



**GREATER  
MANCHESTER**  
DOING AGEING DIFFERENTLY

**Creating Age-Friendly Homes in Greater  
Manchester**

Housing LIN Summit 2021  
Healthier homes and communities for  
healthier living



# Introduction

- ❖ Greater Manchester Ageing Hub & strategic partnership w/ Centre for Ageing Better
- ❖ [Framework for Creating Age-friendly Homes in Greater Manchester](#)

## Key themes:

- ❖ Building collaborative, cross-sector leadership and partnerships
  - ❖ Developing and using data and the evidence base
  - ❖ Creating compelling narrative and shared ambition to change culture
- **To deliver impact on the ground in healthier homes and communities for healthier living**



# Who we are

The Centre for Ageing Better creates change in policy and practice informed by evidence and works with partners across England to improve employment, housing, health and communities.

We are a charitable foundation, funded by The National Lottery Community Fund, and part of the government's What Works Network.



# Homes

- New homes
- Existing homes

# HOME

Housing Made for Everyone



# The Good Home Inquiry





# Greater Manchester Ageing Hub

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- ❖ 2016: coordinate a strategic response to the opportunities and challenges of an ageing population
- ❖ 2016: strategic partnership with Centre for Ageing Better
- ❖ **2017: Housing, Planning & Ageing Group**
- ❖ 2018: UK's first WHO age-friendly city region
- ❖ 2020: Innovation Partnership on Healthy Ageing
- ❖ Focus on reducing inequalities in ageing





# Creating Age-friendly homes in Greater Manchester

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## Vision

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





# Strategic Themes

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1. Embedding ageing in all our housing strategy and delivery
2. Resetting the conversation, 'valuable not vulnerable'
3. Making an impact on the ground
4. Promoting 'Improve or Move'
5. Celebrating homes and neighbourhoods that enable older people to live well in later life

➤ **A Greater Manchester Age-Friendly Housing Charter**

 **Centre for  
Ageing Better**

**Bolton  
at Home**

**pozzoni**  
architecture

 **Southway**  
Housing Trust

**johnniejohnson**  
HOUSING  
*living longer, living better*

 **msv**  
mosscare st vincent's





## Collaborative, cross-sector leadership & partnerships

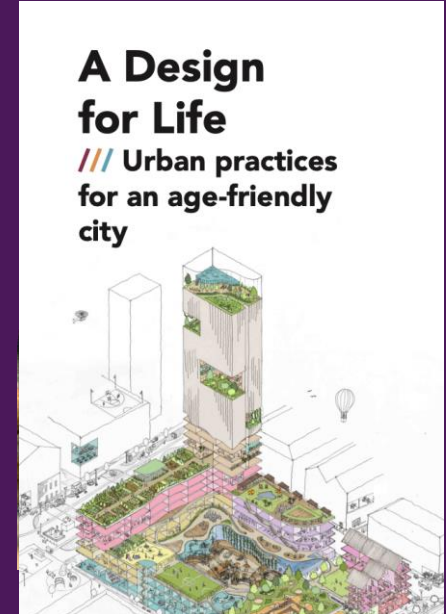
- ❖ Cross-sector representation, convened by GM Ageing Hub at GMCA
- ❖ Space to develop ideas and thinking
- ❖ Invested in research and evidence-base
  - Secondments of MSA researchers to GMCA
  - Develop and attract funding for research proposals
  - European and international learning
- What does good look like?
- Making the case to key stakeholders
- Building the movement







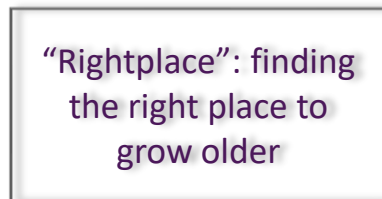
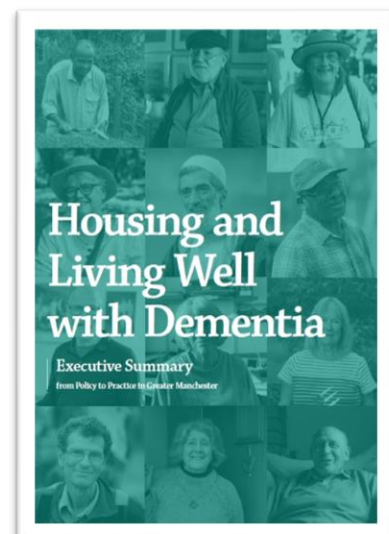
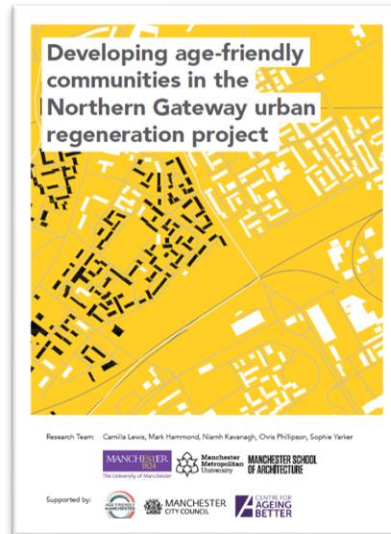
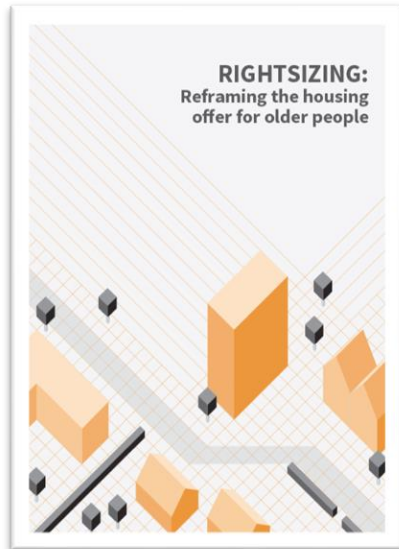
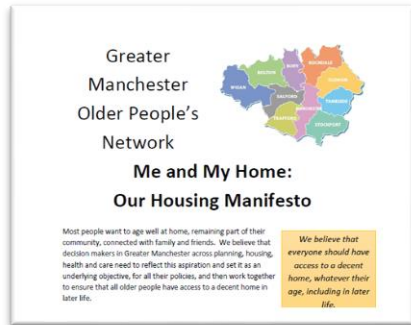
- ❖ **GMHP: Age-friendly network of housing providers**
- ❖ **Developer roundtables** coordinated by Pozzoni, hosted Housing LIN with other partners contributing
- ❖ **Design for Life** by Manchester School of Architecture & Pozzoni





# Developing and using data and the evidence-base

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# Creating compelling narrative & shared ambition

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- ❖ Great feedback on the Framework
- ❖ Engagement plan
- ❖ User testing of messages
- ❖ Voice and experience of people in mid and later life
- ❖ Opportunities for dialogue



## Challenges & opportunities

- ❖ Net zero and retrofit
- ❖ Innovation and technology in homes
- ❖ Social care white paper
- ❖ Focus on inequalities
- ❖ Balance: tools to support & place/ neighbourhood specific
- ❖ Consumer facing “big conversations”





For more information:

Follow @GMAgeingHub #AgeFriendlyHomes

<https://www.greetermanchester-ca.gov.uk/what-we-do/ageing/creating-age-friendly-homes-in-greater-manchester/>

[www.msa.ac.uk/ageing](http://www.msa.ac.uk/ageing) to download 'A Design for Life'

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