



ONE STOCKPORT

DRAFT

AGE-FRIENDLY STOCKPORT ACTION PLAN

2024

INTRODUCTION

- Stockport is the 'oldest' GM locality, and along with much of the country, Stockport's population continues to age.
- We have for some time been pursuing the aspiration to be an age-friendly borough. In 2018, we developed an Ageing Well Strategy with much engagement from older people, setting out our vision for an age-friendly Stockport. This vision largely still stands, and we are making good progress.
- More needs to be done – the pandemic has taken a heavy toll on older people and their families, we are experiencing a cost-of-living crisis, and stark health inequalities in life expectancy across the borough, including in healthy life expectancy.

Examples of our ambitious approach in Stockport:

- St Thomas' site development into a state-of-the-art 82-bed health and care facility pursuing a 'Home 1st', self-care and prevention approach, surrounded by affordable, sustainable, inter-generational housing;
- Ageing in Place Pathfinder project in Brinnington bringing together communities and agencies working in the area; and
- Older people played a vital part in the response to the pandemic and play countless and irreplaceable roles in our society.
- We have an amazing voluntary and community sector which has rallied together with statutory services to help us overcome the pandemic and has grown stronger as a result.

- **In this Age-Friendly Action Plan, the Stockport Age-Friendly Partnership is building on the strong local communities and services who will work together to lead the next steps, so all our residents can age well.**
- **This draft Action Plan uses the World Health Organization framework of an age-friendly place, to identify areas of work we need to undertake and influence so that social, physical, and service environments become more age-friendly, and meet the health and wellbeing needs of Stockport's ageing population.**
- **Everyone in Stockport is encouraged to contribute to the Plan and to making Stockport age-friendly.**

GREATER MANCHESTER AGE-FRIENDLY STRATEGY 2024-34

GREATER
MANCHESTER
DOING AGEING DIFFERENTLY

Greater Manchester Age- Friendly Strategy 2024 - 2034

February 2024

Greater Manchester partners have developed a new Age-Friendly Strategy, and Stockport's Age-Friendly Action Plan is aligned with this joint strategy. The ambitions in the Greater Manchester strategy centre around four priority areas:

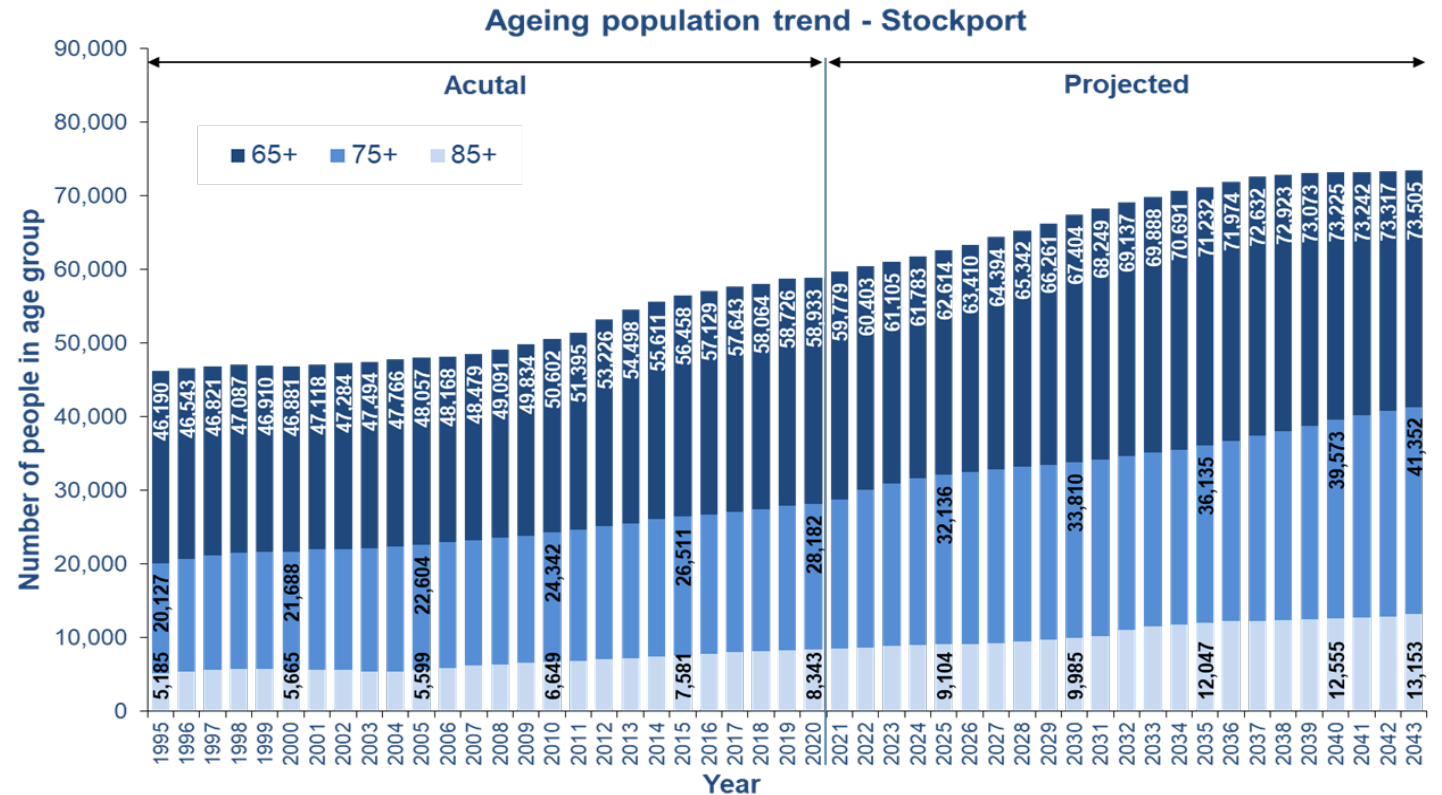
- **Economy, work and money:** building blocks for inclusive societies – reduce inactivity and increase good employment, tackle poverty and improve financial security
- **Places:** Creating strong and supportive neighbourhoods to improve connection, health and wellbeing in later life – age-friendly neighbourhoods, getting out and about, empowered communities
- **Ageing Well:** preventative action in mid and later life – longer, healthier lives, falls prevention, dementia, community-centred approaches
- **Working together:** GM as a centre of excellence in age-friendly policy, research and delivery

THE STATE OF AGEING IN GREATER MANCHESTER - HEADLINES:

- Over a quarter (27.4%) of Greater Manchester's people are aged 55 or over.
- Since the 2011 census, there has been a large increase in the number and proportion of people from minority ethnic backgrounds in our older population, and older people are more likely to identify as lesbian, gay, bisexual or another minoritized sexuality than they have been historically.
- Financial insecurity and precarity among older people is rising, including for those in work.
- Poverty in later life is exacerbated by inequalities.
- Our homes and neighbourhoods are vital to healthy, connected lives.
- Older people are more likely to own their own home, but many still face significant housing challenges.
- Many older people find it difficult to get out and about in the places they live.
- Climate change and extreme weather are an increasing risk to older people's lives and health.
- There are stark inequalities in health outcomes and life expectancy for people living in GM, both in comparison to national data but also within the city region itself.
- Both healthy and disability-free life expectancy are lower in GM than England as a whole and GM has a higher rate of dementia, falls, loneliness and alcohol-related admissions.
- Many older people face mental health issues but are not offered the same levels of support as younger people.
- Age remains one of the strongest common denominators for people who are digitally excluded, including those who do use the internet in some capacity.

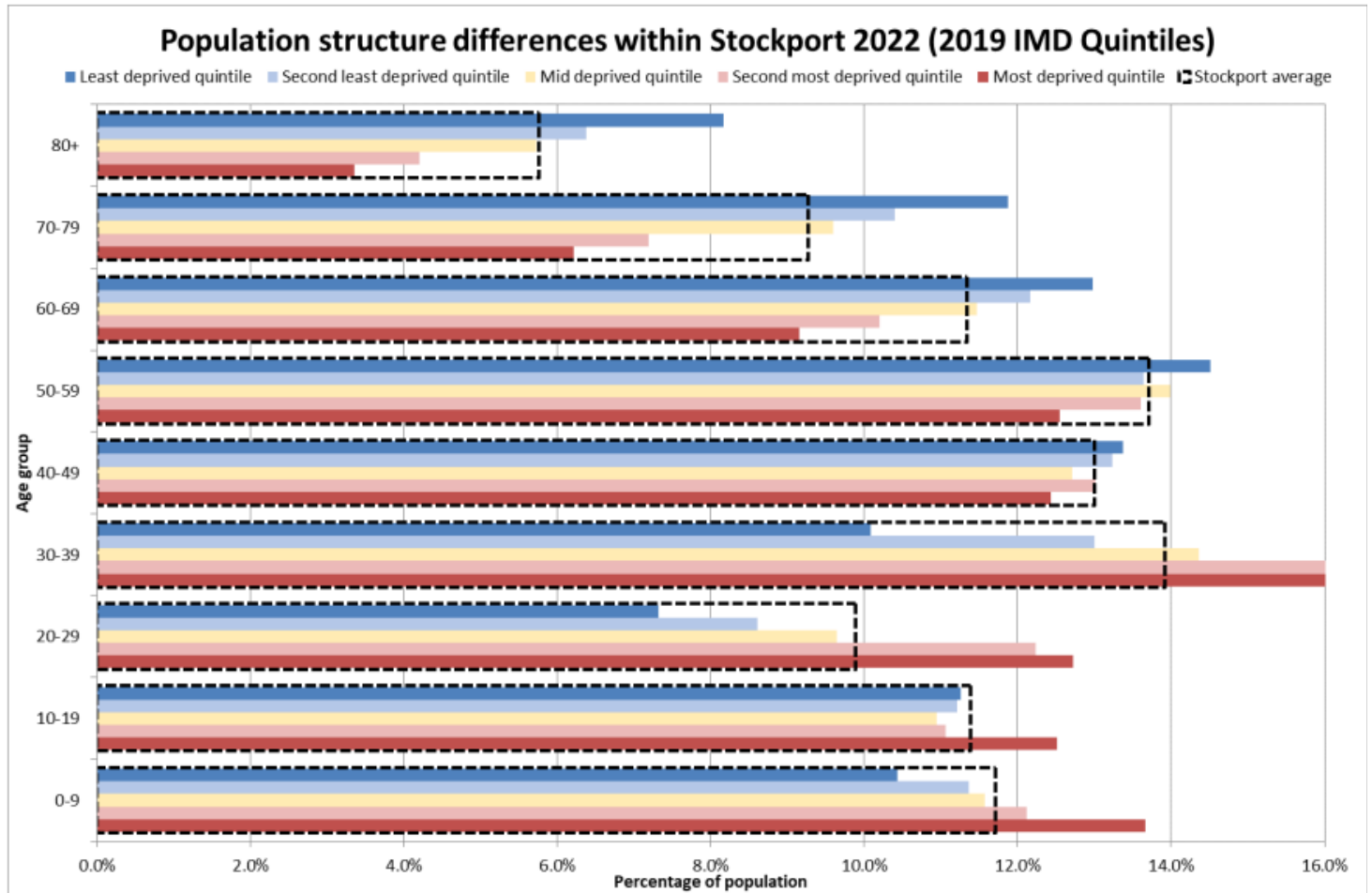
STOCKPORT IS AGEING

- The population aged 65+ in Stockport has grown by 13% in the last 10 years and this rise is set to continue in the next 10 years. The population aged 85+ has grown by 23% in the last 10 years and is projected to rise by 28% over the next 10 (reaching 11,000).
- Between 2022 and 2043, the proportion of over 65-year-olds is expected to increase from 20% to 23% of the population (roughly twice the proportions seen in neighbouring Manchester).



POPULATION STRUCTURE

The population in the most deprived areas in Stockport is younger than those in the least deprived areas

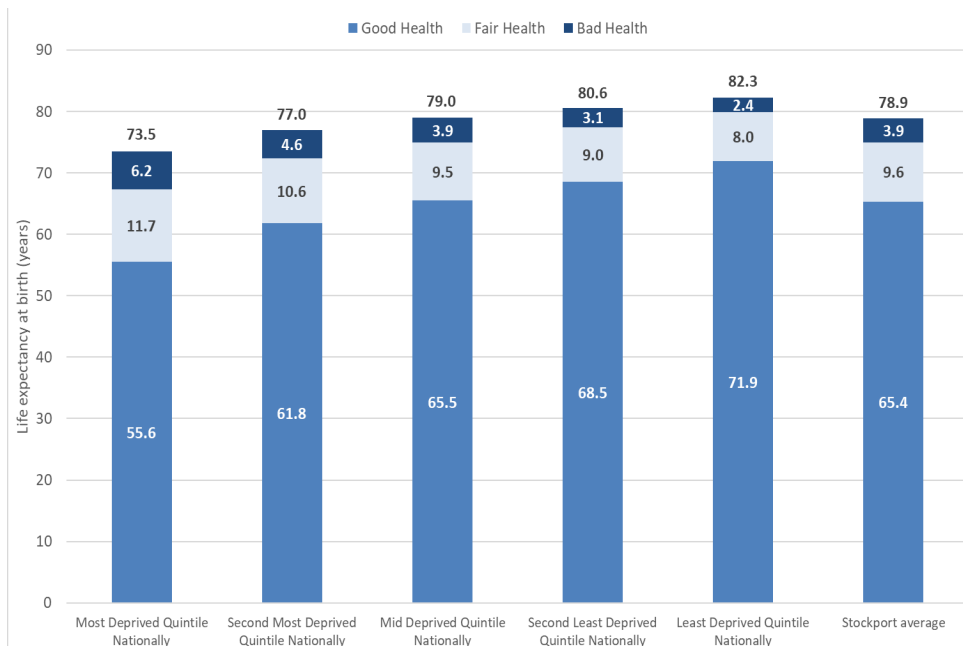


HEALTHY LIFE EXPECTANCY IN STOCKPORT VARIES GREATLY BETWEEN OUR LEAST AND MOST DEPRIVED COMMUNITIES

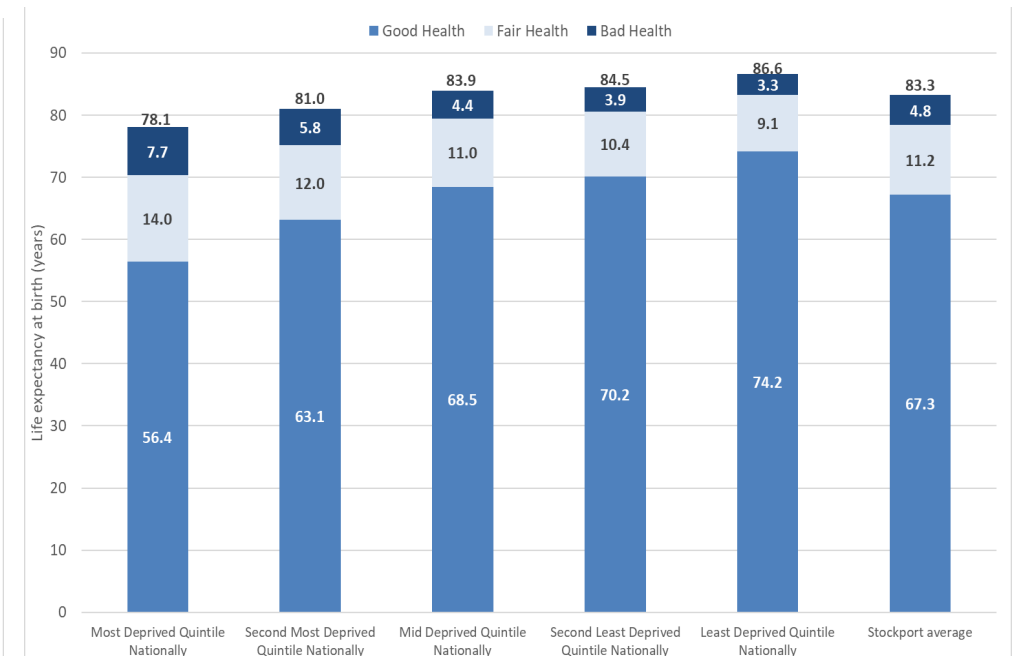
The health of those living in our most deprived areas starts to deteriorate much earlier in their lives, meaning people living in more deprived areas spend a lot more of their already shorter life expectancy in poorer health.

A man living in the most deprived areas can expect to have 'good health' for 55.6 of his 73.5-year life expectancy (i.e. 76.% three quarters of his life), compared to the 71.9 years of a 82.3-year life expectancy of a man in the least deprived (87%).

Healthy life expectancy- Males in Stockport 2020-2022

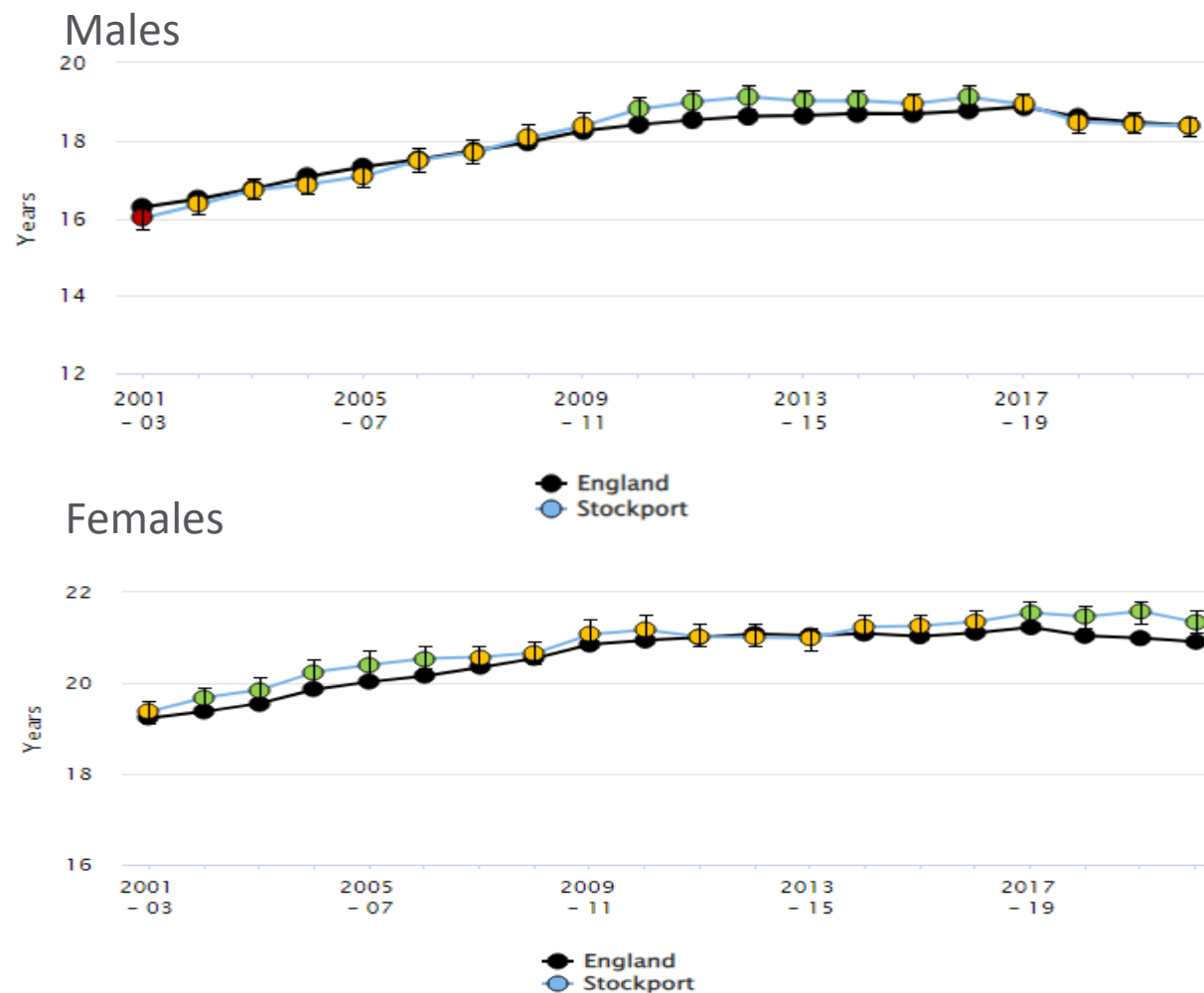


Healthy life expectancy- Females in Stockport 2020-2022



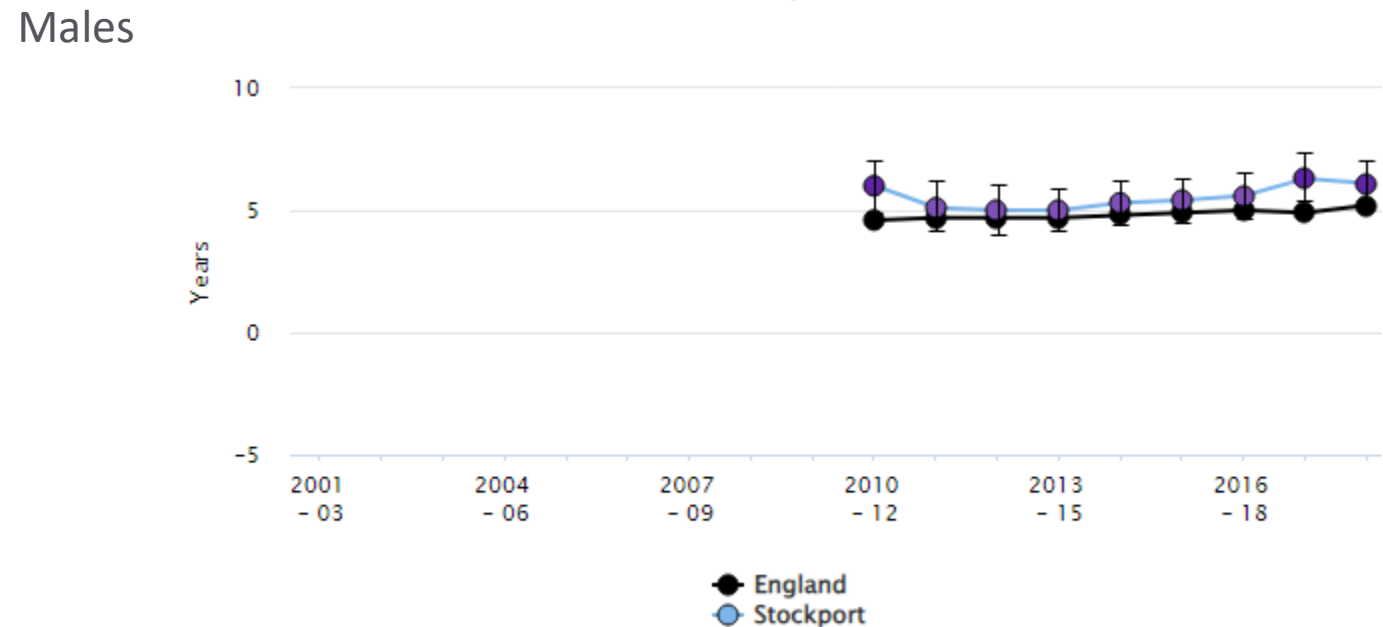
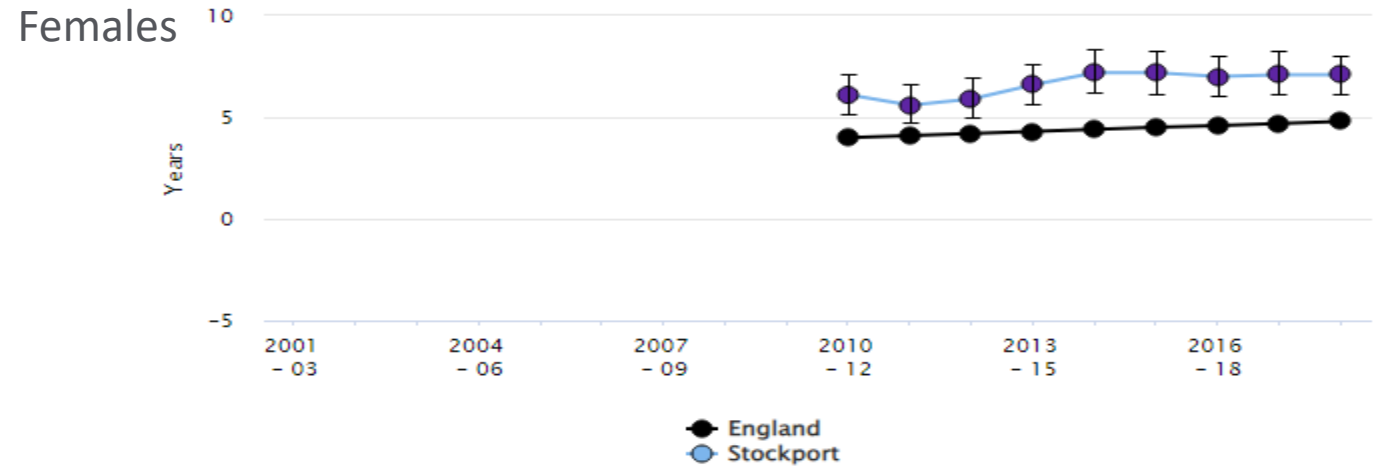
LIFE EXPECTANCY AT AGE 65, STOCKPORT COMPARED TO ENGLAND

- Life expectancy at age 65 has steadily increased for many years, in both Stockport and England, but slowed down and stagnated from about 2009 and has fallen from about 2017, particularly for men.
- Women in Stockport now have a significantly longer life expectancy at age 65 compared to England as a whole, although this is no longer rising and has started to decline in the most recent period.



INEQUALITIES IN LIFE EXPECTANCY AT AGE 65

- The index of inequalities in life expectancy at age 65 between the least and most deprived areas is significantly worse for women in Stockport, compared to England as a whole.
- Also for men, the inequalities are more stark in Stockport than England, but closer to the national average than for women.



CALL TO ACTION

The Stockport Age-Friendly Partnership is committed to developing this Action Plan with the engagement of residents and partners. There is something in this plan for everyone to become involved in, as we all have a stake in the age-friendly community we want to see in Stockport. All organisations, communities and residents are invited to be the difference they want to see for our age-friendly borough.

- We all want to ‘age well’ and spend our lives well and in good health, including into old age. Older people play a vital part in our society. But there is evidence of ageism in many aspects of our daily lives. A more thoughtful approach to our social environments, including work, as well as physical environments can foster inclusion and avoid discrimination. We want to bring this to the forefront.
- Also, we know that in deprived areas, people are a lot younger by the time they become affected by chronic illnesses, and they spend more of their lives in poor health, despite shorter life expectancies. We want everyone to have the same chance to live healthy and fulfilled older years.
- This Age-Friendly Action Plan for Stockport aligns with and contributes to delivering the [Greater Manchester Age-Friendly Strategy](#), builds on work so far, and sets out our next steps towards the age-friendly aspirations included in our [One Future Plan - One Stockport](#):

‘Be an age friendly borough. Our homes and neighbourhoods need to be designed for all ages of life. This means good transport within a short walk or drive from home, a range of different types of housing options such as technology to help people live at home and extra care housing, shared indoor and outdoor spaces, walkable streets, a good mix of shops, services and events, good internet access and people are confident, using digital technology.’

VISION AND OBJECTIVES

Vision

Stockport to be a place where people are supported to age well.

Strategic objectives

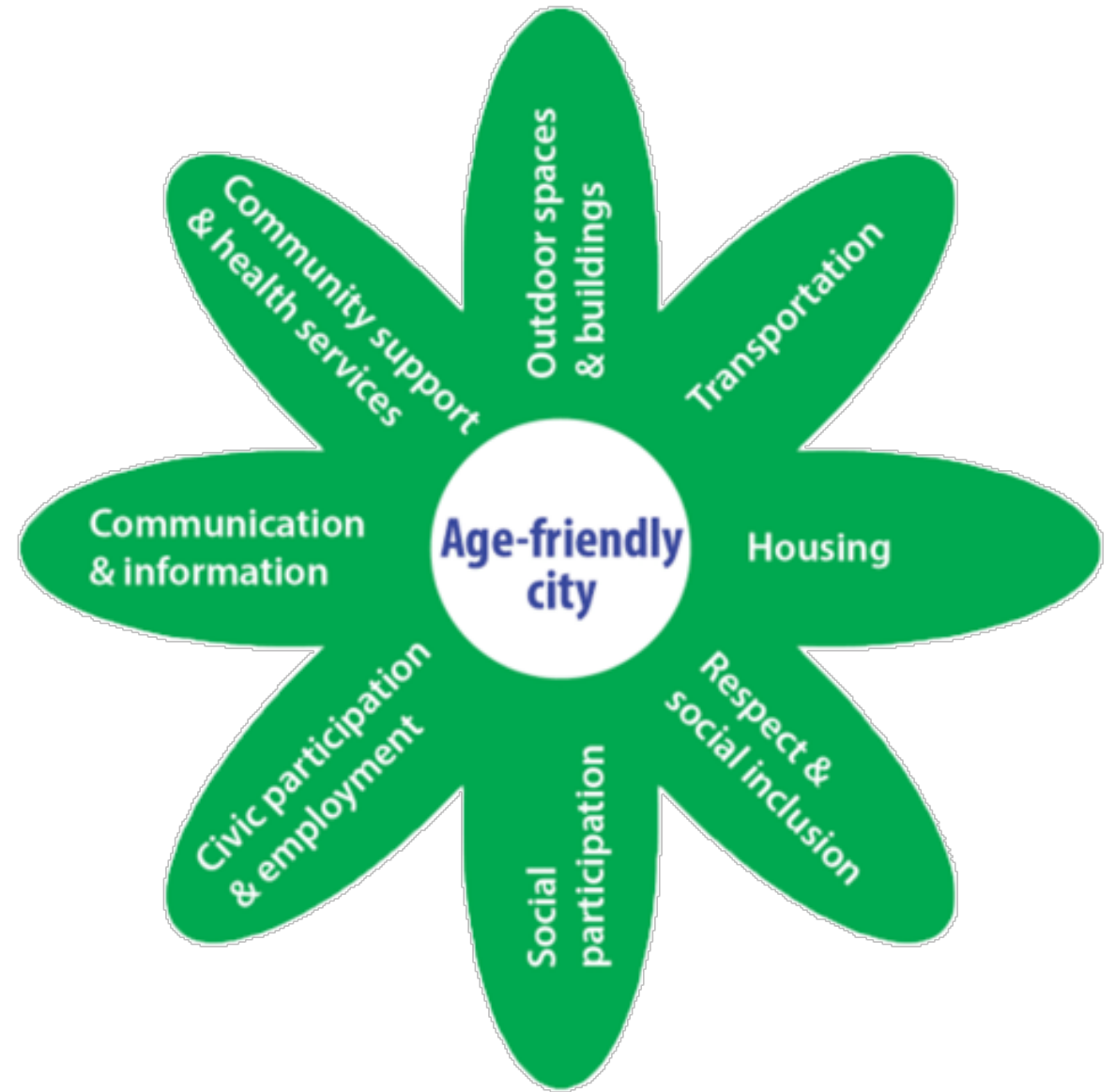
1. To become an age-friendly borough and develop age-friendly communities
2. To enable and promote independence for all residents
3. To support healthy and active ageing for all residents
4. To enable people to have a sense of purpose and social connections within their community

ACTION PLAN

For our Action Plan, we have used the World Health Organization's domains of an age-friendly city.

They encourage us to consider a wide range of aspects of our life and work. Our Action Plan is therefore structured to follow these eight domains; we have also added sections on digital inclusion and active ageing as themes.

The following slides cover all ten themes, although these are recognized as overlapping.



HOUSING

What we will do

We will use the information from our Housing Needs Assessment 2024 to drive new developments across all tenures, including for older people

We expect a Local Plan to provide development opportunities for more schemes. We will develop policies requiring housing to be age-friendly and include affordable accommodation. This will be based on HAPPI design principles¹ to ensure as far as possible age-friendly housing

Our new specialist supported housing strategy and action plan will set out our priorities for the next 10 years including supported and specialist housing for older people

Encourage appropriate developments and provide practical support to meet the needs of older residents to enable them to 'right-size' which will also free up larger properties, helping to meet other housing need, particularly for families

We will review our current Disabled Facilities Grant and assistance policies to ensure they are as supportive as possible of the early help agenda

We will explore innovative cross-generational independent living schemes

RESPECT AND INCLUSION

What we will do
Promote Positive Ageing and age friendly approaches across Stockport, and in the implementation of all themes of the action plan and through all mediums Action - Promote International Day of Older Persons (1 October) in Stockport annually
Challenge age discrimination by raising awareness across partners and communities Action - Promote the Centre for Better Ageing age-friendly pledge to organisations in Stockport
Promote 'all age' and 'inter-generational' activities and engagement – sharing benefits, opportunities and good practice and working together to create new ways to engage across generations
Develop and use integrated impact assessments to identify and address potential impact on older people (amongst other groups) of new service developments, policies and programmes
Seek full engagement of residents to guide and review our work including recruiting a co-chair with lived experience for the Age-Friendly Partnership
Identify and remove barriers to taking part in and benefiting from mainstream offers (events, services etc.), for older people as well as carers

SOCIAL PARTICIPATION

What we will do

Integrate an age-friendly neighbourhood approach into our Neighbourhood development, including intergenerational opportunities

Ensure that our arts, culture and leisure offer is attractive and accessible to residents in middle and older age, including from different backgrounds

Through the Neighbourhood and Prevention programme, seek to reduce loneliness by supporting people to engage socially, through social prescribing, and the Support Hub, VCSFE¹ partners, and through encouraging volunteering

Encourage services to assess and address any under-representation of older people, including from other protected characteristics or marginalised groups

We will learn from the Ageing in Place Pathfinder project in Brinnington to benefit other areas in Stockport

EMPLOYMENT AND CIVIC PARTICIPATION

What we will do
Support more career changers with new skills via the In-Work Progression initiative
Promote support for business start-up advice for the over 50s
Promote the Greater Manchester Age-Friendly Employer Toolkit (and age-friendly employer pledge) to Stockport employers
Ensure employment support programmes engage the over 50s, particularly through Working Well Support to Succeed which has a specific focus on over 50s.
Our Anti-Poverty Objectives 2024-2027 have a focus on alleviating poverty in older age – this includes (but not limited to) providing crisis support when needed, and maximising income through increasing access to welfare benefits.
Community Voice Partnership Group to take an active role in giving a voice to older residents by developing tools to participate in planning and decision-making processes, ensuring their voices are heard in matters that affect them
Develop work to promote the voice of older people and counter-act ageism
Increase participation from local residents in our Age-Friendly Network, to strengthen our age-friendly actions

TRANSPORTATION

What we will do

Ensure that any new transport infrastructure supports older users, by using Streets for All checklist and other relevant design guidance (internal and external)

Promote the Greater Manchester cycle training for adults in Stockport

Promote the Greater Manchester driving course for older adults in Stockport

Work with Transport for Greater Manchester and other operators to advocate for the provision of public transport that supports the needs of older users.

COMMUNICATION AND INFORMATION

What we will do

Promote the age-friendly aspirations and opportunities to partners and the community (e.g. featuring age-friendly employers, promoting age-friendly offers, and sharing news on actions in this plan)

Consider alternative comms channels for all audiences

Celebrate International Day of Older Persons on 1 Oct (annually)

Work across our partnership to ensure early help and advice is easily available for people via the Stockport Local website

Publish an annual wellbeing guide for carers and individuals

Pull together and communicate widely the 'offer' for older people in Stockport – list of initiatives, support, events etc.

COMMUNITY SUPPORT AND HEALTH SERVICES

What we will do

Deliver the Carers Strategy in partnership with the Carers Partnership Board

Adult Social Care will deliver early help and advice support through Stockport Local booked appointments in local communities

Design our services so they are age-friendly, simple and accessible, and they support people to stay well at home, prevent illness or its progression, including supporting those with long-term conditions (through proactive care). If people do become ill, our services need to support them to stay at home wherever possible, and if in hospital, services there support people to maintain and regain their strengths, to aid their return home, wherever possible.

Our primary care networks will take account of the ageing population in their population health plans, working in partnership with people and communities.

Promote the Stockport Local [Community Directory](#) for early information and advice as part of the Neighbourhood and Prevention Programme

Drive increased tech-enabled care via the Virtual House, exploring an Independent Living Centre and delivering the Adult Social Care Tech-Enabled Care Strategy through frontline social care practice

Continue to drive co-production with people with lived experience to influence all that we do in adult social care and health including commissioning

Working in partnership to refresh the Dementia Strategy for Stockport

OUTDOOR SPACES AND BUILDINGS

What we will do

Promote the development of age-friendly neighbourhoods as part of our Neighbourhood and Prevention programme, co-developed with older residents (e.g. benches, toilets, safety, walkability, good lighting, social spaces), to enable more people to be out and about, socialise, and take rest breaks when needed

Explore options of a park-based leisure offer for older people

Ensure our regeneration programmes create age-friendly, all-age environments in and outside the home

Ensure neighbourhoods feel safe for older people to go out, and are well lit

ACTIVE AGEING

What we will do
Review the accessibility and appropriateness of the physical activity offer and further promote engagement of middle-aged and older people in physical activity
Further develop the support for people with care and support needs to have equal access to activity
Consider how best to 'market' physical activity to middle-aged and older adults
Roll out the Wellbeing Prescription learning from Brinnington to Bramhall and then other areas
Develop a pathway to link hospital discharge to the Physical Activity Connector Hub
Further embed and develop the role of physical activity in falls prevention pathways
Develop a wider & inclusive walking programme offer (including the number of Confidence Walks) across neighbourhoods
Enable social prescribers to prescribe physical activity

DIGITAL INCLUSION

What we will do

- Develop more digital/health champions in Primary Care Networks
 - Develop joined-up training offer for NHS staff (practice managers), DigiKnow & health champions
 - Increase confidence in and use of digital apps with older residents which enable good health and wellbeing offering more sessions in local libraries or GP surgeries
 - Work with care home residents – identify digital needs and use of devices (explore use of devices donated previously)
- Promote Greater Manchester digital mapping with local partners to support Neighbourhood profiling to further identify digital exclusion in Stockport communities and vulnerable residents who are more likely to be digitally excluded
 - Encourage use of Age UK Stockport /SKY hub from local groups and older residents
- Work with Adult Social Care and 'Stockport Local' teams /Stockport early help to include digital inclusion questions in support plans/assessments to overcome 'digital divide', and work with libraries on digital inclusion
 - Evaluate use of devices to support residents/patients at risk of falls
- Develop digital & anti-poverty skills and knowledge across VCFSE partners
 - Promote inclusion with Stockport Homes & telecare providers and increase awareness with vulnerable customers of the digital switchover

ADDRESSING INEQUALITIES

- Inequalities need to be addressed in each of the work areas above
- Use data and insights from residents' and staff experiences to better understand barriers to and inequalities in access, use, outcomes of our services/offers (e.g. by gender, age, deprivation, and/or inclusion or other groups, such as carers or care experienced)
- Co-produce solutions to identified barriers and inequalities with residents, including those with lived experience
- Use scarce resources according to need, as much as possible
- Develop proactive integrated impact assessment of policies and services to ensure inclusion of older people
- Ensure our engagement work covers diverse groups, and all ages

NEXT STEPS

- Engagement phase 1 October – 15 December
 - to invite contributions to the Action Plan – please contribute and invite others to do the same.
 - At [Action Plan for an Age-Friendly Stockport - Stockport Metropolitan Borough Citizen Space - Citizen Space](#) you can contribute online, and view or download the draft action plan
 - The action plan will be finalised during Jan-March 2025