



The City of Manchester...

- We're known for our football teams – City and United
- And our music – Oasis and Joy Division
- Birthplace of the leader of the Suffragettes
- It's where the first computer was invented
- It's where Royce met Rolls
- The nation's first free public library
- The birthplace of the Co-op movement
- World's first railway station

Manchester's Population

- Manchester is a City with a population of 550,000 people.
- Europe's largest student population = A transient population.
- 22% are aged over 50.
- 77% of Manchester's older population are UK-born.
- The average healthy life expectancy of a Manchester resident is just 56. The UK average is 63 for men, 64 for women.
- 59% of 50-64 year olds are employed. The England average is 71.1%.
- 36% of older residents are income deprived.
- 44% of older residents rent their home.



Age-Friendly Manchester: Our vision and ambition for ageing

Manchester launched its ageing programme 15 years ago. The ambition for Manchester is to create a city where older people have a greater sense of belonging, confidence and ownership. An age-friendly Manchester is a place in which people in mid and later life are economically, physically, culturally and socially active, and where they are healthier, safe, informed, influential, independent and respected.

Manchester was recognised by the World Health Organisation in 2010 as the UK's first age-friendly city. The Programme has developed a range of imaginative and effective partnerships across the public, private, voluntary and culture sectors, and also within the world of academia and the city's universities. The Age Friendly team works across the city's neighbourhoods, engaging with residents and their groups and giving residents a voice via our Older People's Board and Forum.

The refreshed ageing strategy for the city *Manchester: A Great Place to Grow Older* was launched in October last year and outlines three key strategic priorities:

- 1** Developing Age-Friendly Neighbourhoods, where people can age well in the neighbourhoods of their choice with access to services, housing, information and opportunities.
- 2** Developing Age-Friendly Services, which are age aware and value and retain older workforces.
- 3** Promoting Age Equality, addressing the negative images and portrayals of ageing which impacts on the confidence, self-esteem and mental wellbeing of older people.

Culture is recognised as having a key role to play across three priorities listed above.



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**When I retire,
I’d like to
move to
Manchester.**
”

Age-friendly Culture In Manchester

The Age Friendly Manchester Culture Programme was established in 2007 to extend the reach of the city’s world-class arts and culture offers to older people living in Manchester. With a working group of 19 cultural organisations from Manchester and Salford, including the Manchester Gallery, Hallé Orchestra, People’s History Museum, National Football Museum, Royal Exchange Theatre and the Whitworth, it focuses on encouraging arts engagement among older people and using culture to improve the health and wellbeing of older people.

The Culture Working group aims to improve the quality of life for older people through enabling participation in cultural activity, by

- Networking, support and sharing knowledge and ideas
- Knowledge and skills development
- Supporting advocacy and funding
- Shifting organizational practice
- Creating opportunities for partnerships

Research in Manchester has shown how wealth has a huge impact on a person’s social detachment. Disadvantaged older adults find it

difficult to engage in – and stay engaged in – social and cultural activities and this then impacts negatively on their wellbeing.

This is why one of the focuses of the AFM Culture programme is reaching into communities, via our flagship initiative named ‘Culture Champions’. This is an informal large-scale volunteer arts-ambassador scheme made up of older people. Over 130 Culture Champions help to advocate, lead and programme activities for their peers. They participate, promote and advise arts organisations, as well as organising their own events and festivals. They are an alliance of the willing - committed, creative, engaged individuals who believe participating in culture enriches lives. Many of them have links to other volunteering organisations and are active within their communities. Increasingly several of the Champions have developed their roles to include work as producers, programmers, broadcasters, activists and leaders. They develop cultural takeovers or hijacks, community-based events and have a brilliant must-listen radio show (Vintage FM at ALL FM).



NATIONAL FOOTBALL MUSEUM

As a member of the age-friendly culture working group, The National Football Museum uses the power of football to support wellbeing in older people. The Football Museum has a dedicated Age-Friendly Project Coordinator who uses the extensive collection of memorabilia as a stimulus for reminiscing and sharing stories with older people.

Inspired by the 1966 World Cup exhibition and memories of England’s win, the Sporting Memories Group have regular get-togethers, using sport as a way to help people meet others, talk about their experiences and make new friends.

The museum also runs age-friendly memory tours, exploring their prized collection through conversation, storytelling and object handling. They have also worked with external partners such as Manchester FA to encourage social, stimulating activities such as walking football.

The Museum is also establishing partnerships with local mental health services to improve wellbeing and confidence in over 65s. Reminiscence work and creative activities are used to support older people with a range of mental health issues and those living with dementia and is particularly well placed to engage older men.

The Museum also operates a volunteer programme which employs many older and retired volunteers which supports their wellbeing and also contributes towards making the museum a more age friendly venue.

The National Football Museum is currently developing a new organisational strategy and two key priorities of wellbeing and equality have been identified. The learning from the exchange around new ways of working and best practice will feed in to informing how we deliver this vision and work to becoming a more age friendly organisation.