



Engagement and Participation of Older People

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The Voice of Older People

It is paramount that older people have agency and a voice in shaping the life of the city:

- To have a greater sense of belonging, confidence and ownership in the City
- To raise awareness
- To encourage the adoption of an age-friendly approach for all
- To influence the decisions being taken
- To reframe the narrative around ageing from deficit to asset based
- To enhance the life of older people
- To tackle ageist language and stereotypes
- To offer our wealth of experience and skills

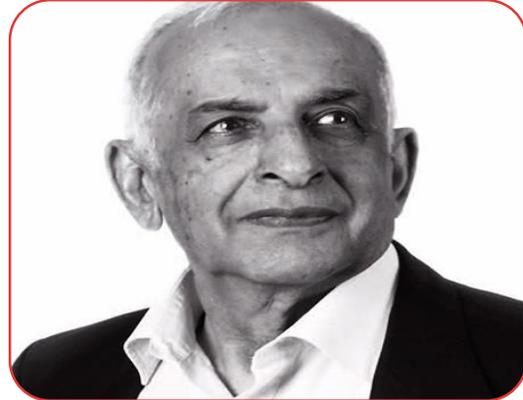
Engagement and Participation of Older People in Age Friendly Manchester: A Timeline



The Age Friendly Manchester Older People's Board represents older people in the City, and addresses issues that affect the quality of life for older residents and their communities.



Aims of the Manchester Older People's Board



To promote and support the Age-Friendly Manchester Older People's Charter

To work in collaboration with the AFM Team to ensure there is progress against Manchester's Ageing Strategy

To act as a consultative group and a strong campaigning voice

To raise the profile of the Board and ensure information reaches all older Mancunians

Through their
work in
2018/19, the
Board has:

Shaped the
Northern
Gateway
Strategic
Regeneration
Framework

Welcomed
visitors from
more than 40
countries to
our age-
friendly City

Overseen the
installation of
12 new **age-
friendly
benches** in
Whalley Range

Overseen the
delivery of
Manchester's
Active Ageing
programme

Shaped the
delivery of
**Manchester's
ageing
strategy**

Called out
**ageist
language** such
as 'downsizing'

Influenced the
**age-friendly
communications
strategy** for
the City

Inputted into
Beelines, GM's
walking &
cycling network

...and much
more

In 2018/19, being an Age Friendly Manchester Board member has enabled:

“ ”

Jamil to “enhance the life of older people”

“ ”

Mary to “tackle stereotypes and push the age friendly agenda forward in Manchester”

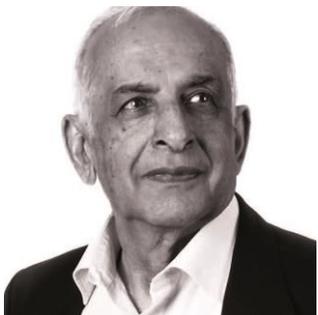
“ ”

Elaine to “raise awareness” and the “ability to influence and make changes”

The Age Friendly Manchester Assembly



- **Consultative group** open to older Manchester residents who have an interest in the ageing agenda
- The AFM team facilitates the Assembly and hosts meetings **four times a year**
- There are currently **120 active** Assembly members
- Opportunity for residents to **have their say** on issues that directly affect people as they grow older
- Opportunity to take **issues directly to the Older People's Board**
- Assembly members **receive update reports** from the Board and the AFM programme



Culture Champions

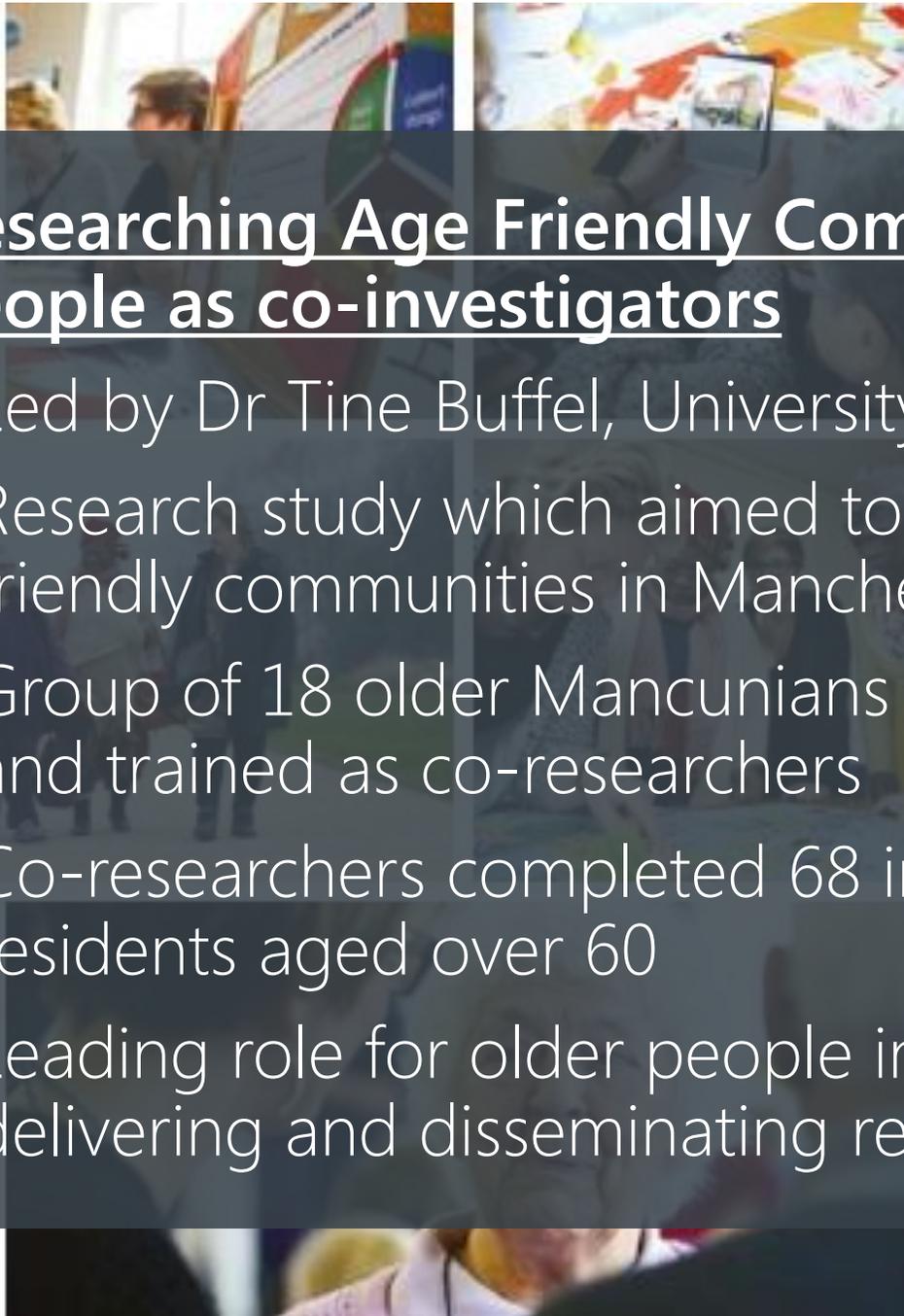
Established to extend the reach of the city's world class arts and culture offer to older people living in Manchester

- Large scale volunteer ambassador scheme
 - Advocate, lead and programme cultural participation and activities for our peers and communities
 - Participate, promote, and advise arts organisations
 - Organise their own events and festivals
 - Are committed, creative and engaged individuals who recognise participating in culture enriches lives.
 - Roles have expanded to producers, programmers, broadcasters, activists and leaders.
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Researching Age Friendly Communities: Older People as co-investigators

- Led by Dr Tine Buffel, University of Manchester
- Research study which aimed to develop age-friendly communities in Manchester
- Group of 18 older Mancunians were recruited and trained as co-researchers
- Co-researchers completed 68 interviews with residents aged over 60
- Leading role for older people in developing, delivering and disseminating research





Older people as *active citizens* in the Age Friendly approach.

Four reasons for involving local older people in age-friendly projects

Knowledge and expertise: local people bring life experiences, skills and expertise to age-friendly projects.

Neighbourhood longevity: older people tend to live in their neighbourhoods for a long time; they know where things and people are

Trust and commitment: people trust information from those they know. Local age-friendly champions make projects more effective and dynamic.

It's about me and better for everyone: a vibrant local project, promoting local voices, working across agencies, challenging ageism – its got to be good for everyone.

Manchester: A Great Place to Grow Older



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