

Age friendly city regions: Greater Manchester

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The Centre for Ageing Better received £50 million from the Big Lottery Fund in January 2015 in the form of an endowment to enable it to identify what works in the ageing sector by bridging the gap between research, evidence and practice.

Awarding funds from
 **The National Lottery**®



Who are we?

- The Centre for Ageing Better is an independent charitable foundation working to help everybody enjoy a good later life
- We will develop, share and apply evidence to help people age better
- We will bring fresh thinking to the challenges and opportunities that everyone faces as more people live longer
- We will bring about change to improve later lives

Big Lottery Fund has invested nearly £80 million in 14 areas focused on reducing social isolation among older people in England

Middlesbrough
Sheffield
Torbay
Birmingham
Bristol
Camden
Hackney
Isle of Wight
Leicester
Thanet
Cheshire
East Lindsey
Leeds
Norwich



Our approach to working with localities

Strategic partnership with 3-4 localities

Support learning network through UK Age Friendly Cities Network

Share learning and spread best practice across England

The Greater Manchester (GM) Ageing Hub has been created so that GM partners can coordinate a strategic response to the opportunities and challenges of an ageing population. It will:

- ensure ageing is appropriately reflected across all appropriate GM implementation plans by using a place-based approach
- develop an evidence base by testing new and innovative solutions to the challenges and opportunities associated with ageing populations
- help bring together existing activities and structures and work collaboratively to design and develop thinking, new ideas and interventions, developing economic opportunities and enabling people to live longer, happier and healthier lives.
- lead strategy development for GM, and will inform, shape and develop wider national strategy as appropriate.
- promote a positive discourse on ageing, changing the rhetoric of an ageing demographic
- lead national thinking, through the delivery of research excellence, and will expand the use of evidence in policy making in this field.

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The UK Network was launched in September 2012 when cities from across the UK committed to work together to share learning around Age-friendly cities. The network has involved: Manchester, Leeds, Bristol, Cardiff, Nottingham, Edinburgh, Glasgow, Brighton, Isle of Wight, Stoke, Sheffield, Belfast and Camden.

The aims of the network include to:

- share learning through peer support, enquiry visits and policy seminars
- develop evidence on what works in approaches to age friendly cities and communities
- create a national collaborative voice to influence policy and practice on age-friendly city work
- promote the Age-friendly approach to a wide range of stakeholders beyond local authorities, such as other public bodies, private and third sector organisations.
- work with the World Health Organisation (WHO) Global Network of Age-friendly Cities and Communities
- develop the infrastructure, expertise and capacity at a national, regional and local level to support age friendly approaches.

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Thank you

CENTRE FOR AGEING BETTER

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