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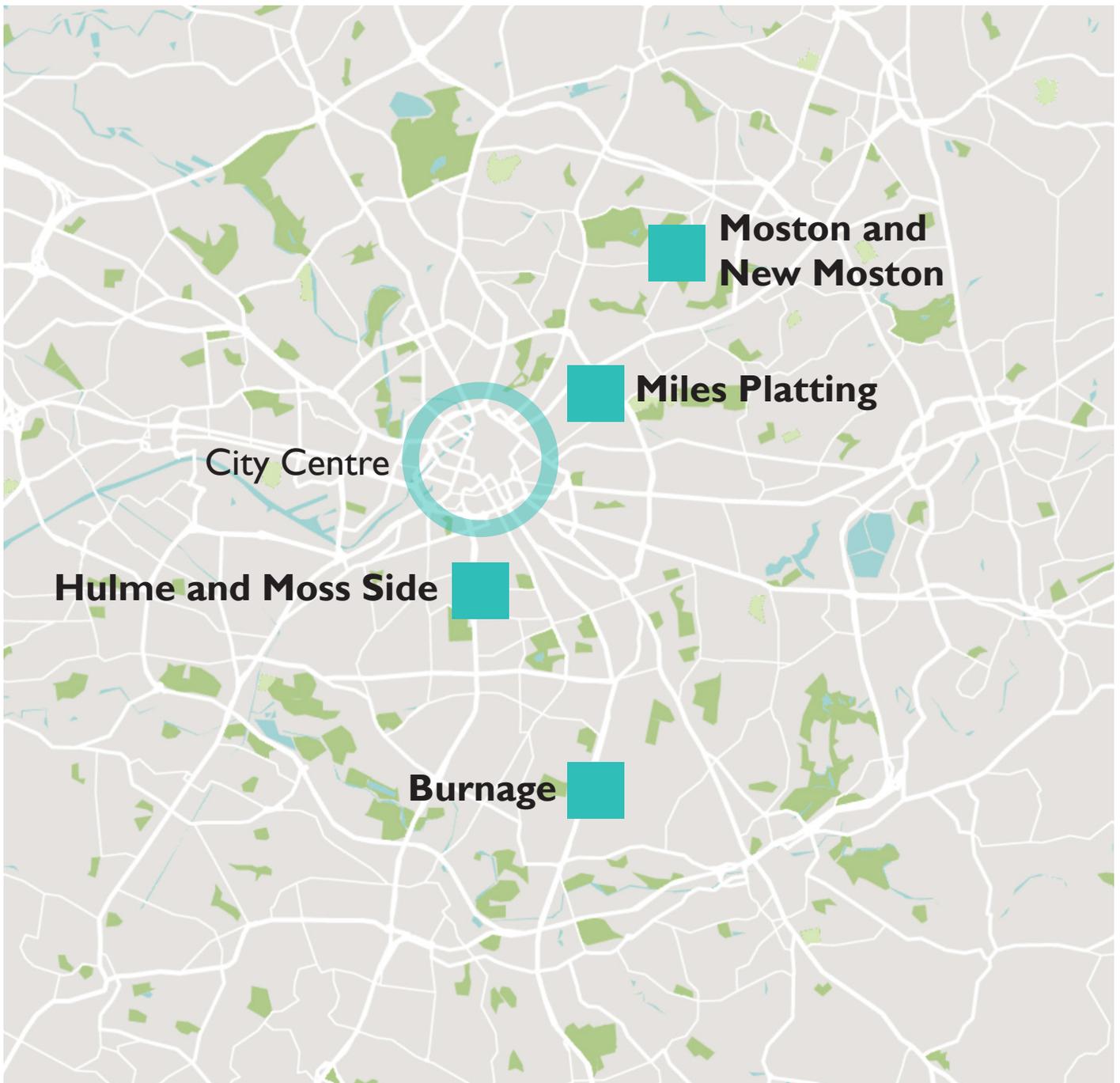
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Manchester Age-Friendly Neighbourhoods

STATE OF THE PROJECT
December 2017





'Manchester Age-Friendly Neighbourhoods' is a collaboration between Manchester School of Architecture, Southway Housing Trust and members of the community in 4 areas of Manchester: Burnage, Miles Platting, Moston and New Moston, and Hulme and Moss Side.

In each area, residents, community groups and institutions like the NHS, Manchester City Council and social housing providers to reduce and prevent social isolation among older people, and to make them better places to grow older.

Report written and edited by Mark Hammond, Stefan White, Emily Crompton, Matthew Youngson, Jude Wells, and Kat Wong.

Contact: Mark Hammond - m.hammond@mmu.ac.uk

Manchester Age-Friendly Neighbourhoods

An age-friendly neighbourhood enables older people to do more in their community and live happy, safe and fulfilling lives.

The Manchester Age-Friendly Neighbourhoods (MAFN) programme aims to provide older people with opportunities to become increasingly active members of their communities, both by removing barriers that people face in their daily lives and providing more ways for people to get involved.

An age-friendly neighbourhood partnership has been established in each of the four neighbourhoods covered in our programme. The aim of the partnerships is to understand what the neighbourhood is like for older people to live in now and how it can be improved in the future. There is a focus on how the community can tackle social isolation - both supporting those who currently experience isolation and those at risk of becoming socially isolated in the future.

Each partnership is empowered to act through an age-friendly investment fund and support from the 'Manchester Age-Friendly Neighbourhoods' team at Manchester School of Architecture. Funding for this comes from The Big Lottery Fund via the Ambition for Ageing programme - a Greater Manchester wide network of neighbourhood projects aiming to reduce social isolation in the city region. The current funded element of the project will run until March 2020, but the partnership is working towards a sustainable model in order to continue beyond this period. [The Age-Friendly Miles Platting partnership has been funded separately through Manchester City Council, and has been funded until March 2018]

There are three main tasks that the partnership undertakes:

1. Creating an 'Action Plan': Over 4000 conversations with local people have contributed to the development of the four neighbourhood action plans, sharing both experience of living in those neighbourhoods and ideas about how to make it better for older people. These experiences and views are combined with census data, a neighbourhood survey and urban design analysis to create a robust case for action.

2: Supporting and funding projects: One of the purposes of the action plan is to support the development of small projects (usually less than £2000) to try new things to reduce social isolation. These projects are supported, reviewed and agreed by our resident-led board, which consists of older people and representatives of institutions and organisations that are active in the area.

3: Create new relationships between organisations and older people: By creating new opportunities to work together, the partnership aims to make sure that the needs of older people are reflected in all parts of the community and all the organisations who operate within it.

- 4089 conversations to create our four age-friendly action plans
- 71 projects funded
- £123,907 decided by four resident-led boards
- Over 5000 participations in funded projects per quarter

(Correct as of September 2017)

Key Statistics

Hulme and Moss Side:

- 1580 conversations about the action plan since January 2016
- 30 board meetings with 37 board members
- 26 projects funded
- £45786 spent
- 2922 participations in funded projects Q3 2017 (Jul-Oct)

Moston:

- 903 conversations about the action plan since January 2016
- 15 board meetings with 29 board members
- 20 projects funded
- £38515 spent
- 1740 participations in funded projects in Q3 2017 (Jul-Oct)

Burnage:

- 816 conversations about the action plan since January 2016
- 15 board meetings with 28 board members
- 16 projects funded
- £23808 spent

Miles Platting

- 790 conversations about the action plan
- 12 board meetings with 16 board members
- 10 projects funded
- £15,798 spent
- 740 participations in funded projects in Q3 2017 (Jul-Oct)
- 1875 participations in funded projects in total

Themes: Selected Case Studies

The case-studies listed below have been selected to illustrate key emerging themes of the project

The themes described below have been identified in relation to the ambitions of a place and asset based Age Friendly project. The case-studies selected indicate some of the challenges and potential benefits of the project approach in relation to these themes through showing examples of activity on the ground. The list on the right shows the case-study projects selected.

Partnership - What can residents, institutions and 3rd sector groups working together achieve?

Rationalisation - Does the co-ordination of local services enable avoiding duplication and identifying gaps in provision?

Communication - How can community communication be improved and to what end?

Activation - How can the goals of active ageing be achieved?

Spatial - What role does spatial locating research and activity have in place-based working?

Co-research - What roles can residents have in research and how can that benefit all stakeholders?

Inclusion - How can asset based approaches enable inclusivity and reach more socially isolated people?

Physical Activity - How can local working impact on levels of physical activity?

Capacity - How can local working support increased capacity and skills?

Sustainability - How do asset-based approaches enable positive independence?

Partnership:

- Theatre Trippers
- Health priority sub-group

Rationalisation:

- Yellowbird luncheon clubs

Communication:

- PlaceCal

Activation:

- Ged's Age-Friendly disco
- Board membership

Spatial:

- New Hope Church accessibility

Co-research:

- We are Dementia friendly

Inclusion:

- Ayeeyo Lunch
- Bluebell Winter Warmer

Capacity:

- A Byte to Eat
- Miles Platting dementia cafe

Sustainability:

- Inbetweeners
- Spoon and Ladle

Physical activity:

- Aquarius Over 50's

Partnership: Theatre Trippers

The Theatre Trippers are a newly formed resident-led group who attend monthly theatre shows at a range of venues across the city centre.

Neighbourhood: **Miles Platting**

Investment: **£2000 for subsidy + equipment**

Mike first became involved in Age-Friendly Miles Platting following a meeting with the local tenants association. He was passionate about the theatre, but suggested that cultural facilities in the city centre were under-used by residents of Miles Platting. He proposed setting up a theatre club for older people in the area, and spoke to residents in his sheltered housing scheme about the idea, with 20 people expressed an interest in joining.

Once he knew there was interest, Mike worked with Age-Friendly Miles Platting to negotiate discounts with HOME theatre and the Manchester International Festival for tickets. Mike and an initial group of theatre club members self-funded their own introductory trips to the theatre, with additional support provided by Adactus Housing

for transportation costs and an introductory rate charged by HOME.

After these sessions, the group committed to continuing the group. The group asked the Age-friendly Miles Platting board for funds to help subsidise transport and ticket costs, as well as to purchase a printer for the group to make flyers and posters. The funding would last for 1 year, and the group aimed to build up the groups finances during this time to make the project sustainable.

As of September 2017, the group have had 14 trips, with between 15-20 older people attending each trip. Some of the members had reported that they had not visited the theatre in many years and suggested that joining the group had made a positive impact on their wellbeing. The group continue to attract new members, and have been contacted by people in other parts of the city asking for advice about how to set up similar groups in their neighbourhoods.

Partnership: Health Priority Sub-Group

The Age-Friendly Hulme and Moss Side healthcare group has used a partnership approach to increase the capabilities of older people and service providers.

Neighbourhood: **Hulme and Moss Side**

Investment: **None**

In summer 2017, the Age-Friendly Hulme and Moss Side board agreed a set of 5 priorities from the neighbourhood action plan findings, and established smaller working groups to explore potential responses to each. The healthcare group were tasked with exploring older peoples experience of visit their GP, which seemed to be heavily influenced by the seasonal nature of the the local student population.

Two members of the research team, along with the chair of the Hulme and Moss Side board and a representative of the local GP Federation reviewed some of the evidence in the action plan, and had a broad discussion about the experiences of older people and some of the challenges facing the health system at present.

The discussion revolved around the emergence of digital health services. The GP Federation representative shared their plans to launch a website in a nearby area that they hoped would reduce unnecessary appoints amongst students, thus improve access for older residents. The discussion progressed to discuss a pilot for a mobile GP app in London, with video consultations. It was noted that this was controversial, as it could deprive traditional GP practices of the funding they receive from healthy patients, leaving them to treat the same number of high need individuals but with reduced levels of funding.

The meeting enabled the board member to gain insight into the health system that was previously not available to her. Rather than experiencing the impact of the potential changes, she and the board became empowered to act proactively. The discussion also supported the representative of the local GP Federation, who through the process learn more about communication issues and misinformation held by some older people.

Rationalisation: **Yellowbird Saturday Soup**

A lunch, exercise and activity club organised on a Saturday to avoid scheduling conflicts with other groups and to respond to an unmet need in the community

Neighbourhood: **Hulme and Moss Side**

Investment: **£1960**

Yellowbird are a community group based at the Church of God of Prophecy in Moss Side. They organise activities, exercise sessions, lunch clubs and trips out for older people across South Manchester. Yellowbird attended the initial launch of the Manchester Age-Friendly Neighbourhood project, and send representatives to the board.

Yellowbird hosted an action planning workshop with MAFN, with members discussing their experiences as older people in Moss Side. One of the key discussion points in the workshop was the diversity of opportunities to take part in activities during the week, but a lack of activities for older people on a Saturday. At the conclusion of the meeting, the group agreed to work with MAFN to develop an activity that would meet this need.

The group proposed a monthly Saturday Soup, with exercise classes, music and food. The Age-friendly Hulme and Moss Side board recognised the issue of weekend activities for older people, and funded the project to run as a trial for 12 months in order to gauge interest.

Communication: PlaceCal.org

A community technology partnership, established to produce a prototype community calendar that brings the wide range of communication platforms used by local groups and services

Neighbourhood: **Hulme and Moss Side**

Investment: **£50,000** (funded by CityVerve)

PlaceCal was informed by a finding shared across all areas of the MAFN programme - that many groups maintain calendars that only reach small audiences. As a result, many older people reported that there was little to do in their neighbourhood, despite our research finding a plethora of activities for older people.

We found that most community groups and services were using calendar software for some part of their organisation, but that this information was either private, incomplete, or rarely updated. In response to this, PHASE partnered with Geeks for Social Change to initiate a community technology partnership (CTP). A CTP is a collaboration between academics (with technical expertise) and community members (with local knowledge) to produce appropriate action within a given neighbourhood. This project requires more funding than any of the Age-Friendly Boards could provide, so external funding was sought from the CityVerve programme.

PlaceCal is a way of bringing together event feeds automatically from Google Calendar, Outlook 365 or Facebook, for example. Whatever people were already using and paying for - and in the case of larger organisations paying for support for - we needed to support them to use effectively. We

PlaceCal HOME EVENTS PLACES PARTNERS LAUNCH

THE COMMUNITY CALENDAR

Events in Hulme & Moss Side

Community Calendar for Hulme & Moss Side Events Filter and sort

Today Tomorrow Sat 18 Nov Sun 19 Nov Mon 20 Nov

Thursday 16 November

Daily Advice Drop In

09:00 – 17:00 8 hours 16 Nov Ibrahim Maine Centre Weekly

Hulme Library Assistance

09:00 – 13:00 4 hours 16 Nov Moss Side Leisure Centre Weekly

Nudge: Acupuncture

09:00 – 20:00 11 hours 16 Nov Kath Locke Centre Weekly

Citizens Advice Bureaux drop in

10:00 – 13:00 3 hours 16 Nov The Place at Platt Lane Weekly

Credit Union drop in

10:00 – 13:00 3 hours 16 Nov The Place at Platt Lane Weekly

Manchester Mind Advice Drop - In

10:00 – 13:00 3 hours 16 Nov Zion Community Resource Centre Weekly

Brunch Club

11:00 – 14:00 3 hours 16 Nov Will Griffiths Court Weekly

therefore developed a training and support plan based on this seemingly simple proposition: aiding community groups to publish high quality event information using existing software.

These events are brought together in an easily digestible, simple web format, with an aspiration to use the same data to create poster, flyer and paper versions in the future. The pilot has led to initial discussions about developing PlaceCal as a social prescribing tool, and as a means of creating asset-based community development programmes.

Activation: Board membership

The resident-led Age-Friendly boards we have supported are not just funding panels, but a means of activating older people and enabling them to create change in their communities.

Neighbourhood: **Hulme and Moss Side, Moston, Burnage and Miles Platting**

Investment: **None**

The Manchester Age-Friendly Neighbourhoods team have helped establish resident-led boards in Hulme and Moss Side, Burnage, Miles Platting and Moston. The boards meet ever 4-6 weeks to discuss issues, review project proposals and develop strategy with the aim of reducing social isolation amongst older people.

Rather than simply funding activities that might tackle social isolation, the board is itself a means of activating its members. In Burnage, one of the board members joined the group having never previously taken part in similar groups.

“When I first got involved I was very weak and I was just coming out of a bad place... Being part of the Age Friendly Partnership has given me strength to get up and out in the community, and has given me a purpose and the capacity to help others at risk of social isolation.”

For those who had roles with community groups prior to the Age-Friendly programme beginning, the board has provided new opportunities to affect change in their community. Sally Casey, the chair of the Age-Friendly Hulme and Moss Side board joined the board having become disillusioned with experiences working with other groups.

“I was getting agitated, there is a lot of bickering and people having their own agendas. I felt it wasn't worth the hassle, and I became more focused on Aquarius (her community group). I am glad I joined (the age-friendly board) though... You know what I like? Its people I would not have met otherwise”

The board activates older people and service providers by providing them with the opportunity to define for themselves the type of collaboration they want to have. The board offers an alternative to previous situations in which individuals and groups might have interacted - either in conflict or competition with each other.

Activation: **Ged's Age-Friendly Disco**

The Age-friendly disco is run by an older resident , and offers free/cheap entertainment for local groups, sheltered housing schemes or community events.

Neighbourhood: **Miles Platting**

Investment: **£1762 for equipment + startup**

Ged lives in Ancoats, and heard about the Manchester Age-Friendly Neighbourhoods project on the radio. He used to DJ earlier in his life and music was his passion, but he found himself isolated when his wife became ill. He wanted to find new ways of staying active and meeting new people, and worked with the Age-Friendly Miles Platting board to develop a project that would enable him to be community focused DJ. Ged had the record collection to do this, but lacked the equipment needed for public performances. The Age-Friendly Miles Platting board invested in DJ equipment for Ged, on the condition that he undertake a number of free events for community groups per year, and charge affordable rates for any community or voluntary groups in the city.

Since he started DJ-ing, he has performed for events hosted by Adactus Housing, Victoria Square, local schools, parties at sheltered housing schemes and events hosted by Age-Friendly Miles Platting. This has kept him very active and given a new lease of life. As a result, Ged has also become an active member of the Age-Friendly Miles Platting board, and has used his creativity and knowledge to help others develop projects in the community.

The community musician model Ged developed has since spread to other parts of the city. After meeting Ged and hearing about his good work, the Age-Friendly Hulme and Moss Side board subsequently funded their own community musician, recognising the benefit Ged has had on a wide range of people in the Miles Platting community.

“Age Friendly Miles Platting has made a dramatic impact on me and re-opened a door that I thought had been closed for ever. My original tentative suggestion about provision of music for the more mature person has blossomed and been very well received. It is fantastic to observe how music can be uplifting, enhance an activity, bring joy and pleasure and, in addition, offer beneficial light exercise through dancing. Long may it continue”

Ged, Age-Friendly DJ

Spatial: New Hope Fellowship Church

Age-Friendly Hulme and Moss Side helped the New Hope Fellowship church to make one of their toilets more accessible. This was in response to our action plan findings, which showed that St. Georges residents had trouble accessing any other community venue.

Neighbourhood: **Hulme and Moss Side**

Investment: **£2000**

The Age-friendly Hulme and Moss Side action plan identified a number of issues facing the St. Georges area. It showed that older people reported poor health, had poor access to public transport and were less likely than other parts of Hulme to own a car. St George's residents reported their difficulties to attend social events and issues related to seeing healthcare services during one of our action planning workshops, leading to a suggestion that more events be hosted at the one community venue in St. George's - New Hope Fellowship Church.

When we enquired, a local councillor informed us that they had previously attempted to run events

at the New Hope Fellowship Church, but could not do so due to a lack of disability accessible toilet. This position shared by a number of institutional partners, particular those who commonly worked with older people.

In response to this, MAFN worked with a local resident and the New Hope Fellowship church to work on creating a new accessible toilet. The architectural and budgetary constraints led the group to convert an existing toilet to make it accessible. the Age-Friendly Hulme and Moss Side board agreed to fund new fixtures and fittings which were installed in July 2017.

As a result of the new accessible toilet being installed, three disabled people have started using the foodbank. The venue also now hosts a computer class (funded by Age-Friendly Hulme and Moss Side).

Co-research: We are Dementia Friendly

We are Dementia Friendly is a project where people living with dementia visit existing community venues and provide advice to make them more inclusive.

Neighbourhood: **Hulme and Moss Side**

Investment: **£1992 for one year**

The Together Dementia support group are an activity and support group for people living with dementia and their carers. Sally Ferris, the founder of Together Dementia attended an initial meeting for the Age-Friendly Hulme and Moss Side project, and brought members of the dementia support group to the public launch event. She felt that it was important that the voices of people living with dementia are heard within the local area, and wanted to work with the MAFN team to identify ways of making this possible.

Together Dementia proposed a project whereby people with dementia would be invited to attend community events and audit the activities and buildings for dementia-friendliness. The group have produced reports for the Age-Friendly Hulme and Moss Side board, contribute to the neighbourhood action plan, and provide advice for groups who run projects for older people.

An example of this was the recent dementia audit of the Brooks Building at MMU – a building that has a community remit and hosts community events in Hulme. Sally and Lesley, both workers from Together Dementia, led an initial tour of the Brooks Building with academics who create community events there, the MMU events and facilities management teams. This tour offered the perspective of a

carer attending an event with someone living with dementia – identifying potential issues such as difficulties obtaining a parking pass, material design and signage.

The second tour took place a month later, with 4 people living with dementia and their carers in attendance. Sally used her expertise to produce an event methodology in which the questions raised in the initial walk could be communicated to the people living with dementia, including the use of photos from a previous event in the space that they attended. The carers were tasked with asking questions and took notes, which highlighted a number of issues (and positives) that had been overlooked in the initial tour.

As a result of these two tours, Together Dementia Support proposed was a series of recommendations to the university, and an offer to work with MMU to create awareness and provide advice to staff about the needs of people living with dementia.

“Hulme & Moss Side cannot be age-friendly unless it takes account of people affected by dementia. This group is difficult to reach and requires expert personnel, together with trusted members of the community who have a good understanding of the issues.”

We Are Dementia Friendly

Inclusion: Bluebell Winter Warmer

The Winter Warmer is a new fortnightly lunch and entertainment club held at the Bluebell Inn. It was developed in response to the lack of older men at many community events.

Neighbourhood: **Moston and New Moston**

Investment: **£2000 for one year**

In developing the action plan, it became clear that older men were under-represented in older people's activities, with the exception of the local bowling clubs. A member of the Age-friendly Moston and New Moston board suggested that lots of older men can be found in the Bluebell Pub during the day, and suggested we speak to them.

The board member spoke to the landlord about the Age-Friendly project, and organised a meeting to discuss ways of appealing to older men. We discussed the importance of informality and self-initiation to older men, and learned the importance of the pub as a way for many older men to remain engaged with other people in the community. It was noted that there was previously a lunch club that attracted older men, but that this was stopped a few years ago due to a lack of food hygiene certificate

at the church hall it was organised at. In response to this, the landlord and board member designed a project to host a fortnightly lunch club at the Bluebell pub over the winter. The project would fund the cost of food, advertising and an entertainer for each session, with the organisers collecting donations to fund next year's lunch club.

The local Moston Meadows residents association would partner with the project to provide advertising and support for people to get to the venue. As part of the events, local groups serving older people would be invited to attend to inform people about other events or initiatives, although the organising group are keen to maintain the informal character of the event.

The project was agreed to be funded by the Age-friendly Moston and New Moston Board, and began hosting events in late 2016. The events have been well attended, with 78 older people attending the Christmas session in late December.

After the funding for this project had been spent, the Joseph Holt Brewery (who own the pub) agreed to continue funding the project throughout 2017.

Inclusion: **Ayeeyo Lunch Club**

The Ayeeyo Lunch Club is a joint enterprise between younger and older Somali women, overcoming language and cultural barriers to create links between agencies and socially isolated people.

Neighbourhood: **Hulme and Moss Side**

Investment: **£1955**

Haweya Warsama is part of the Woman's Support Group (WSG), a project based at the Phil Martin Centre in Moss Side that supports Somali woman. The WSG were approached by a local resident who told them about the issue of social isolation amongst older Somali women, and asked what could be done to tackle it.

The MAFN team were introduced to Haweya through a member of a previously Age Friendly Hulme and Moss Side funded project. The Age-friendly Hulme and Moss Side partnership had limited engagement with older Somali residents due to the cultural and language barriers of working with the Somali community. Haweya operated as this connection, enabling the board, local agencies and MAFN to collaborate with the WSG group. The group found it difficult to attend mixed community events, as these were not suitable culturally for the Somali women. The WSG and the residents decided to start a lunch club, calling it 'Ayeeyo' (Somali for 'Grandmother'). The older residents also wanted to teach the younger Somali women dances and songs that they were taught when young. Funding for the group to start-up was provided by the Age-Friendly Hulme and Moss Side board, with 10-15 older Somali women attending the weekly sessions.

Other partners to the Age-Friendly Hulme and Moss Side board, such as the BUZZ health and wellbeing service, also noted that they had previously struggled to overcome the cultural and language barriers to the Somali community. As a result of this project, BUZZ have since hosted a health talk with the Ayeeyo lunch group, with translation provided by Haweya.

Through MAFN the Ayeeyo Lunch was referred to other agencies, such as Fairshare and Z-Arts. Fairshare are supporting the group to reduce their catering costs, and Z-Arts are offering opportunities for the group to engage in cultural activity such as free tickets to attending the theatre.

Capacity: A Byte to Eat

Byte to Eat is a social IT group that runs as part of the MTTC Lunch Club. The focus is on using IT as a way of staying in touch with family members.

Neighbourhood: **Hulme and Moss Side**

Investment: **£1372 for equipment**

‘A Byte to Eat’ is a project developed by Mission to the City (MTTC), who run the United Daycare at the Powerhouse Centre in Moss Side. Currently, the group offer a lunch club and informal activities club that serves primarily older residents. Members of the group attended a public workshop organised by MAFN, leading to one member opting to join the Age-Friendly Hulme and Moss Side board. This board member helped to organise an action-planning workshop between the day-care visitors and the MAFN team, leading to the identification of IT and communications as a barrier for the older Caribbean community.

The group suggested that other IT classes that were previously offered in the area focused on the needs of young people seeking work, rather than

opportunities for older people to remain in contact with others. In response to this, the MTTC group worked with their attendees and MAFN to design an IT club that would be run by older volunteers. The club would focus on practical uses identified by older residents. These included the use of Skype as a way of linking people with extended family in the Caribbean. The project was reviewed by the Age-Friendly Hulme and Moss Side board, who agreed to fund the purchase 4 tablets and one laptop.

There are two sessions per week - one before the lunch club, and one afterwards. As a result, the group have attracted people who initially only attended for the lunch activity, who otherwise would not have come to a specific ‘IT Class’. The Byte to Eat project is still going strong one year later. Some of the initial group of participants purchased their own tablets for use at home (the same brand as used in the workshop, as they felt comfortable with the interface and button placement). These members still come to the sessions, and now help other older people who are beginners.



Capacity: Miles Platting Dementia Cafe

Not only did this project establish a dementia cafe in Miles Platting, but also provide training for local community members about how to make their community more dementia-friendly.

Neighbourhood: **Miles Platting**

Investment: **£2000**

Rev. Sue Williams, of Trinity Methodist Church in Miles Platting became aware of the issue of dementia through a talk she attended about dementia and church-goers. She felt it was important that there was somewhere safe for people living with dementia and their carers to socialise and find information in their community. As one of the founding members of the Age-Friendly Miles Platting board, she worked with MAFN to develop plans for a dementia cafe project.

Rev. Sue and other volunteers at the church had a limited knowledge about dementia. A member of the MAFN team invited the Alzheimer's Society to talk to Sue about on how best to run a dementia café, and helped Sue to arranged 'dementia friends' training for herself and volunteers to develop their understanding of dementia and build the confidence needed to run the cafe.

The start-up equipment costs of the project was funded by the Age-Friendly Miles Platting board, to run fortnightly. The funding also paid for food hygiene training for 3 people who ran the cafe. The cafe was advertised though all the organisations in partnership, including the Adactus Housing Spotlight magazine and the Alzheimers group who meet in nearby Moston.

The fortnightly Dementia Café launched in September 2017, with the launch event supported by Age-Friendly Miles Platting board members. Rev. Ellie Trimble provided the catering, and age-friendly DJ Ged Reek provided the music. the launch was attended by 30 people, including the Lord Mayor.

The project has not just established a new service for people living with dementia, but increased the capacity for the community to realise a more dementia-friendly community. The provision of dementia friend training to local residents and board members empowers the community to be more responsive to the needs of people with dementia, and ensure that future projects are developed with dementia in mind. In addition, the food hygiene qualifications increases the capabilities of the voluntary sector to undertake a wide range of projects that otherwise would not have been possible.

Sustainability: Spoon and Ladle

The Spoon and Ladle is a new weekly Afternoon Tea group, whose initial success has led them to expand and develop new ways of funding themselves.

Neighbourhood: **Burnage**

Investment: **£400 for launch event**
£1995 for scaling up

In late 2016, the Age-friendly Burnage partnership was approached by a local resident who wanted to establish an afternoon tea group called 'Spoon and Ladle' She had previously worked as a professional chef, but left this line of work in order to help her local community, particularly older residents.

The Age-friendly Burnage board funded a one-off event to launch the project and attract people to join the group. After talking to local residents, it was decided to host it at Kingsburn Hall, a community venue that was close to a large number of older residents who noted their difficulties attending events in other venues in Burnage, particularly the existing lunch club on Burnage Lane, due to the long walking distance.

The Spoon and Ladle group continued after the launch event, attracting up to 20 older residents per week. The group was funded by donations and subsidised through selling baked goods at local markets. The project lead felt very strongly that she did not want to charge a fee for people to attend, as that might disadvantage the people who would benefit from it the most.

Having run for 6 months, Spoon and Ladle returned to the Age-Friendly Burnage board for additional support. The group had expanded, and she needed additional funds to support it going forwards. The board agreed to fund the expansion of the Spoon and Ladle, but also promised to work with them to develop a more sustainable financial model.

Spoon and Ladle later catered an event for Age-Friendly Burnage hosted at the offices of Southway Housing Trust, who were so impressed that they added Spoon and Ladle to their suppliers list for future events. It is hoped this could support the Spoon and Ladle afternoon tea club as they continue to grow.

Sustainability: Inbetweeners Club

The Inbetweeners are a new social group established by the residents of Sydney Jones Court, which combines both chair based exercise and cultural visits.

Neighbourhood: **Moston and New Moston**

Investment: **£720 for instructor + transport**

The 'Inbetweeners' are a social group initially based at Sydney Jones Court, a retirement housing scheme in Moston. One of the tenants of Sydney Jones Court saw an advert for Age-Friendly Moston and New Moston in a shop window, and attended a drop-in event. She took a member of the MAFN team on walking interview, and acted as an advocate for the project in her housing scheme. She helped us to organise a workshop, where residents talked about their experiences of living in Moston and their ideas to make it more Age-Friendly. A project proposal was developed based on this workshop, although some of the group were initially dismissive that the potential of the project – “Nothing will ever come of this...” (M, 70s).

The group decided they wanted to develop a chair exercise project and a theatre trip group. It was decided that the two ideas would be combined into a single project, hoping that people who rarely left the housing scheme would initially attend the chair exercises and later feel confident enough to go on the trips with the others.

MAFN supported the group in finding a chair based exercise instructor, and liaised a meeting with the HOME theatre in Manchester city centre. The group were given a guided tour of HOME, and agreed a subsidise rate to see theatre productions once

a month. MAFN also supported the residents to establishing themselves as a group, helping them to create a constitution and set up a bank account to allow the group to receive funds. The Inbetweeners have since been successful in obtaining funding from Forever Manchester to expand their offer.

The group has been running since 2016, and their initial aim of encouraging a wide range of residents to travel to the theatre has been realised. Since coming together to develop a project with Age-Friendly Moston and New Moston, the members of the Inbetweeners (including new members from outside the Sydney Jones community) have started taking part in more activities - either self organised or attending those put on by other groups. These have included a reminiscence group, a cookery classes, craft classes, art classes and trips out.

“There are more people getting involved now. When new people move in, they all want to be part of it. People want to get involved because they see things are happening. We are so busy now, I don't think we have time for more activities... I am in touch with all the other groups now, so we have something to do every day of the week.”

Sandy, The Inbetweeners

Physical Activity: Aquarius Over 50s

Aquarius Over 50s is a long standing community group who run activities in the community. The Age-Friendly board were able to support them through a difficult period, and thus maintain a key service which, once stopped, would have been difficult to build up again.

Neighbourhood: **Hulme and Moss Side**

Investment: **£2000**

Aquarius Over 50's are a community group that have been active in Hulme for over 30 years. Since 1997 they were based at a purposed built community centre, which closed suddenly in 2016. The group moved to a new venue (Emmanuel Pentecostal Church) but were anxious about whether the group would be able to continue. Group members noted how difficult it was to restart an activity when it stops, and how important the group was to them.

The aquarius group recieved funding from the Age-Friendly Hulme and Moss Side board to support their arts and exercise classes continuing at their new venue. These sessions were previously attended by about 40 people per week, and were successful in fostering a friendly and supportive environment for people of different ethnic and cultural backgrounds. Both activities feed off each other, with new members of the art group often persuaded to join the exercise class in the knowledge that they will know other the people in attendance.

As part of their funding, the group made efforts to expand their membership. This included working with local GP surgeries and the BUZZ Healthy Living network to attract referrals for people with

mobility issues.

The Aquarius Over 50s group is successful in part because of the long-term role it has had within the community. They are well known in the area, and thus residents and service providers often direct people at risk of social isolation towards them. This was recongised by the Age-Friendly Hulme and Moss Side board, who used their resident investment fund to providing support for Aquarius during a period of instability.

The Aquarius group are, as of November 2017, looking forward to moving back into their previous community centre base in the coming months, The group have secured £4000 through the One Manchester "Community Soup" fund. to expand their offer. Recognising the potential of the Age-Friendly Hulme and Moss Side board to help groups like her own, Aquarius leader Sally Casey became the chair of the Age-Friendly Hulme and Moss Side board in 2017. She was voted 'Neighbour of the Year' in the 2017 Manchester Be Proud Awards for her contributions to the older people of Hulme.

Developing an age-friendly project

We can support people who have good ideas about how to make their community more age-friendly, even if you have never done anything like this before.

Each of our Age-Friendly partnership controls an Age-friendly Investment Fund that it can use to support a variety of community projects. Each board has developed different priorities and processes to manage this task and support project proposers in different ways.

The Age-friendly Investment Fund comes from this comes from 'The Big Lottery Fund', and they have quite strict rules about how the money is allowed to be spent. The fund is designed for small projects (usually under £2,000, but sometimes higher) that do something that hasn't been done in the area before. The Big Lottery are focused on sustainability, and projects should either make a lasting change in the neighbourhood and be able to support themselves financially once their funding ends.

Who can apply?

Anyone who has a good idea, and who is working in any of our four neighbourhoods. There is no restriction about who can apply or their previous experience running community projects. As you can see from the case studies in this document, we have worked both with large voluntary sector groups, as well as older people who have never applied for funding before. We will help people who have never been funded before to partner up with an existing organisation who can support them with and help manage the finances, if needed.

What can't the fund be spent on?

- The continuation of an existing community group or activity (although we can support existing groups to try new things).
- Ongoing staffing costs for any group or organisation
- Employing a fundraiser or costs involved in developing a larger grant application.
- Individual care costs
- Alterations to private dwellings.
- One-off trips or holidays
- Major construction projects (new buildings, extensions to existing buildings)
- Personal gifts, items to be sold/raffled, alcohol

What can the fund be spent on?

Pretty much everything else! There is no set guidelines for what projects should be funded, just that it should reduce or prevent social isolation among older people, and be innovative.

This report contains a small sample of the projects that have been developed through Manchester Age-Friendly Neighbourhoods. In addition to these case studies, we have developed projects that establishing new activity groups, expanding existing groups, enabling people to develop new skills, and make small alterations to community buildings to make them more accessible. If you have an idea that doesn't fall into these categories, don't worry! We can work with you to check that your project complies with the Big Lottery rules.

Interested?

If you are interested in developing a project, contact us at m.youngson@mmu.ac.uk or 0161 247 5960, and we will direct you towards the project lead in your neighbourhood.

