



**Live Well** everyday support in every neighbourhood

together  
we are

**GREATER  
MANCHESTER**



# Live Well in Later Life:

**A blueprint for everyday support for Greater Manchester's older population**

March 2026

**GMCA** GREATER MANCHESTER  
COMBINED AUTHORITY

# Our Vision

**Our Greater Manchester Strategy sets out how people of all ages will have the foundations for a good life – shelter, safety, mobility, opportunity and support.**

Providing everyday support is one of the strategy's pledges; describing how everyone will get the support they need, in their neighbourhood to live well by improving access to support, control, connections and resources.

A network of welcoming and empowering Live Well centres, community spaces and support offers will provide everyday support in every neighbourhood around jobs, health, housing, debt, food, family and social support and connection.

Greater Manchester's Live Well Pledge means that by 2030 we will be supporting our older population to thrive by:

- Involving older people in developing Live Well Centres, Spaces and Offers in the places they live, reaching older people who are experiencing health, social and economic inequalities.
- Making Live Well Centres age-friendly, ensuring older people have access to the everyday support they need.
- Ensuring all older people have access to age-friendly Live Well Spaces and social activities in their communities to support the meaningful social connection that is essential to well-being.

Our Live Well in Later Life blueprint presents a shared approach from our Ageing Hub Partnership to implementing Live Well and supporting older people to:

-  Grow social connection
-  Have a voice and participate in local communities
-  Improve physical and mental health
-  Build financial resilience
-  Have a sense of belonging in place
-  Maintain independence in a place called home.



# Creating the conditions for older people to thrive

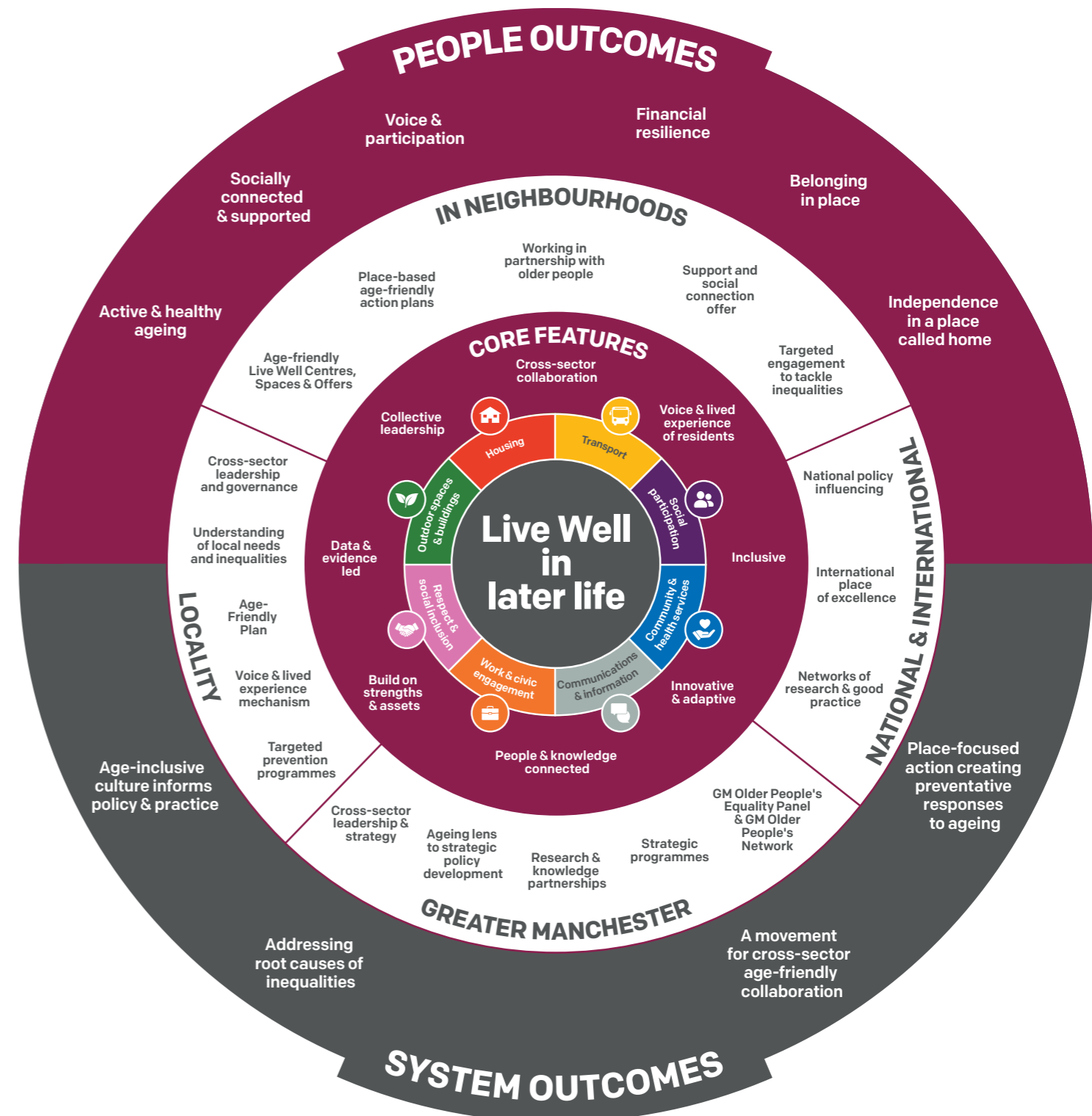
**Live Well in Later Life builds on our long history of collaboration on age-friendly practice, extensive evidence base and the voice and lived experience of older people in Greater Manchester.**

This tells us that great places to grow older enable delivery of place-specific responses that address the root causes of inequalities in ageing and grow social infrastructure and community resilience.

We've identified a set of core features across the system that will enable delivery of Live Well in Later Life:

“We know to achieve our goal of an age-friendly Greater Manchester we have to rethink how we support older people in their communities. Live Well in Later Life is our approach to doing that, it requires building trust with communities because they know what they need and they can create big changes.”

**Andy Burnham,**  
Mayor of Greater Manchester



# Why Live Well in Later Life matters



## Many factors contribute to social isolation and poor health in later life.

For many older adults social isolation, loneliness, poor health and poverty are persistent and deeply rooted challenges and the nature of these challenges have evolved significantly over the years since the negative impacts of the Covid-19 pandemic and increases in cost of living. These challenges are often compounded by age-related health and mobility difficulties, the impact of major life transitions such as retirement and bereavement, and erosion of social infrastructure.



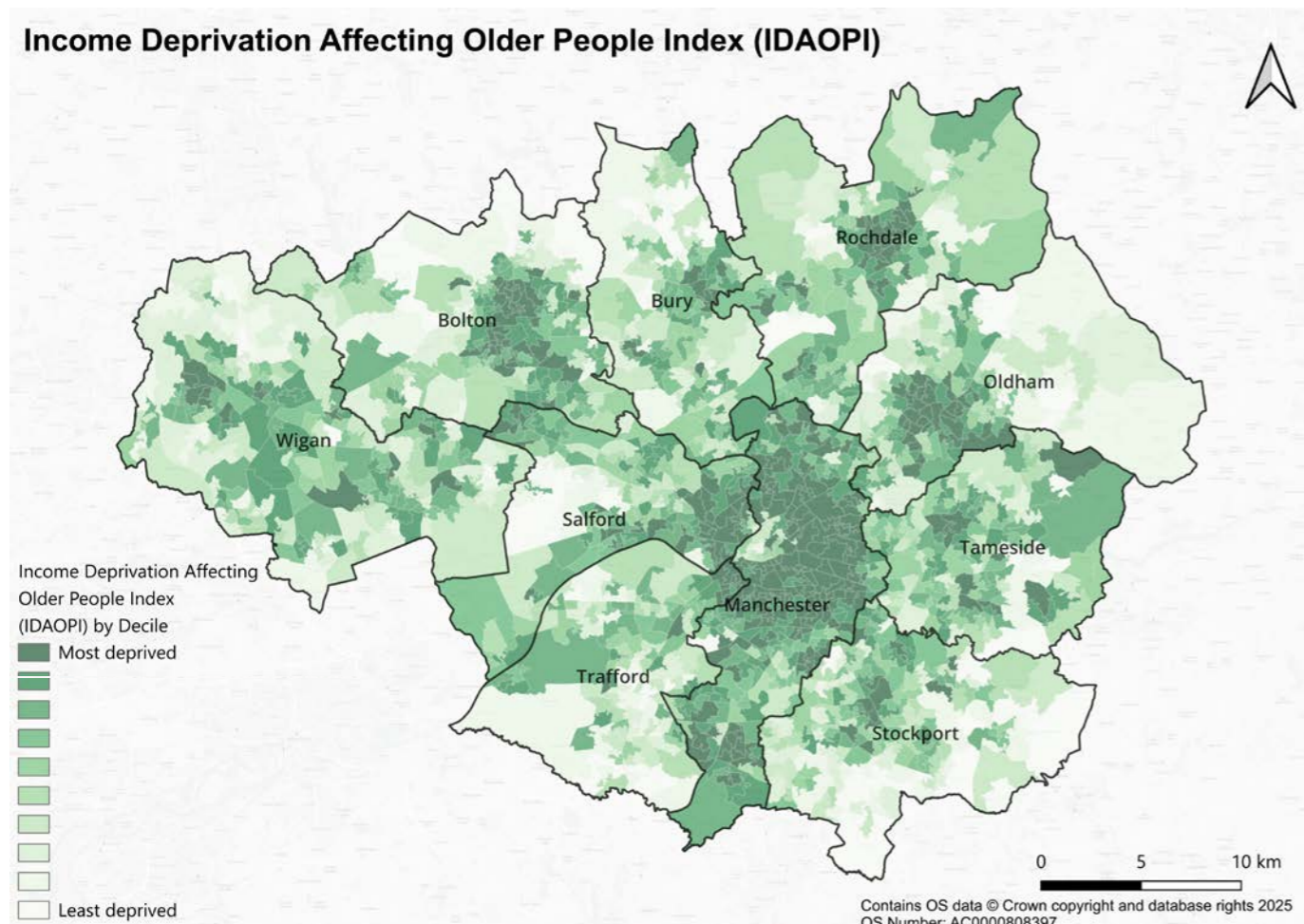
# Everyday support in neighbourhoods that fosters meaningful connection

## Place matters in tackling inequalities in ageing.

Where people live shapes their experiences of ageing; health, social and financial inequalities are experienced geographically.

The local neighbourhood plays a significant role in supporting social connection and feelings of belonging.

The map below demonstrates the levels of income deprivation experienced by older people across the geography of Greater Manchester.



## The role of the local neighbourhood.

The Ageing in Place Pathfinder (2022-2025) tested an innovative place-based model of developing community-led support in 10 neighbourhoods; targeting places where older people are more at risk of social isolation, health and financial inequalities.

Evaluation findings demonstrate that partnerships developed between older residents and local organisations at a meaningful local scale can create sustainable solutions that address barriers to health and wellbeing experienced by older people. Involvement in creating these improvements as part of a community of place have significant potential for supporting health improvements, especially in areas identified as experiencing health inequality.

These place-specific responses can identify challenges and build on local strengths, assets and the contributions of residents to deliver changes to the social infrastructure, physical environment and local service provision that supports people to live well.

**“Place-based co-production with older people demonstrates good potential for supporting health benefits and improvements, generating well attended activities and programmes which increase healthy lifestyles, social contact and reduce exposure risks”.**<sup>6</sup>

**Learning from the Greater Manchester Ageing in Place Pathfinder:** In progress learning and evaluation report, Manchester Metropolitan University

# Implementing Live Well in Later Life in Greater Manchester neighbourhoods

To address inequalities in later life we will focus on three priorities:

## Health creation in and with communities:

pro-active community and person-centred support for active and healthy ageing.

## Social connection & community belonging:

creating inclusive, age-friendly neighbourhoods that foster meaningful social connection, cohesion and a sense of belonging.

## Economic inclusion and financial resilience:

over 50s employment and reducing financial hardship for older people.

A Live Well in Later Life Toolkit is in development to support implementation of the blueprint by sharing resources and learning with partners and communities. This will support the development of the key features in neighbourhoods:

- Targeted engagement to tackle inequalities
- Enduring partnerships with older people that amplify their voice

- Developing an age-friendly approach to Live Well Centres, Spaces & Offers
- Age-friendly neighbourhood action plans that build on local strengths and develop new responses to ageing
- Delivering a support and social connection offer

To embed our learning from Ageing in Place we will focus on three system outcomes in delivery of Live Well in Later Life in neighbourhoods, localities and across Greater Manchester:

### 1. Creating an age-inclusive culture:

Where older people's voices are routinely heard and their experiences inform policy and practice. We value and foster social connections, promote healthy ageing and take action to tackle the spatial and structural inequalities experienced in ageing.

### 2. Place focused action:

embedding age-friendly practice in all of our neighbourhoods, working at scales that are meaningful and building relationships and partnerships with residents.

### 3. A movement for cross-sector collaboration:

people, organisations and knowledge are connected and we are continuing to learn together how to create change. We are creating collaborative peer-to-peer relationships with residents in places that are enduring.

**“An age-friendly city encourages active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age. In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities.”**

World Health Organisation, 2007

## Activating the WHO Age-friendly Framework

The Age-friendly Framework can enable a shared understanding of place, bringing together data with the voice and lived experience of older people.



# Get involved.

If you'd like to find out more and join the conversation to support the implementation of **'Live Well in Later Life'**, we'd love to hear from you.

Contact the Greater Manchester Ageing Hub at [ageinghub@greatermanchester-ca.gov.uk](mailto:ageinghub@greatermanchester-ca.gov.uk), or visit our webpage to learn more about our approach to ageing in Greater Manchester: [www.greatermanchester-ca.gov.uk/what-we-do/ageing/](http://www.greatermanchester-ca.gov.uk/what-we-do/ageing/).

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We're also developing a **'Live Well in Later Life' Learning Network**, bringing together people and organisations to support with the implementation of this work. If you'd like to be part of this network and help shape it's, please get in touch.

<sup>1</sup> Estimate based on ONS subnational population projections 2022; this is an increase from just over a quarter in the 2011 census.

<sup>2</sup> ONS subnational population projections 2022

<sup>3</sup> Based on national DWP estimates

<sup>4</sup> Census 2021

<sup>5</sup> Census 2021

<sup>6</sup> Census 2021

<sup>7</sup> Census 2021

<sup>8</sup> (Waves 14-18, 2024-25) GM Resident Survey data

<sup>9</sup> The State of Ageing, Centre for Ageing Better 2025 (Analysis of Community Life Survey 2023/24)

<sup>10</sup> The State of Ageing, Centre for Ageing Better 2025 (Analysis of Community Life Survey 2023/24)

<sup>11</sup> Based on national DWP estimates

<sup>12</sup> National Government Bus statistics data tables, Nov 2025.