



**Tom Stannard – Greater Manchester  
Combined Authority  
The Greater Manchester Ageing Strategy**

# Greater Manchester Ageing Hub

*supporting older workers*

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**GMCA**

BOLTON  
BURY

MANCHESTER  
OLDHAM

ROCHDALE  
SALFORD

STOCKPORT  
TAMESIDE

TRAFFORD  
WIGAN

# GM Ageing Hub

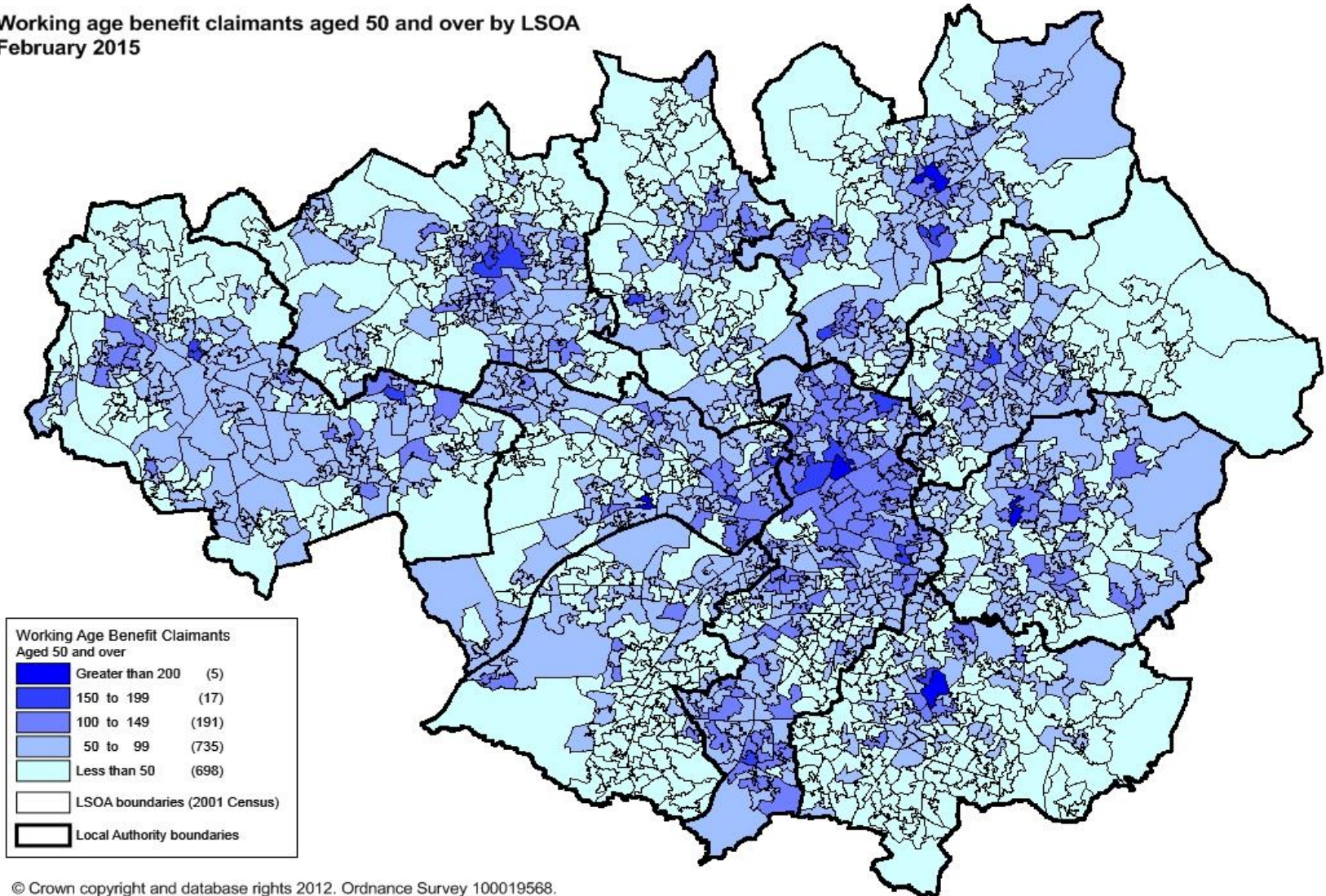
- Set up 2016 by Greater Manchester Combined Authority
- Coordinate a strategic response to the opportunities and challenges of an ageing population
- Programmes of activity around
  - Economy and work
  - Age-friendly places
  - Healthy ageing
  - Housing and planning
  - Transport
  - Age-friendly culture

# Demographics

- GM population **is set to grow by 13% by 2039 to reach 3.1 million**, it will be driven by growth in the number of older people
- By 2039 GM's working age population is set to grow by 5%; the number of **GM residents aged 65+ will expand by 53%** over the same period to reach 650,000
- Overall, the number of residents **over 50 in GM will grow by a third** by 2039
- More than **one-fifth of GM's 50-64 year olds are out of work**, considerably higher than the national average. Increasing the employment rate of the over 50s to the all age GM average **could increase GVA by as much as £901.6m**

# GM is ageing unequally

Working age benefit claimants aged 50 and over by LSOA  
February 2015



# GM Ageing Hub: priorities

- GM will become the **first age-friendly city region** in the UK
- GM will be a **global centre of excellence** for ageing, pioneering new research, technology and solutions across the whole range of ageing issues
- GM will increase **economic participation** amongst the over-50s

3

## Ageing Hub partners include:

- Ten Greater Manchester councils
- Greater Manchester Health and Social Care Partnership
- Age UKs in Greater Manchester
- Public Health England
- Greater Manchester Academic Health Science Network
- MICRA at the University of Manchester
- Manchester Metropolitan University
- University of Salford
- Greater Manchester Centre for Voluntary Organisation (GMCVO)
- Greater Manchester Fire and Rescue Service
- Centre for Ageing Better

# Ways of working

- GM Ageing Hub **Steering Group**
- **Partnership** Group
- **Research-policy-practice**
- **International** partnerships
- **Local** age-friendly plans
- On-line **platform and evidence papers**
- Partnership with **Centre for Ageing Better**



# GMCA developments

- Andy Burnham:  
GM a great place to grow older
- Greater Manchester Strategy –  
Priority 10: An age-friendly Greater Manchester  
Priority 3: Good jobs, with opportunities for people to progress  
and develop



# GMCA developments

- GM skills and employment programmes
  - Devolution of the adult education budget
  - Working Well
- External reviews
  - The Great Escape? Low pay and progression in the UK's labour market: Resolution Foundation
  - Skills and poverty: building an anti-poverty learning and skills system: Learning & Work Institute
  - Entry to, and profession in, work - Joseph Rowntree Foundation
  - Addressing worklessness and job insecurity amongst people age 50 and over in Greater Manchester: Centre for Ageing Better

# Current activity skills & employment

## Children & Young People

- ✓ **£339,000** Careers and Enterprise Company Investment funding for GM schools 2016-2018
- ✓ **3000** young people received Apprenticeship IAG
- ✓ **£1,706,336** - Total investment for Careers Education, Information, Advice & Guidance across GM
- ✓ Over **6000** young people accessing industry relevant up to date LMI

## Higher Level Skills

- ★ **£2m** secured for delivery of a GM Digital Talent & Skills Programme
- ★ **£4m** ESF investment across GM to support access to higher level skills
- ★ **£70m** Skills Capital Funding
- ★ 11 training providers supported to develop and deliver Higher Level Apprenticeship frameworks resulted in **340** HLA starts

## Work & Health (Unemployed residents)

- ▶ **1339** disengaged young people supported into work through Youth Contract Extension
- ▶ **18,000** residents supported Working Well Pilot & Expansion programmes have
- ▶ **£52m** investment secured to commission the Work & Health Programme under Devolution
- ▶ **£12m** ESF investment to support **6000** unemployed residents to access skills

## Employers

- ▶ **5,995** grants paid to employers for taking on apprentices via GM AGE Grant, totalling over **£8m** investment
- ▶ **£100k** investment in employer engagement through LEP & Careers and Enterprise initiative
- ▶ **£5.8m** ESF investment to support employers with workforce development and up-skilling staff

# Economy & Work

## Work Group Objectives:

- **Monitor the impact of existing work, skills and growth programmes in the context of ageing populations**
- Influence policy-making and commissioning budgets across GM, and nationally
- Link between researchers, policy-makers and commissioners
- Develop the case for, and promote the economic opportunities of ageing populations
- Develop priorities for action in the context of the opportunities provided by devolved powers
- Provide a platform for the analysis of existing and future patterns of employment and skills for older workers
- Provide support and advice to employer-facing programmes

# Economy & Work

## Membership:

- **GMCA** – Works and Skills, Employer Engagement, GM Ageing Hub, Public Sector Reform
- **University of Manchester** – MICRA
- The **Health and Social Care Partnership** – Population Health team
- **Centre for Ageing Better**
- **Job Centre Plus**
- **Voluntary sector**
- **Private sector/ business champion/ business organisation that works with SMEs**

# Economy & Work

## Year One Objectives

- **Explore a concordat between local universities, colleges and the Local Enterprise Partnership around training and skills development for older workers**
- Promote the economic and social case for taking action on older workers to local employers
- Incorporate age-friendly work in the GM Employment Charter
- Host a GM Employers' summit on older workers
- Establish an expert group to lead this work stream
- Manchester Growth Company project

# Economy & Work

## Three year objectives

- Create a GM network of public and private age-friendly employers
- Reduce number of older workers falling out of work due to ill-health or caring responsibilities
- GM agencies and businesses taking advantage of the economic opportunities of ageing populations, such as goods, services and tourism

# Economy & Work

## Older workers: skills and training

- Adult upskilling to
  - Enable economic participation
  - Equip workers to fill high skilled roles
- Basic English and language skills
- Skills deficit in IT
- Lifelong learning
- Supporting later life transitions in the workplace
- Supporting employers
- Supporting older entrepreneurs





For more info:

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<https://www.greatermanchester-ca.gov.uk/GMAgeingHub>

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