

	Bolton	Bury	Manchester	Oldham
Lead Organisation	Bolton CVS	Groundwork Bolton, Bury, Oldham and Rochdale	Manchester Age Friendly Neighbourhoods at Manchester School of Architecture (based within MMU)	Age UK Oldham
Partner Organisations	Age UK Bolton, Bolton at Home	N/A	Southway Housing Trust	Action Together
Wards	Crompton, Halliwell and Tonge with the Haulgh	Moorside, Radcliffe North and St Mary's	Burnage, Moss Side & Hulme, Moston & New Moston Miles Platting from July 2016 (funded by Mcr City Council)	Alexandra, Crompton and Failsworth West
Overview	Ambition for Ageing in Bolton takes an asset based approach to identifying skills and knowledge and gaps and generating and supporting ideas from older people within the three areas. It utilises and builds on the existing cross sector relationships to engage and support local communities to become better connected and define their own solutions.	Each ward presents a diverse range of people with a range of factors affecting each ward differently including employment, housing, community involvement and participation. Ambition for Ageing in Bury is resident led and through working with groups, organisations and individuals within the wards we are using their strengths and assets to build up age friendly communities.	MAFN are supporting the creation of resident-led partnerships in each neighbourhood, in order to promote active ageing and enable older people to define their own vision of an age-friendly neighbourhood. The team is working with residents, institutions, community groups and local businesses to co-create an Age-Friendly Action Plan for each area, which provides evidence to inform resident-led projects and support organizations to tailor their approaches to the needs of local older people.	Working in partnership Age UK Oldham and Action Together will use asset-based approaches to working with communities to improve the age-friendliness of the identified wards. From a variety of engagement events, community outreach and more detailed research with partners we will work with groups and individuals on projects aimed at increasing social contact and reducing social isolation.
Governance Structure	<p>A Strategic Steering Group oversees the project, its membership includes older people (drawn from the advisory group) programme partners and other key stakeholders including the local authority.</p> <p>The Advisory Group - consists of volunteers who are 50+ and reflect the diversity of older people in the area and have been recruited based on their knowledge and experience. This group informs and shapes the development of the project and is supported by the project steering group.</p> <p>An engagement workers group comprising of frontline development workers from organisations across Bolton meets to utilise local assets effectively, avoid duplications here learning and best practice from AfA and ensure the lessons learnt from the programme are rolled out to other organisations.</p>	<p>Critical Friend Group – using individuals who are keen to be involved in their communities we are building up groups in each ward who can also share good practice between them and across the wards.</p> <p>Reference Group – Working with local TRA groups and other individuals who want to support this the group offers advice on assets within the ward and identifies possible ideas for investments.</p> <p>Governance group – Using organisations to work together and ensure there is no duplication of work and that programmes running within the borough align together to support age friendly communities.</p>	<p>Each partnership consists of a wide range of residents and institutions who contribute to the development of the action plan and delivery of projects. Each partnership is served by an Age-Friendly Neighbourhood Board involving c 15-25 people. The boards are resident-led but all contain institutional partners, with each board having their own constituted entities, with their own chairs, secretaries and treasurers.</p> <p>The board and wider partnership are responsible for developing and reviewing the action plan with the support of MAFN, and for developing projects that respond to the issues and opportunities identified in the action plan. The board are also responsible for reviewing the suitability of proposals and making decisions as to what should be funded.</p> <p>MAFN are supported by a steering group, who are convened in response to specific situations as they arise. This group has included partners from Southway, Manchester City Council, Age Friendly Manchester, NHS/ CCG, MMU and representatives of each Neighbourhood Partnership Board.</p>	<p>Older people from the selected wards are involved in decision-making roles across the delivery of the programme from participation in the project management group through to local delivery and monitoring.</p> <p>The Age Friendly Project Steering Group, made up of older people from the selected wards alongside local representatives linking in to the statutory, health, community, voluntary, faith and private sectors oversee the Ambition for Ageing Oldham programme, identifying and advising on approaches to deliver the project and overseeing monitoring/quality assurance of projects.</p> <p>Three ward level groups are being developed to help to manage the programme locally and feed into the core group.</p>
Investment Process	<p>The initial round of investments involved a simple application process which was advertised widely. The advisory group made decisions on the investments. Those who were unsuccessful were supported to develop their ideas further. A clear criteria was developed with older people needing to be at the heart of project design</p> <p>From mid -July, an ideas form will be available which people can submit before submitting the application form.</p> <p>More participatory methods of distributing investments</p>	<p>The initial round of investments had mainly gone to larger groups and have benefitted us in sourcing volunteers and sourcing other smaller groups within the community. We are building on these investments and have just made further investments in small community focused groups who are keen to use and develop their existing assets.</p> <p>Our process involves co-designing an project which the critical friend group then work through offering suggestions on how to improve the project ideas which are then put back to the groups.</p>	<p>Projects are developed and funded through the partnership, co-designed residents and board members. Projects must demonstrate that they are responding to findings from the action plan, and thus are taking into account the views and priorities of the wider community.</p> <p>Projects require both a resident-lead and an institutional partner to encourage the longer term sustainability and collaborations in the community, and the ability to disperse funding to new groups would otherwise be unable to access funding streams.</p>	<p>The three ward locality groups make decisions on investments of up to £500 and prioritise areas where investment should be directed towards. The locality groups make recommendations for investments between £500 and £2,000 to take forward to the Age Friendly Project Group for a final decision.</p> <p>Participatory budgeting approaches will be taken including local participatory budgeting events in informal settings and telephone/online voting for people to be involved in the decision making if they cannot / do not wish to physically access the events.</p>

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	<p>are being developed with a particular focus on supporting older people to design projects. The Ambassadors group (a mix of formal and casual volunteers) plays a role in encouraging groups to make proposals for age-friendly projects.</p> <p>Pop Up events are held each quarter in each of the three AfA wards to help bring forward ideas for investments from community members and to build on existing community assets that exist within target wards.</p>	<p>This helps in developing the reference groups and building up volunteers to help with other projects within their wards.</p>	<p>The resident-led board participate in project development, either by taking part in workshops alongside the proposer or as part of interim reviews of projects in development. The board in each area decide how the investment fund should be spent, and offer suggestion to group as to how their proposal can link in with the wider networks and opportunities in the community.</p>	<p>Age Friendly ideas will be proposed by community members and community stakeholders at ward drop-ins. Support will be provided to develop ideas into a small project prior to the events. Ideas will be presented and attendees will prioritise which ideas they would like to see happen which will be taken forward up to the level of investment agreed in advance by the Age Friendly Project Group.</p>
Asset Mapping activity	<p>A variety of methods are being used - a key focus of the mapping is that individuals taking part in carrying it out are reflective of their communities, in order to ensure buy-in to the actions plans created as a result. Celebration events recognize the assets in the community and focus on co designing delivery of ideas with partners. The community development tool 'Branching Out', developed by Bolton CVS is a workshop which help a groups to focus on the positive assets in their community and develop action plans and is being utilised as part of AfA.</p> <p>A spending 'Roadshow 'is planned from April. Google Maps is being used to record asset mapping findings.</p> <p>What's On Guides are produced on a bi-monthly basis (one in each of the target wards) and shared electronically and on paper, to promote what is going on for the 50+ community.</p>	<p>Using our reference groups we are asset mapping and are looking at developing a 'Up Your Street' project where we can work around building up a picture of each ward and the range of communities within it. We will utilize social media, photographs, walks and joining in with groups who are outdoors to talk to people.</p>	<p>Each age-friendly partnership is centred around a neighbourhood action plan, which is co-produced between MAFN, local residents and institutional partners. The action plan is a spatial representation of the experience of older people and provides robust evidence to inform the creation of projects to reduce or prevent social isolation</p> <p>The process for gathering data includes; Action Planning Workshops, Urban Design Analysis, Spatial Data (census) Analysis, Community Asset Mapping, Community Audits. &amp; Walking Interviews.</p> <p>The action plans are under constant revision, with finding and proposals changing in response to changes experienced in the neighbourhood, both as a result of the projects developed and wider external factors that influence the experiences of older people or the environment that services are delivered in.</p>	<p>Local volunteers from each ward are recruited as community researchers and navigators to recognise and map assets and make initial connections and use appreciative inquiry methods to understand the potential and develop ideas.</p> <p>Online tools are used to record assets in the ward areas for use by partner agencies and community groups with access to the Internet for signposting people to local activities and support.</p>
Approach to community researcher/volunteers	<p>Volunteer Ambassadors have been recruited from each ward. Specific role definitions are now being developed as clear roles emerge. Our Ambassadors are our community connectors. One of these roles will be too undertake co-research. We hold regular support meetings with Ambassadors and identify training and support needs on an ongoing basis. Volunteers are able to become Age UK Volunteers and access their extensive training programme. and Bolton CVS Stronger Together training programme whilst also being offered bespoke training where appropriate.</p> <p>Bolton University Community Studies 3<sup>rd</sup> year students are supporting AfA with community research and delivering a Toilet Friendly Business scheme in target wards.</p>	<p>Our experience so far is that volunteers are gained through relationship building and the individuals wanting to support the project and offer help. We spend time with individual groups talking about the community research to see who wants to get involved and also taking on board their ideas of what they want community research to look like. Our volunteers have shown to prefer a way of being involved on an ad hoc basis that fits in with their lives and also their interests rather than a traditional volunteering role with set dates and times. Different people will help at different stages for example some people co-design, some deliver projects, some are part of the critical friend group and some are involved with everything.</p> <p>Community research – variety of method will be used as suits the individuals/ groups involved. All information will be gathered and recorded as part of our 'Up your street' project</p>	<p>Opportunities to get involved are not seen as traditional 'volunteering' roles but of active roles within the partnership structure. They are wide-ranging, and include:</p> <ul style="list-style-type: none"> <li>• joining the AFN Partnership, for example by attending regular public events;</li> <li>• participating in research activities, providing local expertise to our researchers; becoming a local investigator themselves,</li> <li>• assisting the mapping &amp; networking of assets</li> <li>• Joining the neighbourhood partnership board</li> <li>• Developing and delivering resident-led projects and activities</li> </ul> <p>The focus of our approach is a staged progression, providing a route into the programme for those who would not normally feel confident or capable to engage in this type of activity.</p>	<p>Older people can volunteer in a variety of roles including community ambassadors, researchers, organisers and administrative support.</p> <p>Volunteers are provided with training, support and expenses. Comprehensive training will be provided on ABCD and strength-based community research methodologies, sensory awareness, dementia awareness, equality &amp; diversity, safeguarding, monitoring &amp; evaluation, including application of Isolation &amp; Loneliness measurement tools.</p> <p>Ward-level monitoring groups involving older people will test out the effectiveness and sustainability of the mini projects. In each area they will quality check progress using a variety of methodologies including both telephone, face to face reviews and trialling a mystery shopper approach.</p>



## Ambition for Ageing – Summary of Local Delivery Lead Approaches

February 2017

### Note on Manchester's participation in the evaluation:

Residents' experiences of the community are generated through the collection of a neighbourhood survey. This survey is designed to align with and expand upon the Greater Manchester wide programme evaluation processes being undertaken by New Economy. The additional data collected by MAFN includes questions about transportation use, shopping, experiences of attending local events and use of local facilities. The collection of neighbourhood survey data has been designed to align with the action planning workshop schedule and the central aim of reducing barriers to participation within the partnership. As a result, the survey is split into two forms – demographic information and the neighbourhood survey - and is collected at the end of two separate workshops. This allows MAFN to collect the necessary consent and demographic data to include new participants in the action plan, and whilst providing full data for evaluation and inclusion in the action plan for those with a longer-term engagement in the project. The workshop schedule means that both surveys should be completed within a 4-week window, and MAFN re-review any demographic data collected more than 4 weeks prior to the completion of a neighbourhood survey to ensure that the individual's personal circumstances haven't changed. facilities.

The purpose of the neighbourhood surveys is to contribute to the neighbourhood action plan, which requires a spatial approach to the information collected. We collect postcode data for each individual and use this to map the information they provide in space. This allows us to understand the experiences people report in relation their proximity to local assets, transport networks and urban design features. This provides a way of documenting the different experiences people have across the neighbourhood, and therefore contribute to the development of specific, spatially located responses.

	<b>Rochdale</b>	<b>Salford</b>	<b>Tameside</b>	<b>Wigan</b>
Lead Orgs	Kashmir Youth Project – known as KYP	Age UK Salford	Age UK Tameside	Age UK Wigan Borough
Partner Orgs	CVS Rochdale, BACP (Bangladesh Association and Community Project, Demesne Community Centre, Meadowfields Community Centre	Inspiring Communities Together Salford CVS	Action Together (AT)	N/A
Wards	Central Rochdale, Smallbridge & Firgrove and West Middleton	Broughton, Langworthy, Weaste & Seedley	Ashton Waterloo, Denton South and Hyde Newton	Atherton, Pemberton and Leigh West.
Overview	<p>In Rochdale the LDL partnership is taking a neighbourhood-based approach with 4 community centres serving the three identified wards: KYP and BACP for Central Rochdale, Meadowfields for Smallbridge/Firgrove and Demesne for West Middleton and CVS Rochdale recruiting and supporting volunteers.</p> <p>The approach utilises a mixture of collaborative community based Action Research (test, learn, reflect and adapt) and a Participatory Budgeting model.</p>	<p>A network of volunteer well-being champions will be supported to become part of a neighbourhood network ensuring peer to peer support and developing a shared vision for the project.</p> <p>Phase 1 – Volunteer champions seek the views of older people through their networks - taking into account age friendly outcomes Phase 2 – Age-friendly action plan developed Phase 3 – Further develop neighbourhood networks developed in each ward to take on responsibility for delivering the action plans Phase 4 – Projects for investments developed linked to action plans.</p>	<p>Valuing Older People in Tameside is utilising Asset Based Community Development (ABCD) practices to deliver the Ambition for Ageing programme.</p> <p>Older people will also be supported to refer to and access AUKT services to improve their personal wellbeing and reduce social isolation.</p> <p>We will work with partners to ensure engagement with a wide range of people.</p>	<p>Links with older people will be made through existing service users, outreach and through open meetings held in community venues at the beginning of the programme. Participatory Asset Mapping sessions with older people living in the wards will give residents the opportunity to explore what works well, what could be improved and how it could be improved within their ward.</p> <p>Through findings, a test and learn approach applies to the way proposals for investments are developed and where positive results are found, work will be done with older people and the wider programme to extend the programme and/or seek longer term sustainability.</p>
Governance Structure	The Age Friendly Steering group, made up of and led by older people and representatives of older people's voluntary and community sector groups, together with other key individuals, (e.g. elected members of the ward), will be developed, facilitated and supported by the community centres.	<p>Neighbourhood Networks will deliver and govern the programme in each ward being responsible for the development and delivery of action plans as well as investment processes and decisions. As the groups develop they will involve others who will be able to help with the implementation of the action plan This will vary from one group to another as to who this might be</p> <p>The Asset Based working group of Salford's Health and Social Care Integration programme will have oversight and advisory function and will link the programme in with other work in Salford.</p>	<p>An initial steering group has been established covering all three wards and there are now small steering groups in each ward . These groups are volunteer led steering groups with a membership of older people overseeing the projects in each ward, advising, challenging and acting as funding panels.</p> <p>Programme Board - Age UK leads a programme board to oversee the delivery of the programme within the wider older people's delivery landscape. This consists of representation from both partner organisations at CEO level and Officer level.</p>	<p>A Steering Group made up of older people living in wards provides an advisory function to the project.</p> <p>Making x a Greater Place to Grow Older Forums: These forums will be developed in each ward. Meeting three times a year, the goal is for the membership of these forums to include a wide range of stakeholders including local businesses, community organisations and statutory bodies. Initially these forums will be supported by AFA staff but it is the long term ambition that these forums will continue without the support of AFA, sustaining a legacy of the programme. These forums feed in directly to the steering group.</p>
Investment Process	Age Friendly Steering groups will set priorities based on the findings from the asset mapping and research gathered through questionnaires and communicate these to KYP who will call for proposals to be	The neighbourhood networks will consider different approaches to allocating small investments to support the priorities identified within the neighbourhood action plans including	Discretionary Investment funding – a pot of funding overseen by the Steering group will be available for very small scale spending that arises throughout the Investigation, Community Audit and associated processes.	Older people living or volunteering in the wards are supported to develop a proposal for investment in line with criteria. 'Issue groups' focusing on particular area will research the issue and pull

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	<p>submitted by potential providers. Simultaneously, local groups and individuals (especially those that have multiple needs or are most isolated) will be supported to apply for funding to support project ideas. Proposals will be shortlisted by the Age Friendly Steering Group and a wider community decision making event will be hosted by the community centres, where participants will decide on which proposals they would like to see funded.</p> <p>The Steering groups, together with the LDL and partners will monitor the effectiveness and sustainability of the projects and interventions.</p>	<p>older people participatory engagement events.</p> <p>Salford CVS provide support to ensure the networks have the skills to manage, distribute and monitor the small investments distributed across the neighbourhoods and that this is carried out in a fair and transparent way.</p>	<p>This will be available so that delivery can be quick and easy.</p> <p>Participatory Budgeting will be used once specific pieces of community research have been carried out - older people will 'vote' which actions (identified by community audits and appreciative enquiry) to fund and the volunteers implementing the actions will be supported to lever in additional 'match' funding from partners, other funders and businesses.</p>	<p>together ideas for investment.</p> <p>A Local Investment Panel (LIP) then makes a decision on what will be funded. Key criteria are how much older people are involved in the proposal and the potential outcomes of the investment and its potential for long-term benefit.</p>
Asset Mapping activity	<p>CVS Rochdale will recruit, train and support older people and other members of the community within the wards (10 per Ward) to volunteer their time as 'Community Researchers' within their neighbourhood. Their role will be to engage local older people to ascertain needs and to help identify the assets that exist within their community which make it age friendly,</p> <p>The centres will facilitate asset mapping through Researchers, users, other older people, who will come together regularly as a group to collate the data. They will be supported to produce a picture of their neighbourhoods and ward showing what already works and what is needed.</p>	<p>Building on existing intelligence Champions will help the partnership to build a detailed understanding of not just assets within the wards but older people's perceptions and engagement with previously identified assets. The questions asked will be positive and will also serve the purpose of promoting the programme and increasing engagement. This information gathered will directly feed into the development of the neighbourhood action plans.</p>	<p>3 main mapping activities:</p> <ul style="list-style-type: none"> <li>Community Audits will enable a shared understanding of community assets and identify priorities for action.</li> <li>Community Maps will showcase the rich asset base of wards and highlight the work that this programme is developing to communities and partners.</li> <li>Appreciative Inquiries (AI) will engage the wider community into positive 'Community Actions'.</li> </ul>	<p>AfA staff continuously facilitate mapping as part of meetings with stakeholders. Launch events have also been utilised to incorporate mapping sessions. Information is being recorded on google maps.</p> <p>The asset mapping sessions also enable relationships between groups to be brokered and help to build the profile of the programme.</p>
Approach to community researcher/volunteers	<p>Volunteers will be recruited, managed and supported provided by CVSR. They will be provided with initial and ongoing training and support on research methodologies, inclusion, equality &amp; diversity, safeguarding, monitoring &amp; evaluation.</p> <p>Existing groups and contacts in the community will be approached for the research and will be supported by a volunteer if and where necessary. Other methods to gather information on needs will also be trialed (based on test and learn approach)</p>	<p>The volunteer well-being champions are being trained in community reporter skills to enable them to collect stories using pictures, videos and words, empowered conversation to enable them to engage with individuals who may be effected by dementia, volunteering out in the community safely, managing difficult conversations, using measurement tools including well-being plans and loneliness and isolation measurement tools and using data to tell the story.</p> <p>Some community reports filmed by volunteers can be found here <a href="https://communityreporter.net/">https://communityreporter.net/</a> - Enter A4A in the search box.</p>	<p>Community Investigators' will be recruited from each of the wards and will undergo Action Together's Community Researcher participatory research training (developed with MMU). They will:</p> <ul style="list-style-type: none"> <li>Be aware of and empathise with the issues faced by older people in their neighbourhoods that could contribute to social isolation, an emotional sense of disconnection and a general loss of self-confidence.</li> <li>Have contact with, and knowledge of, local older people including those socially isolated, and believe in the positive contribution they can make to a community.</li> </ul>	<p>There will be a peer research project in each ward looking at older people's experience of social isolation. They will explore other ways of engaging people not likely to attend meetings.</p> <p>Those wishing to take a formal role in volunteering for the project will be known as 'Community Ambassadors', there will also be plenty of scope for informal volunteering.</p>

To find out further details or speak to the LDLs in local areas, please see the Ambition for Ageing Website: <http://www.ambitionforageing.org.uk/>