



ambition
for
ageing

2017
Report

Gathering insight and understanding



GMCVO

new
economy



NATIONAL
LOTTERY FUNDED

Ambition for Ageing is a 5 year project in and for Greater Manchester.

"We help people aged 50 and over to make where they live better."

In making places more age friendly, we also help residents stay connected with each other.

The project has been working in 3 or 4 neighbourhoods in each of these areas:

- Bolton
- Bury
- Manchester
- Oldham
- Rochdale
- Salford
- Tameside
- Wigan

People in these areas can tell us what kind of projects and activities could make where they live better.

They can do this by talking to their local Ambition for Ageing worker, and then applying for the money to make their project happen.

Ambition for Ageing will also run bigger projects across Greater Manchester during the next three years.

These projects will take what we have learnt from successful local projects and see what would be better delivered at a regional level.

Find out more by visiting:
www.ambitionforageing.org.uk

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Introduction

A core responsibility of the Ambition for Ageing programme is to track and report our progress.

We have to let our funders, the Big Lottery Fund, know what projects we are doing and if these projects are creating better places for people aged 50 and over.

We find this out by speaking to people in each of the neighbourhoods in which we are working.

Since the beginning of the programme in 2015 we have been gathering insights to provide us with a starting point from which to measure our impact over the coming years.

As we gain an understanding of what helps to make places better, we will share this with other partners in Greater Manchester and around the UK.

The Ambition for Ageing programme has a number of core outcomes against which it aims to show progress.

New Economy is the evaluator for the Ambition for Ageing programme in Greater Manchester and has created the first report on the data collected in the first year.

The full report provides insight into: project investments, community engagement, social isolation, neighbourhood age friendliness, and social contact.

The highlights of this report have been summarised in the following pages.

The two reports together provide a starting point from which we can measure impact and success against as the programme develops.



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Our outcomes:

- 1 Wards in which the programme is delivered are more age friendly
- 2 People aged 50 or over in the designated wards have increased and improved social connections
- 3 Ambition for Ageing has influenced the delivery of programmes affecting people aged 50 and over in a positive way
- 4 Ambition for Ageing has influenced strategy relating to people aged 50 or over, social isolation, and age-friendly neighbourhoods in Greater Manchester

Investing in what matters

All investments made by Ambition for Ageing are directed into projects put forward by local people aged 50 and over to ensure we invest in what matters to them.

To date, projects have covered a number of themes across the different neighbourhoods.



179

investments were made in the places where we work



£231,896

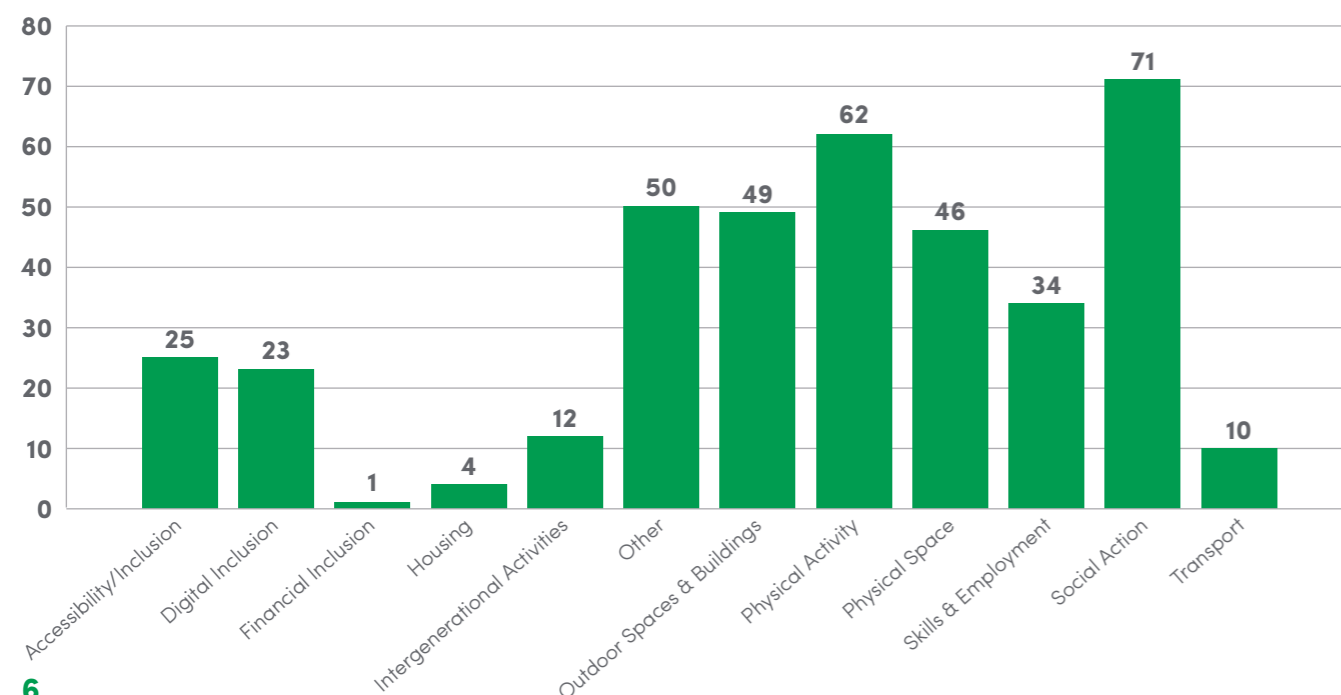
was invested in total



3,095

older people were involved in the design and delivery of these investments

Frequency of Investment Themes



Engaging with communities

Neighbourhoods are at the heart of the Ambition for Ageing programme, and to be successful we need to engage with local communities to truly understand what matters to people who live in them.

Since the start of the programme we have engaged with a range of individuals and collected information from a number of participants, volunteers and people attending events and activities, with an average age of 71.

Gender

77%
Women

23%
Men

Sexual Orientation

98%
Heterosexual

1%
Bisexual

1%
Gay or Lesbian

Ethnicity

86%
White/
White British

11%
Asian/
Asian British

3%
Black/
Black British

Employment Status

78%
Retired

10%
Unemployed

7%
Employed
part-time

4%
Employed
full-time

1%
Self-employed

Understanding social isolation risk

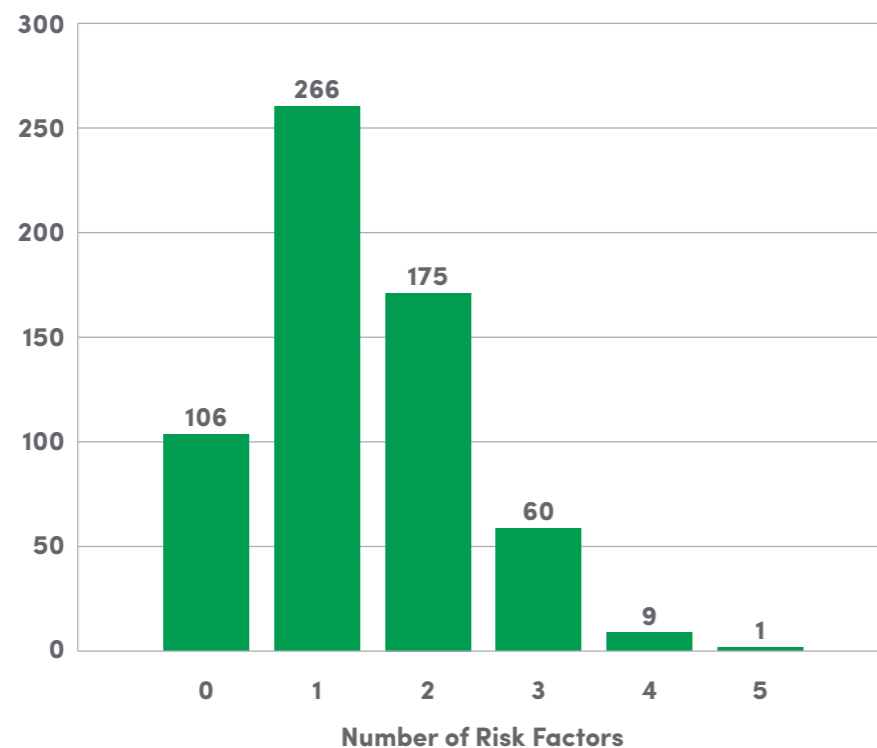
An age friendly neighbourhood is one in which people stay connected and, as such, reducing social isolation is essential for Ambition for Ageing.

During the life of the programme we aim to build reach into communities through the people we have started to work with, letting them help us to engage with those people who are furthest away and most isolated.

Certain characteristics can act as 'risk factors' for social isolation; meaning that individuals with them are more at risk of being socially isolated.

At this time, the majority of people with whom Ambition for Ageing is working have few risk factors when measured against these characteristics; being male, identifying as a minority ethnicity or religion, identifying as a minority sexual orientation or gender status, being single or widowed, having a long-standing physical or mental illness or disability, and being a carer.

Frequency of Social Isolation Risk Factors



1.4 was the average risk factor

17% of individuals have no risk factors

43% of individuals have one risk factor

28% of individuals have two risk factors

Case study: Mingle and Meet Singles Event in Tameside



The situation

Being single is a key risk factor for social isolation amongst older people.

Ambition for Ageing in Tameside had feedback from a number of people age 50 and over in the area that they wanted companionship; somewhere to meet up, to talk, to make new friendships and form lasting relationships with others.

What we did

Ambition for Ageing volunteers organised the first 'Mingle and Meet Singles Event' with the help of Age UK Tameside staff, finding an accessible venue and promoting the event locally.

The event took place in January 2017 and was hugely successful, with 64 attendees who, facilitated by the volunteers, chatted, met new people and danced together – and hopefully formed lasting and meaningful relationships!

How it helped

The event succeeded in bringing people together and helped the Ambition for Ageing Tameside team reach a younger age group of 50–60 year olds.

Feedback from the event was very positive with many suggesting another one take place, which with the help of 4 new volunteers is planned for July 2017.

Outcomes: Understanding our start point

It is our ambition to make neighbourhoods more age friendly, and to also increase and improve the quality of social connections.

To know if we are achieving our ambition and to measure our progress against our first two outcomes, we need to understand our starting point.



"An age-friendly world enables people of all ages to actively participate in community activities and treats everyone with respect, regardless of their age."

"It is a place that makes it easy for older people to stay connected to people that are important to them. And it helps people stay healthy and active even at the oldest ages and provides appropriate support to those who can no longer look after themselves."



1 Wards in which the programme is delivered are more age friendly.



To understand the current perception of age friendliness in the wards where we work, we asked local people how age-friendly they thought their neighbourhood was and what they thought an age-friendly neighbourhood means to them.

Insight suggests that respondents are generally positive about the age friendliness of their neighbourhoods, and generally optimistic about their ability to work with others to make positive changes in their neighbourhoods.

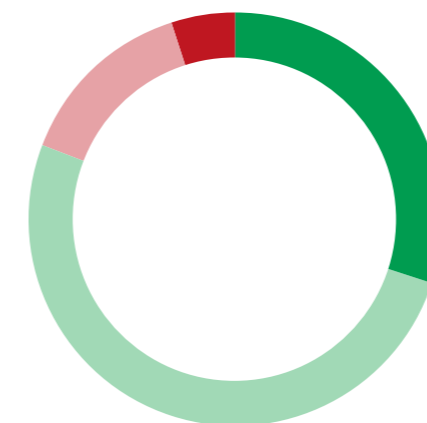
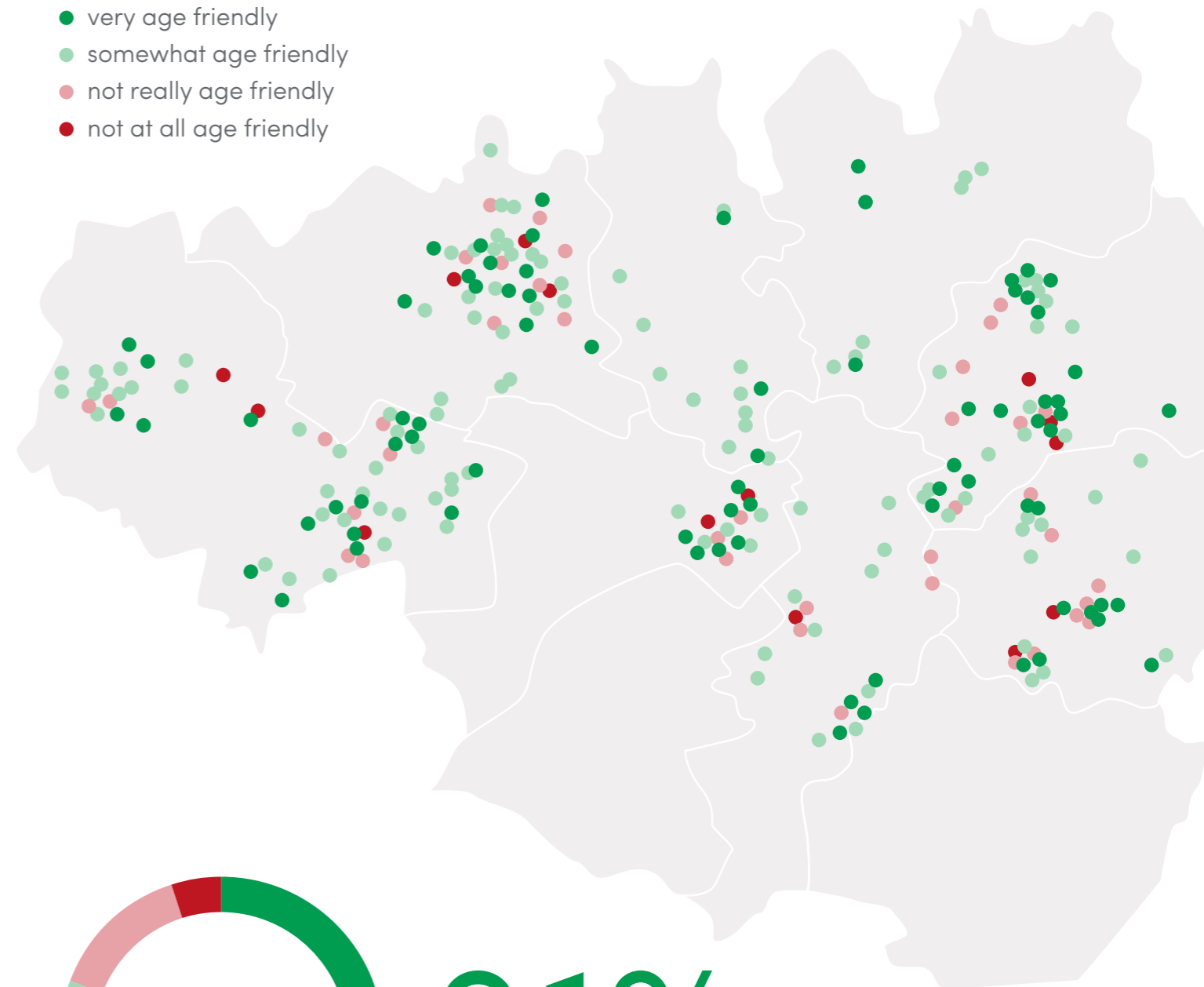
This is promising for the Ambition for Ageing programme as it relies on individuals working together to make changes.

In time, we hope that confidence in the ability to influence a local area will improve.

However, there are notable minorities who identify their neighbourhood as not at all age friendly, and are not optimistic about their neighbourhoods.

Perceptions of age friendliness varied across local areas:

- very age friendly
- somewhat age friendly
- not really age friendly
- not at all age friendly

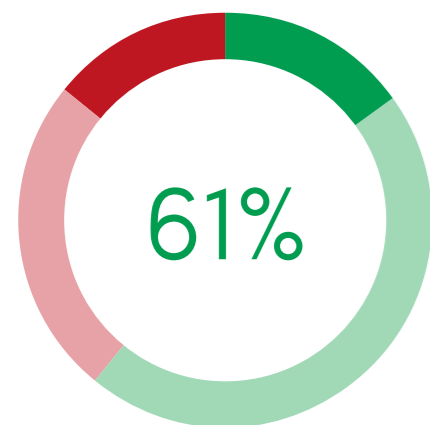
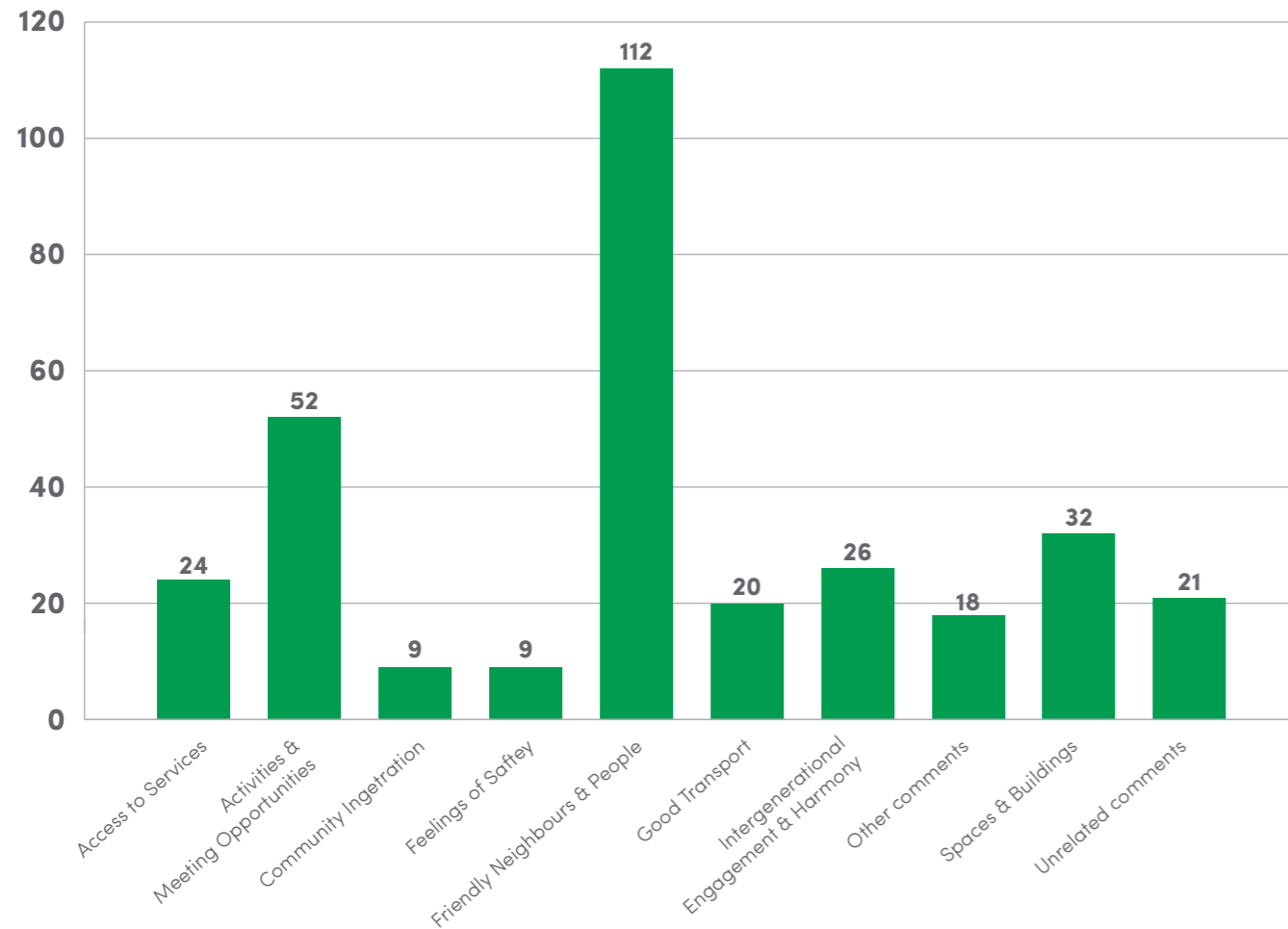


81%

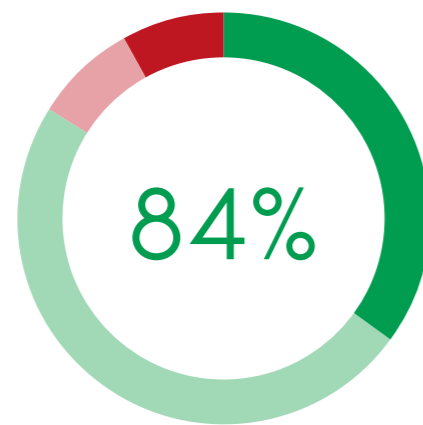
of respondents across all areas identify that their neighbourhood is somewhat or very age friendly.

Respondents defined an 'age friendly neighbourhood' as meaning:

Response Frequency



of respondents tended to or definitely agreed that **they could influence decisions affecting their local area.**



tended to or definitely agreed that **people could change things in their local area if they worked together.**

- Definitely agree
- Tend to agree
- Tend to disagree
- Definitely disagree

Case study: Dementia Friendliness in Moss Side & Hulme



The situation

Together Dementia provides support and activities for people with dementia and their carers in Moss Side and Hulme.

The group identified a lack of knowledge about dementia in local institutions and groups and felt that certain measures could enable people living with dementia to participate in more activities, but that venue managers and organisers of events needed support in order to identify and implement them.

What we did

Together Dementia approached the Ambition for Ageing team to propose a project whereby people with dementia would be invited to attend community events and audit the activities and buildings for dementia-friendliness over a 12 month period.

After each visit the group produced reports for the Age-Friendly Hulme and Moss Side board and provided advice and recommendations for groups who run projects for people aged 50 and over.

How it helped

The project allowed people with dementia to experience spaces, be heard, meet people and to contribute to their local community in new ways.

Their direct input helped venues and organisations like the MMU and increased knowledge within multiple community organisations about the needs of people living with dementia.

Their reports also contributed to the development of the Hulme and Moss Side Age-Friendly action plan, which means the knowledge developed is used in the design of all future projects.

Outcome 2 People aged 50 or over in the designated wards have increased and improved social connections



We want to understand social contact, as it has a positive impact on social isolation when it is frequent and of good quality.

Our findings suggest that the majority of people seem to be in fairly regular contact with neighbours, friends, colleagues and family members.

This is consistent across different formats, e.g. face-to-face, via phone or other technology, and is promising for the Ambition for Ageing programme.

However, there remains a minority who may not be in regular contact with other people.

In addition, we recognise that while regular contact is positive, our insights only tell us about the quality of these interactions at a very top level.

"People always giving time to have a smile and a friendly chat with neighbours, mostly when people are lonely and on their own. It does not take a lot to give a friendly hand and try and help people who are on their own."

Social Contact and Neighbourhood Attachment

● Strongly Disagree ● Disagree ● Neither Agree nor Disagree ● Agree ● Strongly Agree

I feel like I belong to this neighbourhood:



The friendships and associations I have with people in this neighbourhood mean a lot to me:



If I needed advice about something I could go to someone in my neighbourhood:



I borrow things and exchange favours with my neighbours:



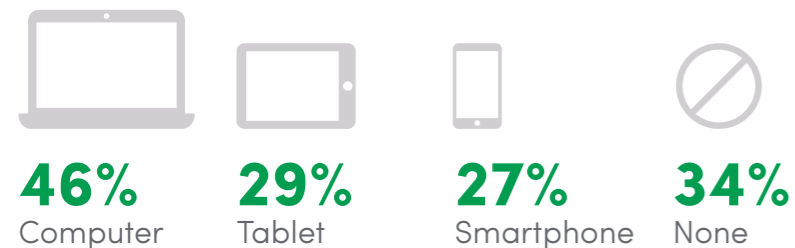
I would be willing to work together with others on something to improve my neighbourhood:



I regularly stop and talk with people in my neighbourhood:



Which of the following devices do you use?
(Select all that apply)



66%

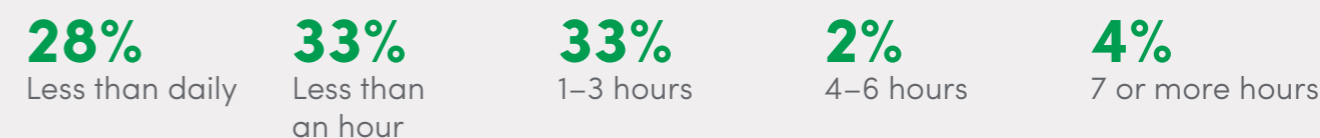
use a computer, smartphone and/or tablet



72%

of people who use their devices to interact with friends or family online do so at least daily, most commonly for up to three hours

How many hours do you spend interacting or chatting with people through social media or email on a typical day?



People who have access to a device use at least one social media platform



57%

of people said that they talked to their neighbours on most days

How often do you talk to your neighbours?



Case study:

Young in Mind in Radcliffe, North Bury



"I learned new things like using social media and think they learned things from me too – I can't wait to do it again!"

Attendee

The situation

The residents of the Redbank Extra Care Scheme, a supported housing scheme for older people in Radcliffe North, wanted to enable those who feel 'young in mind' to interact with young people.

The Ambition for Ageing team in Bury was able to help by providing funding and bringing together the right people to make it happen.

What we did

The idea was to bring residents and pupils from Spring Lane, a nearby Pupil Referral Unit, together in weekly sessions, where they could share experiences and skills.

The project was supported and facilitated by Six Town Housing and saw attendees take part in activities, such as making items that were then offered for sale at a local market to fund further projects.

How it helped

The project ran for a number of weeks and received positive feedback from residents as well as pupils. It succeeded in raising funds and is set to start again in September when the school returns.

As an intergenerational project, it helped to break down stigma and barriers to engaging with different ages. It showed commitment from residents to stay 'young in mind' and to interact with the wider community, something they will build on by inviting people from the local community to a party celebrating the project.

Looking ahead

This overview and the full report paint a clear picture of the insights collected to date.

We are gaining a better understanding of how to engage communities, which means we can do more targeted work in the future.

We are also able to have a wider impact by sharing this understanding with other organisations in Greater Manchester and beyond who might otherwise not be able to access this type of feedback from people.

Going forward, the insight we have gathered will act as our starting point, allowing us to measure progress over time.

It will also allow us to inform decision-makers in Greater Manchester about what is important to the people we work with, and influence future work and relevant policies across the region.

Over the next year we will continue to track and report on our progress against our four stated outcomes.

We recognise that while we have established a foundation in neighbourhoods, our work will need to continue to engage the wider community through the people we work with to reach those who are most isolated.

The core focus will be to take what we have learnt and apply it to both new and existing projects, and to continue to improve our understanding, community engagement and overall impact.

For further details about what's going on at the moment and in future, please visit our website:

www.ambitionforageing.org.uk





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