

OCTOBER 2022



# Welcome to DEVELOPING AGE-FRIENDLY COMMUNITIES

*DEVELOPING AGE-FRIENDLY COMMUNITIES IN AN EMERGENT POST PANDEMIC WORLD*

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for healthy ageing  
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# Research AIMS

*This work will contribute new knowledge and recommendations about how age-friendly initiatives can better support older people to remain socially connected to the places where they live, particularly in the light of experiences of Covid-19 and reduced opportunities for face-to-face connectivity during the pandemic.*



**LIVED EXPERIENCES**



**MULTIPLE SPACES**



**DECISION MAKING**

*Identify*  
**IMPACT**

*Understand*  
**CONNECTIONS**

*Hear*  
**VOICES**

*Co-create*  
**EVIDENCE**

*Appraise*  
**ACTIVITY**

*Support*  
**INITIATIVES**



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# Research QUESTIONS



1



## CONNECTIONS

**HOW HAVE OLDER PEOPLE MADE CONNECTIONS WITHIN AND AROUND THEIR ENVIRONMENTS DURING THE PANDEMIC, AND WHAT CAN WE LEARN FROM THIS AS WE BEGIN TO MOVE OUT OF THE PANDEMIC?**

2



## IMPACT

**WHAT HAS BEEN THE LONGER TERM IMPACT OF COVID-19 ON OLDER PEOPLE AND THEIR LIVING ENVIRONMENTS, AND HOW CAN THIS BE ACCOUNTED FOR IN THE DEVELOPMENT AND ADAPTION OF NEW AND EXISTING SUPPORT ACTIVITIES?**

3



## CHANGE

**HOW HAVE ACTIVITIES FOR OLDER PEOPLE CHANGED, AND HOW MIGHT THEY CONTINUE TO CHANGE AS THE UK MOVE THROUGH THE NEXT PHASES OF COVID-19?**

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# Research APPROACH



## PARTICIPATORY ACTION RESEARCH

### PHASE 0

#### PARTICIPATORY PLANNING

We are engaging with key agencies, stakeholders and groups to develop the project plan. We are working with the community to map current provision and activities across the city and run participatory/co-design sessions.

### PHASE 1

#### STAKEHOLDER FOCUS GROUPS

These will gather insight into the provision of existing support and engagement activities being provided at a distance, identify barriers and enablers, and be used to identify examples of good practice.

### PHASE 2

#### ELICITATION INTERVIEWS

Older people will provide insight into their experiences connecting with others and accessing and engaging in support and activities.

### PHASE 3

#### AUDITING

Auditing environments, activities, support and provision alongside older people working as co-researchers.

### PHASE 4

#### CONVERSATIONS

We will work with older people to analyse material from the first 3 phases to initiate a series of 'Conversations about Ageing'. These will identify new and modify age-friendly processes and practices post-pandemic.

### PHASE 5

#### DISSEMINATION

Dissemination of findings, and development and refinement of recommendations and interventions beyond Greater Manchester.

← CO-PRODUCE EXPLORATION ACTION REFLECTION & EVALUATION →



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# Research PROGRESS



## Engaging STAKEHOLDERS

Focus groups and interviews with key community stakeholders, and organisations will conclude at the end of October.

NEXT STEPS

## Community ENGAGEMENT

We are engaging with older people, support organisations and various groups and projects to plan each stage of the project

NEXT STEPS



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# Research ENGAGEMENT



8

Community  
Sessions

100+

Community  
Participants

100+

Mapped  
Activities

25

Stakeholder  
Participants



The first phase has been about engaging with key stakeholders, reaching out to the community and building relationships.

The community provision has been plotted through an Age-Friendly mapper. Whilst a project background report has provided a contextual backdrop to the first phase of the project.



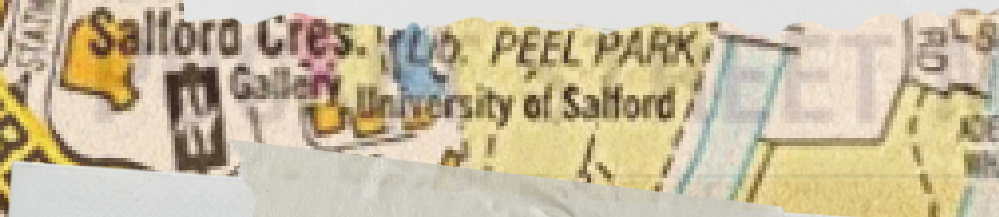
# Project NOTICEBOARD



Digital Community Workshop



Co-design sessions



Community Mapping



What does change look like?



Participatory planning



THE 2022 FESTIVAL OF SOCIAL SCIENCE  
POSTCARDS FROM SALFORD

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# Community CONVERSATIONS



"Face to face consultations"

"Never got past Covid"

"Phone calls became a big thing"

"Support Networks"

"Experts on the ground"

"Had to change the way we connect"

"Zoom has been a lifesaver"

"Public Transport"

"You can feel lonely even in a crowd"

"Less clear about Covid rules"

"Dont have everything online"

"Outreach"

"Have better grassroots networks"

"Covid as an excuse"



# Community CONVERSATIONS



***"Zoom has been a lifesaver for me. It's important to see someone's face, to keep the communication going and keep in contact, and a voice to listen to".***

***"It's been massive for our group, we all support each other, when on your own it's hard".***

***"Coming on here is a lifeline for me, it helps to know people are there and want to listen and care about you. I wouldn't be here without you lot.***

***"We've met face to face a few times and that's been amazing. I don't know what I would do without you lot to bright up my day. It's reassuring to know there are people in the know who run these sessions and can help you and give advice".***

***"We've learnt so much from coming on here, things we would never have known".***

***"When you look at how much people have learnt, how they support one another, it amazing".***

***"We didn't know one another before we started coming here. We have developed a real friendship, we can share anything and trust each other". It's made a huge difference to me; I don't feel alone".***

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# *Developing* **THEMES**

DIGITAL INCLUSION/EXCLUSION

ADAPTABILITY

LOSS

VOICE & INFLUENCE

ACCESSABILITY

RISK & VULNERABILITY

STRENGTH

OPPORTUNITY

CHANGE



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Wednesday 26th October  
11.30am - 1.30pm  
Pendleton Gateway  
1 Broadwalk, Salford M6 5FX

## THE 2022 FESTIVAL OF SOCIAL SCIENCE

### POSTCARDS FROM SALFORD

This community event is a chance to talk about public spaces in Salford and share ideas about how those spaces can be used by everyone. The event will include a reminiscence display with photos and items to help share memories of Salford and understand how spaces have changed over time. The event is also a way for people to learn more about the research at the University of Salford and how this is helping to develop more inclusive spaces across the City.



Thursday 1st November  
10am - 12am  
Eccles Gateway  
28 Barton Lane, Eccles, Manchester M30 0TU



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# Project TEAM



**PROFESSOR ANDREW CLARK**

*Principal Investigator  
University of Salford*



**PROFESSOR ANYA AHMED**

*Co-Investigator  
Manchester Metropolitan  
University*



**BERNADETTE ELDER**

*Co-Investigator  
Chief Executive Officer  
Inspiring Communities  
Together*



**DAVE HAYNES**

*Chief Executive  
Age UK Salford*



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*Project Facilitator  
Age UK Salford*



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# Questions & ANSWERS



- Do you have any general questions about the project and research?
- Does any of this resonate with your own experiences supporting older people?
- What sorts of things have worked well for you/your organisations to provide this support beyond the pandemic?
- Can you support the project moving forward?



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*Thank you*

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