a lot', this variously attributed to the lack of 'individual' or 'local' shops; the increase in 'charity shops'; and the number of 'evening only' bars and 'take-aways'. The perceived 'high prices' in shops was also an issue for those with restricted mobility and dependent on the local area for resources and facilities.

(b) Transport issues and general accessibility

All of the participants in the focus groups with older people commented – favourably in most instances – on the bus services which went through Old Moat, with emphasis on the importance of these for older people. The value of particular services (such as the 179) was noted by many respondents. Some participants highlighted the social dimension of the bus service: seeing the same people on a regular basis and coming across them at meetings. Workers in the Minehead Centre raised the issue that many older people were unaware that the 179 came directly to the Centre. The availability of transport was an important issue given that the Minehead Centre no longer has its own bus and driver. It was also noted by Minehead Centre workers and a number of residents that the Ring & Ride service can be unreliable, whilst other isolated groups made good use of the service. A broader issue covered in the groups concerned questions of 'accessibility' and ease of movement in and around Old Moat. An issue raised by some of the respondents was that even though they had lived in the neighbourhood for many years, the neighbourhood could still be a confusing place to get around. One group agreed that although living around the 'boundary roads' was fine in terms of accessibility and legibility, problems arose as you moved into the estate.

(c) Housing

Many of the older people in the focus groups expressed a desire to remain as long as possible in their own home and within the neighbourhood of Old Moat. There was general appreciation expressed in the focus groups with older people about the improvements made to their houses and the way these had been carried out – especially in terms of what they felt had been their involvement (in the case of Southway Tenants) in the process of modernization. Some comments were made about the difficulty of downsizing given what was felt to be insufficient choice of housing stock, a point also echoed in the interviews with service providers who felt that there was a lot of people living on their own and that there were insufficient options for people to change. An important part of focus group discussions concerned issues relating to community dimensions with respondents emphasizing strong ties with neighbours which had stretched over many years. On the other hand, worries about community change were also expressed in terms of pressures associated with population ageing

and the isolation of some older people in particular parts of the neighbourhood.

(d) Respect, inclusion and social participation

The focus groups also explored issues under the broad heading of 'respect' i.e. asking in 'what ways does your community show, or not show, respect for you as an older person?' Some participants used the theme to raise concerns about feelings of safety on the streets and in the community generally. One participant spoke about feeling uncomfortable coming to the focus group event because there was a gang of youths who regularly hang around near her house. Another woman felt there was a problem with a lot of activities if needed people needed to come back in the dark; many were likely to feel unsafe on the streets. One group felt that Old Moat had a 'bad name' and that many residents say they live in Didsbury. A focus group comprised of young people expressed its own views about relationships and perceptions among the different age groups. There seemed to be a consensus in the group that older people did not respect them: 'they look down on us'. A linked discussion item concerned the extent to which older people felt included in a range of activities within the community. The focus groups identified a variety of resources and activities in which they were involved. However, the discussions raised some important issues about the lack of spaces for community activities. Participants talked about wanting a social space for meeting up and socializing. Workers at the Minehead Centre felt that for many of their visitors, the days spent at the Centre were their main opportunity for interaction in the week.

(e) Communication

Finally, the focus groups explored a number of issues about the communication of events and issues in Old Moat. This generated a lot of feedback and concern about the limitations of existing channels of information. Some participants were confident in their use of the Internet and the value of this in keeping them up to date; others highlighted information from Southway and other organisations in Old Moat and surrounding areas; others cited the importance of the library service. More generally, though, there were concerns about the patchy nature of communication and problems with the service provided. One participant noted that the library used to be a great community hub but there are now insufficient staff to maintain the quality of the service. Others would just like more help with finding out what was on in and around Withington.

Focus group summary points

Outdoor Spaces and Buildings:

- Locals often do not identify with "Old Moat", preferring to refer to Didsbury or Withington in many cases.
- Many people saw the physical condition of pavements and obstacles such as cars, bins and drains as a significant problem with regards to making journeys outside of the home and affecting perceptions of the area.
- The estate ginnels or passageways were a significant cause for concern for feelings of safety. However, the use of ginnels to enable access to the Minehead Centre for example was seen as a positive, while others were seen much more negatively.
- There was broad agreement about poor legibility of the area created by the layout of the centre of the estate.
- There was a perceived deterioration of the shopping area and dissatisfaction with the type and cost of provision.
- Princess Parkway is seen as both a physical and mental barrier to the estate while the Old Moat Primary School and the Borchardt Medical Centre are seen as the centre of the area.
- A number of people perceived the area and key facilities within it as isolated.

Transport and Accessibility:

- Importance of bus service in general, and in particular the 179 as a social and transport facility for people living within the Old Moat estate.
- Desire for more frequent and later services, including weekends.
- Problems with awareness of and use of Ring & Ride'.
- Confusing lay-out of estate may become an issue with more people with cognitive frailties.
- The cost and choice of shopping in the area is driving people to use other areas for their regular shopping trips.

Housing and Community Change:

- High degree of satisfaction regarding the improvements to Southway properties, including the consultative process.
- Very strong attachment with their home in Old Moat, often relating to very long periods of tenancy (or ownership).
- Awareness that downsizing would currently mean moving outside the area, which seems to be key in a reluctance to downsize.
- Importance of informal networks.
- Impact of population turnover which increased feelings of a lack of safety on the street.

Respect, Inclusion and Participation:

- Significant anti-social behaviour was noted as generally well-handled by Southway Housing Trust and the police, however, problems with certain residents in particular areas appeared to be persistent and chronic.
- Insufficient community spaces and/or lack of awareness of those that are available.
- Minehead Centre viewed as significant resource but geographical isolation reduces its visibility. Many felt excluded by physical inaccessibility as well as perceiving the services as being only for people with dementia.
- Facilities and services provided by local religious organisations are widely used but availability of the provision is not universally understood.
- SureStart Centre not seen as a community resource for older people.
- The role of Old Moat Primary School in the community not understood.
- Many people reported socialising with family rather than neighbours or the wider community.
- Most people reported a good relationship with their neighbours.
- Importance of inter-generational contacts. Positive views about the area having a mix of families and younger people.

Communication:

- Improve range of communication channels.
- Integration of existing information channels between service providers (religious organisations, health and social services and housing providers) seen as a weakness.
- Develop outreach for those living alone for whom direct contact with trusted individuals is preferred mode of communication.
- Maintain/improve existing library service.
- There appeared to be a convergence of views between Southway staff and local people about increasing direct local contact.
- Existing Southway communication was reported as good.
- Improve resident-led community involvement in the neighbourhood.
- Resident-led groups may best be formed around specific issues and on a more local basis than 'Old Moat'.

8. Results from the Community Audit and Postal Questionnaire

(a) Outdoor spaces and buildings

The first section of the audit asked about five dimensions relating to 'outdoor spaces and buildings': the former referring to public areas in the neighbourhood (e.g. pavements, outdoor markets); the latter to facilities such as shops, libraries or leisure centres. Respondents were asked to grade from 'very poor' to 'excellent': sufficient outdoor seating; shops close to where I live; provision of public toilets; maintenance of pavements; pedestrian crossings; and street lighting. Taking all those responding to the postal questionnaire and audit: nearly two-thirds (61 per cent) considered outdoor seating to be 'poor' or 'very poor'; a majority (84 per cent) felt that they had shops close to where they lived - although those living furthest from the centre of Old Moat expressed more negative views; a majority (85 per cent) felt that the provision of public toilets was 'poor' or 'very poor'; a majority (60 per cent) felt that the maintenance of pavements was 'poor' or 'very poor'; a majority (74 per cent) felt that the provision of pedestrian crossings was 'average' or better; a majority (58 per cent) felt that street lighting was good or better.

Responses were also compared on the above items for those living alone compared with those living with others; those rating their health as poor or very poor as opposed to those rating their health average or better; and those having difficulty/unable to walk half a mile contrasted with those with no difficulty. The main difference to emerge was that people rating their health as poor or fair were more likely to rate as 'very poor' than those in average or better health the provision of public toilets (70 per cent versus 57 per cent); and women (67 per cent) were more likely than men (51 per cent) to rate the maintenance of pavements as poor or very poor.

(b) Transport in Old Moat/Withington

The second section of the audit asked about five aspects relating to transport: the reliability and frequency of transport; whether public transport took them to where they wanted to go; information about public transport; and safety on public transport. Taking all responses the results can be summarised as follows: a majority (81 per cent) felt that the reliability and frequency of public transport was average or better (56 per cent rated it as good or excellent); a majority (83 per cent) felt that public transport took them to where they wanted to go (66 per cent rated this aspect as good or excellent); a majority (70 per cent) rated information about public transport to be average or better; a majority (80 per cent) rated safety on public transport as average or better. Half of the responses had no opinion of the Ring & Ride services, whilst those who answered had a mixed response to the service. Overall, the survey confirmed comments in the focus groups about the positive evaluation of transport services with comments about the value of the 179 bus service and the accessibility of public transport. Some respondents did, however, have unfavourable experiences using buses – reflecting in some cases their own increasing physical vulnerability.

(c) Living in Old Moat and Withington

The focus groups had suggested a high degree of attachment to the community, reflecting long-standing ties within and around the area. Results from the postal questionnaire and audits appear to reinforce such observations with a majority (87 per cent) reporting that Old Moat and Withington was an area that people 'enjoyed living in'. Comparisons between groups according to age, gender, household composition, health status and degree of difficulty in walking, produced no differences on this item. Many of the open-ended comments linked this view with long-standing residence and ties with family and friends. Such findings underline the importance of research findings about the link between home and identity, and the value of building upon informal social networks as a key dimension of age-friendliness. On the other hand, it is also the case that because of the length of time many had spent in the neighbourhood (often in the same home) there was a degree of vulnerability where changes had occurred or were perceived to have occurred.

This was highlighted where people were exposed to different types of demographic change – stable in some neighbourhoods; high population turnover in others - and the extent to which changes in their own personal circumstances can produce expressions of vulnerability. This was examined through asking the following question: 'Do you ever feel isolated where you live e.g. you don't get to see friends or family to go to community events as often as you would like to?': one-third (33 per cent) of respondents reported that they 'often' or 'sometimes' felt isolated where they lived. This seemed especially the case with those who rated their health as 'poor' or 'very poor' (39 per cent) in contrast with those rating their health as good or excellent (19 per cent); those who had some difficulty or were unable to walk (36 per cent) as compared with those no difficulty (24 per cent); and those 75 and over (40 per cent) compared with those 50-64 (32 per cent) and those 65-74 (31 per cent).

A common way of asking about experiences in the community relates to views about the degree of safety people feel walking alone during the day or night. Our findings here were that: a majority (80 per cent) felt fairly or very safe about walking alone in the area during the day time; a majority (74 per cent) either did not go out alone in the area after dark or felt a bit or very unsafe.

(d) Respect for older people in Old Moat and Withington

This section of the questionnaire asked about whether people felt respected and supported in the area, with four items covering: range and availability of services; recognition of older people's contribution in the community; extent of cultural and other activities which brought people of different age groups together; and whether people working in shops and in public services responded helpfully to older people. A majority (64 per cent) felt the range of services available to be average or better. Findings were broadly similar across the different groups although 31 per cent of women as opposed to 25 per cent of men rated services as poor or very poor. Findings relating to whether older people's contribution to the community was recognised were less clear-cut with 37 per cent considering this to be poor or very poor and 51 per cent average or good (again, results were similar across the different groups). Responses on inter-generational activities were again varied: 41 per cent rated these as poor or very poor; 45 per cent as either average or good (with similar findings across the groups). Findings on help from people in shops and public services were clearer: 85 per cent rating this as average or better (53 per cent good or excellent). There were broadly similar findings across the groups but a slight difference between women and men: 15 per cent of women rated help in shops as poor or very poor compared with 8 per cent of men.

(e) General views on improving the age-friendliness of Old Moat and Withington

Respondents were asked an open-ended question about what would be the 'one thing' they would like to change about the area which would make it an easier place in which to live. Some of the responses returned again to issues such as improvements to pavements around the neighbourhood. Others identified problems with the central shopping area identified in the focus groups. Some comments picked up on the need for more 'community spaces' and 'activities' – again a theme in some of the focus groups.

Issues about community safety were identified with a number of respondents identifying the importance of Police Community Support Officers to patrol the neighbourhood and local wardens and neighbourhood officers with knowledge about those who were especially vulnerable – of whatever age, one respondent argued. Similarly, there was a call for: 'More areas where children can play safely and areas where older people can sit outside without incident'. There was a view about the need for: 'A better balance between students and locals' and more activities to 'cater for all age groups' and to 'stage more events to bring the older and younger generations together'. Others though pointed out that 'Withington has a lot of facilities for the elderly', with mention of the work run by a variety of faith-based organisations. The issue for some, however, was better communication about these events – especially for those living alone or isolated in the community.

Community audit summary points

Many of the points identified above will be developed further in the overall action plan to create an age-friendly neighbourhood in Old Moat. However, the main issues arising from the survey and audit can be summarised as follows:

Key finding: Commitment of residents to the area and support for improving quality of the environment.

Implications: Support informal social networks – through neighbourhood workers and volunteers – as a central element in building an age-friendly neighbourhood.

Key finding: Concerns about deteriorating physical environment reflected in poor quality pavements, lack of seating and absence of public toilets.

Implications: Work with local authority and councillors to upgrade paving in key areas; increase seating on routes to shopping centre.

Key finding: Perceived decline of shopping area in Withington village. Increased ‘youth focus’, take-away and charity shops.

Implications: Dialogue with local shopkeepers about developing an ‘age-friendly’ high street, including seating in shops, promoting awareness of needs of people with dementia and people with physical disabilities, improving paving and pedestrian crossings in the centre of Withington.

Key finding: Positive attitudes to public transport underpinned by reliance upon particular bus services.

Implications: Recognition of transport as central to the maintenance of social networks; adaptation of services for increasingly frail population; dementia awareness for drivers and related programmes.

Key Finding: Contrast between young, ‘highly mobile’ population and life-long residents.

Implications: Develop more inter-generational activities and spaces.

Key finding: Desire for more ‘community spaces’ to develop formal and informal activities.

Implications: Improved awareness and utilisation and awareness of existing facilities (e.g. Minehead Centre, faith-based centres, SureStart Centre). Examine feasibility of creating links between facilities to increase take-up, develop new activities and support outreach work with people at risk of isolation.





9. Action Plan for Old Moat







The research elements outlined in the report were brought together on six maps which located the findings or comments to the specific location to which they referred. These maps summarised key findings of the research using the following WHO categories;

- a** Outdoor spaces and buildings
- b** Transport
- c** Housing
- d** Respect and social inclusion
- e** Social participation
- f** Communication and information



How to read the Action Plan

The large solid blocks are **'findings'** identified in the research detailed previously in this report. The colour of the box corresponds to one of the WHO Age-friendly criteria as listed below.

-  **Outdoor spaces and buildings**
-  **Transport**
-  **Housing**
-  **Respect and social inclusion**
-  **Social participation**
-  **Communication and information**

The number in the box refers to a specific 'finding'. Each 'finding' has a separate page later in the report showing the information we have used to make this conclusion, as well as what issues this finding raises and what actions can be made in response to these.

Some 'findings' identify areas, routes or movements, which are shown on these maps as solid or dashed black lines.

The small green and red call outs refer to focus group comments made regarding each WHO Age-friendly category. The colour relates to the content of the comment, with green representing positive aspects and red showing negative aspects and concerns. The number refers to a specific comment which is noted on the subsequent page.

For example, the red 17 comment relates to the quote "Male (62) doesn't like Old Moat Park as young dog owners use it."

The smaller callout boxes with a number and letter are 'issues' identified in the research. These relate to a specific finding, and detail how it impacts on the neighbourhood and the residents within it.

17

1b

Limited access of residents across the estate to resources outside these boundaries e.g Hough End Fields, Fallowfield Loop and (future) Withington Metrolink

3b

Walking distances to local services are increased due to the low density of the housing and the focus of services towards Withington

2

The presence of the Metrolink, Princess Parkway and the Fallowfield Loop reduces ease of access around the area by both car and pedestrians to the north, west and south leading to a focus on Withington district centre.

18

2a

Restricts pedestrian access across the estate by changing purpose of linking 'ginnels' or passageways.

5

9

15

The Minehead Centre and other important older person-specific facilities are only weakly connected to this main network.

4d

4

Key routes linking the estate to main assets and to district centre are not identified as primary by the existing environmental design and provide limited support for pedestrian access.

3

3

The low density semi-detached garden suburb layout of the estate provides large amounts of private green space and spreads housing out across a relatively large area.



2 The original pedestrian priority use of the estate has gradually changed to prioritising car access which is less compatible with the existing street design and urban layout.

2c Area is difficult to navigate for vehicles and pedestrians due to confusing layout and lack of visual identifiers. This makes way-finding more difficult.

4b Copson Street has become a focus for older people's local shopping activities

4a Poor pedestrian access to key resources makes local public transport very important

1a Limited access to resources for residents in those areas of the estate.

Outdoor Spaces and Buildings

Focus group comments

- 1 The local Police Constable thinks the ginnels are not secure. Female (61) thinks that Southway doesn't do enough to look after the ginnels.
- 2 Male (65) says that Princess Road is a physical barrier. He thinks there are too few crossings.
- 3 Male (86) thinks that half the residents of Old Moat say they live in Didsbury, and the other half Withington.
- 4 Female (64) uses the shops on Burton Road.
- 5 Female (64) says there is a reputation for drug users to congregate around the off-licence on Burton Road.
- 6 Female (76) thinks the pavements are in a poor condition outside the TSB bank. Male (86) thinks they are bad near Sainsbury's and the butcher's.
- 7 Participants from the youth group think that Old Moat Park needs renovating, citing the lack of lighting and drug users as problems.
- 8 Female (28) thinks the estate is "Like a maze".
- 9 One focus group agreed that transport is a problem in the middle of Old Moat.
- 10 Male (86) uses Stockport for shopping, rather than Manchester. He also goes to Wythenshawe, citing better prices and variety as reasons.
- 11 Female (50) and male (86) think that Withington is too expensive, particularly the Co-op food store.
- 12 Male (71) thinks there are too many takeaways in Withington.
- 13 Female (55) states that "I get lost here, and I've lived here 30 years".
- 14 Male (62) goes to Stockport. He hasn't gone to the city centre for 14 years.
- 15 Male (82) thinks traffic along Whitchurch Road is too fast.
- 16 Male (62) doesn't like Old Moat Park as young dog owners use it.
- 17 Male (62) doesn't use the Fallowfield Loop as young people on motorcycles use it.
- 18 Female (45) says that people drive motorcycles through the ginnel near her house.
- 19 Two female participants (50, 72) say that people fly-tip in the ginnel next to their houses.
- 20 Female (50) says there are too many charity shops on Copson Street.
- 1 Male (71) thinks closing the ginnel between Golbourne and Minehead Avenue would prevent people from getting to the shops.
- 2 One focus group agreed that navigation is easy if you live along the boundary roads (Mauldeth, Yew Tree, Princess).
- 3 One focus group agreed that the school and medical centre are seen as the centre of Old Moat.
- 4 Male (80) thinks the butcher and the veg shop in Withington are very good.
- 5 Participants from the youth group all use Hough End Field.
- 6 The local police constable thinks Old Moat Park is an excellent resource.

Community Audit

Key finding: Commitment of residents to the area and support for improving quality of the environment.
Implications: support informal social networks – through neighbourhood workers and volunteers – as a central element in building an age-friendly neighbourhood.

Key finding: Concerns about deteriorating physical environment that is reflected in poor quality pavements, lack of seating, and absence of public toilets.

Implications: work with local authority and councillors to upgrade paving in key areas; increase seating on routes to shopping centre.

Key finding: Perceived decline of shopping area in Withington village. Increased 'youth focus', take-away and charity shops.

Implications: Dialogue with local shopkeepers about developing an 'age-friendly' high street, including seating in shops, promoting awareness of needs of people with dementia and people with physical disabilities, improving paving and pedestrian crossings in the centre of Withington.

Key finding: Desire for more 'community spaces' to develop formal and informal activities.

Implications: Improved awareness and utilisation of existing facilities (e.g. Minehead Centre, faith-based centres, SureStart Centre). Examine feasibility of creating links between facilities to expand take-up, develop new activities and support outreach work with people at risk of isolation.

Southway strategy

Develop an age-friendly garden design project.

Improve the safety and security of bungalow grounds and access passageways.

Communal and community rooms within Southways building will be developed into community hubs model incorporating information & training hubs.

Statistical findings

There is a higher proportion of older people living in the areas furthest from Withington district centre.

Food shops are located in the district centre, meaning pedestrian access to these services is poor within Old Moat.

Princess Road has poor commercial provision, indicating that the route serves commuters, not locals.

With the exception of healthcare provisions, there are very limited services located within the Old Moat estate.

Outdoor Spaces and Buildings

FINDING

The presence of the Metrolink, Princess Parkway and the Fallowfield loop reduces ease of access around the area by both car and pedestrians to the north, west and south leading to a focus on Withington district centre.

“Princess Parkway is a physical and mental barrier”

“I was shocked by how difficult it is to get on and off the Fallowfield Loop in Withington... I had to go over the bridge to come back round and get on Fallowfield Loop, you can't get to it from this side.”

A walking interviewee was an advocate of older people being able to play and that playgrounds should not just be for the young. “If more people in their 40-50s did this sort of thing, fewer people would end up having problems with their knees.”

“The seats [in Old Moat Park shelter] are really low, it's the kind of place an older person would avoid. Where is the space for older people to stay out of the rain?”

FOCUS GROUP

Mile End Park - A linear park used both as a social destination and a more enjoyable walking/cycling route linking key areas between the River Thames and Victoria Park.

PRECEDENT

The Old Moat estate is an island site because of the Metrolink, Fallowfield Loop and Princess Road. This causes a strong single-focus in terms of shops and services towards Withington district centre.

Properties near the western edge of Old Moat are the most isolated from Withington both in terms of pedestrian access and the available bus routes.

There has been a loss of public green space since 1930 due to changes in the way the estate functions.

Public green space has become more centralised with less community involvement.

PHYSICAL ENVIRONMENT

“Emphasising importance of access to secure and safe spaces within the urban environment.”

“ [There is a need for] multiple opportunities for human interaction in city planning in order to improve social relationships and establish the possibility of the sharing of public spaces between users with different social profiles.

- Applying a social model of disability and viewing urban design in both physical and social terms.

- Emphasising the role of street design in facilitating mobility and social participation.

- Promoting the advantages of urban neighbourhoods.

LITERATURE REVIEW

IMPACT

- a** Limited access to resources of residents in those areas of the estate.
- b** Limited access of residents across the estate to resources outside these boundaries e.g Hough End Fields, Fallowfield Loop and (future) Withington Metrolink.
- c** Increased reliance on public transport.

ACTIONS

Improve access to public green space

- Improve key crossing points to Hough End Fields at the junctions with Mauldeth Road, Whitchurch Road and Metrolink, including: longer crossing times and higher pedestrian priority.
- Create multi-functional edge to Hough End Fields as a connecting park linking Fallowfield Loop, Metrolink and potentially the Arrowfield Estate.
- Improve park facilities e.g. aerobic gym, bowling green, improved benches, planting and growing areas.

Improve community involvement and social participation in outdoor leisure

- Host more events at Old Moat Park to encourage wider participation in spaces which are already accessible.
- Establish a resident-led partnership to promote involvement, ownership and management of spaces.
- Create inter-generational partnership to explore use of Hough End Fields.
- Work with local partners to secure funding for small scale local projects.
- Encourage access through 'strollers' group to encourage physical fitness.
- Link with new local authority responsibility for public health and develop opportunities for work around health promotion and related issues.

FINDING

2

The original pedestrian priority use of the estate has gradually changed to prioritising car access which is less compatible with the existing street design and urban layout.

- "I've lived here 35 years and I still get lost."
- "It's like a maze."
- The centre of Old Moat was identified as Old Moat Primary School and the Borchardt Medical Centre.
- Participants suggested it was hard for those not familiar with the area to find their way around Old Moat.

FOCUS GROUP

- Commitment of residents to the area and support for improving quality of the environment.
- Concerns about deteriorating physical environment reflected in poor quality pavements, lack of seating, and absence of public toilets.

COMMUNITY AUDIT

- Lack of hierarchy between routes and treatment of built fabric.
- Circles lack landmarks.
- Urban traffic links distort internal layout (one-way access at points).

PHYSICAL ENVIRONMENT

- Acknowledging the importance of home and community as a source of identity.
- Emphasising the role of street design in facilitating mobility and social participation.
- Highlighting issues relating to mobility in urban environments for those vulnerable as a result of physical and cognitive changes.

LITERATURE REVIEW

West Didsbury/Burton Road environmental improvements and new pavement. Creates identity and focus for shopping district and promotes commercial model (i.e. cafe culture).

PRECEDENT

IMPACT

- a** Restricts pedestrian access across the estate by changing purpose of linking 'ginnels'.
- b** Restricts car access through one-way traffic system making journeys less direct and navigation confusing.
- c** Area is difficult to navigate for vehicles and pedestrians due to confusing layout and lack of visual identifiers. This makes way-finding difficult.
- d** Produces incompatibilities between street width and making roadways too narrow for parking and bus access. Damage to pavements and impaired drainage caused by parked cars.

ACTIONS

Address problems with navigation and way-finding around the estate through improved street design (hierarchy of routes, improved visibility of nodes and key routes) and improved public spaces including seating, covered waiting areas and community activity spaces. Consider inclusive design and dementia design when developing the urban environment.

- Establish primary and secondary routes linking Withington district centre and the centre of the estate and key assets such as the Minehead and SureStart centres and the circles.
- Relate signage, planting and the use of colour to route hierarchy as a navigational tool.
- Introduce public spaces/gateways at key nodes on primary routes.
- Introduce landmarks at 'gateways' of circles which are visible from main routes to help navigation.
- Locate outdoor seating at nodes and landmarks and consider covered spaces as part of new public spaces.

RESOURCE

Burton, E. and Mitchell, L. (2006) Inclusive Urban Design: Streets for Life, Architectural Press, Oxford. Elsevier

Crampton, J. et al. (2012) Creating a Dementia-Friendly York Joseph Rowntree Foundation <http://www.jrf.org.uk/sites/files/jrf/dementia-communities-york-full.pdf>

FINDING

3

The low density semi-detached garden suburb layout of the estate provides large amounts of private green space and spreads housing out across a relatively large area.

- The maintenance of gardens was identified as an issue in a number of focus groups.
- Gardening was identified as a desirable activity by many. Gardening is one of the most popular hobbies for people in the UK.
- Reduced risk in terms of doorstep crime (unkempt gardens are a known trigger).

FOCUS GROUP

Neighbourhood officer explained on a walking interview that hedges and boundaries require continual maintenance by Southway and there are a number of residents who are provided with a concessionary gardening scheme.

COMMUNITY AUDIT

Mapping shows very low density housing in the estate with large amounts of private green space.

PHYSICAL ENVIRONMENT

Applying a social model of disability and viewing urban design in both physical and social terms.
Acknowledging the importance of home and community as a source of identity.
Encouraging physical activity as a key preventative health measure.

LITERATURE REVIEW

Develop an age-friendly garden design project.
Gardens are manageable and sustainable.
Older people are able to enjoy their gardens.
Reduced maintenance cost of concessionary gardening services.

SOUTHWAY OLDER PEOPLE'S STRATEGY

IMPACT

- a** Large gardens are a resource but can also be a management issue for older people.
- b** Walking distances to local services is increased due to the low density of the housing and the focus of services towards Withington.
- c** The physical value of the estate is not as high as other areas with increased communal space.
- d** Lack of maintenance of gardens could lead to an increased vulnerability to crime.

ACTIONS

Consider use of Southway-owned private green space as a resource for the development of an age-friendly community:

- Location for age-specific housing.
- Use pilot garden project as a tool to improve community participation in the maintenance and sharing of currently private green space.
- Use community association focused around gardening as a tool to build a community partnership.
- Develop community gardening initiative with 'raised beds' in a number of locations around Withington.
- Draw on experience of the CALL-ME research project in Moss Side and other Manchester areas which highlighted value of community gardening initiatives for enhancing well-being and socialisation amongst older people.

RESOURCE

Description of CALL-ME project can be found on:

<http://www.newdynamics.group.shef.ac.uk/call-me-project.html>

FINDING

4

Key routes linking the estate to main assets and to district centre are not identified as primary by the existing environmental design and provide limited support for pedestrian access.

“Ginnel between Minehead and Golbourne vital for people going shopping.”
Ginnels seen as both a Southway maintenance issue and a crime/safety concern.
Neighbourhood officer – Maintaining the hedges/ginnels is very expensive.
Residents said ginnels “are a big no-go area.”
Houses of multiple occupation do not manage the removal of wheelie bins after collection.
Problems with puddles at key points eg. outside Sainsbury’s.
Walking interview - Problems with puddles and intruding hedges at boundaries.

FOCUS GROUP

Some people commented that the pavements are poorly maintained and are a trip hazard.
- Commitment of residents to the area and support for improving quality of the environment.
- Concerns about deteriorating physical environment reflected in poor quality pavements, lack of seating, and absence of public toilets.

COMMUNITY AUDIT

Ginnels previously linked to public green space. Many of these spaces are no longer in use, subsequently reducing the importance and natural surveillance of these routes making them less safe.
Road widths on many routes are not suitable for parking on both sides of street.
Drainage in the district centre is very poor, with a number of drains blocked and puddles remaining for days after they form.

PHYSICAL ENVIRONMENT

Emphasising the importance of access to community facilities.
Emphasising importance of access to secure and safe spaces within urban neighbourhoods.
Highlighting issues relating to mobility in urban environments for those vulnerable as a result of physical and cognitive changes.
Emphasising the role of street design in facilitating mobility and social participation.

LITERATURE REVIEW

- Walking interviewee suggests new parking strategy with single parking during day.
- West Didsbury/Burton Road recognised as a good example of how to improve material conditions.
- Southway cul-de-sac improvements viewed positively.

PRECEDENT

IMPACT

- a** Poor pedestrian access to key resources makes local public transport very important.
- b** Copson Street has become a focus for older people's local shopping activities, but concerns over lack of seating, toilets and poor pavements prevent wider use.
- c** The 179 bus route follows these main routes and links to the Minehead Centre.
- d** The Minehead Centre and other important older person-specific facilities are only weakly connected to this main network.

ACTIONS

Ensure key assets are accessible by pedestrians and cars

- Improve the physical environment of key routes e.g Old Moat Lane to Yew Tree Road which forms the main link to Copson Street.
- Produce parking strategy for key route improvements associated with identity strategy, public space nodes and transport routes.
- Explore parking restrictions on key routes.
- Promote public campaign within neighbourhood to reduce street parking.
- Increase/ensure availability of public seating on the edge of open spaces and at transport stops and routes leading to and from shopping areas.
- Work with Manchester City Council (MCC) waste collection to produce strategy and highlight problems with current bin storage/collection. Start local campaign to encourage responsible positioning of bins.

Maintain pavements and ensure crossings are suitable for older people

- Ginnels serving obsolete public green space should be considered for closure in consultation with local residents.
- Ginnels connecting services with public routes should be formalised.
- Work with schools and youth groups to highlight the problems anti-social behaviour can cause older people.
- Work with police to improve safety of the ginnels through improved lighting, materials and patrols.
- Improve pedestrian link to the Minehead Centre e.g. formalise ginnel to Golbourne Avenue.
- Link through to Ablemarle allotments and to other facilities where possible.
- Make SureStart Centre visible as an asset for older people.
- Link Old Moat School, Borchardt Medical Centre and Community Hub together to simplify access to key services and routes.

RESOURCE

The New York Academy of Medicine, Toward an Age-friendly City New York: A Findings Report
https://www.health.ny.gov/diseases/aids/conferences/docs/nyam_age_friendly_report.pdf

13

7

2a

If fully accessible, the Metrolink could reduce the travel distance for people with limited mobility in the portion of the estate which is currently furthest from transport services. Access from the north-west portion of the estate would remain an issue.

1

2

1d

179 bus route is seen as making a very valuable contribution to the living standards of older residents.

2

The positive contribution of the future Metrolink locations of Withington and Burton Road require the stations to be accessible for older residents from within the estate in order to contribute to the age-friendliness of Old Moat.

1c

Access (physical and financial) to minibus services to Minehead centre dictate the attendance of some residents as little as 700m away.

5

4

11

2

4

5

8

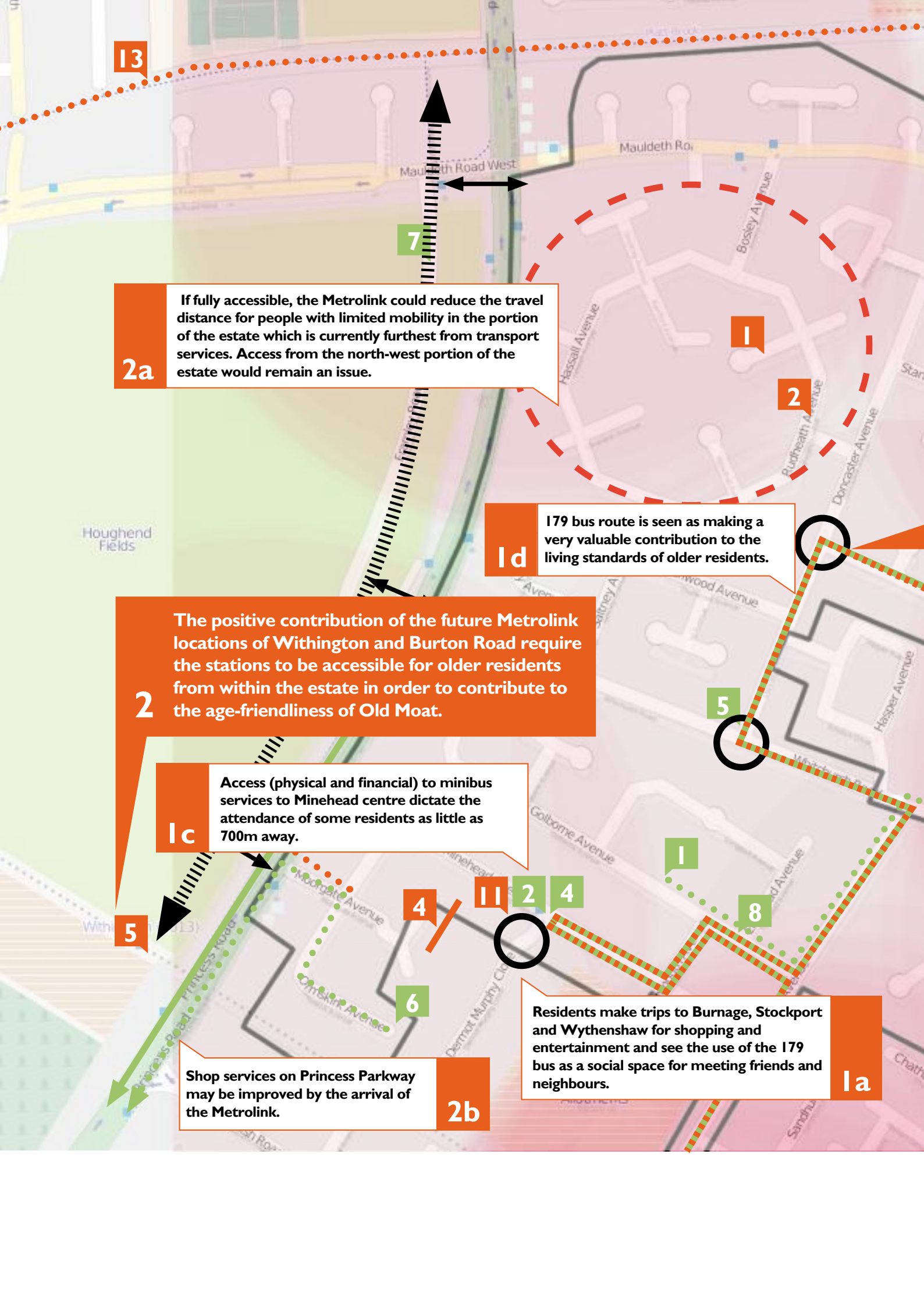
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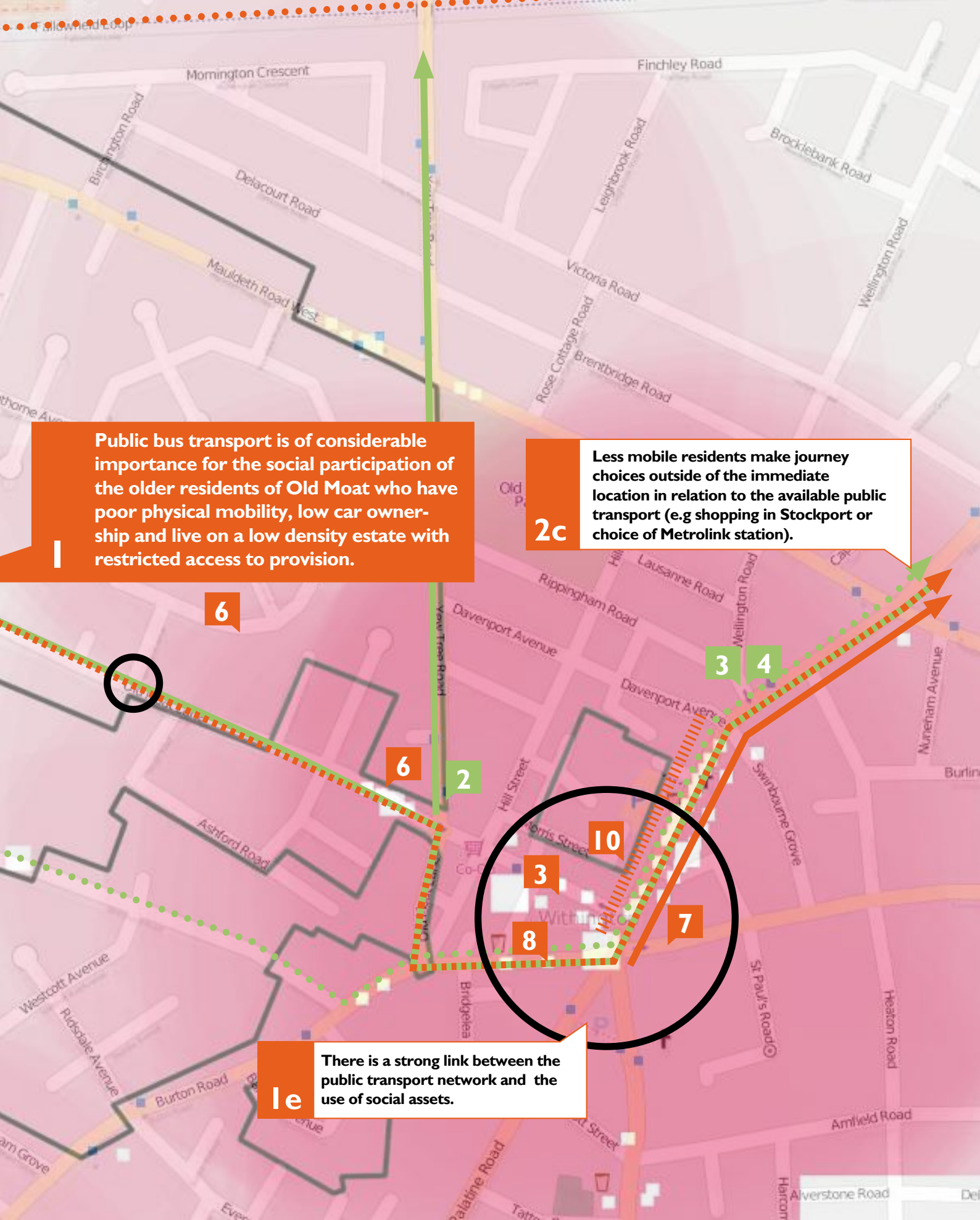
Shop services on Princess Parkway may be improved by the arrival of the Metrolink.

2b

Residents make trips to Burnage, Stockport and Wythenshaw for shopping and entertainment and see the use of the 179 bus as a social space for meeting friends and neighbours.

1a





1 Public bus transport is of considerable importance for the social participation of the older residents of Old Moat who have poor physical mobility, low car ownership and live on a low density estate with restricted access to provision.

2c Less mobile residents make journey choices outside of the immediate location in relation to the available public transport (e.g shopping in Stockport or choice of Metrolink station).

1e There is a strong link between the public transport network and the use of social assets.

Transportation

Focus group comments

- 1 Female (72) thinks that too many cars park on the pavements.
- 2 Female (67) thinks the pavements are in a terrible condition.
- 3 Female (72) travels to Tesco at Burnage because their shops are cheaper.
- 4 Female (69) uses the ginnel between the Minehead Centre and her home at Le Bas House. It is closed at the weekend, which means she has to walk a long way to get home.
- 5 Female (72) thinks the tram is too far away for her to get to.
- 6 Female (72) would like a community bus service to run on a Sunday as the 179 bus does not operate at this time.
- 7 Female (50) does not get the 42/43 bus from Withington as it is too full with students and takes too long to get into town.
- 8 Male (76) thinks that the 179 bus stops running very early.
- 9 Female (55) states that she doesn't go out except in a car, citing fears for her safety.
- 10 One focus group agrees that the state of the pavements is very poor, particularly outside the Sainsbury's on Wilmslow Road.
- 11 Workers at the Minehead Centre suggested that the Ring & Ride service has a poor reputation.
- 12 Female (66) doesn't get the buses from Princess Road, citing the difficulties crossing the road to get to the bus stop as a problem.
- 13 Female (64) and male (65) do not use the Fallowfield Loop anymore, suggesting that its unsafe.
- 1 Female (72) regularly walks to the shops in Fallowfield.
- 2 Female (72) gets the 179 bus to get around Withington, and the 111 bus service when going to the city centre.
- 3 Male (62) has a car, but still uses the buses because of the convenience.
- 4 Female (82) gets the 179 bus to the library, and then the 42 bus to get into town or Stockport.
- 5 One focus group agreed that the 179 bus was brilliant, except on the weekend. "I would be lost without it, I'd be marooned here."
- 6 A group of nine residents at a sheltered housing scheme organise a weekly shopping trip on Thursdays, using Ring & Ride to get there.
- 7 Male (76) gets the bus to Wythenshawe to do his shopping, stating that Wythenshawe is cheaper, friendlier and there is more choice.
- 8 Male (76) likes that the 179 bus runs regularly (one per hour), stating that it is a social space and you get to know everyone who uses the bus.

Community audit

Key finding: Concerns about deteriorating physical environment reflected in poor quality pavements, lack of seating and absence of public toilets.

Implications: Work with local authority and councillors to upgrade paving in key areas; increase seating on routes to shopping centre.

Key finding: Perceived decline of shopping area in Withington village. Increased 'youth focus', take-away and charity shops.

Implications: Dialogue with local shopkeepers about developing an 'age-friendly' high street, including seating in shops, promoting awareness of needs of people with dementia and people with physical disabilities, improving paving and pedestrian crossings in the centre of Withington.

Key finding: Positive attitudes to public transport underpinned by reliance upon particular bus services.

Implications: Recognition of transport as central to the maintenance of social networks; adaptation of services for increasingly frail population; dementia awareness for drivers and related programmes.

Southway strategy

A Local Offer will be developed in consultation with older Southway tenants, setting out the services and service standards that will be delivered.

Identify where repair and improvement design and specifications can be adapted to meet the needs of older people.

Improve the safety and security of bungalow grounds and access passageways (ginnels).

Southway will create information hubs in each local offer areas for advice and information.

Communal and community rooms within Southway buildings will be developed into a community hub model incorporating information & training hubs.

Southway will ascertain what services are currently available to older people in the community and identify gaps in the service provision.

Statistical findings

The number of road accidents involving older people is low in Old Moat but high in relation to the general accident rate in the ward.

Most road accidents occur at crossing points on Princess Road or the busy bus route through the district centre.

Old Moat, like most of Manchester, has a lower number of older car owners than the rest of England and Wales.

Services are centralised in Withington and West Didsbury. There are very few services available within the estate.

Transportation

FINDING

Public bus transport is of considerable importance for the social participation of the older residents of Old Moat who have poor physical mobility, low car ownership and live on a low density estate with restricted access to provision.

Many people have a positive opinion of the 179 bus service. They also note the social qualities of the 179, noting that the “...hourly service makes it easier to meet people I know.”

Many participants suggested that evening and weekend service is poorer on the 179. There is also a fear that the service will be withdrawn, and that will increase levels of isolation.

“It stops very early. They say, because people don’t want to go out at night, but without the bus how can they...it’s a chicken and egg situation.”

Ring & Ride is either not used at all, or service was considered disreputable.

Problems with flexibility.

“We know of at least 3 people who used to come here [Minehead Centre] on Ring & Ride, but they don’t come anymore because the Ring & Ride just doesn’t turn up.”

Some groups had adapted to benefit from the Ring & Ride service available (Le Bas House).

FOCUS GROUP

- Contradicting the responses in the focus group, the audit reported high satisfaction with ring and ride, although a large number of people didn’t answer this question. There was a high dependency on public transport, services seen as very good.

- Positive attitudes to public transport underpinned by reliance upon particular bus services.

COMMUNITY AUDIT

Bus route reaches some remote areas of the estate, greatly reducing physical isolation. Other buses only pass by the boundaries along Princess and Yew Tree Road.

The Ring & Ride service has the potential to offset the problems caused by the limited public transport provision and long distances to bus links in some parts of Old Moat

PHYSICAL ENVIRONMENT

“Importance of good transportation for maintaining quality of daily living; designing age-friendly vehicles or equivalent; design and location of transport stops.”

-Emphasising the value of neighbourhood networks as ‘informal’ ties underpinning age-friendly communities.

-Emphasising the importance of access to community facilities.

-Highlighting issues relating to mobility in urban environments for those vulnerable as a result of physical and cognitive changes.

LITERATURE REVIEW

IMPACT

- a** Residents make trips to Burnage, Stockport and Wythenshaw for shopping and entertainment and see the use of the 179 bus service as a social space for meeting friends and neighbours.
- b** More specialist bus services like Ring & Ride are generally valuable for less mobile residents but also for more social purposes such as group shopping trips.
- c** Access (physical and financial) to minibus services to the Minehead Centre influence the attendance of some residents as little as 700m away.
- d** 179 route is seen as making a valuable contribution to the living standards of older residents.
- e** There is a strong association between the public transport network and the use of social assets.

ACTIONS

Build on the strong reputation and penetration of existing bus services around Old Moat.

- Associate urban design improvements with 179 route eg. seating and covered areas and public spaces and pavement improvements.
- Share findings with Stagecoach.
- Extend availability of 179 service to evenings and weekends.
- Increase awareness among bus drivers of needs of people with physical and cognitive disabilities.
- Training bus drivers on issues relating to needs of people with physical and cognitive disabilities should be considered.

Recognise social dimension to bus services assisting people in maintaining social networks

- Share findings with Greater Manchester Accessible Transport LTD (GMATL), who run the Ring & Ride service; ask them to investigate how they can improve their service based on our evidence.
- Work with Age Concern Manchester to promote proper use of the Ring & Ride service.
- Use the bus as a way of promoting local messages through the 'Stagecoach grapevine'
- Improve communication about Ring & Ride, and investigate how the service can be improved.
- Consider additional services related to access of Minehead Centre for local residents.

FINDING

2

The positive contribution of the future Metrolink locations of Withington and Burton Road require the stations to be accessible for older residents from within the estate in order to contribute to the age-friendliness of Old Moat.

Some people cited difficulties in crossing Princess Road which might prevent some people from using the 'Withington' Metrolink station.

One participant said they were: "Looking forward to the Metro", but many showed little interest.

"There needs to be a bus that goes to the new tram stop."

Many participants said they didn't want to go into the centre of Manchester, although a few did say they currently got the tram to Bury to go to the market.

There was some confusion about the availability of discounts for older people on the Metrolink service.

FOCUS GROUP

High concentration of accidents on Princess Road at crossing points. Access to Burton Road tram stop is limited by the current urban layout but could be served by the 179 bus. There is currently no bus stop near the Burton Road tram station.

PHYSICAL ENVIRONMENT

Emphasising the importance of access to community facilities. Applying a social model of disability and viewing urban design in both physical and social terms. Emphasising the role of street design in facilitating mobility and social participation.

LITERATURE REVIEW

IMPACT

- a** If fully accessible, the Metrolink could reduce the travel distance for people with limited mobility in the portion of the estate which is currently furthest from transport services. Access from the north-west portion of the estate would remain an issue.
- b** Shop services on Princess Parkway may be improved by the arrival of the Metrolink.
- c** Less mobile residents make journey choices outside of the immediate location in relation to the available public transport (e.g. shopping in Stockport or choice of Metrolink station).
- d** Burton Road served by relatively close drop off from 179 bus (corner of Albemarle Avenue) and is likely to be main station accessed by older residents. This would restrict Metrolink access to the bus timetable. Currently the 179 bus travels past the station in both directions, but the nearest stop is over 200m away and requires multiple road crossings.

ACTIONS

Consider accessibility from within the estate to maximise benefit from Metrolink for Older residents

- Share findings with Metrolink.
- Investigate creating a 'connecting park' on Hough End Fields with improved pedestrian access across Princess Road to transport nodes, including benches, lighting, long crossing times and better pavement surfaces.
- Address the steep incline on the proposed Princess Road route to the Metrolink to facilitate use by older people on western portion of estate.
- Access to Burton Road station may be the most used for the least mobile residents.
- Create better links between the 179 bus and the station entrance.

RESOURCE

Training on dementia awareness: <http://www.bbc.co.uk/news/health-20596987>

3a

Southway has built a good relationship with local residents.

2a

House prices in the area are low relative to the size of properties and plots and proximity to other wealthy neighbourhoods and well regarded schools (despite the improvements to the physical fabric of the housing).

3b

Residents want to stay in the area.

3c

Maintaining goodwill forms the basis of an age-friendly community.

1a

People who want to stay in the area have to stay in their own homes due to lack of choice.

5

3

3

Older tenants and residents have a high level of commitment to the area.

2

9

3

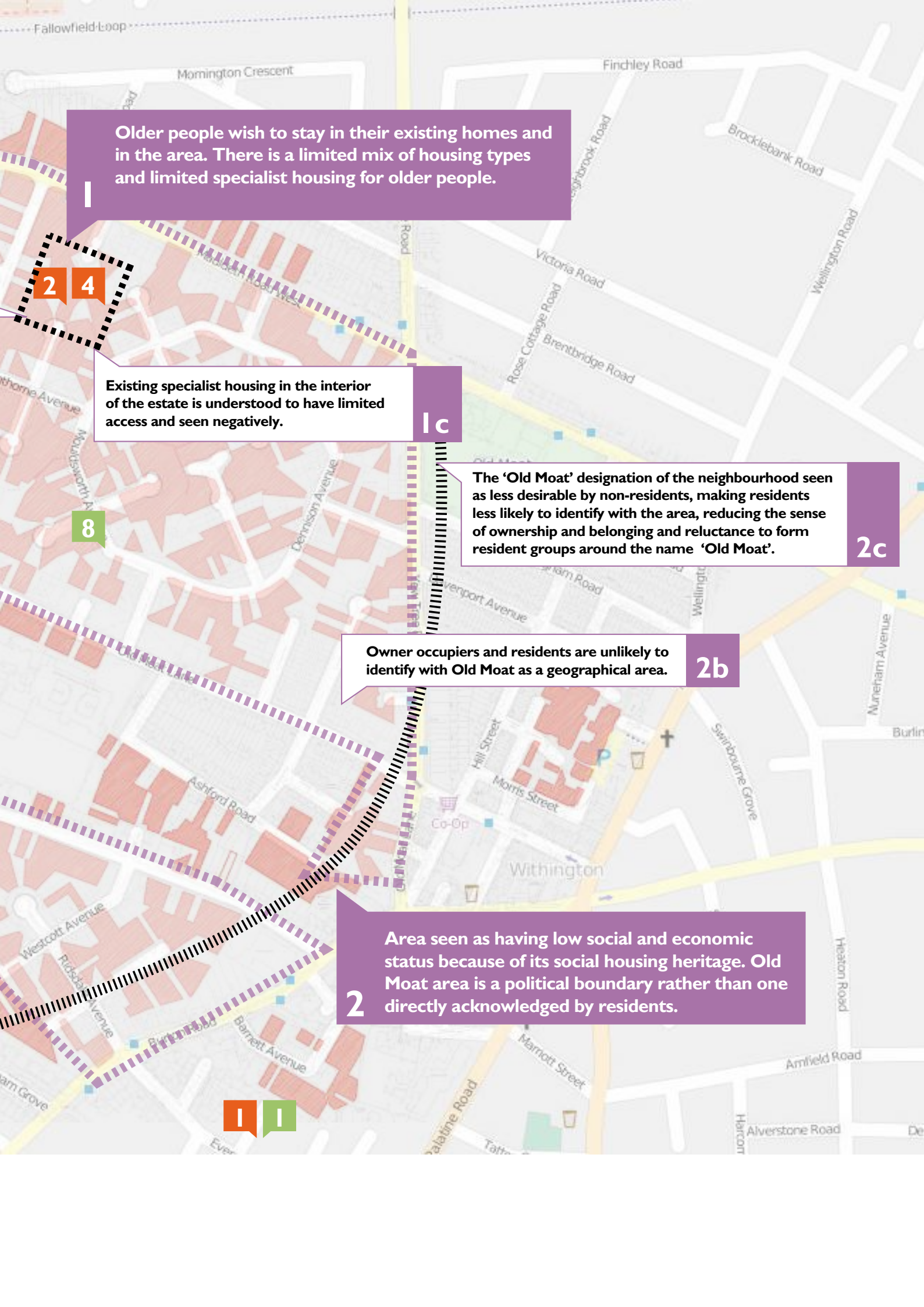
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1b

The idea of new specialist housing in the area is viewed positively.

7





1
Older people wish to stay in their existing homes and in the area. There is a limited mix of housing types and limited specialist housing for older people.

2 4

Existing specialist housing in the interior of the estate is understood to have limited access and seen negatively.

1c

8

2c
The 'Old Moat' designation of the neighbourhood seen as less desirable by non-residents, making residents less likely to identify with the area, reducing the sense of ownership and belonging and reluctance to form resident groups around the name 'Old Moat'.

2b
Owner occupiers and residents are unlikely to identify with Old Moat as a geographical area.

2
Area seen as having low social and economic status because of its social housing heritage. Old Moat area is a political boundary rather than one directly acknowledged by residents.

1 1

Focus group comments

- 1 Female (64) thinks there is insufficient choice for downsizing.
 - 2 A local service provider questions “Are there enough options for people as their needs change?”
 - 3 Male (71) worries about how he would manage to live in his home if he got dementia.
 - 4 One focus group agree that Westbrook Walk is in a poor state of repair and is not suitable for older people. The group question the need for 3 routes on the site.
-
- 1 Female (64) has made modifications to her own home to enable her to be more comfortable in later life.
 - 2 Males (65, 86) are happy with the modifications that Southway has made to their properties.
 - 3 Male (78) has no intention of moving house, suggesting: “We have got them [homes] how we like to have them.”
 - 4 Male (71) thinks that Southway has been a big improvement to when the council owned his home.
 - 5 Female (63) liked being consulted by Southway with regard to her new kitchen., stating: “We feel involved in the process.”
 - 6 Male (53) thinks that “Everyone wants to stay in their own homes all their life.”
 - 7 Female (55) lives in Chatham Court, and suggests that it is “a nice place to live.”
 - 8 Female (50) think the renovated properties look great.
 - 9 Male (62) says his daughter is an owner-occupier in Old Moat, and she was able to buy new windows at cost price at the same time as tenants were being refitted at cost price.

Community Audit

Key finding: Commitment of residents to the area and support for improving quality of the environment.

Implications: Support informal social networks – through neighbourhood workers and volunteers – as a central element in building an age-friendly neighbourhood.

Key Finding: Contrast between young, ‘highly mobile’ population and long term residents.

Implications: Develop more inter-generational activities and spaces.

Southway strategy

A bespoke consultation and engagement strategy will be developed to ensure the active involvement of older people, including those who are housebound – to include a readers' panel.

Southway will support the national 'Campaign to End Loneliness' and take effective steps to prevent and alleviate loneliness and isolation in its communities.

Increase access to specialist housing suitable for older people.

Work with a range of providers to increase the supply of specialist housing suitable for older people.

Work in partnership with MCC - Manchester Equipment and Adaptations Partnership (MEAP) - to deliver an effective service.

Identify where repair and improvement design and specifications can be adapted to meet the needs of older people.

Provide advice and support to tenants around winter warmth and affordable warmth initiatives.

Improve the safety and security of bungalow grounds and access passageways.

Southway will establish further links with the Anchor Staying Put scheme and Care & Repair to explore the handyperson service it currently offers and how Southway tenants can benefit.

Refer and signpost older tenants who require Assistive Technology e.g. Care Call and Just Checking to the Primary Assessment Teams.

Southway will evaluate its anti-social behaviour service to ensure it is accessible to older people and also make any recommended changes.

Southway will raise awareness of doorstep crime among tenants and circulate 'Early Warnings' as issued by Greater Manchester Police.

Statistical findings

Houses near key services are the most expensive. Home prices in Southway's territory are below the city average.

Pensioners in poorer areas are less likely to be homeowners, but more likely than younger people to own their own home.

FINDING

Older people wish to stay in their existing homes and in Old Moat. There is a limited mix of housing types and limited specialist housing for older people

A number of concerns were expressed regarding the limited housing options available to older people wishing to downsize. Westbrook Walk and other 'land-locked' bungalow properties have a poor reputation.

“I would hate to move from where I am. I know the area, and I’m happy. People are always worried about that.”

“If they build a couple of bungalows, I’m sure a lot of people would like a bungalow.”
[others agree]

The group talk positively about friends who have lived in bungalows in the past.

Everyone wants to stay in their current homes all of their life.

FOCUS GROUP

Majority of houses are 3-bedroom family homes.

Bungalows were built on former drying greens and have no vehicular access. Pedestrian access to these properties is poor.

PHYSICAL ENVIRONMENT

- Acknowledging the importance of home and community as a source of identity.
- Applying a social model of disability and viewing urban design in both physical and social terms.

LITERATURE REVIEW

- Commitment of residents to the area and support for improving quality of the environment.

COMMUNITY AUDIT

- Increase access of specialist housing suitable for older people.
- Work with a range of providers to increase the supply of specialist housing suitable for older people.

SOUTHWAY OLDER PEOPLE'S STRATEGY

IMPACT

- a** People who want to stay in the area have limited options to move due to lack of choice.
- b** The idea of new specialist housing in the area is viewed positively.
- c** Existing specialist housing in the interior of the estate understood to have limited access and viewed negatively.

ACTIONS

Investigate options for diversifying housing stock and increasing provision of specialist housing within the area. This might include:

- Higher density developments (redevelopment of existing sites owned by Southway).
- Converting houses into multi-storey flats.
- Small enclaves of existing houses with the addition of older person-specific annexes.
- Development of new sites/typologies such as Hough End Fields edge.
- Co-housing or Homeshare schemes.
- Enable people to stay in their own homes through material and technological improvements and improved informal support networks.
- Southway to address bungalows in 'land-locked' sites.

FINDING

2

Area seen as having low social and economic status because of its social housing heritage. Old Moat area is a political boundary rather than one directly acknowledged by residents.

Some residents feel that Old Moat has perception of being for the 'have-nots'. Many residents refer to Withington and Didsbury. Many older residents have a strong local bond to the area, having lived in Old Moat for a number of years.

FOCUS GROUP

Old Moat is a political boundary, not an experiential one.

Area lacks physical indicators of specific identity: landmarks, nodes, districts.

Old Moat was based on the garden suburbs principle and housing density is very low.

Many areas of public green space available when the estate was built have been developed into housing since the 1930s.

Property values are low, particularly in contrast to the neighbouring areas.

The area has seen increased Southway branding through street signs, door numbers and construction signs.

PHYSICAL ENVIRONMENT

- Commitment of residents to the area and support for improving quality of the environment.
- Concerns about deteriorating physical environment reflected in poor quality pavements, lack of seating and absence of public toilets.
- Perceived decline of shopping area in Withington village. Increased 'youth focus', take-away and charity shops.

COMMUNITY AUDIT

- Acknowledging the importance of home and community as a source of identity.
- Emphasising the role of street design in facilitating mobility and social participation.

Responding to issues of neighbourhood cohesion resulting from high population turnover.

Applying a social model of disability and viewing urban design in both physical and social terms.

LITERATURE REVIEW

IMPACT

- a** House prices in the area are low relative to the size of properties and plots and proximity to other wealthy neighbourhoods and well-regarded schools (despite the improvements to the physical fabric of the housing).
- b** Owner-occupiers and residents unlikely to identify with Old Moat as a geographical area.
- c** The 'Old Moat' designation of the neighbourhood seen as less desirable by non-residents, making residents less likely to identify with the area, reducing the sense of ownership and belonging and reluctance to form resident groups around the name 'Old Moat'.
- d** Reduces opportunities for development and consequent pressure to improve the environment.

ACTIONS

Build on attachment to home as the basis for achieving goal of lifetime homes and age-friendly neighbourhood.

- Improve urban design to increase area value. This should include better public spaces and street design, as well as improved access to facilities and improved physical indicators of identity.
- Maintain commitment to lifetime homes and adaptations laid out in Southway Housing Older People's Strategy.
- Improvements should consider the value of social housing as a brand in relation to private housing market.
- Consider removing signage associated with social housing e.g. construction notices.
- Include a consultative process to decide identification strategy e.g. remain as "Old Moat?" become "West Withington?"

FINDING

3

Older tenants and residents have a high level of commitment to the area.

The long tenure of residents was noted on numerous occasions.
Some participants stated that the student population is not a new development but is one that still causes tensions.

FOCUS GROUP

Data from Southway suggests that residents in Old Moat have longer tenancy periods than other social housing areas. Many residents have lived in their current property for over 20 years in contrast to the annual changes in the student population.

PHYSICAL ENVIRONMENT

A common reason for enjoying living in Old Moat was feeling settled after living in the area for a number of years.
Concerns over bins and gardens of student properties was noted.
Commitment of residents to the area and support for improving quality of the environment.

COMMUNITY AUDIT

There are 2.5 times the number of older people over 50 living in Old Moat than the Manchester average.
Importance of securing strong cross-generational ties.
Responding to issues of neighbourhood cohesion resulting from high population turnover.
Acknowledging the importance of home and community as a source of identity.

LITERATURE REVIEW

IMPACT

- a** Southway has built a good relationship with local residents.
- b** Residents want to stay in the area.
- c** Maintaining goodwill forms the basis of an age-friendly community.

ACTIONS

Community involvement in any physical improvement actions should be a prerequisite.

- The value of physical improvements should be calculated to include well-being indicators.

Develop potential of a ‘Naturally Occurring Retirement Community’ (NORC) in part of Old Moat using different resources (e.g. Minehead Centre, Le Bas House) to strengthen support to vulnerable groups within and beyond the NORC area.

- Form partnership between Southway Housing Trust, health care organisations, social services and older people,
- Develop programmes aimed at promoting health and well-being and empowering older people to take on new roles within the community.
- Explore the potential for using older person-specific annexes to migrate less mobile older people closer to older person-specific services whilst meeting their desire to stay in the area.

Establish further links with existing schemes assisting residents to stay in their homes e.g Anchor Staying Put scheme and Care & Repair

Explore outside funding avenues to produce offer for local owner-occupiers to help them make their homes safer/warmer.

RESOURCE

Scott Ball, M. (2012) Liveable Communities for Aging Populations John Wiley Stafford,
P. (2009) Elderburbia: Aging with a sense of place in America. Praeger Scharlach, A and
Lehning (2013) Ageing-friendly communities and social inclusion in the United States of
America Ageing and Society 33 (1) 110-136



1

2b Tension between highly mobile younger population and life-long residents.

3 There was an association between residents' perception of criminal activity and recorded instances of crime occurring in particular areas.

3a Sometimes chronic experiences of anti-social behaviour.

4

Residents make trips to Burnage, Stockport and Wythenshawe for shopping.

1a

5

6

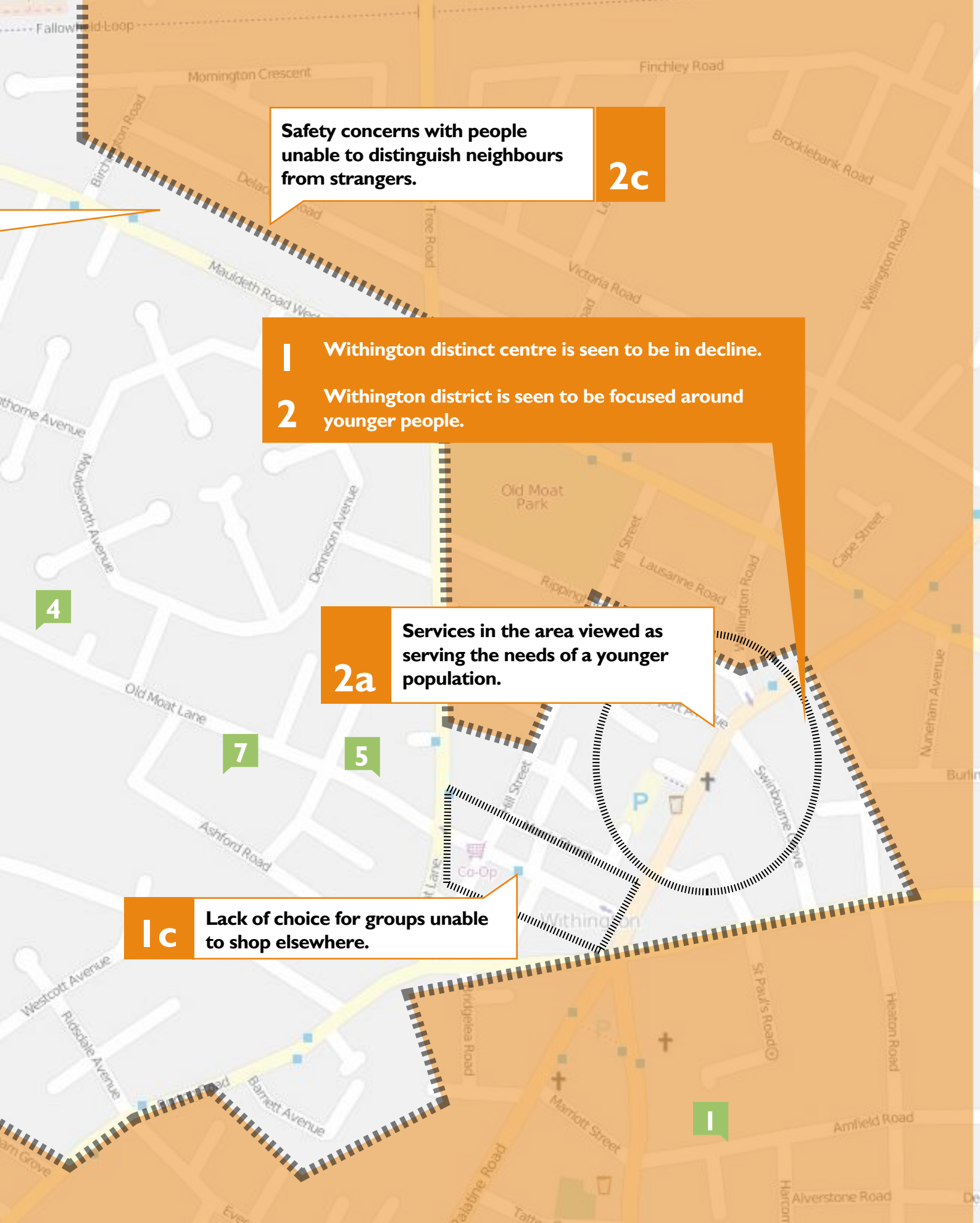
3

3

1b Reinforces social divisions between generations.

3

2



Safety concerns with people unable to distinguish neighbours from strangers.

2c

- 1** Withington distinct centre is seen to be in decline.
- 2** Withington district is seen to be focused around younger people.

2a Services in the area viewed as serving the needs of a younger population.

1c Lack of choice for groups unable to shop elsewhere.

4

7

5

1

Respect and Social Inclusion

Focus group comments

- 1 Male (63) doesn't see any neighbourhood officers walking around the estate.
- 2 Male (71) cites the racist youths in his area as a problem.
- 3 Female (55) felt unsafe coming to the focus group as there was a gang of youths congregating outside her house.
- 4 Male (82) points out that there are gangs around Wrenbury Avenue which cause difficulties.
- 5 Male (82) has problems with noisy neighbours and problems occur every night.
- 1 Male (63) has lived in the area for a long time and that everyone gets to know each other.
- 2 Female (92) suggests that "If you stop worrying and think you are safe, then you are safe."
- 3 Female (72) and male (86) have good relationships with their neighbours.
- 4 Male (63) thinks that Southway does a good job of intervening with problems and disputes between residents.
- 5 The local policeman suggests that crime involving older people is quite low, as most criminals will target students.
- 6 Male (71) thinks that young families moving in are good for the area.
- 7 Male (63) thinks that, with the exception of the house of multiple occupancy, people in the area have grown older together.

Community Audit

Key finding: Perceived decline of shopping area in Withington village. Increased 'youth focus', take-away and charity shops.

Implications: Dialogue with local shopkeepers about developing an 'age-friendly' high street, including seating in shops, promoting awareness of needs of people with dementia and people with physical disabilities, improving paving and pedestrian crossings in the centre of Withington.

Key finding: Desire for more 'community spaces' to develop formal and informal activities.

Implications: Improved awareness and utilisation and awareness of existing facilities (e.g. Minehead Centre, faith-based centres, Sure-Start Centre). Examine feasibility of creating links between facilities to expand take-up, develop new activities and support outreach work with people at risk of isolation.

Southway strategy

Southway will be an age-friendly employer by promoting equal opportunities through employment practices, access to training, recruitment and policy development.

Southway will be an age-friendly landlord by actively promoting a positive image of ageing and by ensuring age is considered in all areas of policy and service development.

Southway will support the national 'Campaign to End Loneliness' and take effective steps to prevent and alleviate loneliness and isolation in its communities.

To develop an inter-generational plan with the aim of bringing the young and old together in a mutually beneficial way. Activities will promote greater understanding and respect between generations and may contribute to building more cohesive communities.

Improve the safety and security of bungalow grounds and access passageways.

Communal and community rooms within Southway buildings will be developed into a community hub model incorporating information & training hubs.

Southway will continue to work with Good Neighbour Schemes with a particular focus on reducing isolation and will investigate ways of supporting them.

Refer and signpost older tenants who require Assistive Technology e.g. Care Call and 'Just Checking' to the Primary Assessment Teams.

Southway will consider the feasibility of establishing a telephone service for vulnerable tenants.

Southway will evaluate its anti social behaviour service to ensure it is accessible to older people and also make any recommended changes.

Southway will raise awareness of doorstep crime among tenants and circulate 'Early Warnings' as issued by Greater Manchester Police.

Statistical findings

Crime such as burglary and anti-social behaviour are a serious problem throughout Old Moat, but are particularly bad in areas with higher student populations.

There is a number of isolated crime hotspots within Old Moat. These are known within the community.

The Old Moat ward has a young average population, where as the Southway social housing estate has a much older average population.

Most student properties are close to the Withington Centre. Very few students live within the estate or along Princess Road.

FINDING

Withington distinct centre is seen to be in decline.

Many comments were made regarding the condition of pavements and the expense of shopping in Withington. A number of residents regularly shopped in Wythenshawe and Stockport because this was cheaper and there was more choice. Few participants used Manchester as a shopping destination. Many people in all forms of consultation noted that there are too many takeaways and charity shops in the district centre. Others noted the difficulty of crossing Yew Tree Road at the junction with Copson Street.

FOCUS GROUP

- Commitment of residents to the area and support for improving quality of the environment.
- Concerns about deteriorating physical environment reflected in poor quality pavements, lack of seating and absence of public toilets.
- Perceived decline of shopping area in Withington village. Increased 'youth focus', take-away and charity shops.
- Positive attitudes to public transport underpinned by reliance upon particular bus services.

COMMUNITY AUDIT

Pavements in poor condition and narrow for volume of pedestrians. Very busy traffic in district centre. Pavements incorporate parking. Service provision focused on mobile younger population. e.g. nine estate agents. As the primary gateway to Old Moat from Withington, Copson Street is currently difficult to access for pedestrians and could contribute more to the identity of Old Moat. Transport links currently serve residents travelling to places surrounding district centre. (Didsbury, Wythenshawe, Stockport, Chorlton), not just city centre. Stockport seems to be particularly popular.

PHYSICAL ENVIRONMENT

Promoting the advantages of urban neighbourhoods. Applying a social model of disability and viewing urban design in both physical and social terms. Responding to issues of neighbourhood cohesion resulting from high population turnover. Emphasising the role of street design in facilitating mobility and social participation. Promoting the advantages of urban neighbourhoods.

LITERATURE REVIEW

Take a Seat campaign led by Southway currently underway in Withington.

SOUTHWAY OLDER PEOPLE'S STRATEGY

Developed by CBRE in collaboration with Manchester City Council between 2007-2010, the action plan sets out a 10-year strategy for Withington. The guide was a non-statutory guidance aimed at informing decision-making based on consultation with residents undertaken in 2010

“Withington will play a key role as a sustainable district centre that is an attractive place to live, work and shop. The centre will be a viable retail location with a good range of shops alongside services for the community. The centre will meet all the needs of the local people.”

Key Issues

- Poor shopfronts
- Inhospitable environments
- Lack of green infrastructure
- Poor urban design of the Old Moat estate
- Pedestrian barriers, particularly on the junction between Wilmslow/Palatine/Burton Road.
- Community facilities feel separate from the main shopping streets.
- Cinecity site gives a negative first impression.
- Limited public space, no focal point
- Vacant shops
- Problems with ‘evening economy’ on Wilmslow Road

Proposed Actions

- Encourage redevelopment of Cinecity site
- Encourage development of White Lion site
- Host regular markets on Copson Street
- Prepare public realm strategy for the area.
- Shopfront guide and improvement scheme.
- Greater pedestrian priority on Copson Street
- Create new public space outside Withington Library
- Improvements to car parks on Morris Street
- Create management network between shop owners, residents and MCC regeneration team
- Enhance public realm outside the Old Moat Lane shopping parade.
- Enhance links between Old Moat Lane and Copson Street.

WITHINGTON VILLAGE ACTION PLAN 2010-2020

IMPACT

- a** Residents make trips to Burnage, Stockport and Wythenshaw for shopping.
- b** Reinforces social divisions between generations.
- c** Lack of choice for groups unable to shop elsewhere.

ACTIONS

Explore ways to encourage an improved range of shops in the district centre which serve the needs of older people

- Discuss with Age Concern Manchester ways of developing additional uses for charity shops in Copson St.
- Explore with local authority and other organisations scope for improving pavements in key areas of Old Moat e.g. routes around central shopping area (Copson St and Wilmslow Rd).
- Develop strategy for improving accessibility for wheelchairs and clearing pavements of obstructions.
- Use community hub to provide and promote assistive technologies.

Develop Copson St as an exemplar of an age-friendly shopping centre

- Consider developing local business and service provider partnership to campaign for improvement to the district centre.
- Work with reference group comprising older residents, shopkeepers, local authority, representatives from the universities and other organisations.
- Improve bus stop outside Co-op on Copson Street.
- Develop Age-friendly charter for shopkeepers, building on 'Take a Seat' campaign. Encourage shop-keepers to provide seating in shops and/or W.C provision.

FINDING

2

Withington district is seen to be focused around younger people.

Many focus group respondents had a negative reaction to the high number of hot food takeaways and bars, particularly on Wilmslow Road. Many people preferred to travel to Stockport and Wythenshawe which serve their needs better. Of the people who do shop in Withington, a high proportion go to Copson Street rather than Wilmslow Road.

Some participants stated that the student population is not a new development, but one that still causes tensions.

Walking interviewee notes that there is a university community liaison officer now active in the area. His neighbour currently takes around 50 bins onto the street because the students fail to do so.

FOCUS GROUP

People farthest away are least satisfied with service provision.

- Commitment of residents to the area and support for improving quality of the environment.
- Contrast between young, 'highly mobile' population and life-long residents.

COMMUNITY AUDIT

Data from Southway suggests that residents in Old Moat have longer tenancy periods than other social housing areas. Many residents have lived in their current property for over 20 years, in stark contrast to the annual changes in student population.

PHYSICAL ENVIRONMENT

- Emphasising the importance of access to community facilities.
- Acknowledging the importance of home and community as a source of identity.
- Responding to issues of neighbourhood cohesion resulting from high population turnover.
- Securing strong cross-generational ties.

LITERATURE REVIEW

- Ascertain what services are currently available to older people in our community and identify gaps in the service provision.
- Communal and community rooms within Southway buildings will be developed into a community hub model incorporating information & training hubs.
- To develop an inter-generational plan with the aim of bringing the young and old together in a mutually beneficial way. Activities will promote greater understanding and respect between generations and may contribute to building more cohesive communities.

SOUTHWAY OLDER PERSON'S STRATEGY

IMPACT

- a** Services in the area viewed as serving the needs of a younger population.
- b** Tension between highly mobile younger population and life-long residents.
- c** Safety concerns with people unable to distinguish neighbours from strangers.

ACTIONS

Develop more intergenerational activities and spaces drawing upon initiatives stimulated by the Centre for Inter-Generational Practice.

- Build on work of Withington Civic Society to involve estate agents, landlord and universities in inter-generational communication programme.
- Work with Valuing Older People to provide inter-generational training for residents to help projects get off the ground.
- Involve younger people – e.g. create/promote social space specifically for younger people.

Provide localised age-specific services

- Locate additional age-specific services within the Old Moat estate e.g. Community spaces, shops, neighbourhood office located to the west of the estate.
- Look at developing Copson Street/Yew Tree Road area as a local centre for older people.

FINDING

3

There was an association between residents' perception of criminal activity and recorded instances of crime occurring in particular areas.

A number of participants noted there were problems with a small number of residents and families.
Problems with anti-social behaviour in some cases.

FOCUS GROUP

- Commitment of residents to the area and support for improving quality of the environment.
- Contrast between young, 'highly mobile' population and life-long residents.

COMMUNITY AUDIT

Statistical data shows a number of isolated hotspots for crime in residential housing areas within Old Moat, as opposed to other traditional high crime areas such as shops and commonly used public spaces.

PHYSICAL ENVIRONMENT

Acknowledging the importance of home and community as a source of identity.

LITERATURE REVIEW

- Ascertain what services are currently available to older people in our community and identify gaps in the service provision.
- Southway will consider the feasibility of establishing a telephone service for vulnerable tenants.

SOUTHWAY OLDER PERSON'S STRATEGY

IMPACT

- a** Sometimes chronic experiences of anti-social behaviour.
- b** Positive perceptions of Southway interventions.
- c** Divergence of views about input of local police.

ACTIONS

Establish community-police partnership

- Create base for PCSOs to increase community awareness and host regular surgeries. Provide a focal point for residents to talk to Southway and the police about problems they are having.
- Work with PCSOs to tackle anti-social behaviour and raised awareness of doorstep crime and how it can be prevented.
- Improve or act upon eviction procedures for problematic families.
- Enable residents to influence police routes/daily rounds.

1. Old Moat Primary School
2. SureStart Centre
3. Withington Library
4. Withington Methodist Church
5. Withington Leisure Centre
6. Adult Learning Centre
7. Fire Station (community rooms)
8. Minehead Centre
9. Copson Street [shops]
10. Wilmslow Road [shops]
11. Fallowfield Loop
12. Albemarle Allotments
13. Old Moat Park
14. Hough End Fields
15. St. Bernadette's Church
16. St. Christopher's Church
17. St. Cuthbert's Church
18. St. Paul's Church
19. Community Hub at Old Moat School

3 There is no resident-led community involvement in developing the 'Old Moat' neighbourhood.

1c Old Moat School Community Hub and the SureStart centre have a strong focus on younger people.

6

2

14

2a The Minehead Centre is currently under-used.

2c The Minehead Centre suffers from a perception that its use is restricted to limited groups of older people i.e. a day centre not a community centre.

2b Funding changes have impacted on the use of the Minehead Centre.

1a Minehead Centre is an important resource for older people but is difficult to access for pedestrians.

15

16

8

6

8

4

9

3

12

2 The Minehead Centre is an important resource which could be a focus for community activities for the older population.





Social Participation

Focus group comments

- 1 Men (62, 76) were annoyed that Southway used to be based in Withington but has now moved further away.
- 2 Female (67) thinks that older people are worried about going out at night.
- 3 Male (65) used to use the mobile library but it was closed down.
- 4 Male (76) thinks that the Minehead Centre used to be a resource for the over-60s but has slowly become a care facility.
- 5 One focus group agreed that they mostly socialise with family rather than neighbours.
- 6 Female (65) does not do activities after dark as it makes her feel unsafe.
- 7 Male (82) thinks that irresponsible dog owners can be a problem.
- 8 Female (72) doesn't think there is a community. She cites that there isn't anywhere that the community can come together, except for the pub.
- 9 Male (71) says that he has never used the SureStart Centre. He suggests that, like the Minehead Centre, if you don't live nearby then you don't know about these facilities.
- 10 Male (86) used to frequent The Orion pub but no longer feels safe walking back from there late at night.
- 11 Female (55) wants to take part in art classes. She questions if this is something that can be offered at the new primary school.
- 1 Female (67) goes to the local residential care home to have a chat with the people living there.
- 2 Female (67) attends the tea dance at St. Cuthbert's Church.
- 3 Female (72) attends Withington Methodist Church regularly.
- 4 Female (72) goes to the aqua-dance sessions at Withington Leisure Centre.
- 5 Female (67) sometimes goes to the Wetherspoon's pub in Fallowfield.
- 6 Female (63) gets the bus to the Aquatic Centre three times a week.
- 7 Female (55) goes to St. Paul's Church every week.
- 8 Female (63) went to the Adult Learning Centre to learn how to use a computer.

Southway strategy

A Local Offer will be developed in consultation with older Southway tenants, setting out the services and service standards that will be delivered.

Southway will support the national 'Campaign to End Loneliness' and take effective steps to prevent and alleviate loneliness and isolation in its communities.

To develop an inter-generational plan with the aim of bringing the young and old together in a mutually beneficial way. Activities will promote greater understanding and respect between generations and may contribute to building more cohesive communities.

Develop an age-friendly garden design project.

Southway will develop opportunities for older residents to learn about and utilise available IT facilities and online services.

Southway should look to target people at key transition points, such as retirement, periods of reduced mobility or poor health and bereavement.

Communal and community rooms within Southway buildings will be developed into a community hub model incorporating information & training hubs.

Southway will continue to work with Good Neighbour Schemes with a particular focus on reducing isolation and investigate ways of supporting them.

Ascertain what services are currently available to older people in our community and identify gaps in the service provision.

Community Audit

Key finding: Perceived decline of shopping area in Withington village. Increased 'youth focus', take-away and charity shops.

Implications: Dialogue with local shopkeepers about developing an 'age-friendly' high street, including seating in shops, promoting awareness of needs of people with dementia and people with physical disabilities, improving paving and pedestrian crossings in the centre of Withington.

Key finding: Desire for more 'community spaces' to develop formal and informal activities.

Implications: Improved awareness and utilisation and awareness of existing facilities (e.g. Minehead Centre, faith-based centres, SureStart Centre). Examine feasibility of creating links between facilities to expand take-up, develop new activities and support outreach work with people at risk of isolation.

Social Participation

FINDING

Community spaces are unevenly distributed and often provide services for younger people.

“I want to get involved, and want support to do this.”

Through the focus groups we were unable to find many community groups in the area, with notable exceptions such as the men’s cooking club and a snooker club.

It was suggested that Old Moat is too big to form any meaningful residents’ group. Neighbourhood Officers have to split the region in half to cover the area.

Men’s cooking group started with a grant from VOP and is still going today. Good example of how small investment can lead to lasting social change.

Some focus groups suggested that they felt services were aimed at either the young or the very old. Some audit participants said that the area could be improved by creating an informal community space within the estate.

Some participants asked if the new school was going to be used in the evenings for classes or community uses, citing examples elsewhere in the city which do this.

We hosted some focus groups at the SureStart Centre and some residents were unaware of its location.

“School and doctor’s surgery are the centre of the estate.”

FOCUS GROUP

- Commitment of residents to the area and support for improving quality of the environment.

- Positive attitudes to public transport underpinned by reliance upon particular bus services.

- Desire for more ‘community spaces’ to develop formal and informal activities.

COMMUNITY AUDIT

The majority of shops and services are located in the district centre, with the notable exception of the Minehead Centre.

Old Moat Primary School and the SureStart Centre are in the geographical centre of the Old Moat estate and are located on a key pedestrian route which links the area to Copson Street and Withington Village.

PHYSICAL ENVIRONMENT

Emphasising the importance of access to community facilities.

Emphasising the value of neighbourhood networks as ‘informal’ ties underpinning age-friendly communities.

LITERATURE REVIEW

- Southway will continue to work with Good Neighbour Schemes with a particular focus on reducing isolation and investigate ways of supporting them.

- Communal and community rooms within Southway buildings will be developed into a community hub model incorporating information & training hubs.

- To develop an inter-generational plan with the aim of bringing the young and old together in a mutually beneficial way.

- Activities will promote greater understanding and respect between generations and may contribute to building more cohesive communities.

SOUTHWAY OLDER PERSON’S STRATEGY

IMPACT

- a** Minehead Centre is an important resource for older people but is difficult to access for pedestrians.
- b** Social participation is reliant on public transport provision.
- c** Old Moat School Community Hub and the SureStart Centre have a strong focus on younger people.
- d** Withington Methodist Church is a centre for a non-faith as well as faith-based older people's community activities.
- e** Withington Adult Learning Centre and Leisure Centre have mixed reputations amongst older people.
- f** Explore potential for inter-generational activities and practices at these venues.

ACTIONS

Work with community groups to include older people's issues as part of their wider programme.

- Old Moat Primary School is on the main pedestrian route to Withington. The public space of the school and adjacent to the school could be better utilised for older people on their way to the district centre or waiting for the bus.
- Link Whitchurch Road to Old Moat Lane through the school grounds (linking the 2 major assets in the centre of the estate.)

Provide a community space in the remotest part of the estate.

- This would have to be developed as part of a wider community-led development to identify services which are needed and resolve potential disputes regarding use.
- This community space could include; community garden, local shop/cafe, information point, neighbourhood office, informal meeting space, tool hire, help with assistive technology and mobility equipment.
- Locate services in the SureStart Centre as part of a wider community hub/Community Minded project.

Improve range of services targeted at older adults in facilities such as Withington Leisure Centre and Adult Learning Centre.

FINDING

2 The Minehead Centre is an important resource which could be a focus for community activities for the older population.

Residents who use the Minehead Centre are complimentary about what it offers, but suggests it used to be a general purpose community centre, rather than one that focuses on those in need of care. Minehead staff suggest this could be because of cuts to transport which helped people to get to the centre, and say that the centre has the capacity to be used much more than it is at present.

Many residents are happy with the 179 bus service, except the lack of evening or weekend travel.

FOCUS GROUP

- Commitment of residents to the area and support for improving quality of the environment.
- Positive attitudes to public transport underpinned by reliance upon particular bus services.
- Desire for more 'community spaces' to develop formal and informal activities.

COMMUNITY AUDIT

The Minehead Centre is located in the south-west corner of the Old Moat estate. It is surrounded by a number of specialist housing facilities such as Le Bas House.

The Centre is located off Minehead Avenue which is difficult to access from most of the estate due to the poor urban layout. A ginnel links Minehead Avenue to Golbourne Avenue which provides improved access to the Centre, but the ginnel is long, narrow and poorly lit.

PHYSICAL ENVIRONMENT

Emphasising the importance of access to community facilities.
Emphasising the value of neighbourhood networks as 'informal' ties underpinning age-friendly communities.

LITERATURE REVIEW

Communal and community rooms within Southway buildings will be developed into a community hub model incorporating information & training hubs.

SOUTHWAY OLDER PERSON'S STRATEGY

IMPACT

- a** The Minehead Centre is currently underused.
- b** Funding changes have impacted on the use of the Centre.
- c** Suffers from a perception that its use is restricted to limited groups of older people i.e. a day centre not a community centre.

ACTIONS

Ensure participation in Minehead Centre facilities is available for all older people, and that it has an active relationship with the wider community.

- Establish residents panel/working group.
- Clarify current plans for the Minehead Centre.
- Intensify support and provision in the area and increase accessibility through wider urban environment improvements and improved public transport links.

FINDING

3 There is no resident-led community involvement in developing the 'Old Moat' neighbourhood.

There are few established community groups other than faith groups.
"Community space lacking, nothing apart from the pub."
Neighbourhood officer thinks his role could be more community based rather than individually focused.

FOCUS GROUP

Large areas of the estate are located a long distance from community space and activities.

PHYSICAL ENVIRONMENT

Commitment of residents to the area and support for improving quality of the environment.
Desire for more 'community spaces' to develop formal and informal activities.

COMMUNITY AUDIT

- Acknowledging the importance of home and community as a source of identity.
- Acknowledging issues about lack of communication/ awareness about community events and activities.
- Applying a social model of disability and viewing urban design in both physical and social terms.
- Securing strong cross-generational ties.
- Responding to issues of neighbourhood cohesion resulting from high population turnover.
- Literature Review identifies Transformative Community Development as important methodology for improving well-being in neighbourhoods

LITERATURE REVIEW

A bespoke consultation and engagement strategy will be developed to ensure the active involvement of older people, including those who are housebound – to include a readers' panel.
Example - Lostock Community Partnership, Trafford.

SOUTHWAY OLDER PERSON'S STRATEGY

IMPACT

- a** Community-led neighbourhood development organisations in the area would enable Southway Housing Trust and other agencies to move from individual service provision to more communal discussions.
- b** Stronger partnership arrangements required between Southway and other local agencies and residents in order to develop the 'neighbourhood', inclusive of all stakeholders.

ACTIONS

Support and draw upon informal social networks as key process for creating an age-friendly neighbourhood. Community action to strengthen informal social networks and to support older residents as advisors and contributors to neighbourhood development.

- Promote lifelong learning in Old Moat through Adult Learning Centre and University of the Third Age and skill sharing (both between older people and inter-generational groups).
- Promote informal social networks, and support the development of community groups.
- Promote the creation of a diverse residents association/community champions.
- Provide financial support for the neighbourhood activities of local groups.
- Build upon links formed through the Old Moat: Age-friendly project.
- Establish a film club e.g. the 'Front Row' scheme in North Manchester.
- Investigate potential local partners (Old Moat Primary School?).

Promote better communication between groups:

- Host a 'market-style' event for groups to meet each other.
- Phone befriending service linking vulnerable residents.
- Partnership with Withington Assist.
- Withington Assist is at full capacity. Promote ways to attract more volunteers and users to the service.

Ensure accessibility to transport links

- Transport to surrounding district centres provides local residents with service and entertainment choices.
- Explore improvements to district centre.
- Coordinate with Withington District Action plan.

Commission a Transformative Community Development programme, building on the latest methodologies and experiences of local initiatives. Formation of groups around specific issues and on a more local basis than 'Old Moat', for example around a new urban identity masterplan.

- Ensure older people are included as full partners in community-decisions which affect their interests.

2

Perception that neighbourhood officers do not spend sufficient time in the locality.

3a

There is a convergence of views between Southway staff and local people about the value of increased direct local contact.

3

Lack of informal networks in the area reduces effectiveness of 'word of mouth'.

1b

Lack of coordination of different information channels is currently seen as a weakness.

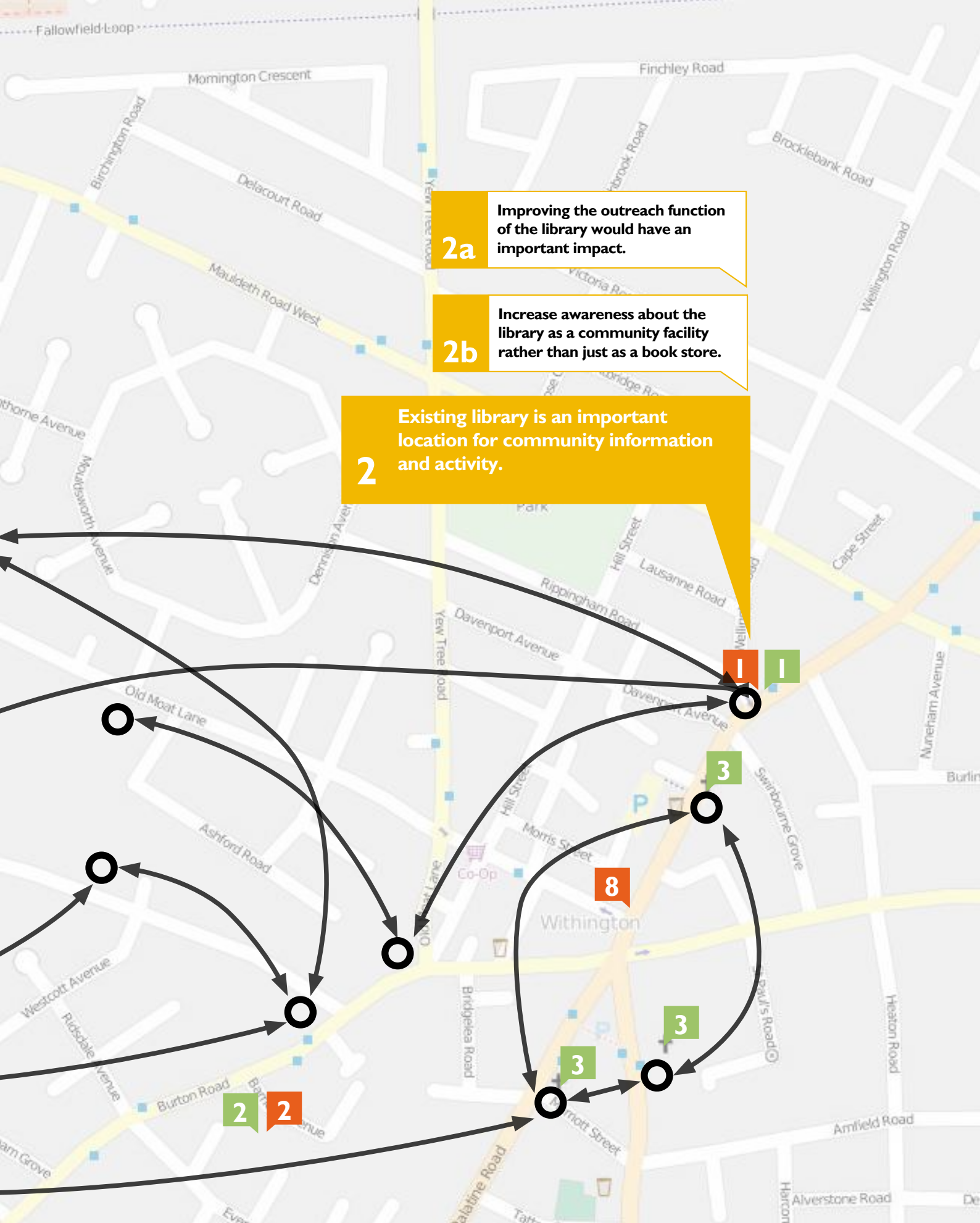
1

A wide range of activities are supported by faith organisations, but these are often less well communicated to non-faith residents.

1a

5 4
6 7





Communication and Information

Focus group comments

- 1 Female (64) says that the Library used to be a community hub, but now there are insufficient staff.
 - 2 Female (67) says she does not know enough about events that happen in the area.
 - 3 Male (62) thinks that Southway Stories is 'readable', and contains the contact details he needs.
 - 4 Female (96) thinks that people want to participate in activities but they need help to get them started.
 - 5 Female (55) lives near the Minehead Centre, but does not know what it is.
 - 6 A worker at the Minehead Centre thinks there is poor advertising of services, and that there is poor communication between different groups like healthcare.
 - 7 A worker at the Minehead Centre thinks that people perceive it as a residential home. She describes a Southway tenant who arrived thinking he could stay for 2 weeks whilst his house was being renovated.
 - 8 A local service provider approached Guy's Opticians regarding placing a noticeboard on the wall outside their shop but they didn't respond to her request.
-
- 1 The local police officer says that he hosts regular surgeries at the Library.
 - 2 Female (67) follows the local police and fire services on Twitter.
 - 3 Male (63) gets several church magazines and the Didsbury Civic Society newsletter which keep him informed.
 - 4 Male (86) goes to the Minehead Centre for information.

Southway strategy

Southway will be an age-friendly landlord by actively promoting a positive image of ageing and by ensuring age is considered in all areas of policy and service development.

A bespoke consultation and engagement strategy will be developed to ensure the active involvement of older people, including those who are housebound – to include a readers' panel.

Southway will support the national 'Campaign to End Loneliness' and take effective steps to prevent and alleviate loneliness and isolation in its communities.

Southway will establish, facilitate and chair Valuing Older People (VOP) networks in each locality.

Southway will create information hubs in each local offer areas for advice and information.

Southway will develop opportunities for older residents to learn about and utilise available IT facilities and online services.

Southway will investigate further how best to enable frontline staff to disseminate information and advice on issues relevant to our older tenants.

Southway should look to target people at key transition points, such as retirement, periods of reduced mobility or poor health and bereavement.

Communal and community rooms within Southway buildings will be developed into a community hub model incorporating information & training hubs.

Southway will continue to work with Good Neighbour Schemes with a particular focus on reducing isolation and investigate ways of supporting them.

Refer and signpost older tenants who require Assistive Technology e.g. Care Call and 'Just Checking' to the Primary Assessment Teams.

Southway will consider the feasibility of establishing a telephone service for vulnerable tenants.

Southway will raise awareness of doorstep crime among tenants and circulate 'Early Warnings' as issued by Greater Manchester Police.

Community Audit

Key finding: Desire for more 'community spaces' to develop formal and informal activities.

Implications: Improved awareness and utilisation and awareness of existing facilities (e.g. Minehead Centre, faith-based centres, Sure-Start Centre). Examine feasibility of creating links between facilities to expand take-up, develop new activities and support outreach work with people at risk of isolation.

FINDING

Coordination of different information channels is currently seen as a weakness.

Workers at the Minehead Centre said they would like to be able to partner with other organisations but that it is hard to get things started.

The Old Moat and Withington VOP network suggested the need to communicate better and recognise it as a problem that all service providers have in the area.

Many focus group participants noted that they desired to know more about what was going on in the area. A few people were unsure as to what facilities such as the Minehead Centre and the Adult Learning Centre had to offer.

A number of focus group participants spoke highly of the services offered by the local churches, and many use their newsletters as a way of keeping informed about local activities.

FOCUS GROUP

- Commitment of residents to the area and support for improving quality of the environment.

- Desire for more 'community spaces' to develop formal and informal activities.

COMMUNITY AUDIT

Emphasising the importance of access to community facilities.

Acknowledging issues about lack of communication/ awareness about community events and activities.

Securing strong cross-generational ties. Emphasising the value of neighbourhood networks as 'informal' ties underpinning age-friendly communities.

LITERATURE REVIEW

- Southway will investigate further how best to enable frontline staff to disseminate information and advice on issues relevant to our older tenants.

- Southway will create information hubs in each local offer area for advice and information.

SOUTHWAY OLDER PERSON'S STRATEGY

The majority of community spaces are located within Withington district centre. Each space advertises its own activities independently although some advertising is centralised in the Library reception area.

PHYSICAL ENVIRONMENT

IMPACT

- a** A wide range of activities is supported by faith organisations, but these are often less well communicated to non-faith residents.
- b** Lack of informal networks in the area reduces effectiveness of 'word of mouth'.
- c** Some use of IT but this is uneven and low compared with other age-groups.

ACTIONS

Create integrated communication plan across agencies.

- This should be disseminated through traditional formats (noticeboards, leaflets, newsletters etc.) as well as one-to-one communications (community phone trees, talking with engagement workers).
- Provide IT assistance for residents whilst considering the large number of older people who do not have or want to use a computer.
- Work with faith groups to improve awareness of their community role throughout community.
- Include materials as part of local information hubs or a wider newsletter circulation.

FINDING

2

Existing library is an important location for community information and activity.

The library services are popular with a number of residents, and people see it as an important community hub.
One participant said she got help with booking a coach from the staff there.

FOCUS GROUP

- Commitment of residents to the area and support for improving quality of the environment.
- Desire for more 'community spaces' to develop formal and informal activities.

COMMUNITY AUDIT

Despite being located a long distance from many Southway properties, the library is served by the popular 179 bus route.

PHYSICAL ENVIRONMENT

Acknowledging issues about lack of communication/ awareness about community events and activities.

LITERATURE REVIEW

- Communal and community rooms within Southway buildings will be developed into a community hub model incorporating information & training hubs.
- Southway will create information hubs in each local offer areas for advice and information.

SOUTHWAY OLDER PERSON'S STRATEGY

IMPACT

- a** Improving the outreach function of the library would have an important impact.
- b** Many residents see the library as an important community facility.
- c** There is a strong desire to ensure services are maintained.

ACTIONS

Establish older person-focused activities at the library.

- The function and format of this information hub needs to be created through consultation and feedback from the local community.
- Communicate these activities and hub through wider integrated communication strategy.
- Promote the social side of library service through coffee afternoons.
- Promote awareness of other services for older people, such as the Books2Go service and ebook services.
- Create satellite libraries at key community spaces such as the Minehead/SureStart Centre with small selection for books aimed at older people.

FINDING

3

There is a convergence of views between Southway staff and local people about the value of increased direct local contact.

In a discussion with Southway staff we discovered that during a particularly cold period the Southway telephone team called their vulnerable tenants to organise food parcels. Neighbourhood officers said they would like to spend more time on site rather than in the office.

Some residents questioned the logic behind moving the office from Copson Street to Didsbury.

Some residents said they never saw their neighbourhood officer, or that they wanted to be able to speak to them face-to-face more often.

FOCUS GROUP

- Commitment of residents to the area and support for improving quality of the environment.

- Desire for more 'community spaces' to develop formal and informal activities.

COMMUNITY AUDIT

Acknowledging issues about lack of communication/ awareness about community events and activities.

LITERATURE REVIEW

- Southway will review and adopt formal procedures to identify vulnerable adults and provide frontline staff with training necessary to carry out this role.

- Southway will create information hubs in each local offer area for advice and information.

- Communal and community rooms within Southway buildings will be developed into a community hub model incorporating information & training hubs.

SOUTHWAY OLDER PERSON'S STRATEGY

IMPACT

- a** Perception that neighbourhood officers do not spend sufficient time in the locality.
- b** Neighbourhood officers could be more proactive, tailoring services to older residents through developing community contact from a geographical base (easier to know and contact vulnerable older people on an ad hoc basis).

ACTIONS

Extend existing Southway communication channels within the community

- Utilise Southway emergency telephone contact to vulnerable adults as a community building tool.
- Base neighbourhood officers on the remote part of the Old Moat estate.
- This community space could include: community garden, local shop/cafe, information point, neighbourhood office, informal meeting space, tool hire, help with assistive technology and mobility equipment.

Old Moat: Age-friendly Action Plan Overview

Fallowfield Loop

Improve legibility of 'circles' through new community gateways.

Hough End Playing Fields

Develop Hough End Fields as a 'connecting park'.

Old Moat Primary School

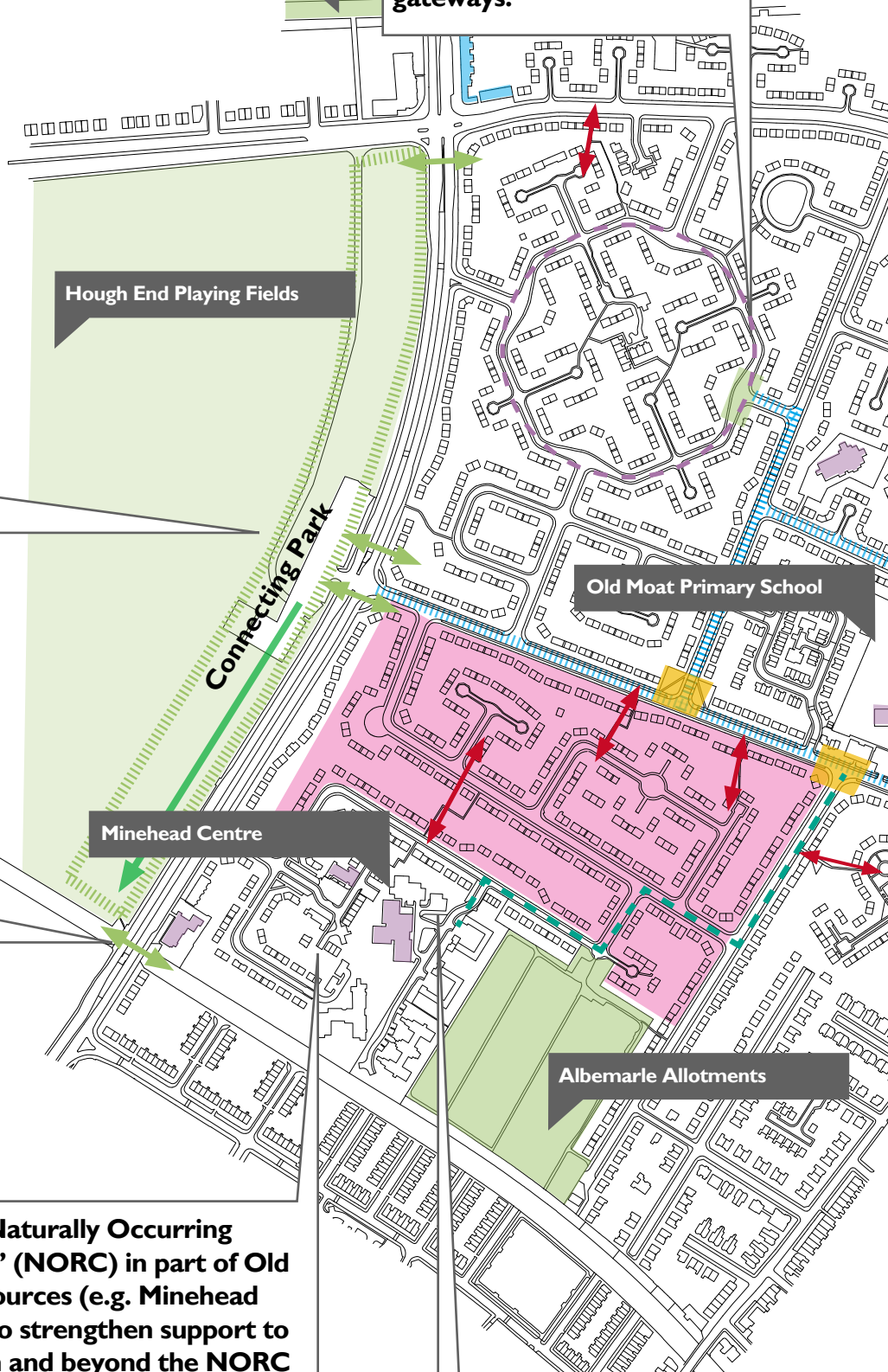
Minehead Centre

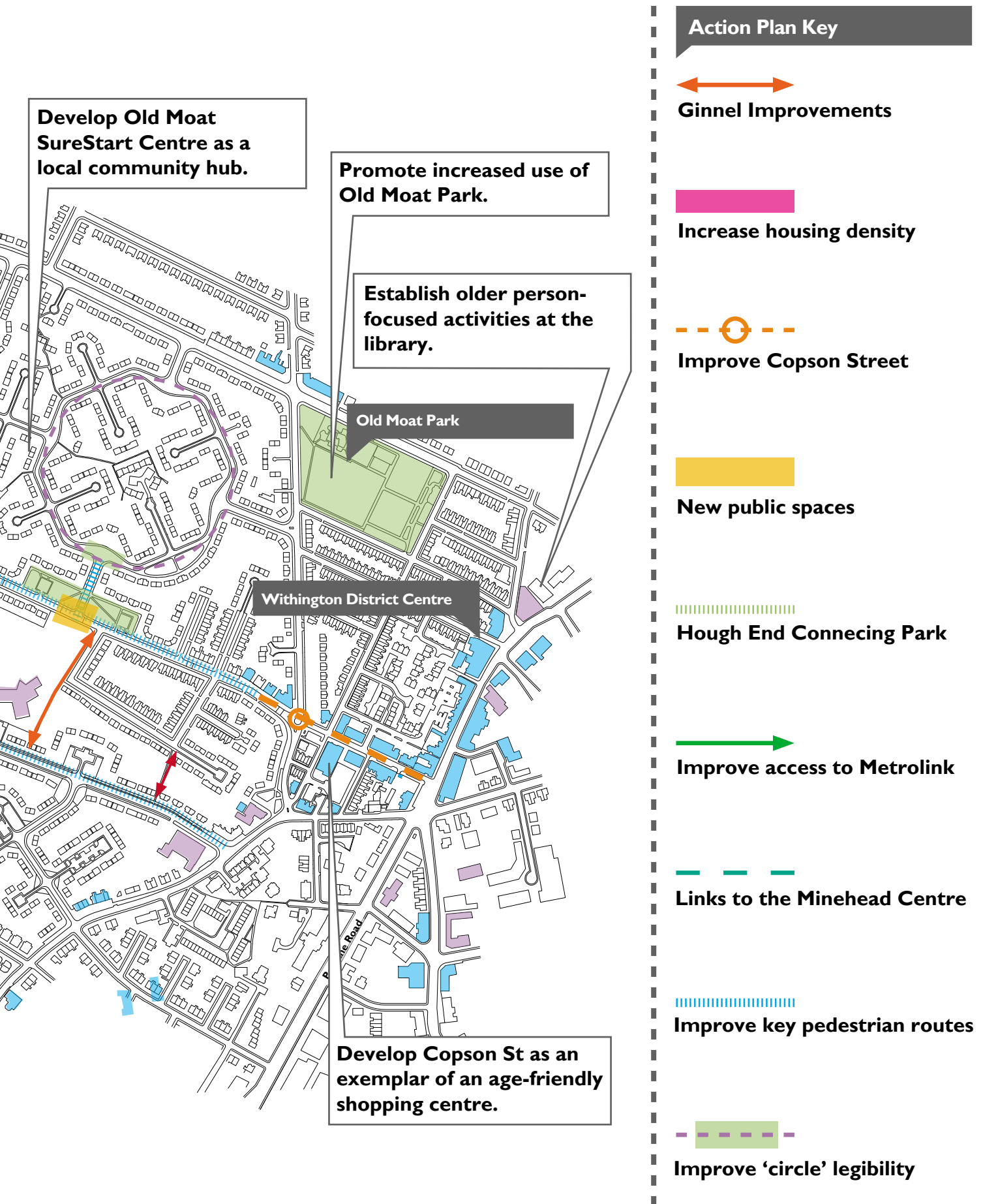
Improve access to Withington Metrolink station.

Albemarle Allotments

Develop potential of a 'Naturally Occurring Retirement Community' (NORC) in part of Old Moat using different resources (e.g. Minehead Centre, Le Bas House) to strengthen support to vulnerable groups within and beyond the NORC area.

Investigate options for diversifying housing stock and increasing provision of specialist housing within the area.





This is a simplified version of the Old Moat: Age-friendly Action Plan map. A full version is available online at <http://www.southwayhousing.co.uk/agefriendly>

10. Action Plan Summary

This section summarises the main action points developed through the research. These action points are shown under the WHO Age-friendly Cities headings on the following pages. All of the proposed action points are also shown on an Action Plan map in order to plot the inter-relationship between actions and the location of any proposed intervention. **Old Moat: Age-friendly Action Plan** is available as a separate large scale drawing and as an electronic resource on the Southway website - www.southwayhousingtrust.co.uk/agefriendly

Outdoor Spaces and Buildings

Improve access to public green space

- 1** Improve key crossing points to Hough End Fields at the junctions with Mauldeth Road, Whitchurch Road and Metrolink, including: longer crossing times and higher pedestrian priority.
- 2** Create multi-functional edge to Hough End Fields as a connecting park linking Fallowfield Loop and Metrolink, and potentially the Arrowfield estate.
- 3** Improve park facilities e.g. aerobic gym, bowling green, improved benches, planting and growing areas.

Improve community involvement and social participation in outdoor leisure

- 4** Host more events at Old Moat Park to encourage wider participation in spaces which are already accessible.
- 5** Establish a resident-led partnership to promote involvement, ownership and management of spaces.
- 6** Create inter-generational partnership to explore use of Hough End Fields.
- 7** Work with local partners to secure funding for small scale local projects.
- 8** Encourage access through 'strollers' group to encourage physical fitness.
- 9** Link with new authority responsible for public health and develop opportunities for work around health promotion and related issues.

Address legibility of the estate through improved street design (hierarchy of routes, improved visibility of nodes and key routes) and improved public spaces including seating, covered waiting areas and community activity spaces. Consider inclusive design and dementia design when developing the urban environment.

- 10** Establish primary and secondary routes linking Withington district centre and the centre of the estate and key assets such as the Minehead and SureStart Centres and the circles.
- 11** Relate signage, planting and the use of colour to route hierarchy as a navigational tool.
- 12** Introduce public spaces/gateways at key nodes on primary routes.
- 13** Introduce landmarks at 'gateways' of circles visible from main routes to help navigation.
- 14** Locate outdoor seating at nodes and landmarks and consider covered spaces/as part of new public spaces.

Consider use of Southway-owned private green space as a resource for the development of an age-friendly community:

- 15** Location for age-specific housing.
- 16** Use pilot garden project as a tool to improve community participation in the maintenance and sharing of currently private green space.
- 17** Use community association focused around gardening as a tool to build a community partnership.
- 18** Develop community gardening initiative with 'raised beds' in a number of locations around Withington.
- 19** Draw on experience of the CALL-ME research project in Moss Side and other Manchester areas which highlighted value of community gardening initiatives for enhancing well-being and socialisation amongst older people.

Ensure key assets are accessible by pedestrians and cars

- 20** Improve the physical environment of key routes e.g Old Moat Lane to Yew Tree Road which forms the main link to Copson Street.
- 21** Produce parking strategy for key route improvements associated with identity strategy, public space nodes and transport routes.
- 22** Explore parking restrictions on key routes (as marked on plan)
- 23** Promote public campaign within neighbourhood to reduce street parking.
- 24** Increase/ensure availability of public seating on the edge of open spaces, at transport stops and on routes leading to and from shopping areas.
- 25** Work with MCC waste collection to produce strategy and highlight problems with current bin storage/collection.

Maintain pavements and ensure crossings are suitable for older people

- 26** Ginnels serving obsolete public green space should be considered for closure in consultation with local residents.
- 27** Ginnels connecting services with public routes should be formalised.
- 28** Work with schools and youth groups to highlight the problems anti-social behaviour can cause older people.
- 29** Work with police to improve safety of the ginnels through improved lighting, materials and patrols.
- 30** Improve pedestrian link to the Minehead Centre - e.g. formalise ginnel to Golbourne Avenue.
- 31** Link through to Ablemarle allotments and to other facilities where possible.
- 32** Make SureStart Centre visible as an asset for older people.
- 33** Link Old Moat School, Borchardt Medical Centre and Community Hub together to simplify access to key services and routes.

Transportation

Build on the strong reputation and penetration of existing bus services around Old Moat.

- 34** Associate urban design improvements with 179 route e.g. seating and covered areas and public spaces and pavement improvements.
- 35** Share findings with Stagecoach.
- 36** Extend availability of 179 service to evenings and weekends.
- 37** Increase awareness among bus drivers of needs of people with physical and cognitive disabilities.
- 38** Training bus drivers on issues relating to needs of people with physical and cognitive disabilities should be considered.

Recognise social dimension to bus services assisting people in maintaining social networks

- 39** Share findings with GMATL, who run the Ring & Ride service; ask them to investigate how they can improve their service based on our evidence.
- 40** Work with Age Concern Manchester to promote proper use of the Ring & Ride service.
- 41** Use the bus as a way of promoting local messages through the 'Stagecoach grapevine'.
- 42** Improve communication about Ring & Ride, and investigate how the service can be improved.
- 43** Consider additional services related to access of Minehead Centre for local residents.

Consider accessibility from within the estate to maximise benefit from Metrolink for older residents

- 44** Share findings with Metrolink.
- 45** Investigate connecting park on Hough End with improved pedestrian access across Princess Road to transport nodes, including benches, lighting, long crossing times and better road treatments.
- 46** Address the steep incline on the proposed Princess Road route to the Metrolink to facilitate use by older people on western portion of estate. Access to Burton Road station may be the most used for the least mobile residents.
- 47** Create better links between the 179 bus and the station entrance.

Housing

Investigate options for diversifying housing stock and increasing provision of specialist housing within the area. This might include:

- 48** Higher density developments (redevelopment of existing sites owned by Southway).
- 49** Groups of houses into multi-storey flats.
- 50** Small enclaves of existing houses with the addition of older person-specific annexes.
- 51** Development of new sites/typologies such as Hough End Fields edge
- 52** Co-housing or Homeshare schemes.
- 53** Enable people to stay in their own homes through material and technological improvements and improved informal support networks. Southway to address bungalows in 'land-locked' sites.

Build on attachment to home as the basis for achieving goal of lifetime homes and age-friendly neighbourhood.

- 54** Improve urban design to increase area value. This should include better public space and street design, as well as improved access to facilities and improved physical indicators of identity.
- 55** Maintain commitment to lifetime homes and adaptations laid out in Southway Housing Older People's Strategy.
- 56** Identity improvements should consider the value of social housing as a brand in relation to private housing market.
- 57** Consider removing signage associated with social housing e.g. construction notices.
- 58** Include a consultative process to decide identification strategy eg. remain as "Old Moat?", become "West Withington?")

Community involvement in any physical improvement actions should be a prerequisite.

- 59** The value of physical improvements should be calculated to include well-being indicators.

Develop potential of a ‘Naturally Occurring Retirement Community’ (NORC) in part of Old Moat using different resources (e.g. Minehead Centre, Le Bas House) to strengthen support to vulnerable groups within and beyond the NORC area.

- 60** Form partnership between Southway Housing Trust, health care organisations, social services and older people.
- 61** Develop programmes aimed at promoting health and well-being and empowering older people to take on new roles within the community.
- 62** Explore the potential for using older person-specific annexes to migrate less mobile older people closer to older person-specific services whilst meeting their desire to stay in the area.

Establish further links with existing schemes assisting residents to stay in their homes e.g Anchor Staying Put scheme and Care & Repair

- 63** Explore outside funding avenues to produce offer for local owner-occupiers to help them make their homes safer/warmer.

Respect and Social Inclusion

Explore ways to encourage an improved range of shops in the district centre which serve the needs of older people

- 64** Discuss with Age Concern Manchester ways of developing additional uses for charity shops in Copson St.
- 65** Explore with local authority and other organisations scope for improving pavements in key areas of Old Moat e.g. routes around central shopping area (Copson St and Wilmslow Rd).
- 66** Develop strategy for improving accessibility for wheelchairs and clearing pavements of obstructions.
- 67** Use community hub to provide and promote assistive technologies.

Develop Copson St as an exemplar of an age-friendly shopping centre

- 68** Consider developing local business and service provider partnership to campaign for improvement to the district centre.
- 69** Work with reference group comprising older residents, shopkeepers, local authority, representatives from the universities and other organisations.
- 70** Improve bus stop outside Co-op on Copson Street.
- 71** Develop Age-friendly charter for shopkeepers, building on 'Take a Seat' campaign. Encourage shop keepers to provide seating in shops and or W.C provision.

Develop more inter-generational activities and spaces drawing upon initiatives stimulated by the Centre for Inter-Generational Practice co-ordinated by the Beth Johnson Foundation.

- 72** Build on work of Withington Civic Society to involve estate agents, landlord and universities in inter-generational communication programme.
- 73** Work with Valuing Older People to provide intergenerational training for residents to help projects get off the ground.
- 74** Involve younger people – e.g create/promote social space specifically for younger people.

Provide localised age-specific services

- 75** Locate additional age-specific services within the Old Moat estate e.g. community spaces, shops, neighbourhood office located to the west of the estate.
- 76** Look at developing Copson Street / Yew Tree Road area as a local centre for older people.

Establish community-police partnership

- 77** Create base for PCSOs to increase community awareness and host regular surgeries. Provide a focal point for residents to talk to Southway and the police about problems they are having.
- 78** Work with PCSOs to tackle anti-social behaviour.
- 79** Improve or act upon eviction procedures for problematic families.
- 80** Enable residents to influence police routes/daily rounds.

Social Participation

Work with community groups to include older people's issues as part of their wider programme.

- 81** Old Moat Primary School is on the main pedestrian route to Withington.
- 82** The public space of the school and adjacent to the school could be better utilised for older people on their way to the district centre or waiting for the bus.
- 83** Link Whitchurch Road to Old Moat Lane through the school grounds (linking the 2 major assets in the centre of the estate).

Provide a community space in the remotest part of the estate.

- 84** This would have to be developed as part of a wider community-led development to identified services which are needed and resolve potential disputes regarding use.
- 85** This community space could include; community garden, local shop/cafe, information point, neighbourhood office, informal meeting space, tool hire, help with assistive technology and mobility equipment.
- 86** Locate services in the SureStart Centre as part of a wider community hub/Community Minded project.

Ensure participation in Minehead Centre facilities is available for all older people, and that it has an active relationship with the wider community.

- 87** Establish residents panel/working group.
- 88** Clarify current plans for the Minehead Centre.
- 89** Intensify support and provision in the area and increase accessibility through wider urban environment improvements and improved public transport links.

Support and draw upon informal social networks as key process for creating an age-friendly neighbourhood. Community action to strengthen informal social networks and to support older residents as advisors and contributors to neighbourhood development.

- 90** Promote life-long learning in Old Moat through Adult Learning Centre and University of the Third Age and skill sharing (both between older people and on an inter-generational basis).

- Promote informal social networks, and support the development of community groups.
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- 93 Provide financial support for the neighbourhood activities of local groups.
- 94 Build upon links formed through the Age-friendly Old Moat project.
- 95 Establish a film club e.g. the 'Front Row' scheme in North Manchester.- investigate potential local partners (Old Moat Primary School?).

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- 97 Phone befriending service linking vulnerable residents.
- 98 Partnership with Withington Assist.
- 99 Withington Assist is at full capacity. Promote ways to attract more volunteers and users to the service.

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- 100 Transport to surrounding district centres provides local residents with service and entertainment choices.
- 101 Explore improvements to district centre.
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- 103 Ensure older people are included as full partners in community decisions which affect their interests.

Communication and Information

Create an integrated communication plan across agencies.

- I04** This should be disseminated through traditional formats (noticeboards, leaflets, newsletters etc.) as well as by one-to-one communications (community phone trees, talking with engagement workers).
- I05** Provide IT assistance for residents whilst considering the large number of older people who do not have or want to use a computer.
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- I07** Include materials as part of local information hubs or a wider newsletter circulation.

Establish older person-focused activities at the library.

- I08** The function and format of this information hub needs to be created through consultation and feedback from the local community.
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Extend existing Southway communication channels within the community

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- I14** Base neighbourhood officers on the remote part of the Old Moat estate. This community space could include: community garden, local shop/cafe, information point, neighbourhood office, informal meeting space, tool hire, help with assistive technology and mobility equipment.

Next Steps

Now that the research project has been completed, Southway will spend time understanding the conclusions of the findings and review and update its existing Age-friendly Strategy. Southway will build on the partnerships that have been formed through the project such as the 'Community Auditors' and 'Champion Group' to form an 'Age-friendly Working Group' in order to develop and plan the next steps.

With a wide range of recommended actions suggested by the research team the 'Age-friendly Working Group' will prioritise actions which are achievable in the short term and which are aspirational for future service planning and development. Actions will be identified as those that are community-led and those which will require a more statutory lead.

Feedback and communication of this work is essential in order to improve the lives of older people. Therefore, Southway will present to its Board, its Resident Consultative Groups and relevant local

government boards in order to influence other departmental strategies and action plans. An example of this is the inclusion of the project findings in the District Centre Improvement Plan for the local area, part of the work of the Regeneration Team.

Southway is committed to sharing the learning and methodology from this project in order for similar work to be undertaken in other areas of the city. It is envisaged that this will contribute to the overall objective of Manchester being a true Age-friendly City through Age-friendly Communities and Neighbourhoods. In addition, the wider circulation at both a national and international level is essential in order to contribute to the sharing of knowledge and best practice with other professionals in the field. The report will be made available both electronically and as a paper copy upon request.



The University of Manchester

