

Age Friendly Salford

What difference has our Age Friendly Salford programme made?

November 2019



Introduction

This short, easy to read leaflet summarises the tangible achievements for Salford since we embarked on our Age Friendly journey. Further information about our work can be found on the World Health Organisation Age Friendly Communities site: extranet.who.int/agefriendlyworld/age-friendly-practices/

For readers who are new to the term 'Age Friendly' it's about recognising the challenges of an ageing population and looking at all the different ways that together we can rise to those challenges, foster healthy and active ageing, make it possible for people to continue to stay in their homes participating in the activities they value and contributing to their communities for as long as possible.

By 2024, more than 1 in 4 people will be over 60 and our longer lives are one of society's greatest achievements. But while many already enjoy a good later life, others risk ill health, poverty and loneliness – and in Salford, we want to do better.

The World Health Organisation provided an Age Friendly Model to help places around the world look at their communities in a structured way, considering all the different aspects that affect our lives. And it's not just about cities, it's about age friendly places – our streets, neighbourhoods and communities – the definition is up to us.

Salford started using the World Health Organisation model back in 2014 as a way of bringing together some ideas and projects which were important to older people's health and wellbeing, such as Tech and Tea classes and Social Lunch and Learn sessions.

These and many other practical activities and events had been recognised as valuable local assets within Salford's Integrated Care Programme for older people, and it was important their collective value continued to be recognised.

Salford's City Mayor publicly signed up to the World Health Organisation programme in 2015 committing Salford and its partners to an older people led plan for change.

Older people in Salford created the 4 Visions against which our success in making Salford more Age Friendly will be measured. The next few pages sets out just what we have achieved so far.

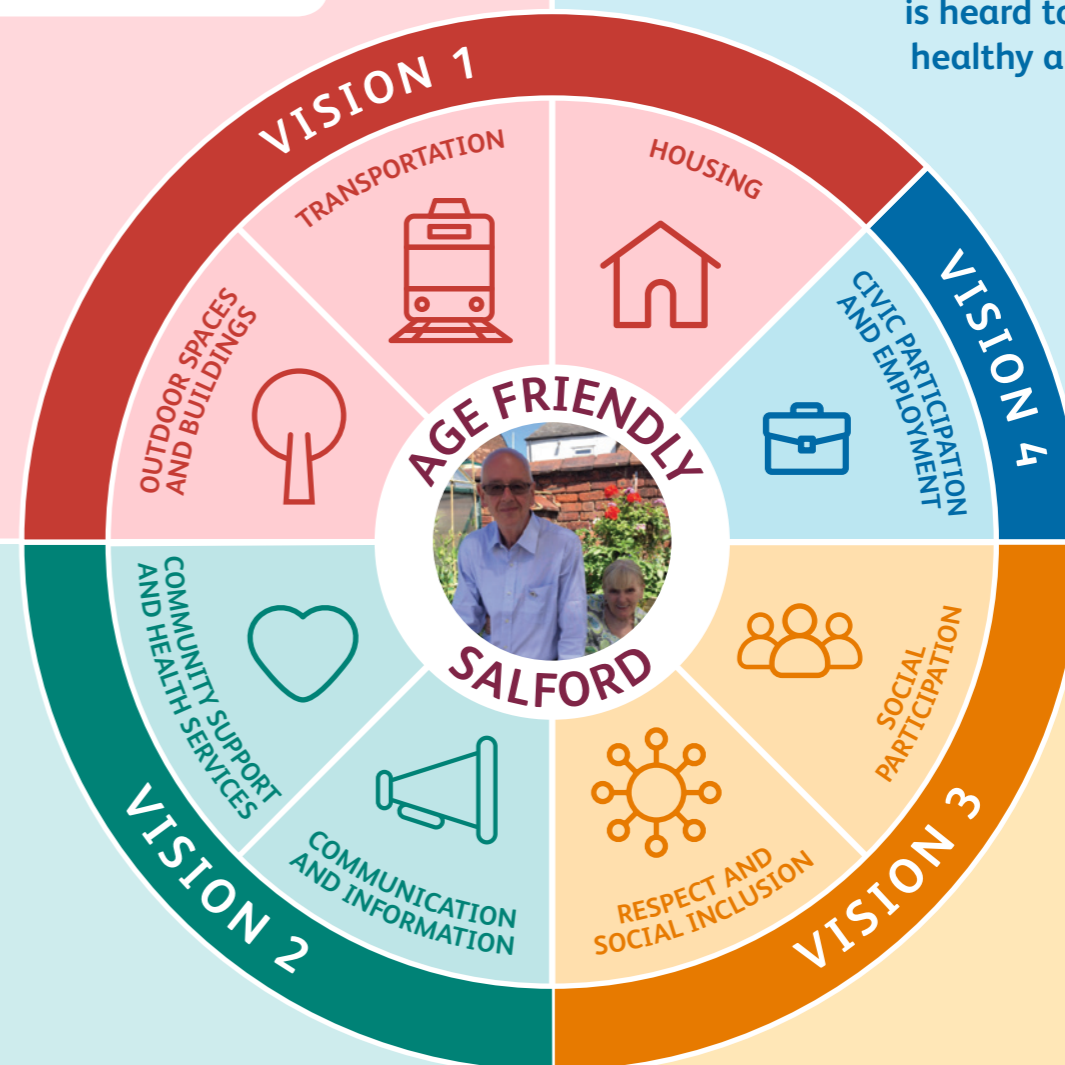
Age Friendly Salford Team

Older people are able to feel safe and travel to places which help keep them healthy and engaged

"As an individual it can be hard to get things to change but as a group, people listen and take on board what we say."

"I realise how valuable older people are in society, we clearly have a purpose and a part to play in making our region a better place."

Older people are able to find opportunities for paid and unpaid work as well as ensure their voice is heard to keep them healthy and engaged



Older people are able to find information and services to keep them healthy and engaged in activities

"There are a number of people out there trying to live well with dementia, some of them don't have a voice or unable to have their voice heard. As someone living with dementia I intend to be their voice for as long as I have capacity."

"I have made new friends and get out of the house more and I feel valued."

Older people feel respected and included in neighbourhood activities to keep them healthy and engaged

VISION 1



Older people are able to feel safe and travel to places which help keep them healthy and engaged

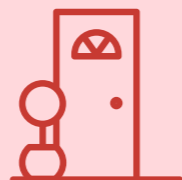
(World Health Organisation Domains: Outdoor Spaces & Building, Transportation, Housing)

Through our Age Friendly approach, **more older people** in Salford have:

A greater voice and more influence with over **700** older people actively **participating in developing Strategic plans** in Salford and Greater Manchester namely, Housing, Planning, Clean Air and the Locality Plan.



Suggested improvements to bus routes, station facilities, and 'staying seated until it stops' campaigns and **provided an older peoples voice on the Greater Manchester Transport strategy.**



Taken part in **interactive sessions** with over **500** older people **sharing tips on keeping safe at home**, avoiding scams and doorstep crime.

Become more digitally aware and confident at using home technology through Tech and Tea classes, IT drop-in sessions and the provision of low cost equipment such as tablets, virtual digital assistants and door entry systems to over **2,000** older people.



Reconnected with their outdoor space, through establishment of 7 local **Green and Growing (G&G)** groups as part of a citywide green and growing network enabling older people to find out about parks, open spaces and take part in opportunities at the new RHS site.



Benefited from an additional **£65,000** of Ambition for Ageing investment testing **21** new, small scale neighbourhood projects with **140** volunteers and **1,200** participants.



“
I would not have found out about this gardening group without being invited to come along to this social event. I have met so many new people, some of which have become good friends and making a difference to how my area looks makes me feel proud.
”



Case Study

Edna joined the Tech and Tea course with some reluctance. She is in a wheelchair and has problems with her eyesight. Edna didn't feel that learning about technology would be useful to her as her son did most things for her. She was quite detached during the early part of the first session and didn't seem to want to join in.

As the discussion about the benefits of technology progressed Edna started to look more interested. As part of the icebreaker the tutor discovered that Edna liked Tom Jones so decided to show the participants that they could use their technology to access music videos on YouTube, picking a Tom Jones video and passing the tablet around the participants. When it reached Edna she became transfixed and very excited.

It was a huge pleasure to see the complete change in Edna's mood as she became more engaged with the session.

Over the next four weeks Edna became increasingly interested in all that the tablet could offer her. She wanted to learn how to go shopping online and use email to contact family. In week three she told us;

“
I've told my son he doesn't need to do my shopping anymore as I can do it online now. I feel so much more independent.

I look up all sorts of things online now, I use the tablet for reading eBooks, it's so easy to increase the font size so I can see the words.

”

VISION 2



Older people are able to find information and services to keep them healthy and engaged

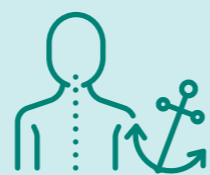
(World Health Organisation Domains: Community Support & Health Services, Communication & Information)

Through our Age Friendly approach, **more older people** in Salford have:



Improved knowledge of nutrition and hydration through Lunch and Learn sessions, completing **200** quizzes, with **258** people, over 6 months, sharing meals as a social event, designing and distributing **1,000** information Postcards.

Helped prevent malnutrition in Salford and Greater Manchester by squashing the myth that losing weight in later life is a natural part of ageing, 10 older people appearing on an awareness raising film. The impact to date has reduced the numbers of people requiring dietary supplements, saving GP's **£300,000**.



Reduced risk of falling by co-designing the new falls 'service'. Over **300 older people** have attended the six steps to preventing falls training and over **200** older people per year have benefited from postural stability and step up classes in local communities.

Over **700** people have volunteered in their community to support the Age Friendly Salford programme contributing and benefiting from over **6,000** hours of Volunteering.



Become wellbeing champions with **300** people having **2,500** conversations, steering others to the information and services they need to look after themselves.



Benefited from an additional **£30,000** of Ambition for Ageing investment testing **23** new, small scale neighbourhood projects with **82** volunteers and **900** participants.



“ Being involved has enabled me to feel I have a voice. I've enjoyed taking part in focus groups and speaking at seminars, as well as meeting people which have inspired me. Sharing my knowledge with people at church and my friends and neighbours is something I get joy from. ”

Case Study

S is 58 years old she has some additional learning needs and lives in sheltered accommodation, S is a committee member in the scheme and was interested in setting up a breakfast club promoting eating together, however she needed a food hygiene certificate. We supported S to do the qualification online, it soon became clear that S was struggling with the words however by persuading S to watch the food hygiene teaching video online she was soon ready to take the test.

We provided support to read the test questions out to her but reminded her that the answers would be hers. S gained an 85% pass rate food hygiene qualification, S was pleased with this and she got very emotional as it was the first time she had ever gained a certificate.

Strategy, Partnership and Co-design

Community Asset Working Group (older people with partners from public, housing and voluntary sector with Salford University) identify limited physical activity, lack of access to information, not eating well and not engaged in activity as barriers to remaining independent and at increased risk of social isolation, loneliness or depression.

Salford commits to the WHO to becoming an Age Friendly City.

Older people deliver awareness raising **at Salford Integrated Care for Older People** learning events, **Vanguard** visit and to North West elected members older person champions network.

Salford Age Friendly Baseline Plan and Action Plan accepted by WHO – status to be maintained by demonstrating progress and renewed commitment.

Salford City Council, Public Health and Age UK Salford commit resources to support **Inspiring Communities Together** and the Community Assets Group deliver the **Salford Age Friendly programme**.

Our **Age Friendly Video** is used nationally by Centre for Ageing Better as an example of best practice.

WHO confirms Salford progress for continued membership to the Global Network of Age Friendly Places.

2 Salford Wards achieve the Greater Manchester Age Friendly Award.

3 Questions about 'what matters to me' developed with 450 older people and tested through wide partner and community networks.

Older people co-design the Salford models, materials and projects to **reduce falls, malnutrition, improve wellbeing and increase use of technology.**

Salford Stakeholders from across the public and voluntary sector come together to sense check the 4 visions, provide examples of Age Friendly work underway and highlight any gaps.

Salford Partners including older people contribute to the development of **Greater Manchester Age Friendly Standards.**

Swinton to test out integrated neighbourhood delivery models as part of **Ageing in Place** programme to advance **Greater Manchester Age Friendly Strategy.**

World Health Organisation (WHO) Age Friendly City framework approved as Salford's strategic model to improve lives of older people.

Salford Older Peoples Network established to put older people in charge of deciding projects they want to test.

Salford NHS CCG Innovation Fund support development of the Salford Malnutrition Pathway across Health, Social Care and the Voluntary, Community and Social Enterprise (VCSE) sector.

Salford Older People Network and community groups provide a voice and Age Friendly insights to key **Salford and Greater Manchester Strategies including Transport, Clean Air, Housing and Locality Plan** supporting a growing **Salford Age Friendly Alliance.**

Engagement, Progress and Older Peoples Day Events

2014 Salford's event captures Salford older people's stories which demonstrate and celebrate **Positive Ageing** including one woman's campaign to make Eccles a dementia-friendly town and Salford a dementia-friendly city.

2015 Salford's public and voluntary sector join older people for **The Big Listen** for conversations about what organisations could offer to support the Age Friendly priorities.

2016 Developing Salford's Age Friendly Visions was focus of this year's event by recognising and celebrating **Neighbourhood Successes.**

2017 Salford's Age Friendly Action Plan reviewed and older people share their Age Friendly stories at this year's health themed event '**Keeping Well Can Be Fun**'.

2018 'Salford's Age Friendly Journey' published and celebrated at this year's **Active and Ageing Well** event.

2019 Salford's Arts & Culture themed event joins the national campaign '**The Journey to Age Equality**' and older people get on the record about growing older in Salford.

Delivery, Investment and Value

£60,000 allocated by Salford Together to co-design, develop and test solutions to barriers to independence and wellbeing.

£500,000 pooled budget allocated to voluntary sector to deliver resultant Age Friendly projects : Volunteer Wellbeing Champions, Tech and Tea Digital Skills Programme Malnutrition Task Force.

£650,000 Ambition for Ageing investment in Salford delivered by a partnership between Age UK Salford, Inspiring Communities Together and Salford CVS.

£574,314 from the GMHSC partnership for a 2 year, Salford voluntary sector managed programme, to roll out the success of the Salford partnership approach to improving nutrition & hydration in older people across Greater Manchester.

£10,000 to support Salford Festival of Ageing and a further **£71,000** to test out ideas for improving Active Ageing.

£10,000 from corporate sponsor to reach more older people at risk of poor nutrition.

CLES reports **£4.2m** savings to the local health & social care system and a value of **£851,238** in volunteering through the projects impact on social isolation and loneliness, in addition to funds levered in.

£55,400 to increase activity, social interaction and use of outdoor space at the Wetlands.

Additional GM Ambition for Ageing funds in **Salford** to support older 'reporters' Through the Eyes of Older People' and Salford CVS led, Culture Champions projects.

2014

2015

2016

2017

2018

2019

VISION 3

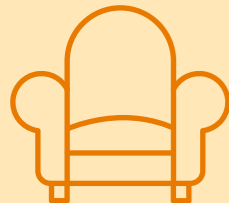


Older people feel respected and included in neighbourhood activities to help keep them healthy and engaged

(World Health Organisation Domains: Respect & Social Inclusion, Social Participation)

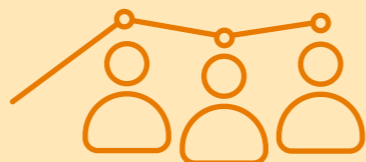
Through our Age Friendly approach, **more older people** in Salford have:

Created opportunities for people to avoid loneliness and social isolation as **63%** of people involved in new activities live alone, **23%** are carers and **11%** aged **85+**.



Extended social opportunities for contact with neighbours, activity, social eating and external activities to people living in **5 Care Homes**.

Helped keep people connected by using their skills, networks, local amenities and facilities to host activities and events and share information about assistance and services.



Become volunteers and community champions e.g. running social groups, organising tea dances, theatre trips, celebrating International Women's Day by sharing world cuisine, mentoring IT beginners.



Been more **physically active** as volunteers and participants through the introduction of **11** new age friendly opportunities for walking football, yoga, litter heroes, cycling, walking rugby, kurling and keep fit.

Benefited from an additional **£97,000** of Ambition for Ageing investment testing **53** new, small scale neighbourhood projects with **300** volunteers and **2,890** participants.



“
Having a friend to go to the gym with has made it easier for me to go along. There are a few of us now who support, encourage and motivate each other. If someone is feeling down and lacks the energy to go. We have a laugh together and pick each other up.
”



“
I think that it is a wonderful idea that our children get involved with the older people's growing activities. Our children are out in the fresh air, learning about green space and get to be around older people. My children don't see their grandparents all the time because we live so far away, so it's a lovely initiative.
”

VISION 4



Older people are able to find opportunities for paid and unpaid work as well as ensure their voice is heard to help keep them healthy and engaged

(World Health Organisation Domains: Civic Participation and Employment)

Through our Age Friendly approach, **more older people** in Salford have:



Regularly participated in civic life and joined the **60** older people meeting regularly as Salford Older People's Neighbourhood Network.

Joined and run Salford **Older People's Neighbourhood Network** and driving Salford's **115** Ambition for Ageing projects to reduce social isolation and loneliness, representing the Network at Salford **Age Friendly Alliance** alongside partners and professionals and at the **Greater Manchester Age Friendly City's and Equalities Network**.



Successfully lobbied for **environmental improvements** in Weaste & Seedley leading to safer pavements, accessible crossings, sheltered bus stops and a handrail at the West One retail park and overcome barriers to people's feeling of being part of their community.



Shared their lived experience, learning and stories with academic, clinical and project researchers so these are captured and their contributions recognised and validated.



Benefited from an additional **£16,000** of Ambition for Ageing investment testing **20** new, small scale neighbourhood projects with over **100** volunteers and **165** participants.



Case Study

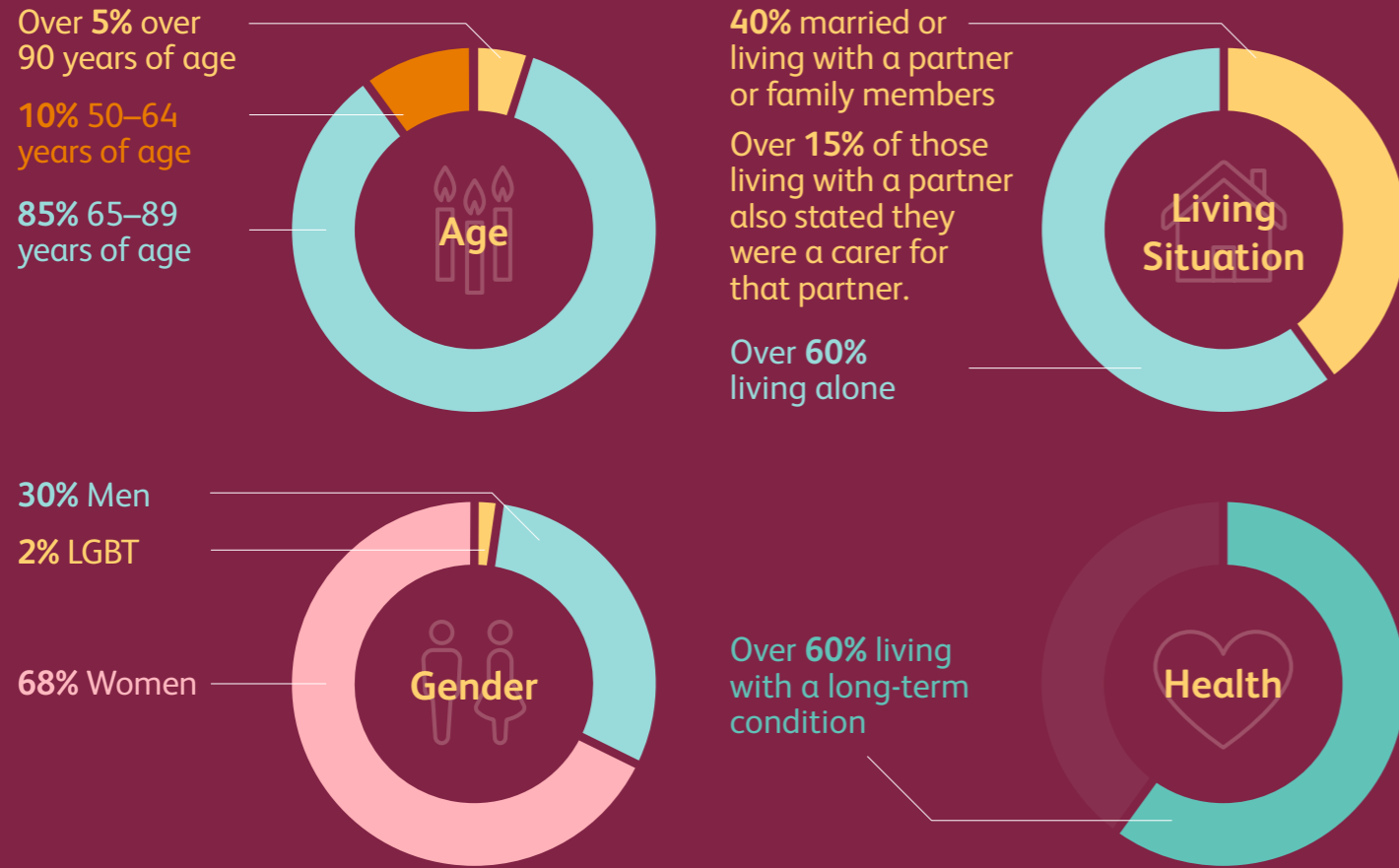
Paddy the Chair of Salford Older People's Neighbourhood Network spoke about how he and group members had been nominated for the Spirit of Salford awards and the Mayoral Environmental Challenge for all their community work. He spoke about his experience of being invited to pick up their awards from a celebration event at the AJ Bell Stadium.

“ Never in a million years had I ever thought that I would be sat in a place like this. I feel like a king, what a fantastic evening. Salford people being recognised for giving up their time and doing some great work. ”



“ The changes to our area have made such a difference, to so many older people. ”

Who the programme has engaged with

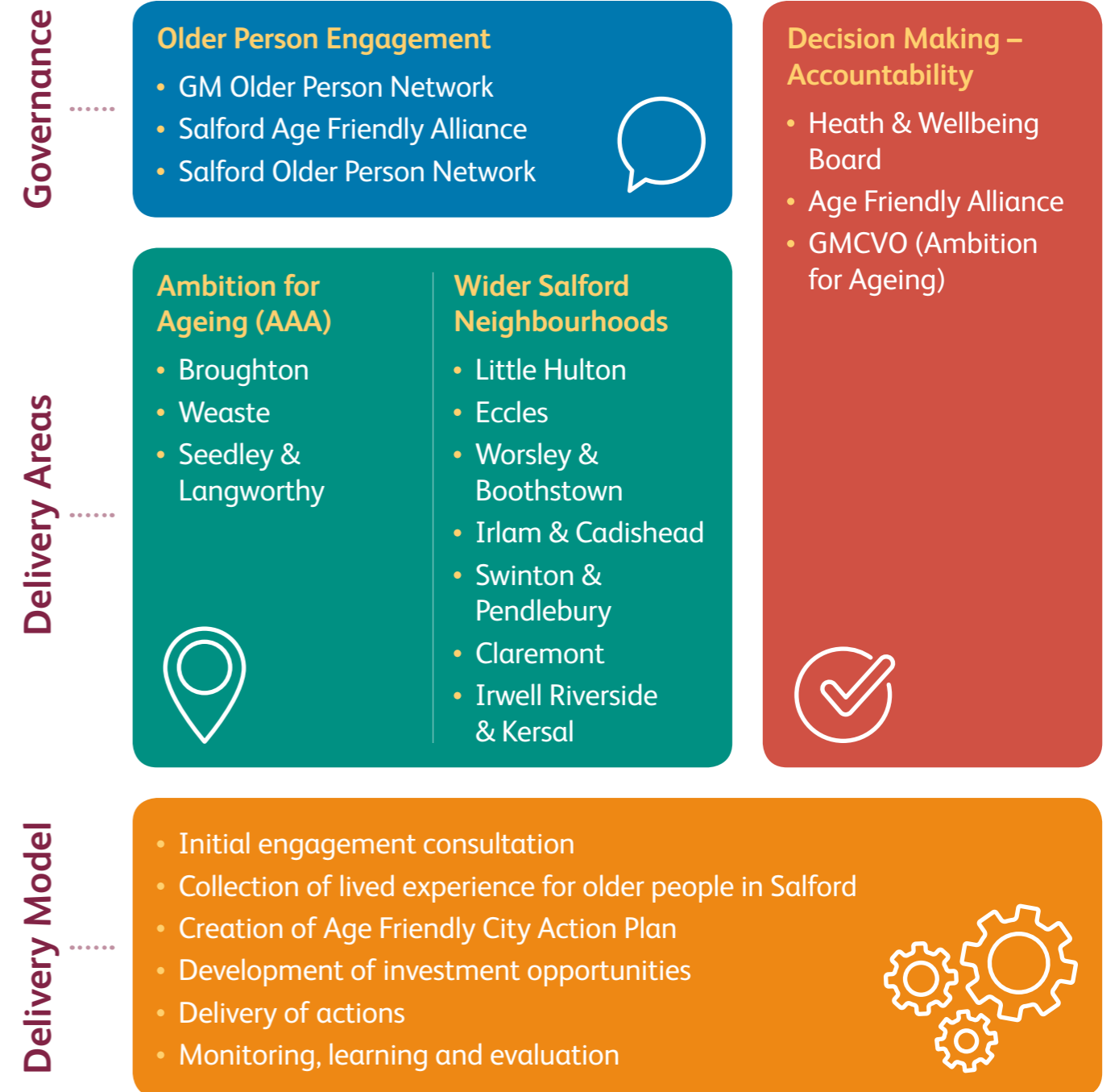


Partnerships



- Salford Public Health
- Inspiring Communities Together
- Salford CVS
- Age UK Salford
- Salford Community Leisure
- Salford 3rd Sector Consortium
- Salford Royal Foundation Trust
- Salford University
- Salix Homes
- ForHousing
- Irwell Valley Housing
- Care Homes
- Incredible Education
- Trading Standards
- Salford City Council
- Salford CCG
- GMCVO
- Urban Vision
- Greater Manchester Police
- Greater Manchester Fire Service
- Transport for Greater Manchester
- Red Cross
- Salford Together

Salford Age Friendly City Model



An Age Friendly City approach would not be possible without working with local older people. Thank you to everyone who has actively played a part.

Together we can:

- Share information about what is happening in our local communities by talking to our neighbourhoods and friends
- Make sure we inform and engage with those who feel socially isolated
- Help each other to report community safety and environmental concerns
- Remove barriers to technology so older people are more digitally connected and have easy access to learning and education
- Build a culture of sharing information between neighbourhoods
- Make sure older people are listened to and feel valued and able to influence change

For further information about age friendly cities visit:
<https://extranet.who.int/agefriendlyworld/network/salford>

Thanks to our partners



Salford City Council

