

PAGE 2 - ABOUT YOUR AGE-FRIENDLY COMMUNITY/NEIGHBOURHOOD

1) Title of your scheme (can be left blank if no title):

Age Friendly Old Moat

2) Name of lead partner organisation:

Southway Housing Trust

3) List the partners involved:

Age Friendly Champions (Older people)
Older people – Old Moat Peer Support Network
Older residents (as part of the research programme)
Older residents as part of the NORC consultation
Manchester School of Architecture
local GP surgeries
local businesses
traders groups
voluntary groups (e.g. Old Moat Greenies)
St Christopher's Church
Withington Baths
Manchester City Council

- Adult Care
- Cultural and Leisure Team
- Age Friendly Manchester Team
- Access and Inclusion Team
- Public Health Team

South Manchester Clinical Commissioning Group
Central Manchester Foundation Trust
University Hospital South Manchester
Healthy Me Healthy Communities
Le Bas House (Johnnie Johnson)
Borchardt Medical Centre
Bodey Medical Centre
Ladybarn Medical Practice
St Christopher's
Equity Housing (Dermot Murphy Close)
Old Moat School
Withington Library
Withington Methodist Church
Withington Baths
Withington ASSIST
Red Rose Forest
Ward Officer and Regen Officers
Neighbourhood Officers (Southway)
Local Councillors
Withington Civic Society
Old Moat Greenies

Salford University
Manchester Museum
Whitworth Art Gallery
Greater Manchester Police

4) Community/neighbourhood the scheme covers:

Local Authority Area: Ward/Neighbourhood:

5) Please describe the scheme in a sentence:

To develop Old Moat as an Age Friendly neighbourhood, we have carried out over 50 individual projects in the Old Moat area including physical improvements to the area, health and wellbeing and community development. We have also established the first NORC (Naturally Occurring Retirement Community) in the region.

6) Tell us more about your scheme (eg what projects were involved, how did it look in practice)?

A number of our Old Moat Age Friendly neighbourhood projects are summarised below (more detail is given on each element, along with its overall impact, throughout this application):

One of the core aims of the Old Moat project was to mitigate the impact of the lack of community spaces, geographical distance to amenities and confusing layout of part of the estate. A number of improvements have been delivered, which include:

1. Legibility – physical improvements including signage, landscaping and benches to improve navigation around the neighbourhood for older residents and people with Alzheimer's and other types of dementia.
2. Benches and information points – providing natural resting places on routes to shops and GP surgeries, with notice boards to provide information on local activities and support.
3. Take a Seat Campaign – awareness raising and provision of a seat and guidance to local shops and public organisations, to provide seating and access to a drink or water and where possible use the lavatory.
4. Westbrook Walk – re-development and redesign of a landlocked bungalow site accessed through a narrow and unsecure walkway. Now a thriving age friendly community with homes built to lifetime homes standards.
5. Age Friendly Gardens – in partnership with local environmental groups designing and delivering accessible beds for older residents in their gardens
6. Sensory Garden – in partnership with local groups and Withington Baths, provided an oasis of calm in a previously underutilised public space
7. Peer Support Network – in partnership with our Age Friendly Champions and other older residents, developed a supportive group of peers who arrange and organise activities and meet ups for older residents in the community.
8. Connected Community – creating a virtual neighbourhood for housebound older people using IT, loaned through a local Hub and developed in partnership with students from University of Manchester.

9. Outside In – a nature-based project, training older people to film local nature in urban areas and share this with film footage with an older person who has become socially isolated, developed in partnership with Salford University.
10. Cultural offer – bringing a range of cultural activities to the neighbourhood including forming a Creative Writing Group, hosting a Pop Up museum in partnership with Manchester Museum.

PAGE 3 - IDENTIFYING NEED

7) What is the aim of your scheme (eg. your strategic vision, why was the scheme needed):

Southway Housing Trust has been an active participant in the Age-Friendly Manchester network since 2010 and published their Age Friendly Strategy, in 2012. One of the central aims of the strategy is to “Improve the quality of life of our older tenants (and residents) in our communities”. Southway wanted to explore how older people could be involved in more depth, in developing neighbourhoods, so in 2012, a feasibility study was commissioned to explore how to make Old Moat Age Friendly. The partner agencies were; Age Friendly Manchester (AFM), Manchester School of Architecture (MSA) supported by a research assistant from Manchester Metropolitan University and MICRA University of Manchester (UOM). Older people played a pivotal role in the research, they acted as co-researchers, carried out interviews and helped assess findings

Old Moat was chosen for a number of reasons, there is no ‘natural centre’ in Old Moat, as shops and other amenities are located on the edge of the estate. This, coupled with the loss of the Minehead Centre, the only purpose built community facility for older people; means there are limited options for older people to meet and engage with others. In addition, the estate is large and although there is a bus, this only runs hourly (but not in the evenings) and has a very limited service on Sundays and bank holidays.

Analysis of the population data demonstrated there were significant numbers of older people living alone, on high levels of pension credit and claiming attendance allowance, In some areas of the estate a quarter of the older persons population were suffering from a limiting life-long illness or disability [in the area around the old Minehead Centre, over 50% of the population were over 65, this is twice the Manchester average. Car ownership in the area is also low compared with all Southway areas and with the rest of England – this indicates that people are likely to find it difficult to access services outside the immediate local area, and this could include medical and other health or support services as well as more commercial facilities such as shops and restaurant. In parts of the estate, the proportion of 16-65 year olds with a long term limiting illness (in parts of the estate) is 23%, almost twice the national average. Therefore high levels of long term illness and disability are unlikely to change soon, so it is likely the next generation will also place high demand on services. These were the factors that led to Old Moat being chosen to be developed as an Age Friendly neighbourhood

The findings of the Age Friendly Research project confirmed that older people valued living within the Old Moat and wanted to stay in the community. However, the report also identified a range of actions needed to address the environmental and social issues that were impacting on the quality of life for older people. These were grouped under the eight age friendly themes devised by the World Health Organisation. The action plan resulting from the research included major infrastructure projects in addition to small

changes. Delivery was planned to take part over a ten year time frame, demonstrating the time and commitment needed to create an age friendly neighbourhood.

8) How have you involved older people's voices throughout the development of your age-friendly neighbourhood/community?

Approximately 250 older people were involved in the data collection phase of the Old Moat research in 2012/13, which took place over twelve months. Around 40 participated in the focus groups to give more in-depth analysis of the Old Moat area, these were a mix of Southway and non-Southway residents. In addition, there were over 200 responses from older people, who were Southway Tenants who responded to a postal questionnaire about how Age Friendly Old Moat was as an area. Just under half of these postal responses were followed up with face to face interviews.

Once the research had been completed older people were given the chance to rank the 115 actions identified in the report, so they:

- determined what actions were the most important,
- determined what should happen and who should be involved
- determined the order of delivery

This consultation was followed up in 2016, when an update on progress was given to older people with the opportunity to prioritise the remaining actions.

- Throughout the research project older people acted as co-researchers, carried out interviews and helped assess findings.
- A core group of ten Age Friendly Champions was developed. This group continues to advise on the development of new initiatives.

Since 2015, when the NORC project began over 300 older people have taken part in consultation events and activities. These have been held at a variety of settings within the area including St Christopher's, Withington Baths, Withington Methodist Church, Old Moat Surestart Centre, Withington Library and at pop up events in Old Moat and Withington District centre, and have given older residents the opportunity to shape the direction of travel.

The development of a Peer Support Network came from an idea came from a local resident, an eighty nine year old gentleman, who wanted older people to be given the opportunity to develop a support group. A group of older people were invited to co-design the network and determine its scope. They were supported by Southway and two final year Occupational Therapy Students, who produced an evidence based outline document. The network has provided older people in Old Moat with a voice and focal point. The Advisory Group for the Peer Support Network, which is entirely composed of older people, with Southway purely providing Secretariat support, have recently taken over responsibility for setting the quarterly engagement programme.

The network are identifying the issues that are of concern to the older community and developing action plans, with minimal support. They have organised a visit from the Councillor with responsibility for highways/transport to discuss the issue of pavement parking. In partnership, with Southway and the Manchester Foundation Trust we have developed an Age Friendly Taxi Charter, which includes free health checks for taxi

drivers, as their sedentary role puts them at risk of diabetes, heart disease and deep vein thrombosis

The Peer Support Network is now a constituted group, with their own bank account. They supported Southway in producing a successful funding application to extend the network into Chorlton Park. They were active partners in the bid and were interviewed as part of the assessment process for the application. Their input was critical to the success of the bid and they are supporting the development of the new network by mentoring the members of the new, fledgling group in Chorlton.

The bi-weekly coffee mornings held in Old Moat are attended by around 30 older people, this has been a useful mechanism for engaging older people and continuing to hear from older people how activities can be developed. They have been held for around three years and are continuing to attract new people.

9) How do you ensure that your age-friendly neighbourhood / community is accessible to a range of older people? (consider ethnicity, gender, sexuality, class etc)

Equality impact assessments were introduced in Southway last year and now are embedded in any fresh initiative, or work. They were not routinely carried out when the Old Moat and NORC project began but many of the projects took equality of access into account, this includes:

- Raised beds – supported older people to garden and grow their own food
- Sensory garden – provides a space for older people and the wider community to enjoy outside space. We have also used the garden to host events aimed at reducing isolation
- Improvements to bus stops – prior to the project, local bus stops were open. One of the Age Friendly Champions successfully campaigned to have Perspex sides added to the stops, so they afforded protection from the weather but didn't obscure the view of oncoming buses
- Improvements to crossing times at pedestrian lights on Princess Parkway – to allow older people more time to cross safely
- Take a Seat, Benches and noticeboards made it easier for older residents to access the district centre and remain informed
- Armchair group – allowed older people to comment from the comfort of their own home

A number of consultations were held in people's homes, so they could participate. Residents were identified from the Southway Database, via other older residents and through voluntary sector partners. This allowed older residents who were housebound, or had mobility, or sensory impairment issues to participate. Walking interviews were led by older people, this made the study visible to the community and allowed more people to contribute. Diaries, were provided so that people had the opportunity to contribute over a longer time period and at their own pace.

The research used the Vancouver Model, which is recognised as a way of being inclusive for older people. The aim is to speak to a number of older people from different age groups, with a big enough sample size to allow views and findings to be generalised. It proved difficult in Old Moat to obtain the numbers needed for one consultation event, so

instead a number of smaller groups were held, over a much longer period, to ensure enough diversity of opinion was canvassed.

To support people with visual impairment a talking news project was developed, which allowed older people with sight problems to be engaged. Publications were offered in braille, this has been superseded by the Books To Go service offered by Manchester City Council.

There are low numbers of BME and BAME members in the community and this is reflected in the attendance at consultations and events. To ensure events and activities are accessible to as diverse a range of people, as possible they are held in a variety of different locations, so people are not dissuaded from attending because we always use faith based locations. Using different venues in Old Moat has also encouraged older people, who live close to a venue to walk. Older people, who can walk, have reported feeling energised by walking to an activity.

For the last three years, we have held a health walk on World Mental Health day to promote the positive benefits of exercise on mental health. We also hold several other health walks during the year, these are always on routes, which are flat and accessible for people using walking aids. The routes are fully risk assessed and involve refreshments, and a chance to socialise.

We provide free, accessible transport to events, so that older people with mobility issues, or without access to public transport can attend.

The monthly Pub lunches organised by the Peer Support Network (PSN) are held in premises, which have been risk assessed, are on public transport routes and are chosen for their value for money, so they are within the reach of older people with limited income. Members with cars offer lifts, or people share taxis to reduce costs. Initially, this was organised by Southway but now the PSN organise all aspects of the lunches. They have instigated a system, where people who attend the club, or coffee mornings, make a donation, which is saved and used to subsidise the Christmas Lunch trip, or other outings. This also makes participating in activities affordable.

We provide home visits through our social prescribing service, LINKages, so that older people who have become disconnected and isolated have the opportunity to become involved in activities and future planning. If people with dementia are referred via LINKages, we provide transport for them and a Carer, or if they arrive alone, we place them with a member of the group, who supports them for a few weeks, until they are familiar with what is happening.

PAGE 4 - RESOURCES & PROMOTION

10) What resources were needed to make your neighbourhood / community age-friendly?

The resources, which have been opened up, or changed as a result of the project, or provided a legacy of the project include;

- New Age Friendly housing development at Westbrook Walk

- Legibility project on the circles
- NORC Project – a range of projects supporting ageing in place including – Peer Support Network, LINKages – a social prescribing service, regular local activities, prevention checklist aimed at identifying older people before they reach a time of crisis, a sense of neighbourliness and cohesion within the older persons community
- Minehead Development – provision of Age Friendly flats, a community café and treatment room
- Sensory Garden at Withington baths
- Raised beds at the allotment managed by Old Moat Greenies and in individual older peoples gardens
- Take a seat – providing places to rest in the district centre
- Benches – sited at strategic points throughout the Old Moat estate
- Noticeboards - sited at strategic points throughout the Old Moat estate
- Old Moat Trail developed in partnership with Southway Environment Team – which provides a health walk route, orchards and places to meet
- Bi-weekly coffee mornings (which act as a consultation group)
- Monthly Information Events – a chance to socialise and eat together
- Peer Support Network (and Advisory Group) providing a voice and activities for older people

11) How do you promote your age-friendly neighbourhood / community within the community?
How do people in your neighbourhood / community know it is age-friendly?

There has not been a formal evaluation of the Old Moat Project but we have carried out informal monitoring. Older people have acted as mystery shoppers for the Take a Seat campaign, reporting back on any issues. The legibility project has been through several periods of consultation, so the community as a whole and partners, including the Fire Service were able to give their feedback on the impact of the project. The feedback was overwhelmingly positive ADD MORE. Participants in the NORC activities have responded to questionnaires and report feeling

- More connected to their local community
- More involved in their local neighbourhood
- More confident
- Less isolated
- More active
- We run regular pop up consultations in the Withington Old Moat Area, are co-chairs of the Old Moat and Withington Age Friendly network and have designed a leaflet explaining the local Age Friendly offer and how to be involved.
- We work closely with partners from other agencies and regularly hold Age Friendly events in the area, which are advertised widely and attract good attendance.
- We regularly update the Age Friendly noticeboards in the area and recently funded a new board at St Christopher's, as people in the area were not aware of local activities.

- We have been visited by delegations from all over the world and whenever groups visit, we include older people in the welcoming committee, so they can share their experiences
- The Age Friendly Champions and Peer Support Advisory group provide some of the best publicity by being ambassadors and spreading the message by word of mouth to their peers.

We also use the Southway Website to inform and additionally, share information via social media by linking messages through our channels and that of colleagues in Age Friendly Manchester, Ambition for Ageing, the GM Ageing Hub and MICRA. We post information in the AFM E-bulletins and put information on the age friendly programme in our magazine, which is circulated to over 6,000 local residents but is also shared by tenants with our older non-residents.

Consultation's about major infrastructure changes, such as the redevelopment at Westbrook Close, the Minehead Centre and Legibility Project are always open to full public consultation and are branded as Age Friendly. The Take a Seat campaign, Age Friendly Noticeboards and benches provide daily physical reminders to the older and wider community that we are working with older people and partners to establishing an Age Friendly neighbourhood.

We are continually refreshing and revising the Age friendly offer and this has been expanded to other areas including Burnage, Chorlton and Didsbury, which are part of our core areas. The learning gained from Old Moat has allowed us to extend some of the offer into Tameside, Oldham and North and Central Manchester via the Ambition for Ageing funded Community Navigator Project for Men Over 75. The Peer Support Network model is now being extended into Chorlton Park, funded by Comic relief and we are working across Manchester on the development of Social Eating projects, which reduce isolation. All of the projects are underpinned by co-production with older people and, as we engage more people the knowledge about what constitutes an Age Friendly Neighbourhood and how to become involved, is spreading.

PAGE 5 - THE FUTURE

12) What impact has the scheme had on your community / neighbourhood?

The aim of the project was to determine how Old Moat could be made more Age Friendly. Then deliver improvements against an action plan, which was agreed with older people. The impact of the work has been wide-ranging, some of the projects involve costly long-term interventions that resulted in tangible physical improvements to the built environment. Others relate to the creation of new networks and the provision of opportunities for older people to connect and develop the sense of community lacking before the programme began. It is difficult to avoid repetition, as the examples are relevant across a number of sections in this document,

- Raised beds – built by Old Moat Greenies in older people's gardens, so they can return to, or continue to garden
- Sensory Garden - a safe and accessible place for older people and the wider community to relax and enjoy an outside space with tactile and scented planting
- Westbrook Walk – to create a purpose built age friendly community in Old Moat, two houses had to be knocked down to create vehicular access to bungalows, only accessible by an alleyway. There are now 14 flats and three bungalows, which are suitable
- Legibility – signage altered on two particularly complex parts of the Old Moat estate, which were difficult to negotiate due to number of roads radiating from the centre. Colour coded signage, with much larger writing was used to improve how people with sight impairment and dementia could navigate this area.
- Take a Seat – older people reported a reluctance to use the shops on the district centre, as they found the walk too long. By placing chairs in shops and community venues including the library, people felt more confident, as they know they can sit and rest, ask for a drink of water, and where appropriate, use the toilet
- Age Friendly Benches – are placed in strategic points around the estate, which are sited so that people can rest on their way to and from the shops. These were placed in response to feedback from older people that they did not shop locally, as the distance was too far to walk without places to rest. Southway have now also sited Benches are now sited in Burnage, Chorlton and Didsbury
- Noticeboards – up to date information about local activities for older people
- Linkages – a social prescribing services developed with three local GP practices, which links people over 50 who have become isolated into local sources of support. Southway receive referrals, carry out assessment visits and support people to access services
- Prevention Checklist – a simple mechanism to identify older people before they reach. It offers a whole system approach to linking people into sources of low level preventative support for including housing and income maximisation advice, community alarms, falls prevention, home and personal safety advice
- Peer Support Network – a group of older people who have taken responsibility as community leaders for older people

13) What plans have been put in place around sustainability for this piece of work?

This section focusses on how the development of Old Moat as a Naturally Occurring Retirement Community (NORC) has contributed to the impact of the programme being sustainable.

Ageing in Place/Attachment to Place:

Older people spend a significant amount of time in their home, or immediate neighbourhood, understanding how place making in the neighbourhood facilitates social interaction is as important, as the physical design of the built environment.

One of the recommendations of the report was to build on attachment to home and neighbourhood and to develop Old Moat as a 'Naturally Occurring Retirement Community (NORC). The development of the NORC has focussed on how age friendly community can be created in a neighbourhood, which lacks a sense of community and cohesion. The project is cross-tenure and open to all residents over the age of fifty and not confined to Southway tenants.

NORC definition:

A Naturally Occurring Retirement Community has two aspects – a physical aspect and a conceptual aspect.

Physical:

In a physical sense, a NORC is an area of residential accommodation, of any size, that has over time become primarily populated with older residents – the properties have not been specifically designed for this purpose, it is more of a coincidence that the community has developed in this way.

Conceptual:

The concept of the NORC is about:

- Giving people in the NORC a 'voice' and empowering them
- Enabling those living in the NORC to become involved in how it develops
- Fostering links and connections within the community to reduce loneliness and isolation
- Becoming a focal point where people can come together
- Maximising choice and independence
- Taking a holistic, preventative approach to health and wellbeing

The original specification for the NORC included use of the Minehead Centre, as a resource hub, primarily for older people but also available for use by other groups. The centre was supposed to serve as a focal point; providing space for community events aimed at reducing isolation within the older population and providing shared space for co-located multi-agency teams. The loss of the Minehead Centre (following a fire) removed the natural base for service delivery in the NORC and required a more creative approach to delivering projects and services.

In lieu of a shared hub and co-located teams we have developed other ways to achieve some of the key outcomes:

This includes:

- Development of LINKages a Social Prescribing Service – which aims to reduce social isolation on people over 50 in the Old Moat/Withington area, by receiving direct referrals from GPs in 3 local practices
- Development of a Peer Support Network (PSN) – run by an advisory group made up of older people, who have undertaken Community Organiser Training, the network arranges activities and campaigns on matters of local concerns
- Delivery of Community Organiser training for older people
- Development of a Prevention Checklist and mechanism – the checklist which has been developed on conjunction with colleagues from health, provides a simple and effective mechanism for agencies across the statutory and third sector, to identify older people before they reach a time of crisis
- Development of Outside in and Connected Community Project – older people have been trained as wildlife film makers, with the aim of capturing film footage of outdoor spaces, which will be used to reconnect housebound older people with nature. The Peer Support Network will manage a small hub, which provides access to loan tablets, so that older, housebound older people can have a visit, watch the wildlife film footage and also be shown what types of activities are available locally with the aim of reengaging people with the community
- Improving links to the cultural offer in Old Moat – we have worked with Whitworth Art Gallery and Manchester Museum to bring activities into the community, instead of older people travelling to institutions. This included the running of a pop up museum, which was curated by older people.
- Provision of regular meaningful activity in Old Moat
- Provision of a local chair based exercise group
- Development of a creative writing group to explore Home and Community from the perspective of older people/performance of case studies/stories

Sustainability has been achieved by the development of the Peer Support Network. A peer support network allows people with shared characteristics to support other people by sharing their company, experiences and knowledge. The network has created the opportunity for older people to engage with others. In addition to linking older people into regular organised local activities it provides older people with a voice and body to help with campaigns.

The new Minehead development will include a treatment room, which will be open to colleagues from Health and Social Care to use. This will reduce the amount of time people have to spend visiting clinics outside of Old Moat. It could also help reduce the cost of service provision, as colleagues from health and social care could see more people in a day, as they wouldn't have to travel in between appointments

We understand new approaches bring with them new challenges and it is an important part of learning from good practice to be able to identify what challenges had to be overcome, as well as what went well.

14) What challenges did you have developing your age-friendly neighbourhood / community and how did you overcome them?

The scale of the research project and ensuring older people had a voice, took time and required the recruitment of a dedicated Older Person's Officer to support the process. The skills and learning from Old Moat were transferred by the Officer to the development of Burnage, as an Age Friendly Neighbourhood, as part of the Manchester Ambition for Ageing programme.

The legibility project took far longer than anticipated, as there had to be several rounds of consultation for the first phase. It took over twelve months to obtain agreement from the City Council and Highways Agency to change the signage and overall the high costs of the project, made it difficult to roll out to other areas.

The redevelopment of the Minehead Centre had to be reassessed, the majority of older people consulted in Old Moat, wanted a return to the use of the building, as an older persons resource centre. This would have been an expensive option, as the centre was typically underused yet needed to be staffed and maintained. The compromise, which was agreed after a number of public consultations, was to design and build an age friendly housing development which incorporates a fairly priced community café, open at weekends and a treatment room. It took far longer than planned to secure the land, draw up fully consult the local community on the plans and begin to build. The development is expected to be completed by late 2020, six years after the loss of the centre in an accidental fire.

The Peer Support Network took longer to develop than expected, as older people lacked the confidence to take on leadership roles. The provision of community organiser training improved their self-assurance and skills but it took around eighteen months longer than expected to fully establish the network.

15) Do you have any additional comments relating to your application:

Southway Housing Trust have adopted an inclusive approach to the development of Old Moat as an Age Friendly Neighbourhood. We recognise it is essential to:

- Involve local older people from the outset
- Ensure there is a shared vision and clear goals
- Involve the right people from within the community, partner agencies and academic institutions
- Identify early adopters and work with them to obtain buy in for longer term strategic aims
- Ensure there are Clear roles and responsibilities
- Discuss with older people and wider stakeholders the need to be realistic and prioritise actions