



# Addressing worklessness and job insecurity among people aged 50 and over in Greater Manchester

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# Introduction

## About this work

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The Centre for Ageing Better (Ageing Better) is an independent charitable foundation with a mission to ensure that everybody is able to enjoy a good later life. Ageing Better and Greater Manchester Combined Authority (GMCA) have announced a five-year partnership to develop and share innovative, evidence-based approaches to tackling inequalities in later life. As part of this partnership we have a commitment to developing and testing a new approach to supporting people aged 50 and over who are workless or in insecure work.

In late 2016 Ageing Better commissioned the Centre for Local Economic Strategies (CLES), in partnership with the Learning and Work Institute, to undertake a piece of work in Greater Manchester that aimed to develop:

- Greater insight into the challenges concerning worklessness and job insecurity facing those aged over 50 in Greater Manchester.
- Co-designed initiatives to overcome these challenges, which groups of residents and local organisations think are needed, and could be effective.

The work focused on five specific areas within five Greater Manchester authorities:

- Eccles, Salford
- Brinnington, Stockport
- Bickershaw, Wigan
- Werneth, Oldham
- Gorse Hill, Trafford

## About this report

This report combines the findings from both the insight and co-design stage of work. It also includes background information on the issues of worklessness and job insecurity amongst the over 50s as well as the Greater Manchester context.

This research intends to inform a further stage of work whereby a select number of initiatives will be further developed and tested. Therefore, it includes actionable insights from the five localities as well as practical guidance for service delivery.

The views and experiences documented throughout this report are the personal views of individuals spoken to. It was not within the scope of this study to verify any reported experiences or perceptions.

## Methodology

Involving local residents and organisations has been central to the research and development of initiatives, with the following work undertaken to compile the findings laid out in this report:

- 15 interviews with individuals from the Greater Manchester Combined Authority, the Department for Work and Pensions and Strategic Leads from each of the five local authorities.
- Interviews with three key stakeholders within each of the five localities, including staff from housing associations and local authorities.
- Focus groups within each locality, attended by residents from the over 50 population and local service providers to gain initial insight into the nature of worklessness and insecure work amongst this age group.
- In-depth interviews with residents within each locality.
- Co-design workshops within each locality to discuss initial insights and potential solutions to address challenges identified by residents and local organisations.
- Further informal engagement with a range of different individuals and organisations.

Appendix 1 lists the organisations engaged and/or identified for each of the localities, Appendix 2 lists the number of attendees at the co-design workshops.

# About worklessness, job insecurity and the over 50 population

## Summary of the statistics and literature

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Overall, 71.1% of people aged 50-64 are in employment in the United Kingdom, and 26.6% aged 50-64 are economically inactive (ONS, 2017). Losing a job after the age of 50 is more likely to lead to long-term unemployment or inactivity compared with job loss at younger ages. For example, between June and August 2017, 38% of unemployed people aged 50+ had been out of work for 12 months or more, compared to 18.8% of 18-24-year olds and 29.3% of 25-49-year olds (ONS, 2017). Research by Business in the Community found that around one million people aged 50-64 have been pushed out of work against their will, and the risk of being made involuntarily redundant is greater amongst the 50+ age group than it is for younger age groups (BitC, 2015). Self-employment has also been growing fastest amongst those over 50; around 1,600,000 people aged 50-64 were in self-employment in 2016 (TUC, 2016). Changes to the State Pension Age mean that people are working for longer than anticipated, and research has found that such changes have caused a statistically significant boost to employment (DWP, 2015).

It is estimated that 10% of the population are in insecure employment, with fewer rights and protections than would be offered in more 'traditional' and permanent opportunities (Ibid). Although nationally older people fare better when it comes to low pay, analysis has predicted that the proportion of older workers near or below National Minimum Wage or National Living Wage will grow to between 14-18% of 51-65 year olds in employment by 2020 (Clarke S. and D'Arcy C., 2016).

Numerous factors have an influence on this age group facing worklessness and job insecurity. Several studies have found that ageism is the most commonly experienced form of prejudice and discrimination in the UK (Age Concern, 2005; Ray et al, 2006, Abrams et al, 2009, 2011a, 2011b; Sweiry and Willitts, 2012). For example, a 2005 employer survey found that an ageing workforce was seen to increase absenteeism and sick leave, and lead to resistance for change (Fair Play, 2005). There are also concerns that deteriorating health could lead to increased absenteeism and reduced productivity, despite limited evidence of this amongst employers (Adams et al, 2017).



Health is however a key reason for older people leaving the labour market early (BitC, 2015) and the relationship between socioeconomic status and health results in individuals from deprived areas having a lower life-expectancy and spending much more time in poor health (Bajekal, M., 2005). Furthermore, older people with fluctuating conditions or who can manage their health are prevented from returning to work because of a lack of flexible opportunities and because of their ability and willingness to travel. Age Concern research found that older unemployed people were frustrated by their inability to find work that matched their changed expectations and needs, linked to the desire for a flexible, less stressful or physically demanding role (Collins C., 2006).

One in five people aged 50-64 are carers, and women have a 50% likelihood of having to provide care by the time they are 59 (Census, 2011); hence caring needs represent a significant barrier to employment for this age group. A lack of education, qualifications or formal skills is also closely associated with lower employment rates in later life. There is a mismatch between skills of unemployed people over 50 and the skills desired by employers, which is increasingly formal qualifications and training. Additional factors preventing employment include the reliance on online-applications, poor English language skills and low levels of literacy and numeracy; issues exacerbated by limited training opportunities, low participation in learning amongst older people and English for Speakers of Other Languages (ESOL) funding cuts. The associated costs of public and private transport, and the difficulty of accessing interviews and training courses are also viewed as obstacles to work (Collins C., 2006).

The root cause of job insecurity and work intensification is thought to be reduced staffing levels pursued in response to the market pressures (Burchell et al, 1999). Similarly, research into zero-hour contracts concluded that the prolonged economic downturn, and the need for organisations to reduce costs, was a main driver of their increased use. A large pool of low-skilled workers who cannot command high wages or access alternative opportunities was another explanation given (Pennycook et al, 2013).

Unemployment and economic inactivity can result in various negative impacts on individuals affected, which can be exacerbated by older age. For example, numerous studies have linked unemployment with increased mortality, long term illness and higher morbidity and deteriorating mental health (Thomas et al, 2005; Möller et al, 2013). Older people who are out of work are also at risk of becoming socially isolated (Gaille et al, 2010). In addition, unemployment can lead to reductions in self-esteem (Pettersson, 2012) due to factors including feelings of shame and guilt regarding economic status, and a reduction in regular activity, as well as a decreased skills level (Esteban Pretel J, 2007).

Furthermore, workless households are far more likely to experience poverty and severe poverty than households in which at least one adult is in work (HM Government, 2010) and studies have found debt to be a common issue amongst long-term unemployed people, as alternative financial options become exhausted (TUC, 2010). Worklessness amongst parents, and the associated risk factors, has also been found to have some intergenerational effects on

children, especially in regards to educational attainment and NEET rates (Schoon et al, 2012). Worklessness amongst older people also has a detrimental impact on the UK economy and government benefits bill. In 2014, the government spent £7 billion on out-of-work benefits for people aged between 50 and State Pension Age, whilst GDP could be 1% higher if everyone worked for one year longer.

# Greater Manchester, worklessness, job insecurity and the over 50 population

Greater Manchester is the metropolitan area governed by Greater Manchester Combined Authority (GMCA), which was established in 2011. The GMCA is comprised of ten local authorities, namely Manchester, Trafford, Stockport, Tameside, Oldham, Rochdale, Bury, Bolton, Wigan and Salford. Figure 1 below shows the Greater Manchester region and the ten local authority boundaries.

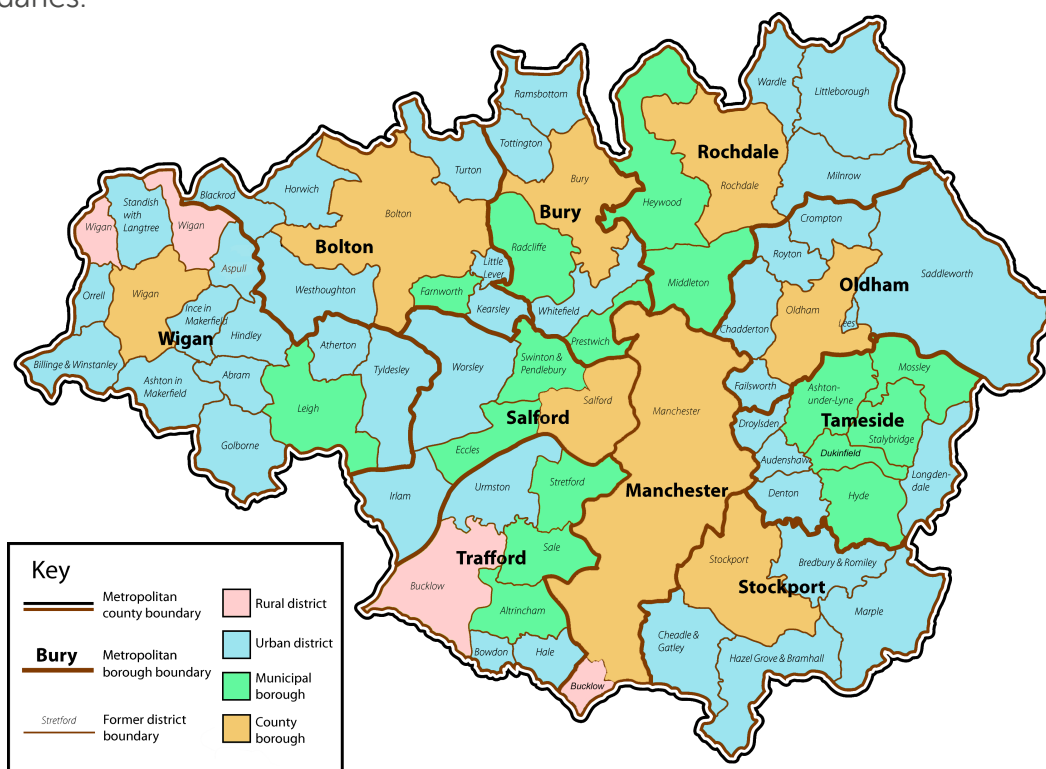


Figure 1: Greater Manchester and the ten local authority boundaries

From an ageing research perspective, Manchester is nationally renowned as a place of excellence. The University of Manchester houses the Manchester Institute for Collaborative Research on Ageing (MICRA), an internationally recognised centre for research on ageing and society. Academics working as part of the group include those with a specific focus on ageing and

work. Current projects within this theme include investigating how lifelong circumstances impact on experiences of paid work in later life (University of Manchester, MICRA).

In policy terms the Greater Manchester Ageing Hub, established in 2016, is of particular note. The Ageing Hub sits within the Combined Authority for Greater Manchester and is a means for partners to coordinate strategic-level responses to the challenges associated with the region's ageing population. A priority area within the Greater Manchester Strategy is to create an Age-Friendly Greater Manchester (Greater Manchester Combined Authority, 2017).

In 2016 Ageing Better signed a five-year partnership with Greater Manchester Combined Authority (GMCA) to develop innovative approaches to tackling social, economic and health inequalities in later life. Through this partnership, Ageing Better are working with the Greater Manchester Ageing Hub to deliver on the priority within the Greater Manchester Strategy to create an Age-Friendly Greater Manchester. One of the first priorities identified for this partnership was to address the high rates of worklessness among those aged 50 and over.

## What statistics reveal about Greater Manchester

The working-age population of Greater Manchester (GM) is 1,768,600, which represents 64.2% of residents. Within the age groups of interest to Ageing Better, 32.2% of residents in GM are aged between 45 and 79, less than national figures where 35.3% fall within this age bracket.

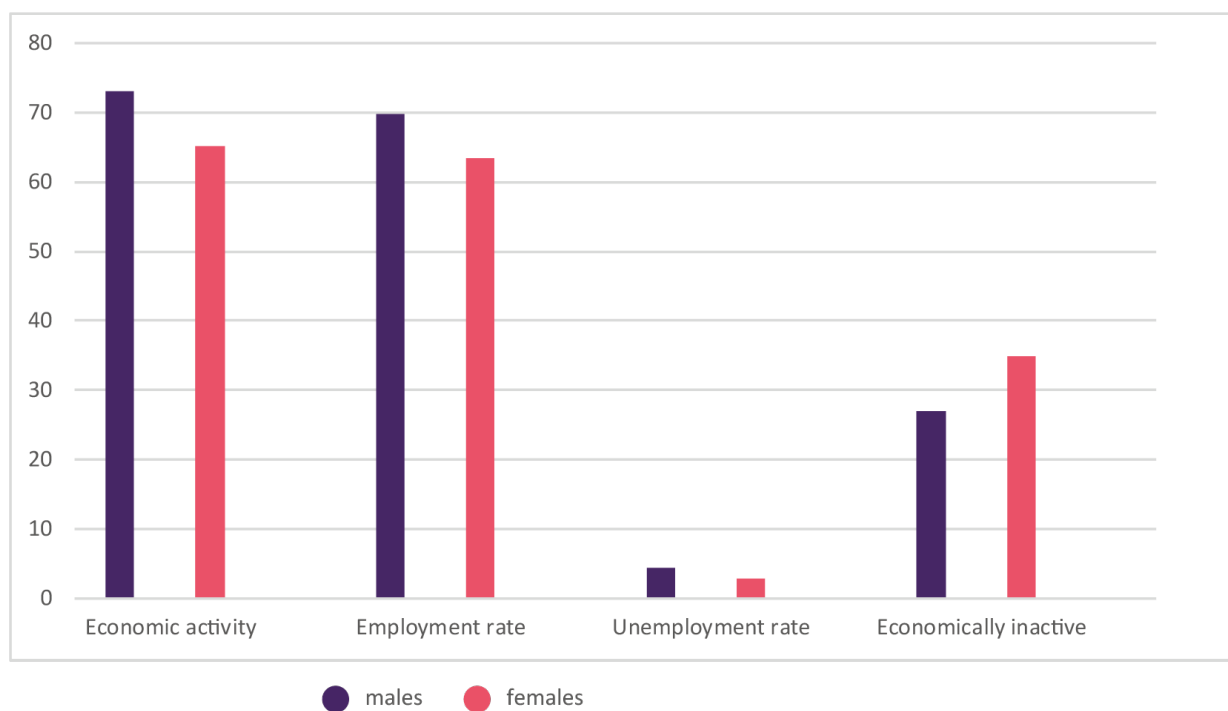


Figure 2: Economic activity of Greater Manchester residents (%)

The breakdown of areas of work largely reflects the national picture. 19.6% of Greater Manchester residents are classified as professional, 13.7% are associate professional or technical occupations,

and 11.1% have administrative and secretarial occupations. 7.3% of Greater Manchester residents are classed as process plant machine operatives (ONS, 2011 Census).

The most common industries occupied by Greater Manchester residents include health (13.1%), retail (10.3%), business administration (9.9%) and professional, scientific and technical (9.7%) (ONS, 2016).

The relationship between health and work is a notable challenge within Greater Manchester. 26.6% of those classed as economically inactive are long-term sick (ONS, 2017), this compares to lower national figures of 22.3% in the United Kingdom. Out of all working-age residents across Greater Manchester, 13.3% were claiming out-of-work benefits in August 2016 (Ibid).

In terms of the association between age and work, there are some clear in-work trends. Younger workers are much more likely to be low paid than the general population, with 55% of those aged under 21 in GM being low paid, slightly higher than the national figure. While this high percentage is concerning it is perhaps unsurprising due to a variety of factors, including the lower minimum wage for under 21s and that all those in this age group will be new to the labour market, thus lacking the work experience which often enables access to higher rates of pay. However, the percentage of those on low pay reduces for those in their 30s and 40s, yet rises again for those in their 50s. In some sectors in Greater Manchester there are more older people in low paid work than younger people. One example of this is retail where 50% of 50-59 year olds and 57% of 60+ year olds are earning less than the low pay threshold, compared to 51% of 22-29 year olds (New Economy, 2016).

## Greater Manchester and employment initiatives

Given the focus on work and skills in the national policy agenda, coupled with patterns of worklessness across Greater Manchester, it is perhaps unsurprising that employment is also a primary concern at the regional level. Working Well for example is a flagship programme of GM's public service reform programme, which commenced ahead of devolution. Working Well can be considered the regional realisation of the national Work Programme. The existence of this regional programme is particularly notable for the over 50 age group, as analysis of the national Work Programme revealed that those aged 50 plus were the least successful in finding work, with 'job outcomes' reported for just 16.2% of this age group (Learning & Work Institute, 2016).

Working Well places greater emphasis on the long-term health challenges that may prevent someone from finding and maintaining work. As part of the devolution deals Working Well, which was initially a pilot, was expanded. Greater Manchester was also awarded greater influence and control over future iterations of the Work Programme, with discussions with national DWP as to how this influence can be realised.

More recently the Building Better Opportunities programme commenced in Greater Manchester. The £9.7 million programme budget is a combination of the European Social Fund and Big Lottery funding, and aims to support individuals who face the biggest barriers to education and

training; improved health and wellbeing services; and financial help. The programme will last for three years from October 2016, and those aged over 50 are a cohort of particular interest. In addition to the GM-wide programmes noted above, a wide variety of organisations also conduct their own employment support programmes. Some of these programmes span local authority areas, such as Get Oldham Working, led by Oldham Council and partners. Others are delivered at a more local level, and GM housing associations in particular conduct a large portfolio of community-based employment and skills programmes. However, very few of these programmes focus specifically on those aged over 50, or recognise some of the more unique challenges this age group may face.

## Greater Manchester and policy opportunities

Greater Manchester can be considered at the forefront of innovation and change at regional government level. Most recently, Greater Manchester has had a number of significant powers and budgets devolved from central Government. This process commenced with a devolution deal in November 2014, and since then has been followed by three further deals.

The content of these deals is broad ranging, including devolved responsibility for local transport, criminal justice powers, and retention of business rates. The relationship between many of these responsibilities and worklessness/insecure work amongst the over 50s is indirect. However, other devolution activities, such as the aforementioned Working Well programme, and the integration of the region's £6 billion health and social care budget, could impact directly on this policy agenda.

Interviews with key strategic stakeholders from across Greater Manchester conducted as part of this research revealed many of the changes underway in the region, as well as future ambitions. Devolution of both health and social care and elements of employment support has led to efforts to bring these two agendas together. Consequently, a GM Work and Health Strategy is being developed, which requires close working of both GMCA and the Greater Manchester Health and Social Care Partnership (GMHSCP), the body that is overseeing health and social care devolution and taking charge of the associated budget. To date, employment policy across GM has not had a specific focus on over 50s. Some interviewees indicated that the emerging Health and Work Strategy could be an opportunity to develop this focus.

In comparison to health and social care, the powers that have been devolved to GMCA around employment and skills are limited. Furthermore, decision making and budget decisions within the Department for Work and Pensions (DWP) remains controlled predominantly at national level. This means that there are often challenges in developing the necessary synergy required between the Combined Authority and DWP policy at GM level. Despite these frustrations, devolution has provided a context for discussions about the extent to which regional DWP activities can be flexed within the national policy agenda. An example of this is the reconfiguring of regional JobCentre Plus (JCP) districts. Although this reconfiguration would have been possible without

devolution, the desire for policy synergy emerging from devolution has meant that regional DWP has tested the limits of what is possible within the current framework.

Also of particular note to the current research is the local discretionary funds available at regional DWP level which allow local programmes to be developed. Again, these funds are not a consequence of devolution, but the devolution agenda could lead to deeper discussions about how these funds can be used strategically, and link more widely with GM employment and skills activities. There is of course an opportunity to direct these funds towards activities that will directly benefit the over 50 population. Section 4 below explores many of the local challenges identified through the research, which these funds and other activities could consider.

# Key insights into worklessness, job insecurity and the over 50 population in the five communities

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This section of the report presents the key insights from Eccles, Brinnington, Bickershaw, Werneth and Gorse Hill. The section is split into two main subsections:

- Findings that were common across the localities, highlighting communities where some of these common challenges were more prominent.
- Specific challenges, and assets and opportunities for each locality.

## Common findings across localities

Perhaps unsurprisingly many of the challenges facing the over 50 population were similar regardless of which of the five localities those individuals lived in. However, some challenges were often more relevant to people living in some localities than others. The extent to which challenges existed within a locality depended on several factors, including geography, infrastructure and demographics.

## Challenges in physical health

High levels of disability and physical health issues were reported in all areas for the age group. There was a strong link between physical and mental ill health with residents across the areas reporting that the physical impacts of ill health often severely affected their mental well-being, leading to issues such as depression and social isolation. For example, an interviewee in Gorse Hill explained that her low levels of physical mobility and challenges this caused often led to her feeling depressed and anxious.



Physical ill health was also reported to act as an indirect barrier to employment as residents reported that it often prevented them from accessing services providing skills and employment support. For example, long courses and evening courses were viewed as unsuitable for many people with pre-existing health conditions.

In a number of localities individuals spoke of a reduction in the health services available at their local hospital, meaning a longer journey to medical appointments. This could potentially further exacerbate health issues, as well as taking up time that could alternatively be spent on employability activities.

For many individuals, particularly as they got older, deteriorating physical health limited the types of work they felt they would be able to undertake. Shift work and physically challenging work were felt to be particularly difficult. General physical ill health was also reported to limit the number of hours individuals were able to work in both manual and non-manual jobs. For example, full time desk-based work was often reported to be challenging due to physical conditions and the impact of remaining stationary for a prolonged period of time.

Poor transport options such as the lack of frequent buses, affordability or ease of access to public transport were also a particular challenge for people with health issues, who often rely on local transport services to get around. Good transport links were seen as essential to enabling access to employment, support services or familial and friendship networks necessary to individual wellbeing.

## **Challenges in mental health**

Poor mental health was reported to be a significant issue by residents across all of the workshops. Depression, anxiety, low self-esteem and social isolation were commonly reported across all areas, but were noted particularly amongst the female Asian community living in Werneth. Residents with mental health conditions reported a significant need for more flexible working opportunities and/or reassurance that an employer would be understanding and accommodate their condition. It was felt that most local job opportunities would make attending regular health appointments challenging. Residents also felt that a high level of stigma and lack of understanding around mental health existed across employers and that there would be little understanding or flexibility if they had a “bad day” or needed to take leave. This perception was reinforced by the negative first-hand experiences of residents, who felt they were unable to disclose their condition for fear of it negatively impacting their job, or by those who had experienced a lack of flexibility and discrimination first hand.

## **Caring responsibilities**

Many of those attending workshops were carers for either a partner, elderly parents, or cared for children or grandchildren.

The high cost of paying for care in comparison to providing the care for a family member was a strong decision making factor that influenced whether people returned to work. This point relates to a more general issue that was common across all the localities: often the nature of work (low paid, insecure) meant that people found that they were not better-off financially in work. Many people reported that the complexity of coming off income support to take up a temporary employment contract and then having to sign back on, could leave individuals financially worse-off than remaining unemployed. Residents reported that transitioning between short term paid employment to benefit support and back again had led to delays in payments, which caused many people to go into debt or experience rent arrears. Carers therefore reported high levels of stress and concern when attempting to balance their caring commitments with accessing employment, often preferring to remain on benefits as a result. Carers also reported that simply finding out what support they were entitled to was often a complicated and stressful experience.

It is therefore essential that residents are able to claim the benefits and support that they are entitled to, so that they can avoid encountering financial difficulties and provide a suitable quality of care. As with health barriers, individuals with caring responsibilities often desired flexibility from their employer and also felt that this was not offered within local employment opportunities. This once again resulted in the perception that employment was not a viable option.

## **Opting for alternatives to paid work**

Dependent to some degree on the age when residents became unemployed, some made the conscious decision not to find paid employment, with many instead contributing to their family and local communities in other ways. This decision was made for a wide variety of reasons with the most common being redundancy late in working life, poor health, caring responsibilities, a prolonged period of unemployment or a perception and/or experience of ageism when attempting to find further paid work. Across the workshops a number of unemployed residents occupied their time whilst searching for work by contributing to their local community by running local charities or services, or by volunteering regularly. This was particularly the case in Werneth, where a large number of Asian women, who had often never entered formal employment, contributed to their local community by volunteering at their local community centre or mosque, and by caring for family members.

The decision to no longer work had a different basis according to the personal circumstances and experiences of individuals. For example, in Brinnington one man described how he had been unemployed for 15 years since the organisation he had worked for as an electrician had closed down. He had actively been seeking work since, but now that he was approaching retirement he acknowledged it was becoming less likely that he would find paid employment due to both his age and difficulties in accessing updated qualifications. As a result, whilst he fulfilled his obligations to JobCentre Plus and continued to attend training, he increasingly

directed his time toward volunteering locally as he no longer hoped to find paid work. Similar experiences were echoed across the workshops with residents reporting that as they approached retirement it was less likely and less financially important for them to find paid work. A number of residents are therefore effectively 'opting out' ahead of retirement age due to difficulties in accessing paid employment, but with a desire to contribute to society and keep active that remained undiminished.

## The nature of work

The analysis of findings from local area data profiles, strategic interviews and the workshops themselves revealed a number of job opportunities common throughout the areas, such as paid care roles. However, for many residents over 50 a paid caring job was often felt to be problematic in light of its physical demands, lack of time with clients, understaffing, and the cost and time of travel to visit clients which was reported to often not be factored into either salaries nor terms and conditions of employment. Employment as a paid carer is also likely to be inappropriate for the over 50 age group, as a significant number of residents across the areas are already delivering unpaid care for relatives. Appendix 3 shows the percentage of individuals undertaking unpaid care work in each of the localities compared to local authority and GM statistics.

Other job roles which were common across local economies were concentrated in call centres, warehouses, security, cleaning industries and retail e.g. positions in supermarkets. Much of this work was viewed to be insecure with little chance of progression, and as incompatible with the levels of physical and mental ill health, familial obligations and caring responsibilities experienced by a large majority of residents within the workshops.

In addition to these traditional working relationships a number of residents reported being encouraged to transition into self-employment by JobCentre Plus and other employment support agencies. However, residents expressed concerns around the increased level of insecurity and higher likelihood of a lower income this would entail. Those who did transition sometimes reported high anxiety, in part resulting from a lack of support around self-employment. The workshops revealed a number of examples of negative experiences amongst residents. For example, in a number of cases residents were offered start-up loans, which proved unsuitable and led to residents going into debt and experiencing financial difficulties. This appeared to be due to the way the available support was delivered, and its apparent failure to create a gradual pathway into self-employment.

Despite this, self-employment was a topic of interest for residents as it was felt that employers would be uninterested in hiring an individual of their age, someone who has taken significant sick-leave or a person who not worked for a long time. Self-employment was therefore often considered to be the last resort for residents whose personal circumstances made finding traditional employment particularly difficult.

In light of such findings, the availability and quality of local employment opportunities was of particular concern to local residents. For example, whilst the increased living/minimum wage was generally viewed to be positive development, residents also felt that such changes had led to the employment of younger people who could be paid at lower wages, and who were more likely to benefit from over-time. This was thought to be the case with smaller employers due to their tighter margins. Whilst the majority of evidence was anecdotal a number of residents reported either being let go or turned down for a position to make way for a younger member of staff.

## **Profile of the local economy**

Excluding Bickershaw, the localities were all home to branches of large nationals and multinationals, such as supermarkets. There were also large local employers, such as a prison close to Bickershaw and Salford Quays in Eccles. However, accessing these employment opportunities had proven difficult for this age group, likely due to a number of barriers such as low skills and health issues.

The remainder of employment opportunities tended to be in small businesses. In Eccles for example, there were a large number of bargain stores and takeaways, with similar patterns in other localities.

## **Skills, training and documentation**

A skills deficit in IT was particularly prominent. In many cases, a basic understanding of IT was needed, such as understanding the purpose of a keyboard or mouse. This was a barrier when searching and applying for jobs online. Online applications were reported to be increasingly common and some people resented that online systems did not give them the opportunity to present themselves in person to the employer when they handed in their CV. Where basic skills were lacking, in IT or otherwise, people often did not want to attend basic courses due to the potential impact on pride and self-esteem.

Basic English and language skills proved to be an issue across all areas and present significant barriers in terms of applying for jobs. In Werneth a verbal language barrier for many residents added another layer of complexity when trying to navigate the system and access jobs, with this being a more significant issue for women.

Skill sets gained in previous employment were often not relevant for current employment opportunities, particularly if someone had been out of work for a long time. There was also a challenge for people who had been in the same job role for a long time, but had recently found themselves unemployed. These individuals were not used to being interviewed, and therefore lacked the skills to present themselves at interview.

Individuals who were long-term unemployed often had extensive CVs including a large number of courses and qualifications that they had been sent on by JobCentre Plus. However, there was often no pattern to the qualifications, and they were often of very little relevance to the type of employment that individuals were seeking.

Interviews and appointments at the Job Centre were reported to interrupt learning, and there was a preference for short courses as long courses could seem daunting. It was difficult to access courses that were outside of JobCentre Plus referrals because of the cost implications, and many courses required GCSEs or equivalent to gain access, which many residents did not have. In addition, for much of the BME community in Werneth, their existing qualifications had been gained abroad and were often not recognised in the UK.

The timing of courses could also be a barrier. Evening courses did not often appeal to older people, who felt unsafe leaving their house in the evening. However, evening courses were sometimes a better fit for people who wanted to fit training around any current daytime employment.

Finally, some jobs required specific documentation, and obtaining them had financial implications which many people seeking work could not afford to fund themselves but were expected to do so. One example of this is the CSCS (Construction Skills Certification Scheme) card, which costs £30.

## **Access to services and service design**

Across the five areas stakeholders identified key challenges in relation to residents accessing services, such as accessing online services and the affordability of local transport services. This was felt to be due to the low levels of IT skills identified across the areas and the cost and level of transport provision available locally.

The design of local services was also identified as a barrier, as residents felt that services did not recognise specific challenges for those aged 50 and over and displayed a tendency to focus employment support towards young people. This was felt to be particularly the case with training courses and apprenticeships. It was therefore suggested that more age appropriate and targeted services be introduced to encourage residents to access services. This was also felt to be useful in avoiding negative perceptions or feelings of intimidation when residents accessed services for the first time.

Residents also noted that when services were aimed at the over 50 age range they tended to 'skip' those who still perceived themselves to be in middle age to deliver activities typically associated with more elderly residents such as bingo, and tea dances. Instead residents advocated for a wider range of age appropriate services to meet the needs of residents approaching retirement.

The workshops also revealed that the majority of residents were keen to see the introduction of a more informal approach to service delivery, with services focused on providing one to one support to help boost skills and individual confidence. Whilst residents were in favour of a one to one approach the addition of a social element within service delivery was also viewed as a potentially powerful incentive, encouraging attendance and reducing social isolation. This was felt to be particularly important as isolation and poor mental health were a common concern across the over 50s in all five areas.

Residents and service providers also felt that service design should be reoriented to focus around the existing assets and skills within individuals and communities. Adopting a positive approach focused around such strengths was viewed as key to improving resident engagement and motivation to access support. This was felt to be particularly relevant for the over 50 age group who are more likely to have a wealth of work and life experiences, which provides an important foundation upon which to build.

The workshops also highlighted the difficulties in accessing certain services due to increasing thresholds as regards an individual's eligibility to access support. As a result, both residents and service providers from across the areas reported challenges in accessing services unless a crisis point was reached, by which point individuals had often experienced significant difficulties affecting both their physical and mental health. As a result, services that were felt to be useful to residents were often felt to be inaccessible.

Indeed, challenges in accessing services and being made aware of the opportunities available locally was a constant challenge which appeared throughout the workshops.

## **Providers struggling to engage residents**

In all areas service providers often have difficulty getting people to attend courses or support unless they are referred in by other services and obliged to attend.

The focus groups revealed a lack of communication between services at both strategic and community level: in many cases the workshop was the first time that local service providers and stakeholders had met and learnt about each other's role and provision. Informing the community about what was available was also challenging. Community networks were typically informal with a focus on social media, and this was typically not the means by which services marketed themselves.

Challenges around engaging residents were often exacerbated by many services having targets around the numbers they needed to engage and support. This meant they could sometimes be unwilling to 'share' residents by referring them to other services, even if these would be more appropriate.

The way in which services were designed and marketed was also felt to be a central consideration,

in order to engage residents. For example, an informal or general drop-in with advisers to provide support was a popular way to engage residents across the workshops as it enabled individuals to access individual support whilst having the opportunity to socialise. A general support session was also viewed positively as a resident's reasons for accessing the support would not be immediately apparent, therefore reducing any stigma around accessing certain services, particularly employment support.

Local identities and cultural backgrounds were also revealed to play an important part in encouraging engagement. In many cases targeting services at particular age ranges, genders or cultural backgrounds was felt to be useful, as residents reported that they would feel more comfortable with people of their own age, and that services would be more likely to reflect their needs.

Across the workshops residents expressed a strong sense of pride in their communities and often rejected the negative reputations attached to the areas studied. In discussions, it was felt that positive language utilising community pride would encourage people to attend sessions, especially if such support was felt to be specific to their local area.

## Identity and culture

There was a strong sense of community spirit in Gorse Hill, Brinnington and Werneth. In these places, there was an emergence of a 'café culture' for the unemployed, or socialising in the pub or through community groups and support services. As discussed in Opting for alternatives to paid work, an informal working culture seems to have developed whereby residents regularly volunteer or attend courses either as an alternative to paid employment or in an attempt to gain paid work. As a result, residents often described spending time in the local library, community café, or volunteering at the local church, and had developed a social network with other residents in long-term unemployment. Whilst such networks provide social connections, it could be considered to help normalise unemployment.

During both the strategic interviews and workshops, service providers and residents alike noted that many people in the over 50 age group were often reluctant to access support and acknowledge that they may need support. This meant a certain proportion of residents would not access support until they were forced to do so by a statutory agency. Pride and dignity were important factors here, with people not wanting to be seen as dependent or as "failing" in some way by needing to access help.

The mandatory support that many were made to access in order to receive benefits was associated with negative perceptions of wider government policy. A number of residents also reported negative experiences of interacting with statutory services, despite local data showing very small numbers of claimants being sanctioned in recent years. The reluctance to engage with JobCentre Plus was in part fuelled by a strong fear of sanctions. Unfortunately, the contested reputation of Job Centres locally therefore means that many residents were

unaware of the types of provision available and in several areas a notable range of services from which they could benefit. In some cases, this reluctance extended to asking for support from community level organisations.

## **Werneth: culture and identity in BME communities**

In Werneth, a high proportion of residents are from BME backgrounds, most notably Pakistani, and reported to be more traditional than Pakistani communities elsewhere in Greater Manchester. There were distinct cultural issues for these residents that meant that paid employment was not seen as appropriate or suitable for many. This was particularly the case for women, who were more likely to be seen as the primary caregivers, either for children or supporting the care of grandchildren.

Because of this, when women did want to seek work they had a lack of formal work experience and lacked confidence. Some roles were not appropriate because of cultural and religious norms. For example, many women would not want to work with men, nor would not be able to take positions that required them to cook certain foods.

However, it is important to note that there is a generational element to this. Women aged 50 and over within these communities are more likely not to want to work due to cultural adherence, and more likely to have missed opportunities for language support. When younger generations reach the 50+ age group the number of individuals not speaking English and adhering to strict cultural norms is likely to be smaller.

## **Self-perception and age**

There were some commonly-held self-perceptions that related to age. For example, when residents became unemployed in their 50s, there was a sense that finding work again would be challenging. Although there is certainly some truth in this, such strongly-held beliefs could in theory be partially self-fulfilling by reducing confidence and motivation around seeking work. Many individuals began to accept their unemployment, although they did not want to be unemployed. The lack of visible, suitable opportunities locally could often add to this, making job hunting seem futile.

It can be considered that many people in the age group favoured more 'traditional' full time roles, and could be reluctant to take part-time work. This appeared more of an issue for men, whereas conversely some women would look for part-time work where they could potentially work full-time.



## Prejudice and discrimination around age

Many individuals felt that ageism was a challenge when it came to finding work. Generally, there was a perception that employers did not feel that it was worth employing older people because they were near to retirement.

Ageism was also felt to be an issue in terms of locally available services and support. For example, it was felt that most services were geared towards younger groups and that the needs of people aged over 50 were sometimes not accommodated.

It was also felt that employers saw older people as less likely to accept low pay and poor working conditions, meaning that they were passed over for younger workers.

## Impact of national policy

There was a significant impact of national policy on the circumstances of those aged over 50. For example, the requirement by JobCentre Plus for individuals to keep formal, online records presented significant barriers. Residents often filled out the wrong form or failed to keep a correct record due to a lack of skills, or personal difficulties. The impact of sanctions were commonly discussed within the workshops, as was the 'bedroom tax'. Both these policies were reported to lead to debt and serious housing issues. New claimants in some localities were put on Universal Credit and reported to be experiencing a number of challenges with this transition such as delayed payments which often led to financial difficulties. Across the workshops residents also described a great variety of experiences regarding the quality of support they received at their local JobCentre Plus. Some residents described negative experiences where they felt that they were being given conflicting advice by different staff, which in turn often conflicted with advice from other services. Residents also reported experiences where they were not made aware of certain support that they were eligible to claim. Consistent and good quality support was felt to be difficult to achieve as residents described seeing different advisers each time they accessed support.

However, across the workshops, other residents also identified positive experiences associated with particular JobCentre Plus staff, who had gained a reputation for being helpful and supportive. Residents reported making an effort to request to see such individuals, which would suggest that the development of consistent relationships plays a crucial element in ensuring effective advice and support.

National policy decisions implemented by local Job Centres were also found to have impacted differentially on over 50s working flexible time. For example, hours worked needed to be reported on a weekly basis, meaning that in a single week a resident could pass a threshold limit for hours meaning they got a smaller benefit payment, even if over the course of a month they were under this threshold.

As previously identified in this report, challenges in health were particularly prominent in this age group. Changes in Employment and Support Allowance (ESA) meant that some people who had previously been receiving benefits due to long-term illness were now deemed fit to work. The upheaval associated with transitioning into employment was itself reported to lead to mental health issues.

The impact of austerity was apparent in all localities, with many services that supported the over 50 population to improve skills, personal wellbeing and social networks being drastically reduced or cut entirely. One example of this was in Werneth, where cuts in funding for ESOL courses had reduced the opportunity for much of the population to improve their English (Dept for Business, Innovation and Skills, 2011). An Equality Impact study conducted by the government previously indicated that this was more likely to impact on women, who were more likely to enrol in ESOL (68.1% nationally in 2009/10), and were less likely to be able to participate in society if they could not learn English. Qualitative findings in Werneth correlated with this report.

# Summary of locality findings

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The following five report sections (Sections 6 to 10) present findings specific to each of the five localities. Each of the five sections gives an overview of each locality in turn and the existing assets and challenges identified within the locality, before presenting potential solutions that were devised during co-design workshops to address these. Each of these proposals is explored in more detail in the following report sections. Each proposal for each locality is arranged according to subheadings. There is some variation in subheadings dependent on the details for each proposal, but in general each proposal is arranged in the following manner:

- Overview of idea
- Why the idea is important
- Location where proposed idea will be based
- Existing assets the idea builds on
- Lead partner and other partners
- Required buy-in
- Frequency and timescale
- Engagement and marketing
- Funding
- Whether the idea is specific to the locality or applicable across GM

Table 1 below presents a summary of the co-designed proposals emerging from each locality, and whether the idea is immediately applicable across GM, or specific to the area. The ideas presented below are initial proposals as opposed to fully scoped options – further work is required to assess and develop these initial ideas. The Centre for Ageing Better is working with each local area to explore the feasibility of implementing the proposed approaches and the application of the research findings to wider existing and future service provision within each area.

Locality	Name	Description	Area specific or GM
Eccles	Engaging employers to do more to recruit and support older workers	To develop a number of local business champions to advocate accessible recruitment practices and working environments. Champions would be supported through the development of case studies promoting good practice and its benefits.	GM

	Improving awareness and integration of local services	An online database listing services and activities with an option for local organisations to log on to a more complex system, with greater detail. This will also provide them with the opportunity to update information. This online information should be hosted separately from existing DWP and local authority sites.	Eccles
	Encouraging a sharing economy in Eccles	An online platform to be created, which matches local people's skills or knowledge to demand from local businesses, organisations and individuals. This could include a mentoring scheme, which would involve over 50s providing advice or support to others, and an accreditation scheme to validate people's experience and guarantee the quality of services on offer. This scheme could run across Salford to increase the opportunities available	GM
Brinnington	Skills hub and training centre in partnership with Stockport College	The creation of a skills hub to trial less restrictive entry requirements, and a new more flexible course offer attuned to the needs of the over 50s. This would increase opportunities for residents and encourage them to access training in greater numbers.	Brinnington
	Qualification and document fund	A dedicated fund to support residents to access funding for courses and documentation such as passports, driving licences and DBS checks. The fund would be funded and monitored by a local partnership and delivered via the Credit Union.	GM
Bickershaw	Resident Engagement Strategy	An active strategy for engaging residents with local services and in their community needs to be developed. This will increase the likelihood of residents receiving appropriate support to address their health, employment and wider needs.	Bickershaw
	Increasing the provision of services in Bickershaw	An exploration of existing funding streams such as The Deal for Communities Investment Fund should be used to invest in new services or groups in Bickershaw that will contribute towards tackling the range of issues associated with worklessness and insecure work.	Bickershaw

	Increasing local transport links between Bickershaw and the wider area	The introduction of more frequent bus services that can connect residents to the wider area to improve access to services and employment opportunities.	GM
Werneth	A pilot partnership working and co-location employment support hub	A central hub from which partners deliver services, and share knowledge and resources.	GM
	Testing the effectiveness of fast-tracked health support to enable people over 50 to return to work as soon as possible	A trial of the effectiveness of fast-track health referrals for individuals with sick notes could be run in the Werneth area where it appeared to be common for residents to get signed off work for health reasons.	Werneth
	Enabling older residents to better access micro-funding and enterprise development support	A campaign to raise the accessibility and awareness of microfunding to support self-employment in Werneth.	Werneth
Gorse Hill	Community information hub	'One-stop-shop' community hub at the Methodist Church. This was envisaged to be a place where people could find out what provision was available across Trafford, as well as somewhere where people could get direct support.	Gorse Hill
	Funding for business-related courses	Specific funding provision for formal courses that would allow individuals to pursue business ideas.	GM
	Engaging with employers to simplify job descriptions	Working with employers to reduce jargon in advertised job descriptions, thus making it clearer to those seeking work whether they fit the criteria.	GM

Table 1: Summary of co-designed proposals for each locality

# Eccles, Salford

Despite support from organisations including Healthwatch Salford, we struggled to engage Eccles residents for both the focus group and workshop. We were more successful in engaging stakeholders in the research, and were able to get the views of a range of Voluntary and Community Sector (VCS) organisations as well as business, local authority and DWP representatives. The co-designed proposals therefore will not wholly represent solutions to the range of issues faced by Eccles residents. However, we did speak to a range of groups including carers, disabled people and migrants.

## About Eccles

### Key statistics on Eccles

- There are 7,531 working-age residents in Eccles.
- A higher proportion of residents are aged 45+ in Eccles (20.9%), compared to the Salford and GM averages.
- 5.6% of working age females are unemployed, lower than the Salford average and consistent with the GM average. 8.9% of males are unemployed, which is lower than the Salford average, but higher than the GM average.
- 7.9% of economically inactive working age residents in Eccles are long-term sick, significantly lower than the Salford and GM averages.



Figure 3: Eccles ward

Figure 3 above shows the Eccles area. Eccles itself is split into different communities, such as Barton and Winton, and many residents identify themselves as coming from these more specific areas rather than Eccles itself. Eccles sits between several other areas in the Salford local authority area, including Salford, Irlam and Worseley, and therefore there is a sense that it is in some ways a route to these places.

There are many high-rise flats and terraced houses around the centre of Eccles, with much of the social housing run by City West. Around the centre of Eccles there is a large supermarket, which is busy and well-used by the community, and contains a café, which includes a noticeboard. This was one of the busiest places during our visits.

Eccles is well connected, with a tram line running through the centre with links into central Manchester. As the area is a transit hub there is a concentration of services including Media City and other major business areas. The centre of Eccles is densely populated as there are a number of high rises, which is different to other areas of the ward, and there are also several affordable shops.

There are a large number of agencies and charities visible in Eccles, including Salford CVS, Eccles Gateway (a hub with doctors' practice, library, advice desks and community rooms), City West Housing, Age UK Salford and JobCentre Plus. Smaller agencies include Rainbow Community Rooms, Yemeni Community Centre and the Castle Community Centre. There is also a centrally based mosque.

## Local challenges

Several challenges were identified in Eccles, and it is important that any future interventions are aware of these in order to counteract or minimise their impact. Firstly, there appeared to be a café culture for older unemployed residents, which was also apparent in other spaces such as pubs and hairdressers. Although this can be viewed as normalising unemployment, the existence of these informal networks could be used to engage residents as they may provide casual, but important, social networks that are a useful source of support. This is noteworthy because the research demonstrated the challenges local organisations faced in engaging residents. Despite the wealth of local agencies, residents reported being unaware of relevant local support options. They explained it was often difficult to find the right staff member once they had done this, which was time-consuming and stressful. There was also perceived to be a lack of support for people who would want to start up a business, which was a significant gap as it became clear that residents wanted to or were expected to take risks without any good quality support of safety-net to fall back on. David's case study below is a good example of this issue.

Mental health and physical disability were highlighted as the biggest health issues locally, and were arguably more prominent, or at least more of a concern, than in the other localities. In addition, for residents living further away from the town centre, in areas such as Winton and

Barton, tram connections were not as accessible and the cost of transport was considered a challenge.

After the recession in 2008 many local employers made staff redundant and the impacts of this are still apparent. Furthermore, the shift from manual labour to a service economy has meant that many residents do not have the necessary skills and have not retrained appropriately. The challenges around caring jobs identified across all localities were particularly prominent in Eccles. There is a lot of insecure employment amongst residents, with several people reporting that they were unfairly dismissed from roles including as cleaners, nursery staff and carers. In such sectors, there have also been examples of residents being required to complete training outside of working hours.

Lastly, most job opportunities in Media City were viewed as inaccessible to local older residents, or alternatively entry-level with little chance of progression. The only immediate impact on residents was reported to be an increase in house prices. Linked to this, there was a sense that there were a large number of low paid jobs and very well paid jobs, with little 'middle ground' opportunities linking these.

## Existing assets

In Eccles several local assets, both physical and social, were identified, which could act as key elements of an initiative to support over 50s experiencing worklessness and insecure work. For example, discussions with residents revealed a strong sense of local identity and pride, which can be built upon when designing and delivering support. Furthermore, as described earlier, there are numerous agencies and charities centred in Eccles and the level of provision is comparatively good compared to other areas, particularly for health services. There are also good transport connections via the tramline, hence residents who participated in the research had experience of working across the wider Salford and/or Greater Manchester area, or were often willing to do this.

While it may be challenging for local people to gain employment with some of the major businesses based in the area, forging greater connections is still an opportunity. For example, The Royal Horticultural Society's Bridgewater development, a 62-hectare garden which will be opening in 2019, was seen as a major opportunity to shape an employment strategy in the early stages.

Lastly, residents expressed a desire to re-establish the 'market-place' feel of Eccles, where people sold their products to fellow local residents via small stalls.



## Case study - David

David is 54 years old and has been out of work for 18 months after being made redundant from his job as a Records Management Assistant (due to the closure of the department). Previously David taught for 20 years at a local school, but a couple of years ago he decided to transition to archives and record management. In his spare time David puts his skills to good use volunteering for a local history society, whilst continuing to look for work.

David has struggled and failed to gain employment since his redundancy, despite applying for numerous jobs, registering with lots of recruitment agencies and gaining a number of interviews.

Whilst continuing to search for employment David reports experiencing discrimination in the recruitment process, but feels that this is under-reported because there is no benefit in complaining. David felt that he was not put forward for certain opportunities as a direct result of his age. Due to a lack of employment opportunities David often has to apply for lower level positions, and feels that both his age and professional experience count against him as he is often perceived with suspicion and as lacking ambition. For example, "they think 'what does he want to do a job like this for?' or they think I might be too much trouble or challenging. I also think that they think I should be able to get a better job than this at my age and perceive that I'm lazy."

However, David felt that he had received positive support from local services including the Job Centre, who recognised the difficulties he experiences in accessing employment. Through the Job Centre David had enrolled on a self-employment training course run by a local social enterprise. However, when he attended the course he found that the funding had been cut. Despite this, the enterprise agreed to continue the course free of charge. David felt that the support he received on this course was "**brilliant**", "**very relevant**" and with great follow up support. As a result of this course David was able to pursue a number of opportunities which unfortunately did not come to fruition. David also registered for New Enterprise Allowance and attended a business start-up course, but reported a less positive experience with this course.

Over the last year, David has been able to gain a few temporary roles but is increasingly caring for his elderly parents. As a result, whilst he is still looking for work, David is concentrating on looking after his parents, and doing voluntary work which he can work around his caring responsibilities.

# Moving forward in Eccles

Below are the key ideas emerging from the Eccles co-design workshops. In summary, these proposals are:

- Engaging employers to do more to recruit and support older workers
- Improving awareness of and integration of local services
- Encouraging a sharing economy in Eccles.

## Engaging employers to do more to recruit and support older workers

The co-design workshop identified that more could be done in Eccles to engage local employers to do more to diversify their workforce and support older people in the workplace through improved communication and education, so that they learn about and recognise the importance and value of this.

### *Why this is important*

Despite an increasingly ageing workforce, there was a perception amongst Eccles residents that employers discriminated against older applicants and were unwilling to give older people a chance. It was also felt that unless you had very recent and relevant experience, your application would get ignored. Issues around a lack of up to date documentation to back-up residents' formal or informal experience were also common. In addition, there were examples of residents being unable to find part-time or flexible work that was suitable for their caring responsibilities and/or health needs.

If local employers were more proactive and supportive of recruiting older residents, through for example offering more flexible vacancies, this would increase opportunities for local residents over the age of 50, and make older residents more willing to apply for a wider range of roles. Furthermore, if more support was provided in the workplace there would be less chance of people leaving employment because of additional needs.

### *What should be done*

There were two main ideas of how to raise awareness and engage employers:

- Using case studies to advertise good practice and success amongst local businesses who have recruited and retained older local residents.
- Having local business champions who advocate recruitment practices that are accessible to older residents and workplace support that is suitable for older staff members.

### *Location*

The case studies should be advertised throughout Eccles and the wider Salford area, and the business champions could potentially be based across a range of wards in Salford, including Eccles. It would be interesting to pilot this in Eccles because of the concentration of services. Furthermore there is potential to link the busy Eccles town centre to this, through an advertising campaign around local employment.

It was felt that having leaders to promote this agenda was key, but that such individuals would be challenging to find due to the commitment required. In order to overcome this, there needs to be tangible benefits to taking on the role, which could include incentives, providing training or introducing an award to recognise the work done. The chance to network with local businesses should also be emphasised.

### *Existing assets this could build on*

As mentioned above, there is a strong sense of identity and pride amongst Eccles residents and this could be built upon when engaging local employers in the value of recruiting and supporting older residents. There are also large local employers that can be targeted including Salford Royal Hospital, the new RHS development and those businesses located at Media City.

One gap appears to be that there are not obvious business leaders that could be encouraged to champion this agenda. This points to the need to build relationships with local employer networks such as the Salford Business Group, to identify relevant individuals.

### *Partners*

The local Chamber of Commerce, Federation of Small Businesses and Business Growth Hub networks were identified as useful mechanisms to disperse such information and raise awareness. Please note that none of these organisations have been engaged to date.

### *Necessary buy-in*

It was felt that it was important to get the message out to larger employers, who not only have a bigger workforce and greater recruitment need, but who also have the ability to influence the behaviour of their supply chain.

Linked to this there is also an opportunity to shape jobs within large-scale investments. For example, Section 106 could be an important mechanism to use, whereby additional agreements are made with the local authority to guarantee planning permission.

In addition, promoting the Salford Employer Charter was also suggested as a means to engage employers with good employment practices that would benefit older residents. The charter

aims to raise employment standards for employees and businesses across the city and promotes employing local disadvantaged residents. It also provides acknowledgement and publicity for those organisations that do sign up, through accreditation and website and press coverage.

Therefore, it will be necessary to get support to promote this agenda from Salford City Council, who lead on the Salford Employment Charter, as the local authority has links with local businesses, and could use their networks and resources to influence practices.

### *Frequency and timescale*

There would need to be a lead-in period where work is done to identify potential business champions and provide suitable advice and guidance to enable them to complete the role in question.

It is important to get a range of case studies of older employees with differing characteristics, working across several sectors, to make them as relatable and wide-reaching as possible.

### *Engagement and marketing*

The case studies should be dispersed through a range of channels, including online, local press and advertising in the Eccles and wider Salford area. They could also be advertised and discussed at local business networking events.

An idea could be creating designated branding that is used across local businesses (for example through stickers for shop windows) as this would also increase public engagement with businesses that are invested in the community.

### *Funding*

Funding for this idea was not explicitly discussed at the workshop. Budget would be needed for administration and promotion costs with support from partners. A potential means to reduce cost would be asking business champions to help with promoting and hosting events on this issue, or to find free venues locally.

## Is this idea specific to Eccles?

The need to engage employers with recruiting and supporting older people is applicable across Greater Manchester, and the United Kingdom more widely. This is an idea that can be implemented anywhere.

However, there are specific opportunities in Salford that act as enablers to this, including the Salford Employer Charter, because this is an established means of accreditation for local employers who implement good working practices and ways to promote such organisations. Coordination with DWP's Fuller Working Lives strategy and local DWP older workers' champions would also be beneficial.

Efforts also need to be made across GM more widely to engage recruitment agencies with this agenda. This is because they play a significant role in the labour market and are perceived by residents in several localities to discriminate against older workers, or individuals from particular areas. The Salford Charter should therefore be expanded to recruitment agencies.

## Improving awareness and integration of local services

To improve the integration of local services and to raise awareness of the plethora of support that is available in Eccles and the wider Salford area, it was suggested that more could be done to map local provision and share information amongst organisations.

### *Why this is important*

There appeared to be a range of available support in Eccles, especially when compared to the other areas, but residents who took part in the research and workshops had little or no knowledge of many organisations. Similarly, local organisations that provided employment or health support in Eccles often had limited or no knowledge of one another, leading to concerns over duplication of provision as well as their inability to refer residents on when they could not support them appropriately.

As with all the areas in this study, Eccles residents often faced multiple and complex barriers that prevented them from entering and sustaining employment. To overcome a multitude of issues, it was agreed that such individuals will require a range of support that may not be possible for one organisation alone to provide. Hence, integration of services was viewed as critical to enable residents to access the most appropriate support for them.

Better communication and integration will also help to ensure that local residents are aware of available support, encourage local organisations to better work together to support Eccles residents, and potentially increase the effective allocation of resources; something that is important in the context of funding cuts.

### *Location*

This idea is specific to Eccles and would require services and support options in the area to be identified and work together more efficiently and effectively.

Services and activities should be listed on an online database, and there should be an option for local organisations to log on to a more complex system, with greater detail. This will also provide them with the opportunity to update information. This online information should be hosted separately from existing DWP and local authority sites.

### *Lead organisation*

There was agreement that mapping provision would require an individual, group or organisation to lead the initiative and then coordinate the process effectively. There needs to be an agreed timeframe for updating the database that local services can meet.

Another suggestion was that a lead organisation or partnership could be responsible for a case management process that ensures signposting is followed through, and to create an effective handover to and between services.

However, in both cases, a lead partner has not yet been identified.

### *Existing assets to build on*

It was recognised that mapping provision or having a database of local services was something that would require regular maintenance, due to the complex and wide ranging nature of provision and ever-changing support landscape. However, there are several exercises that can be built upon. This includes work to map provision in Salford that has been undertaken by Salford City Council, which identified over 4,000 organisations; the Greater Manchester Working Well programme; and the research completed for this project and report.

The café culture within Eccles should also be built upon to conduct outreach activities to engage residents with available services and support.

### *Necessary buy-in*

In order to map provision effectively and better integrate services in Eccles there would need to be buy-in with this process from the range of organisations who deliver support in the

area. Examples include Motiv8, Healthwatch Salford, Age UK Salford, Salford Unemployed & Community Resource Centre, City West Housing and Salford CVS. Such organisations would have to be willing to share information about things such as their caseload of clients, resourcing and support offer. Furthermore, if data sharing agreements could be put in place, sharing assessment information and action plans for local residents who require support from more than one organisation would prevent fatigue with the assessment process, help to streamline the support they receive and avoid duplication of resources.

### *Frequency and timescale*

Mapping provision is time-intensive, and if this is carried out, looking at what has been done elsewhere would be helpful to give a sense of time and resource required. Workshop attendees were unsure of the timescale and frequency of such activities, but agreed that any provision mapping would have to be regularly updated to be relevant to the ever-changing VCS landscape and funding environment.

### *Marketing and engagement*

Efforts to map provision need to be widely advertised to capture as many services, activities and support options as possible. Thereafter, the information on available services needs to be accessible to Eccles residents. Limiting it to an online database risks excluding older people, and so collated information could also be included in a leaflet and distributed in places such as GP surgeries and local shops.

### *Funding*

Funding to support processes that can map provision and promote integrated services was not discussed during the workshop.

## **Is this idea specific to Eccles?**

This idea could be applied in other localities. However, there is a good start point in Eccles given the mapping work that has already taken place.

# Encouraging a sharing economy in Eccles

Creating a sharing economy in Eccles, whereby resources or services are shared between residents, either for free or for a fee, would open up the jobs market to older residents and enable them to share the range of assets, skills and abilities that they possess. A good means of sharing such resources and information is an online platform.

## *Why this is important*

The workshops found that older people in Eccles have a range of skills and specialisms that have been built up over a number of years, but which they are unable to benefit from. There are several reasons for this including:

- Skill-sets not matching the current nature of the jobs market
- Residents had not received adequate support to become self-employed so that they could use their skills to create a profitable business
- Not having formal skills accreditation
- Individuals not recognising the potential or value of their own abilities.

In addition, residents also reported issues with transport, which prevented them from being able to apply for certain jobs that were not local, and in some cases, accept self-employment opportunities because travelling would result in them losing rather than earning money. Therefore, creating a sharing economy whereby such skills and resources can be shared in a professional manner through online and community programmes could allow people to remain in Eccles or participate in car-sharing.

Although mentoring schemes are common, the potential of having a mentoring scheme with older people did not appear to have been explored before in Salford or Greater Manchester. This would enable such individuals to gain new skills, share their knowledge and meet new people.

## *What should be done*

Creation of an online platform that includes a mentoring scheme for older residents, which would involve people over 45 receiving accredited training to mentor other local residents, or having the opportunity to be mentored by someone from a local business and which matches local people's skills or assets to a demand for this in Eccles for a fee.

## *Location*

Having a mentoring scheme and skills match services across the Salford area, rather than just in Eccles, would provide more opportunities and increase the likelihood of recruiting suitable mentors and mentees. Alternatively, this idea could be trialled in Eccles before being rolled out more widely.



### *Existing assets to build on*

This model builds on the existing assets of Eccles residents.

Areas covered within the mentoring should consider the local labour market and what skills or jobs are in demand.

### *Lead organisation / coordinator*

As mentoring schemes are being run in Salford by organisations such as Salford Foundation, it was suggested that the proposal could supplement these schemes.

Salford Foundation also run a TimeBank, but this is not delivered in the Eccles area. This could be expanded and partnerships should be further developed with other local organisations, facilitated by local authority. Organisations such as the CVS, who have a large reach in the area, could then refer in to the programme.

### *Other partners*

Support from local businesses would be helpful in identifying employers that could mentor older residents. The website should also provide a means for employers to find people with particular skills that could benefit their business. For example, providing equality and diversity training, or being able to complete administration support.

### *Required buy-in*

Additional buy-in from local VCS services and JobCentre Plus would also be helpful in advertising the scheme.

### *Funding*

It was suggested that the mentoring scheme could include financial incentives to professionalise it, and encourage engagement, but this would require additional funding.

The TimeBank model is less focused on finances because time is seen as money – but expanding this into the Eccles area and advertising it would require some funding.

### *Frequency and timescale*

This idea could be piloted in Eccles or Salford to demonstrate its benefit, before potentially being rolled out more widely across GM.

### *Marketing and engagement*

The website should be advertised as widely as possible to increase engagement, this includes throughout Eccles town centre, due to its busy nature, and on a range of other online platforms.

## **Is this idea specific to Eccles?**

The notion of a sharing economy is applicable across the communities of Greater Manchester.

# Brinnington, Stockport

Residents and stakeholders across Brinnington were relatively easy to engage, and as a result the area had the highest turnout in overall numbers. Whilst engagement was not without its challenges, the co-location of services within First House and Brinnington centre provided an extremely useful entry point through which to engage with residents. Residents appeared to be familiar with the services available in their area and had relationships with staff and so a large proportion of attendees heard about the session via word of mouth.

Across both sessions we engaged with a range of individuals including carers, disabled people, people experiencing physical and mental ill health and those experiencing long-term unemployment.

## About Brinnington

### Key statistics on Brinnington

- There are 10,041 working-age residents in Brinnington.
- A slightly lower proportion of residents are aged 45-59 in Brinnington (19.4%), compared to the Stockport average (20.8%) but higher than GM (18.7%).
- 12.1% of working age females are unemployed, higher than the Stockport average of 4.5% and GM average of 5.7%
- 19.7% of males are unemployed, which is higher than the Stockport average (5.1%), and higher than the GM average of 7.3%.

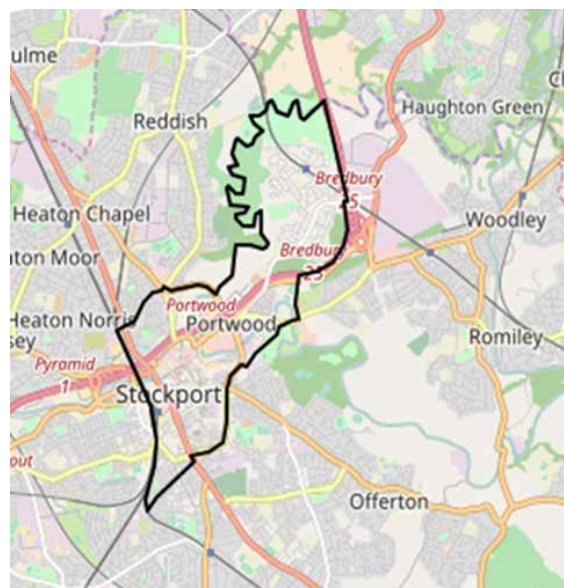


Figure 4: Brinnington ward

Brinnington is isolated from the rest of Stockport by the motorway. It is viewed locally as having a distinct identity; in part due to its historical development as a post-war housing estate, and because of the location of its own small shopping centre and local train station. The Brinnington area is dominated by a large housing estate with mixed housing stock comprised of a combination of high rise flats, terraced properties and large estates. Brinnington is one of the most deprived wards in Stockport. Social isolation is also considered to be a particular challenge locally with residents.

However, whilst Brinnington continues to experience high levels of deprivation, the area is relatively well served due to the number of services based within the locality. For example, First House which was opened in 2013, now provides a 'one-stop shop' community centre which includes a café, library, a local food bank and acts as a base for organisations and services including Stockport Homes, and Stockport Council's Neighbourhood and Inclusion Service. The area immediately surrounding First House is home to a number of community Churches such as St Luke's Church and Brinnington Community Church, the local Pharmacy and GP Surgery, Brinnington Labour Club, and Brinnington Youth Centre. Consequently, a large proportion of local activity is concentrated in and around the vicinity of First House and the centre of Brinnington.

Brinnington is also home to a small number of local shops, such as off licences, corner/small supermarket shops or fast food restaurants. The nearest major shopping area is Stockport town centre, which is regularly accessible by bus, although the price of travel often presents a barrier for local residents.

## Local challenges

Brinnington faces a number of challenges in common with other areas such as Eccles, including high levels of disability and health issues within the resident populations, which become particularly prevalent with the over 50 age group. As mentioned previously, social isolation was identified by residents as a particular issue within the older population, as despite Brinnington being relatively well served as regards community activity, there are limited initiatives for those aged between 45 and retirement age.

Whilst residents have access to a number of support services, both residents and service providers reported low levels of attendance and poor engagement with employment-related services. Older residents in particular were felt to be reluctant to engage due to issues such as poor mental health, low confidence and general mistrust of statutory services. However, certain services such as Stockport Homes were well attended and well regarded within the community, as services were delivered by a trusted local partner who had developed close relationships with residents. Residents also viewed Brinnington Community Church positively and praised its recent IT support course, however unfortunately this is no longer funded.

Access to local employment opportunities for residents over 50 were considered limited, by both residents and stakeholders alike. This is because jobs tended to be concentrated in manual occupations, health and social care, or in call centres. All these opportunities required a level of fitness and IT skills, which was likely to be absent within the over 50 age group. Brinnington residents expressed a strong preference for local employment within the Brinnington area as although transport was regular, transport costs were considered to be prohibitive for residents, the majority of whom are on low incomes. This presents a particular challenge for residents wishing to access employment further afield.

The workshops also highlighted a more subtle challenge with participants expressing a general perception that applications from Brinnington residents were viewed more negatively or dismissed due to a negative perception of the local area.

## Case study - James

James is 47 years old and has lived in or near Brinnington for most of his adult life. James is a qualified chef and previously worked in the catering industry after leaving the army. However, since the early 2000s James has been unable to work due to a succession of caring responsibilities for his elderly grandparents, mother, sister and his current partner, who suffers from a severe form of osteoporosis and requires 24 hour care.

James also suffers from ill health himself and is a diabetic. Whilst caring for his sister, who suffered from cancer, James developed a very negative experience of wider health services and felt he was denied caring support for his sister "as they said it wasn't serious enough." Other than claiming benefits, James chooses not to engage with wider formal services as a result of his experiences, and considers himself to be retired.

James volunteers and participates at the Brinnington Art Group which supports residents to learn new skills, and provides therapeutic support for residents experiencing mental health issues and/or isolation.

## Existing assets

Despite the challenges above, Brinnington possesses a number of relevant assets and opportunities that have the potential to play an important role in supporting older residents to access employment. As discussed previously Brinnington is home to large number of services and community groups in close proximity to each other, which has created a critical mass of partners. This presents the unusual opportunity for services to go beyond co-location to develop new joint initiatives, share best practice and reduce the risk of service duplication.

The close location and working relationships between services also creates a wide network of local service users, which providers can utilise to 'piggy-back' and advertise multiple initiatives.

As discussed previously the strong sense of identity within Brinnington represents a particular asset, which can be utilised to help pitch or brand future local initiatives, and help to generate a sense of pride or loyalty in connection with projects. For example, the area already has a popular community newsletter called "Your Brinnington" and various Brinnington-focused social media platforms which present an opportunity to advertise initiatives.

Residents also regularly described examples of mutual support networks, and acts of neighbourliness, whether this was being able to receive support and advice from people they knew or getting shopping for a neighbour. This sense of neighbourliness and civic behaviour can also be seen within the area's active volunteering community, which presents an important asset that could potentially support the development and/or delivery of future initiatives.

Whilst Brinnington is isolated from the rest of Stockport its close proximity to a local industrial estate provides an opportunity for local employment. However, local employment support services have tried to connect with employers in the estate, but have found that they prefer to use recruitment agencies. These 'middle men' were perceived by residents and stakeholders alike to discriminate due to age, the local reputation of Brinnington and the rigid requirements in the application process.

## **Moving forward in Brinnington**

Below are ideas emerging from the co-design workshop. In summary, these proposals are:

- A skills hub and training centre in partnership with Stockport College
- A qualification and documentation fund

### **Creation of skills hub and training centre in partnership with Stockport College**

The co-design workshop identified that more could be done in Brinnington to support local residents to access skills support and training. During discussion the idea of piloting a new way to access a broader range of courses at First House was developed with enthusiasm from both stakeholders and residents.

#### *Why this is important*

Despite an increasingly ageing workforce, there was a perception amongst Brinnington residents that once they reached a certain age their skills were devalued or no longer relevant. Residents also felt that the lack of recognition regarding their skills led to the local training offer being

focused around basic skills rather than more varied to intermediate courses to match their needs. Many residents also reported facing barriers such as course affordability, entry requirements, and the timing and length of courses. Residents with caring responsibilities or health issues often found it hard to find short term courses which ran during the day, while others reported feeling intimidated when accessing courses as the course demographic tended to be aimed at younger people.

If Stockport College and other employment support providers partnered with local stakeholders to trial less restrictive entry requirements, and a new more flexible course offer attuned to the needs of the over 50s, this would increase opportunities for local residents and encourage them to access training in greater numbers.

### *Location*

Training courses that are tailored for this age group could be delivered at locations such as Brinnington First House and Stockport College, where there are already the necessary facilities, such as computers. Furthermore, residents are familiar with both the college and First House so will be more willing to attend.

### *Organisational structure and funding*

During the workshop, it was suggested that key local partners such as Stockport Homes, JobCentre Plus, Motiv8, Stockport Council, key local employers and Stockport College should come together to form a working partnership. It was proposed that each member would contribute to the development of courses aimed at the key skill needs within Brinnington's local economy and residents aged 45 and over. Stockport College was identified as a potential delivery partner with the working group, due to its role as the largest adult education provider within the borough.

### *Existing assets to build on*

Partners such as Stockport College, Stockport Homes and other local skills providers already offer a wide range of courses across the Stockport area. The majority, excluding the local college, already have a strong presence within Brinnington, which provides a strong foundation upon which to build. The concentration of services and existing skills provision provides any potential partnership with the opportunity to share good practice, co-ordinate and flex its existing offer in line with resident feedback.

The strong local knowledge of partners and the existence of a local hub at First House also provides an opportunity to connect with residents to support the development of shorter, flexible courses designed to meet both the skill and employment needs locally. Interestingly, whilst residents expressed the desire for courses tailored to their age range, they were also interested in exploring how courses could make use of residents' existing skills to work with younger generations, through an internal course component focused around mentoring.

### *Other partners*

Whilst local stakeholders have specialist skills knowledge and expertise, it is equally important that residents and VCS organisations are able to share their experiences and local knowledge. This will increase the likelihood that the new or amended courses will be able to better reflect the needs of people over 40. Involving residents is also essential to ensure local buy-in, thereby increasing the likelihood of a good level of attendance at the courses.

### *Required buy-in*

The establishment of a core partnership of key organisations and employers from across both Stockport and Brinnington will be particularly helpful in establishing strategic buy-in. It is particularly crucial that employers recognise and understand the new or adapted courses, and that the skills of older workers are properly valued.

### *Frequency and timescale*

The partnership is a long-term initiative, as the development of new or amended courses is likely to take at least 18 months from planning stages, before they are ready to receive students. It is also likely to take time to form the partnership and manage the logistics of delivering certain courses within First House.

## **Is this idea specific to Brinnington?**

The pilot is specific to Brinnington during its development and monitoring phase as Brinnington has an unusual concentration of services, and a well-attended community hub from which to test the idea. However, the challenges faced by people over 40 are not unique to Brinnington or indeed Stockport and were raised across all five areas to varying degrees. The Brinnington skills pilot therefore presents an opportunity to trial residents, public services, educational institutions and employers working together to tailor the local training and adult education offer.



## Qualification and document fund

The co-design workshop identified that more could be done in Brinnington to support local residents to access funding for courses and documentation such as passports, driving licences and DBS checks; as these were often required by employers to prove identity and ensure that individuals are suitable for the role.

### *Why this is important*

Residents who were actively looking for work reported that they were unable to access certain courses due to the payment required upfront. This was a particular problem for residents who needed to upskill/refresh existing professional qualifications such as City and Guild's certificates. However, this also applied to lower level courses as even a payment of £50 was unaffordable for the majority of residents interviewed.

Whilst certain local stakeholders provide emergency funding for such qualifications, this tended to be on a one-off basis and was not easily available or widely advertised. Indeed, previous funds had recently been discontinued before the workshop had taken place. Residents were confronted with the same challenge when attempting to apply for identification documents in order to apply for jobs, and in many cases this prevented them from being able to access employment.

### *What should be done*

During the workshop residents and stakeholders developed the idea of a pilot fund whereby residents could apply to access funding for courses. This would be a one stop shop, which would provide residents with a single access point rather than requiring them to navigate a complex range of support options.

### *Location*

Residents would access the fund at First House due to its central location, popular reputation and its role as a central services hub which hosts a number of organisations such as the Credit Union.

### *Funding*

As the fund would require a reasonable level of start-up capital, it was felt that no single partner would be able to manage this commitment, and it was instead suggested that a partnership of local stakeholders and employers should be formed, or funding be secured from an external source.

In a partnership, each partner would contribute a proportion of the project's funding, which could be managed by the Credit Union, a well-established organisation that is experienced in delivering financial services, including loans, to residents.

### *Existing assets to build on*

There is a clear need to support residents to access training, and Brinnington is well served through its service hub within First House. Residents appear to hold potential partners such as Stockport Homes and the Credit Union in high regard, and a large number of residents access these services.

### *Other partners*

Brinnington has a number of community-based projects and organisations who, in addition to the suggested partners above, provide an important network through which to engage residents.

### *Required buy-in*

In order for the fund to be successful and be able to provide a range of payment options it will require buy-in from potential partners and local employers to help raise funding. Local employers should be targeted in particular, with the council assisting in facilitating conversations. The narrative surrounding the fund should also be linked to the development of the skills hub as an important element in supporting the pilot. A suggested framing would present the fund as a joint initiative between business and public services to ensure that residents' skills are able to meet employer demand and they have the necessary documentation to enter work successfully.

An additional promotional campaign targeting residents under the Credit Union branding, with referrals from other services will also be needed. This would include physical posters, articles in newsletters and posts on social media.

### *Frequency and timescale*

The development of both the financial, legal and partnership arrangements in relation to the fund are likely to take a significant amount of time. As a result, we would estimate an 18-month development phase with a further delivery pilot of one year. This would correspond with the development of the skills hub, and would allow residents to access some of the paid courses likely to be on offer. If successful, the fund could become a permanent resource.

## **Is this idea specific to Brinnington?**

The pilot is specific to Brinnington during its development and monitoring phase as Brinnington has an unusual concentration of services, and a well-attended community hub from which to test the idea. However, the challenges faced by the 45-65 age group are not unique to this age group, Brinnington or indeed Stockport and were raised across all five areas to varying degrees. For example, the financial commitment involved in accessing qualifications or identification documents are likely to be faced by any individual on a low income.

# Bickershaw, Wigan

Bickershaw was the most challenging area in which to engage residents during this project. The main reason was because there was very limited infrastructure in the area to identify suitable residents and through which to advertise the research. Stakeholder engagement was also limited, partly because of the low number of services available. Another issue that became apparent was that wider services in Wigan rarely delivered support in Bickershaw itself; staff therefore had limited knowledge of issues specific to the area. Furthermore, support for people aged over 50 appeared to be a small part of a much bigger agenda for the majority of organisations involved.

## About Bickershaw

### Key statistics on Abram ward

- 9,846 residents in Abram are of working-age
- 3.7% of working-age males and 2.7% of working-age females are claiming out of work benefits, slightly higher percentages than across Wigan and GM.
- 21.2% of males and 31.8% of females are economically inactive in Abram, which is a higher proportion than across Wigan and GM.
- 8.6% of working-age Abram residents who are economically inactive are classified as long-term sick, lower than across Wigan and GM.

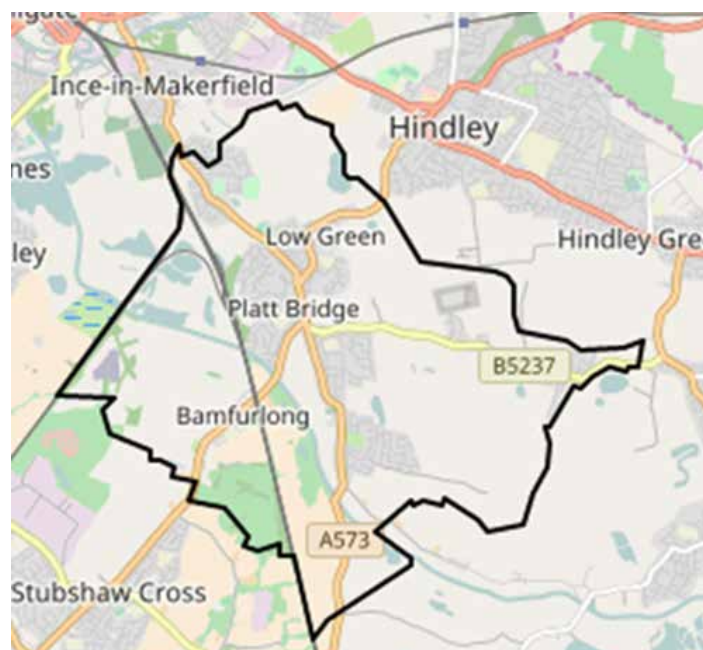


Figure 5: Abram ward (includes Bickershaw)

Bickershaw is in the local authority ward of Abram in Wigan. It is a remote neighbourhood that is isolated from the town of Wigan and is situated in a large area of rural green belt. It is perceived locally as a village. Residents report that the area is forgotten, with the majority of investment going to neighbouring Platt Bridge.

The population is around 1,400, and the area is divided by a bridge which creates a physical, as well as mental, barrier between the two areas. Although overall Bickershaw does not appear to be severely deprived, anecdotal evidence would suggest that one side of Bickershaw is perceived as wealthier with more owner-occupied property. In contrast housing on the other side of the bridge is mainly comprised of social housing.

Similar to some of the other areas, a major road runs through Bickershaw, and as a result it is seen as an area through which people drive to get elsewhere, rather than a destination in its own right.

In addition to the housing stock, there is a social club (formerly the Labour Club, which is still seen as the Labour Club locally), a post office, church and corner shop. Hindley Prison is also in Bickershaw, as is a garden centre.

## Local challenges

While there is strong identity within Bickershaw, this is divided into two communities by the bridge, which creates further challenges when trying to engage residents with activities and services that are outside their immediate area. There is very little community infrastructure within Bickershaw. Despite this, residents tend to stay in the immediate area, rather than travel to neighbouring places to access better services. Poor public transport is a significant contributory factor for this as the majority of venues are not on a direct bus route, which creates challenges for residents when attempting to access facilities. For residents who are reliant on public transport, it is therefore very difficult to leave Bickershaw, and as a result the road network is very congested.

There are also very few services in the area and those which do exist have been reduced. For example, to our knowledge council surgeries no longer take place in the ward, and the nearest JobCentre Plus is located four miles away in Wigan.

Local full-time jobs are perceived to be limited, and although recruitment agencies are highly active in the area, there is a sense that the employment they offer is poor quality with little guarantee of stable working hours. In addition, the neighbourhood is quite traditional and there are some perceptions that men should be the main workers, perhaps resulting from the more traditional gender norms and patterns of working linked to Bickershaw's history as a mining area. However, where men do not work, often their partners will not seek work either due to child care commitments, a barrier exacerbated by the lack of local childcare in the area.

## Existing assets

There are several existing organisations or policies that can be built upon to reduce worklessness and insecure employment amongst older Bickershaw residents. This includes Bickershaw Residents' Association which is quite active, and which recently received a grant from the Wigan Deal to develop some wasteland and address 'isolation and wellbeing'. The residents' association also run a dementia group called Bicky Buddies, who meet at the social club, where there is a radio group and café.

In addition, Abram Cooperative, a group of social enterprises based in neighbouring Platt Bridge, has been highly successful in gaining funding. This includes recently being chosen as one of 20 projects to receive Power to Change funding. Therefore, there is a clear opportunity to connect Bickershaw activity more clearly with the Abram Cooperative. A five village Neighbourhood Plan currently is being developed across the Abram Ward, and includes Bickershaw. To date, a survey of residents has been conducted, and once findings have been analysed the results can be shared. Bickershaw residents involved in the plan were welcoming of the Ageing Better initiative.

There is a strong 'village' sense of local identity in Bickershaw, and although engagement within the community is quite passive, there is a small number of very active community members. Some of these individuals work and/or live elsewhere, but have strong ties to Bickershaw.

## Moving forward in Bickershaw

Below are ideas that emerged from the Bickershaw co-design workshop. In summary, these proposals are:

- A resident engagement strategy
- Increasing the provision of services in Bickershaw
- Increasing local transport links between Bickershaw and the wider area

## Actively engaging local residents

In order to address the low level of engagement within Bickershaw, an active strategy for engaging residents with local services and in their community needs to be developed. This will increase the likelihood of residents receiving appropriate support to address their health, employment and wider needs for two reasons; firstly, because available support services will be more proactive in engaging older people in Bickershaw, and secondly because it will increase the likelihood of individuals getting involved in implementing initiatives and activities, which are needed within the area.

### *Why this is important*

It was recognised that the local authority is increasingly pulling back services, and consequently becoming more reliant on community and grassroots initiatives. However, such initiatives would most likely require residents be engaged in their local community, be committed to improving the area, and have the confidence to take on responsibilities.

There is therefore a need for a central unifier for the different communities and residents of Bickershaw to overcome geographical and transport barriers. In the past, like several areas in Greater Manchester, many residents were employed in the coal industry, which brought residents together and gave them a strong sense of collective identity and cohesive social networks. Since its closure there has been an absence of a similar unifier in Bickershaw that facilitates communal relationships and fosters community spirit.

Social isolation was also an issue, exacerbated by Bickershaw's rural location and resulting in scarce transport links and service provision. Therefore, engaging local residents with available support and community initiatives can provide a useful mechanism to provide unification and prevent isolation.

### *Location*

Such efforts should be undertaken throughout Bickershaw, but would require support from organisations based in the wider Abram or Wigan area as there is limited infrastructure in Bickershaw that could be built upon.

### *Lead organisation*

Workshop attendees did not discuss who could lead or coordinate such activities. Options include the local authority, who are actively working to identify and allocate resources to deliver local solutions. Housing Associations were also identified as an important actor due to their stock, long-term relationships with tenants, and through their wider role within the delivery of support services for tenants.

In addition, there is a recognition that community leaders could play an important role in advocating for the area and providing direction. However, conversations with local residents revealed that there was limited willingness within the local community, including within this age group, to take a leadership role and promote initiatives within Bickershaw. Hence, there is a need for a local organisation to lead this effort and to identify and encourage community leaders.

### *Other partners*

Community based initiatives and local partnerships could play an important role in engaging older residents. It is therefore important to engage and motivate key stakeholders and organisations to build a network that creates change within Bickershaw.

### *Existing assets to build on*

The Place Based Integration work in neighbouring Platt Bridge was identified as good practice in engaging residents. This delivery model aimed to engage and effectively support vulnerable people with unmet needs that were not sufficiently complex to merit service intervention under current thresholds.

The Bickershaw area would benefit from a similar delivery model running in the locality, and this should consider the lessons learnt from delivery in Platt Bridge to date. For example, that engagement does not always need to be led by specialists, and that only running services in working-hours will not be suitable for those with busy lives who are in employment.

The Big Lottery and ESF funded Motiv8 programme (Building Better Opportunities) were also identified as good examples of support being delivered in the local area. This helps unemployed people to identify a support package to improve their access to services and move towards job search, training and employment. It is being delivered by Bolton Homes in the Wigan area.

### *Required buy-in*

To expand such service provision into Bickershaw and consequently engage residents with services and their community, those organisations involved in the Place Based Integration work would need to agree to this, and be willing to increase their caseloads. Therefore, support from the local authority would also be required to do this.

### *Marketing and engagement*

There is limited infrastructure through which to market such efforts in Bickershaw. Therefore, outreach with older residents would be key, as would be advertising services online and in local press in order to raise awareness.

### *Funding*

Ways to fund this solution were not discussed and it is clear that local authority funding is increasingly limited. Ideally services delivering support in Bickershaw and the wider Wigan area will be able to form a partnership and pool resources and funding to expand their remit and support a greater number of older, Bickershaw residents.



Financial incentives may also provide useful when trying to identify and engage local residents with becoming community champions and leading new initiatives.

### *Frequency and timescale*

A partnership of organisations should build on the Place Based Integration work and pilot a similar service in the Bickershaw area for 18 months to test the effectiveness of the model in engaging residents. The pilot should particularly seek to learn lessons about what works for older residents.

## **Is this idea specific to Bickershaw?**

The need to engage residents in the community and support services is particularly relevant in Bickershaw. This is because of the issues with social isolation and the limited infrastructure, and because of the local authority's increasing reliance on grassroots initiatives, which was less apparent in some of the other areas in the research, where there was an abundance of VCS services.

## **Increasing the provision of services in Bickershaw**

There is a need for more services to run in Bickershaw, to increase the availability of local support that is easily accessible, which will help residents to overcome the barriers that they face to employment, secure work or better health and wellbeing.

### *Why this is important*

There is very little available support for residents to access in Bickershaw itself. This issue is exacerbated as transport is an extremely poor and a recurrent problem, which means that employment, health and wider services in the wider Wigan area are unlikely to be accessible. Increasing the availability of community services also increases interaction amongst residents and will help to address the problem of social isolation, which was identified as a particular concern in the research.

Furthermore, as mentioned previously there is an increasing reliance on community and grassroots initiatives, but our research found that previous attempts by residents to make changes and start groups or services were halted by the lack of support and guidance from the local authority.

Lastly, local services provide an important entry point to wider provision. For example, residents may be more willing to travel further to access support, if they know what to expect and trust the referral partner or provider as a result of previous local engagement and support.

### *Lead organisation/ coordinator*

Identifying an organisation or individual that could lead or coordinate such efforts is complicated by continuing changes to the local landscape, such as the shift in the reach and capacity of the local authority, and the 'void' left after previous community leaders move away from the area, retire or pass away. Hence, the previous suggestion to engage Bickershaw residents to encourage them to establish initiatives.

### *Existing assets*

In the workshop, DWP and the local authority representatives spoke of available resources, provision and referral networks. This includes the 'No Desire to Retire' resource that links older workers with employers looking for staff across a range of areas according to skills and experience, and the work being done by JobCentre Plus to retrain claimants to address skills gaps. Another example was the Community Book website that enables individuals to match themselves to groups and services, events, activities and volunteering opportunities in the community. However, it was interesting to note that the nearest available activities on the Community Book website were two to three miles away from Bickershaw itself.

### *Marketing and engagement*

As other organisations and residents had no awareness of the networks and resources discussed, there is a need for more effective dissemination of current support options amongst stakeholders and residents to encourage referrals and engagement. As new services and activities are introduced marketing them will be particularly important to engage residents and therefore justify the need for such provision.

### *Funding*

Due to the financial pressures linked to running services and community groups, it was felt that local residents and stakeholders need to think innovatively and work together to utilise available resources in order to provide provision such as facilities, resources and services. For example, in a different area a community service worked with the council to source school transport not in use during the school day to provide transportation for older people to get to community venues and activities.

Existing funding streams such as The Deal for Communities Investment Fund should be explored and used to invest in new services or groups in Bickershaw that contribute towards tackling the range of issues associated with worklessness and insecure work amongst over 50s. There is also a service within Wigan Council that connects residents who want to do something to improve their local area with spare Council resources, which could be used for employability and wellbeing initiatives. Such programmes form part of the Wigan Deal - an informal agreement between the council and individuals who live or work there to work together to create a better

borough. Priorities for this include building services around local people and supporting the local economy to grow. Any initiatives following on from this research would be well placed to link in with this.

## Is this idea specific to Bickershaw?

Service provision was sparse in Bickershaw when compared to the other areas in this project. A reason for this is that Bickershaw is a village within a ward, rather than a ward itself, and the lower number of residents reduces the case for intervention.

Therefore, unlike the other areas there was limited provision being delivered in Bickershaw that could be built upon and improved, resulting in the need for new support services in the area.

## Increasing local transport links between Bickershaw and the wider area

Bickershaw is a village, which compared to the other areas in this research, is relatively rural and isolated. More frequent bus services that can connect residents to the wider area would improve access to services and employment opportunities, whilst reducing social isolation.

### *Why this is important*

Transport links to connect residents to the wider Abram and Wigan area are infrequent and poor quality. Therefore, increasing the frequency of bus routes that run through Bickershaw would increase employment opportunities and improve accessibility to available support.

As social isolation was an evident issue for this age group in Bickershaw, improved transport links would also better connect residents to the wider population.

### *Location*

More frequent bus routes should connect Bickershaw to Abram and the wider Wigan area. There should also be efforts from the local authority to support the development of bus shelters that are available on the relevant routes.

### *Required buy-in*

Buy-in for increased bus services in Bickershaw would be needed from the GM authority, who oversee the transport budget and the bus companies that operate in the area.

In addition, previous experiences of residents demonstrate the need for support from the local authority as well. For example, an individual at the workshop had previously secured funding from GM to get a bus shelter built at a particular stop. GM were happy to release the funds to Wigan Council who would be responsible for paying for the shelter, but the local authority then chose not to go ahead with this option, which meant that it was never built.

#### *Existing assets to build on*

Existing bus routes could be made more frequent, or extended to include Bickershaw.

#### *Marketing and engagement*

If new routes or a new timetable is introduced it is important that residents are aware of this through marketing efforts, such as leaflets in public places, through letter boxes and online.

#### *Funding*

The devolution of the transport budget from national government to GM provides a significant opportunity to fund this, especially because a key intention of such devolution is to create a more mobile workforce and to make it easier for people on low incomes to commute.

### **Is this idea specific to Bickershaw?**

Transport issues were apparent in several of the areas in the research. However, this was more in relation to the cost of public transport, rather than a lack of it. Therefore, the need to better connect Bickershaw and provide more frequent buses is unique to the area.

Nonetheless, the devolution of the transport budget to GM also provides opportunities to reduce cost through different ticketing options, and the benefits of this would be noticeable more widely across GM.

# Werneth, Oldham

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We had mixed experiences of engaging residents and stakeholders in the research in Werneth. We were able to build upon a member of the research team's links with some local organisations in the area, which was beneficial to engagement, but resident involvement with the project remained low. This was particularly the case at the second workshop, where we had a range of relevant stakeholders in attendance, and particularly good turnout amongst local authority staff, but very low numbers of residents. The first workshop had more residents, however the characteristics of the residents did not necessarily fit the profile, with several being in secure work or not in the appropriate age group.

## About Werneth

### Key statistics on Werneth

- 7,540 Werneth residents are of working-age, and 13% of Werneth residents are aged 45-59. 59.3% of working-age women in Werneth are economically inactive, which is almost double the Greater Manchester level of 29.9%. 17.5% of working-age residents are unemployed, which more than three times higher the GM average of 5.7%.
- 71.8% of the population in Werneth are Asian/Asian British, compared to 19.2% of the population in Oldham and 10.1% of the population in Greater Manchester
- Not all people aged 16 and over have English as a main language in 26.5% of households in Werneth, compared to 5.4% of households in Oldham and 3.6% of households across GM.
- 20.1% of residents have long-term health problems, compared to the Oldham average of 16.3%. Male and female life expectancy in Werneth is also lower than the Oldham average.

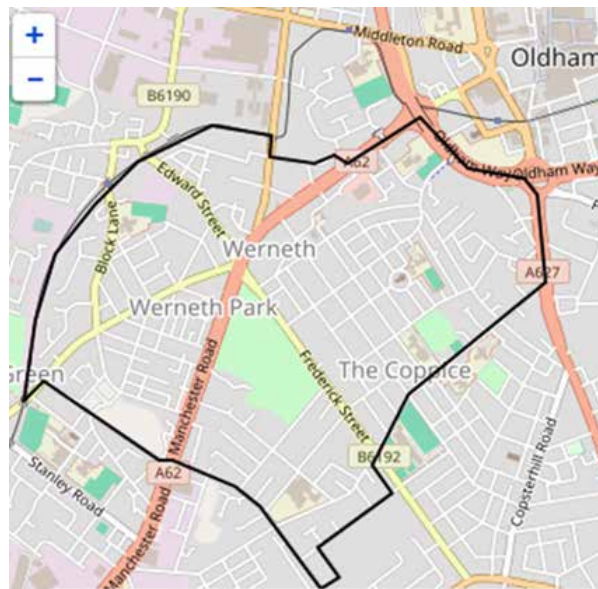


Figure 6: Werneth ward

Werneth is situated off the main road running from central Manchester to Oldham town centre. Werneth itself is divided by a main road, with housing on both sides. There is a significant Asian population, and a large number of mosques as well as churches.

There are at least three distinct areas within Werneth, with social housing stock owned by different providers. The Coppice area has housing predominantly provided by Greater Places, and the area extends beyond the Werneth ward boundary into Hathershaw. There is significant private rented housing. The area remains predominantly Pakistani, with some Bangladeshi residents and an increasing number of Eastern Europeans. There is a private school and cricket club in Coppice. The north of Werneth contains a large amount of Contour Housing stock, and has an industrial feel. To the west of Werneth the social housing stock mainly belongs to First Choice Homes Oldham, and more children live here because of the nature of the housing. Much of the housing stock in Werneth is old and in need of refitting or replacement.

There is an old mill to the north west of Werneth, which is seen by many to be an eyesore. Local shopping facilities consist of small local shops.

## Local challenges

Although challenges with mental health were apparent in all neighbourhoods, there was a notable challenge amongst Asian women living in Werneth, and this was felt to relate to greater levels of social isolation. Likewise, caring responsibilities, although an issue in all localities, was a particularly prominent issue for women aged 40-60 years old in the area. The women in this age group took primary caring roles for children, in-laws and on occasion grandchildren. There is perceived to be a lack of good quality, local employment in Werneth. Care work was common, and employers in the local area were seen to provide primarily entry-level roles, with little chance of progression. Agency work has increased dramatically in the area and working

conditions were perceived to have worsened. However, it was reported that many jobs included in-work training and thus the opportunity to build skills.

Many residents worked in the textile industry, which went into decline in the 1980s. Thereafter, they moved into other low-paid and low-skilled roles. Residents tend to be resigned to the fact that they either have no work experience, or only experience in low-paid and low-skilled work. "Taxi driving and working in restaurants became the norm." It was also felt that an element of racism affected the opportunity for residents from the BME community to achieve the jobs and promotion for which they are qualified.

Added to this, there is a large amount of competition for a small number of professional jobs. Recent regeneration programmes in the area, such as the Single Regeneration budget (SRB6) have come to an end, and with this people have been made redundant because there is a sense that this investment had not led to any sustainable change in the area.

Challenges with English act as a significant barrier amongst the older Asian population, particularly women. Many women have little work experience and no qualifications, and courses to improve skills are expensive, a problem exacerbated by cuts to ESOL funding.

## Existing assets

Werneth is on the tramline, has good bus routes and is in close proximity to the motorway, which all provide access to employment opportunities. In addition, there is a sense that residents make good use of the services that are available to them. This includes the Lifelong Learning Centre, which is situated in the centre of Werneth and is a highly-regarded community centre. There are also several other community centres. Hence, there is a wealth of physical assets that if wholly utilised would enable employment support to be shifted out of a college setting, which many residents may feel uncomfortable with. The park and cricket ground are also valuable spaces for recreational activities.

There is a strong sense of community with many residents having lived in the area a long time and there are strong family support networks. However, alongside this there is a growing transient community of more recent migrants who were well qualified in their previous country, but cannot immediately find work in the same profession.

Furthermore, residents tend to find out what is happening locally, which can have positive and negative implications. Importantly, for the most part residents were not perceived as 'hard-to-reach' by services. They were seen to appreciate communication and engagement, although more typical channels such as emails or online adverts may not work.

## Moving forward in Werneth

Below are ideas emerging from the Werneth co-design workshop. In summary, these proposals are:

- A pilot partnership and co-location employment support hub
- Testing the effectiveness of fast-tracked health support to enable people over 50 to return to work as soon as possible
- Enabling older residents to better access micro-funding and enterprise development support

## Running a pilot to test the effectiveness of partnership working and co-location to address worklessness in Werneth

There was an ambition amongst stakeholders that attended the Werneth co-production workshop to collaborate to support Werneth residents into employment through co-locating support, sharing information and pooling resources.

### *Why this is important*

It was recognised that there was a difference in how services were being run in each neighbourhood, and between each organisation, and as a result there has been duplication in support, which is an important issue in the context of funding cuts and the need for efficiency.

Furthermore, it was apparent that organisations running activities and delivering support services in the Werneth area rarely came together to discuss their experiences and delivery lessons. Therefore, increased partnership working provides an opportunity to share resources and knowledge to effectively support residents aged over 50, and the lessons learnt about residents support needs will help to shape service design in the future.

Partnership working and co-location also increases the likelihood of a holistic approach to service delivery, because a range of specialisms are brought together. This is particularly important when supporting people over 50 because, as the research has demonstrated, they often have a range of complex needs that require various support types to overcome effectively.

### *Location*

There was agreement that the pilot should be tested in a community location in Werneth, and that stakeholders involved in the partnership should come together to decide on the most appropriate location.



### *Lead organisation/ coordinator*

Although a lead organisation or coordinator for the pilot was not formally decided, the local authority representative appeared committed to overseeing a pilot in Werneth and working with partners to support residents over 50 effectively.

### *Other partners*

There are several partners that should be involved in the pilot in order to identify suitable participants over 50 who require support and to bring together a range of resources and expertise. This includes GPs and housing associations with stock in the area, such as Great Places Housing and New Charter Group, due to their links with local residents, and Oldham College because of the learning and skills provision available there. Knowledge of delivering employment support can also be gained from council employment services, local JobCentre Plus staff and Seetec, a training provider that delivers support in Oldham.

### *Existing assets to build on*

There are a range of local services in Werneth, and all workshop attendees expressed an ambition to get involved with this type of pilot to test strategic delivery for over 50s in Werneth.

For example, the organiser of the job club being delivered at Church of Nazarene is already in discussion with local DWP representatives to run something similar at the church for the over 50 age group. This job club could potentially provide a good base in which to deliver co-located support; for example, other relevant organisations in the area could offer drop-in sessions to support residents with other issues that they may face. This job club could also be expanded into local mosques in the area, to engage and support Werneth's large Muslim community.

Get Oldham Working is a local authority campaign that involves working with local employers to provide jobs, apprenticeship and trainee opportunities to residents, which launched in May 2013. The links established with employers would be beneficial when identifying relevant opportunities for pilot participants, and there is scope to have a focus on older people within this. The strong community awareness of what is going on in Werneth is also a local asset that will help to spread the word about the pilot and hopefully engage residents.

### *Required buy-in*

Buy-in with the idea of running a pilot in Werneth was apparent from the stakeholders and residents present at the workshop. This included from the local authority, housing association, community organisation and JobCentre Plus representatives.

### *Frequency and timescale*

It was envisaged that the pilot would support around 20 people to test the effectiveness of partnership working and co-location in Werneth.

Before delivery begins, there would need to be a lead-in period to design the support model, engage local organisations and identify suitable residents over 50. This would most likely last between three and six months. Those organisations that were present at the co-design workshop should aim to meet again to discuss this and agree the detail.

The pilot could run for about one year, before being evaluated and potentially expanded and rolled out more widely, based on the lessons learnt.

Due to the small scale, it is likely that residents may be referred or self-refer those who may not be able to be supported. Therefore, effective mechanisms would need to be established in order to follow this up with further referrals to relevant support in the area.

### *Engagement and marketing*

Due to the number of organisations involved in the pilot and because a community venue with links to residents will host it, disseminating information about the pilot to engage suitable participants should not pose too much of a challenge in the area.

The ESOL needs of residents in the over 50 age group, and barriers with literacy and IT capabilities should be considered when creating marketing materials.

### *Funding*

The focus of the pilot is for local services to collaborate to support Werneth residents over 50 to improve their lives and to gain employment. Rather than funding new types of support and activities the pilot aims to bring together existing finances and resources to create more effective and efficient service provision.

However, the pilot will require staff time, which presents an organisational cost, and additional finances for administration, venue hire and advertising of the pilot would need to be identified.

## Is this idea specific to Werneth?

Co-locating services and better partnership working is not unique solution to improving employment and wider support for residents aged over 50 across Greater Manchester. However, there was a real desire to better work together and a clear ambition to run a pilot from a range of stakeholders and community representatives present at the Werneth workshop, which makes this a good place to test this idea and learn lessons about good practice.

A pilot to test a strategic partnership approach to supporting this age group to enter employment and overcome the range of issues they face has the potential to then be scaled up and applied across Greater Manchester.

## Testing the effectiveness of fast-tracked health support to enable people over 50 to return to work as soon as possible

It would be beneficial to test the impact of offering fast-tracked health support to Werneth residents who are over 50 and have been signed off work for health reasons, to test whether this enables such individuals to return to work in a timeframe that keeps them in the labour market.

### *Why this is important*

It became apparent that Werneth residents are exiting the labour market because they do not receive the appropriate support required quickly enough to enable them to successfully return to their roles. This is because the long waiting lists for interventions, such as physiotherapy, have meant that residents have been unable to make progress or manage their conditions effectively, resulting in their employer dismissing them from their role.

This is particularly relevant for the over 50 age group, who are more likely to encounter health issues as they get older, and are less likely to have the confidence and transferable skills to re-enter employment when their situation improves.

It also appeared that there was at least one large employer in the area where sick notes were common and where there was a high staff turnover.

### *Location*

A trial of the effectiveness of fast-track health referrals for individuals with sick notes could be run in the Werneth area where it appeared to be common for residents to get signed off work for health reasons.

### *Lead organisation/ coordinator*

Running a trial to fast-track health referrals for some residents who are in work would require one GP surgery or a group of surgeries to coordinate the referral process and effectively identify individuals who then could be fast-tracked.

### *Other partners*

Ultimately, fast-tracking provision, to within one month for example, would require wider NHS provision within Oldham to be available in this timeframe for the select number of residents on the trial. Therefore, the trial would require partnership working between GP surgeries and the NHS in Oldham more widely.

Support from VCS organisations that deliver health and wellbeing support in Werneth would also help to overcome issues with long waiting lists, as individuals could potentially be referred to wider support in the area before receiving more formal NHS support.

### *Existing assets to build on*

There do not appear to be similar processes that can be built upon in this type of trial. However, as mentioned above, it is about increasing the accessibility of existing NHS and VCS services to ensure that residents receive the appropriate health support as soon as possible.

### *Required buy-in*

Key with this idea would be to get the buy-in from Oldham CCG, as they allocate NHS funding within Oldham. Furthermore, as the CCG's spending is scrutinised by Oldham's Health and Wellbeing Board, the value of this idea would also have to be recognised by this group, and link up effectively with other health provision commissioned by the local authority.

### *Marketing and engagement*

There would not be a need to market this trial to residents, as participants would be identified through local GPs when they receive a sick note. In addition, marketing this pilot would be contentious because it is likely to lead to resentment amongst those who did not have the chance to participate and get fast-tracked to relevant support.

### *Frequency and timescale*

An option could be to test the effectiveness of fast-track referrals for different groups to test what worked and for who. This could include those who are long-term sick, Muslim women, and individuals with particular issues such as back problems or depression.

Initially a feasibility study would need to be completed through consultations with local GPs and NHS representatives to explore whether this idea would be possible, and whether it could be implemented at a local level, as national policy may need to be implemented beforehand. If proved to be a viable option, there would need to be a significant lead-in period to obtain the relevant buy-in from the NHS and to organise the logistics of the referral process.

Thereafter, a trial could run for a period such as two years to test the effectiveness of supporting individuals over 50, with health conditions, to remain in work. If successful, it could then be rolled out to a wider range of groups and areas.

## **Is this idea specific to Werneth?**

Werneth was the only area where a representative from the health sector was present and could offer their perspective on the health and wellbeing of residents over 50, and where potential solutions could be discussed.

Therefore, the issue of people exiting the labour market due to long waiting lists for health provision was not raised in the other areas, and it is unclear how relevant this issue is across GM, and how applicable this idea would be in the other areas.

## **Enabling older residents to better access micro-funding and enterprise development support**

Improving the accessibility of micro-funding opportunities and enterprise development support would better enable residents to use their skills effectively to become self-employed. Micro-funding (otherwise known as micro-lending) involves small loans issued by individuals rather than banks or credit unions.

### *Why this is important*

Micro-funding is designed for individuals who typically lack steady employment and who do not have a verifiable credit history, which means that they would struggle to access loans through traditional sources. Such situations are likely amongst individuals who are unemployed, and

those in insecure work. Micro-funding is designed to support entrepreneurship, encourage empowerment and improve individuals' financial situations, and therefore it has wide benefits.

Support to become self-employed would be particularly beneficial for individuals over 50 in Werneth. One reason for this is because they lack the skills required by employers as their previous experience was in traditional industries that no longer operate in the area. However, it is apparent that such individuals often have skills or interests that could be built upon to create business opportunities, with the right support.

Self-employment options could also help to overcome the issue that many residents feel discriminated against when applying for roles, either as a result of racism or ageism.

### *Location*

Efforts should be taken to raise awareness and increase accessibility to self-employment support in Werneth.

### *Lead coordinator and other partners*

The local authority employability team could lead on efforts to raise awareness, however it is more important to have the support from the range of services that deliver support for this age group in Werneth so that they could raise awareness amongst their service users and refer or sign-post them appropriately.

### *Existing assets to build on*

There are already options in Oldham for residents interested in starting up a business or growing their current business. This includes the Oldham Enterprise Fund, which offers grants or low-cost loans, and a free programme of business support in order for individuals to prepare their applications and proceed thereafter.

Business support is also available through organisations based in Manchester City Centre such as Franchising Works and Blue Orchid, and there is a new scheme being delivered at Tommyfield Market, whereby individuals can trade on the outdoor market all day for just £5.

### *Marketing and engagement*

Such options outlined above should be better communicated to older Werneth residents to make them aware of the available self-employment support in Oldham and across Greater Manchester. Word-of-mouth appeared to be a common way that Werneth residents found out about provision, and therefore organisations that deliver support in the area should be encouraged to speak to their caseload about such support.

Furthermore, it also appeared that residents were more willing to enquire about a service or activity if they knew someone who had taken part or had heard good things. Case studies of older residents who have been successfully supported to start their own business in Werneth would therefore be a useful way to encourage engagement.

### *Frequency and timescale*

This should be an ongoing effort rather than set over a certain time-period. However, there could be a marketing campaign spread over a number of weeks to raise awareness of self-employment support.

## **Is this idea specific to Werneth?**

The desire for more self-employment support was present in several areas in the research. However, limited skills and perceived employer discrimination appeared to be acute issues in Werneth, making the need to raise awareness and increase accessibility particularly important.

There also appeared to be a good number of support options in Oldham in this area, and Werneth is well connected to Manchester city centre where a greater range of support is available, meaning that there are existing assets which can be marketed and built upon.

# Gorse Hill, Trafford

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Resident turnout for the initial insight workshop was quite low despite emails being sent by local services, physical distribution of leaflets and posters, and promotion via informal networks at the workshop venue, Gorse Hill Methodist Church. Residents at the workshop suggested that holding the workshop in the evening may have prevented some people from attending due to family commitments or concern about safety after dark. Consequently, the second workshop was held in the daytime with a good turnout from both residents and stakeholders. The findings therefore both reflect the perceptions of both residents and stakeholders. However it should be noted that the majority of residents were experiencing worklessness rather than insecure work, which may skew the findings to some extent.

## About Gorse Hill

### Key statistics on Gorse Hill

- There are a lower proportion of 45-74 year old residents in Gorse Hill in comparison to Trafford and GM.
- 10.6% of men in Gorse Hill are unemployed compared to 2.9% in Trafford and 7.3% in GM.
- The most commonly occupied industry in Gorse Hill is administrative and support services at 17.8% of Gorse Hill residents compared to 15.4% of Trafford residents and 10.1% GM residents.
- 58.7% of residents in Gorse Hill own their homes, 10.6% lower than the Trafford average.
- 5.9% of economically inactive people in Gorse Hill are classified as long-term sick.





Figure 7: Gorse Hill ward

Figure 7 above shows the Gorse Hill area of Stretford, within Trafford. Trafford is one of the wealthier local authority areas within Greater Manchester, and as such some of the challenges in Gorse Hill (demonstrated by the statistics above) are contrary to the general picture of the area. Gorse Hill is mainly a residential area, but the housing is close to industrial estates. Gorse Hill is also very close to Manchester United Football Club's ground, as well as Lancashire Cricket Club at Old Trafford Cricket Ground. While there is a strong sense of community within the residential area, many people report Gorse Hill to feel like 'the way you walk to get somewhere else', such as Manchester United's ground. Indeed, parking can be particularly challenging on match days.

The Trafford Centre and Imperial War Museum are also nearby. The area is comparatively well presented, with clean streets and neat terraced housing. Local social housing includes flats and sheltered accommodation. There are small local convenience shops.

There is a lack of neighbourhood support services based in Gorse Hill. Gorse Hill Methodist Church, where the workshops took place, hosts a fortnightly community café which is run by residents and is well used by the community. Other services that could be used by residents are for either the wider Stretford or Trafford area, and not based in Gorse Hill. These include Stretford Food Bank and Stretford JobCentre Plus, both situated about 20-30 minutes walk away.

## Local challenges

Like many of the other areas in this research, Gorse Hill can be considered 'other': a transit corridor to elsewhere. This may be one of the reasons that residents perceived there to be very little support provision locally. Employment support is one particular area in which this has been a challenge, although the emergence of more community-based employment initiatives such as Motiv8 (Building Better Opportunities) may counteract this.

Other services that were previously well used and valued by the community no longer exist, or have been cut. An example of this is Ring and Ride, a GM-wide service, well used in Gorse Hill, that offers door-to-door transport at a free or reduced rate, depending on personal circumstances. Residents reported that cuts mean that it is now over-stretched and over-subscribed. People used to use the service to commute to jobs, but this is now difficult. There is a similar story with free courses offered at Stretford Library. A lack of IT skills was a commonly reported barrier to employment for over 50s in Gorse Hill, and consequently the library course was in high demand, with large classes and minimal opportunities for one-to-one support.

In some cases, the challenge appeared not to be a lack of suitable services, but making residents aware of services and opportunities, and then engaging residents. This was reported to be the case with much of the free or reduced-cost provision at Trafford College, which could in part be due to all their referrals being reported to come from the Job Centre or Trafford Council. Similarly, referrals into Working Well were reported to be relatively low in Trafford, with a lack of clarity as to why this would be.

Finally, although places such as Trafford Business Park and Manchester United FC do in theory provide local employment opportunities for residents, many of these jobs were deemed to be unsuitable or inaccessible to residents, particularly those aged over 50. In terms of the Business Park, many of the roles were reported to be warehouse-based, and as such physically demanding and unsuitable for those with poor physical health. Despite the strong physical presence of Manchester United FC and Lancashire Cricket Club close to Gorse Hill, the residents present in workshops did not know of anyone that worked there.

## Existing assets

Although there were clear challenges with large local employers, that there are so many employers in the vicinity is an opportunity; this was not the case in many of the other areas. An emerging opportunity exists within Old Trafford Cricket Ground; the club has been working in partnership with Trafford College, Trafford Council, JobCentre Plus, National Careers Service and the Work Company to deliver the Big Hit Pre-Employment programme, which supports unemployed individuals to build skills and experience before connecting them to employers (See [The LCCC Foundation's Big Hit Pre-Employment Programme](#)). Previously, the programme was reported to be open to young people only, but had since widened its cohort. It was reported that there was consideration being given to running a similar programme specifically for older jobseekers.

Although as already identified there are only a limited number of local services and spaces, the Gorse Hill Methodist Church can be considered a local underused physical asset. Up until recently, the Church was at risk of having its funding cut, but recently its future was financially secured for the next three years. This provides an opportunity for community-based provision, with there already being the aforementioned fortnightly cafe (Target Community Cafe) run from the Church.

Although, as already identified, residents were often reluctant or unable to travel far for support, such support does exist, even if residents are unaware of it. One example of this is the recruitment drives held by Trafford Council. These take place at various locations, including the Town Hall, 15-20 minutes' walk from Gorse Hill. Residents in workshops were unaware of these drives, so more could be done to promote them.

While Ring and Ride provision has been cut, in general transport provision in Trafford is good. Local transport links include good bus routes, and Gorse Hill is situated only 3 miles from Manchester city centre and the employment opportunities based there.

Finally, while the space for community activity in Gorse Hill is limited, there is nevertheless a strong sense of community spirit. This was particularly apparent in the co-design workshop. There was a sense of energy around the ideas that emerged, and enthusiasm to actively become involved in realising the ideas.

## Moving forward in Gorse Hill

Below are the ideas emerging from the co-design workshop. In summary, the proposals are:

- A Gorse Hill-based community information hub
- Although most of the focus was on the community hub, a range of other ideas were briefly explored. These are presented at the end of this section

## Community information hub in Gorse Hill

In the workshop there was a real energy for setting up a 'one-stop-shop' community hub at the Methodist Church. This was envisaged to be a place where people could find out what provision was available across Trafford, as well as somewhere people could get direct support.

### *Why this is important*

The residents and stakeholders felt that a community hub was important for several reasons, many of which are explored elsewhere in this report:

- There are few community services available in the immediate vicinity.
- Residents are not aware of many of the existing services beyond Gorse Hill that could support them with current needs. Furthermore, they were not aware of an access point in which they could find out about services. This challenge was exacerbated by a lack of IT skills, with many services only advertised on the internet.
- The importance of 'word-of-mouth' for making individuals aware of various activities and services was identified through the workshops. Creating a physical space for this word-of-mouth activity to take place is important.

- The hub would provide access to information extending beyond employment and skills provision. This is important given that barriers to employment exist in other areas of people's lives, such as mental health.

It was envisaged that the hub would have two key roles:

- Signposting to other services elsewhere in Trafford
- A place for existing support to offer community outreach/clinics

There was a broad range of suggestions as to what support could be represented at the hub, including housing, job application support, help understanding job descriptions, childcare/play area, volunteering opportunities, confidence and self-esteem classes, and computer support. Residents felt that it would be of great benefit if the space also provided free internet access, and was a space for socialising and finding out about other social events. It was felt that making the hub not just about employment but for the community more widely would help reduce stigmatisation around unemployment.

Given the existing skills and interests in the community, it was also felt that the hub could be a space for peer-to-peer networks.

Although many of the residents were keen to volunteer at the proposed hub, it was felt that there would need to be at least one member of paid staff to manage it, and that any volunteering should be formalised to offer explicit benefits for the volunteer.

### *Location*

The Gorse Hill Methodist Church was universally felt to be an excellent place to base the proposed hub. The space is large and already well known to the community. Furthermore, as it is already known as a community space, this would help minimise stigma associated with widening its remit to include employment support.

### *Existing assets to build on*

An addition to the Gorse Hill Methodist Church, the hub would build on the pre-existing sense of community and networks built around the Church.

### *Other partners*

There was a clear energy from residents to have an active role in developing and running the hub. Other partners were identified as being crucial to ensuring the hub was well-used and had a varied programme of activities:

- Trafford College to potentially provide 'in situ' IT courses.
- Trafford Housing/other social housing providers for housing advice.
- Manchester United, Old Trafford Cricket Club and other local employers could do talks.
- National Careers Service or other employment support providers to provide an outreach service.
- Health and wellbeing organisations to support physical and mental health challenges.
- Various local groups such as Gorgeous Gorse Hill were reported to be looking for a physical base.

It was also noted that other community hubs that are already operating, such as the St John's Centre, could be important sources of learning and form the basis of a wider community hub network.

#### *Required buy-in*

It was recognised by workshop attendees that buy-in from Trafford Council would be important. The Trafford Council officers present at the workshop were supportive of the idea.

#### *Frequency and timescale*

Further research on feasibility could commence immediately. How often the hub was open for the wider community would be dependent on the amount of funding available to run the hub.

#### *Engagement and marketing*

There was agreement that the focus should be informal, on-the-ground awareness raising, particularly as the internet is not always accessible for target residents. Suggestions for marketing included fliers, notes in shop windows, the Target Community Café, GP practices, schools, housing associations and the Methodist Church congregation.

#### *Funding*

It was noted that community grants are available from Trafford Council for community-led initiatives, although the size of these grants was not confirmed. Other suggested funders were Forever Manchester, Manchester United, Old Trafford Cricket Ground and the Big Lottery.

## Is this idea specific to Gorse Hill?

The importance of highly localised support, increased awareness of existing provision and holistic services were themes in all five areas, and community hubs could play a providing role. Thus the idea is relevant to all areas, but more so in areas such as Gorse Hill and Bickershaw that have minimal community facilities, and less so Brinnington that already has good provision.

## Other ideas from Gorse Hill

Although discussion remained mainly focused on a potential community hub, other ideas that were briefly explored at Gorse Hill were:

- **Funding for enterprise:** two residents in the workshop were keen to start a dog grooming business, but the cost of the course they had identified, £1,500, meant they could not pursue the idea. Stakeholders present from places such as the National Careers Service suggested various funding provision that could provide funding such as the Advanced Learner Loan, but none were felt to be suitable, indicating that this may be a gap in current support.
- **Engagement with employers to simplify job descriptions:** a number of those in the workshop noted the job titles and descriptions of duties used in job advertisements were often intimidating, and made the role seem inaccessible even if someone had the appropriate skills profile.
- **Other ideas suggested by residents were formal volunteering opportunities, support for people made redundant (who are not eligible for benefits so cannot receive Job Centre support) and support assessing whether an individual meets the criteria for a specific job.** Stakeholders in the workshop such as National Careers Service staff pointed out that this support was already available.

# Conclusions and recommendations

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Brinnington, Eccles, Bickershaw, Werneth and Gorse Hill all have differences in terms of their over 50 population and the organisations based within each locality. Nevertheless, for the most part, the challenges around worklessness and insecure work affecting people and places are similar. This means that many of the ideas co-designed by over 50s and stakeholders living and working in the five localities are relevant and applicable across all localities.

With this in mind, the following recommendations are presented to Greater Manchester as a whole. Furthermore, while residents over 50 do experience some unique challenges, it is important to realise that these recommendations are likely to improve circumstances for all those experiencing worklessness and insecure work in Greater Manchester. However, there are some unique circumstances associated with specific localities and residents that would need to be fully considered when taking forward any of the recommendations. The two clearest examples are Bickershaw, where the rural location and limited infrastructure create a different starting point, and Werneth, where cultural norms, language and often limited work experience act as additional, significant barriers to quality employment amongst the over 50 BME community, particularly women.

## Improved communication across the system could reduce causes of worklessness

In most of the localities, there were already a wealth of services and support organisations that could, at least in theory, support the over 50 population to overcome many of the challenges around worklessness. However, what became apparent during the workshops is that there was a lack of awareness both between organisations, and between organisations and residents, as to what was available across the system. In some cases, the reason for this lack of awareness was because of competition between services and a pressure to reach service-user targets, leading to a culture of non-collaboration and limited engagement strategies that rarely extended beyond advertising services online. In terms of service quality, in some areas this resulted in evidence of:

- Duplicated and fragmented support
- Lack of service-user engagement, meaning services were at risk of being cut
- Lack of signposting between support (both statutory and non-statutory)
- Sometimes confused and inconsistent advice

In terms of the knock-on impacts for the over 50 population, it is probable that people are not benefitting from the full range of services available to them, and thus the system itself is a barrier to quality employment. Given the importance of increased awareness and improved communication it is unsurprising that in Eccles and Gorse Hill, online and physical hubs were respectively suggested during co-design. Community hubs are applicable across Greater Manchester, with broader recommendations emerging below.

#### *Support localities to map available provision*

Mapping all available local provision within local authority areas would be a good starting point for building better communication between organisations. The optimal map would provide greater weighting to services that have the qualities that are valued by residents, as these are the ones most likely to be used and to have a positive impact on residents' circumstances. Local authorities need to work in partnership with providers, the voluntary and community sector and residents to produce the map that would enable the weighting to occur.

#### *Develop more opportunities for shared physical space*

Greater Manchester Combined Authority are in the process of developing place-based employment hubs to enable better communication between employment support providers. If successful, these hubs have the potential to answer many challenges around communication. GMCA should consider exploring making these hubs wholly accessible to the public and expanding the remit of the hubs, developing community hubs where employment support can be accessed alongside support for housing, health and so on, given many of the barriers to employment occur in other areas of people's lives.

Furthermore, consideration should be given to the location and/or outreach provided by the hubs, so that it is wholly accessible to people regardless of where they live, particularly those with mobility challenges. Ensuring the presence of the hubs is appropriately marketed is also crucial.

#### *Commissioning for outcomes, not outputs*

A shift to outcomes-based commissioning that is applied to all contracts, not just employment support, could help reduce competition for service-users between organisations and thus lead to residents accessing better support. In terms of employment support contracts specifically, the specified outcomes should extend beyond job outcomes and consider wider goals around, for example, health and wellbeing. Contracts should also value distance travelled, to ensure that services do not 'cherry pick' individuals that are closer to the labour market and thus need less intensive support. This would be particularly beneficial for over 50s, as they are more likely to require intensive support.



## National and Greater Manchester strategies should be more visible at a local level

The national policy rhetoric is beginning to shift from the one-size-fits-all model of the Work Programme to an understanding that across-the-board employment support does not work, a belief which the present research supports. This national rhetoric extends to a recognition of the specific challenges faced by over 50s, evidenced, for example, by the creation of a Business Champion for older workers, and other government initiatives (**Help and support for older workers**). Despite good work being undertaken by JobCentre Plus at a regional level, this national narrative was not repeated by all DWP stakeholders at a local level, and furthermore residents over 50 were often not aware of any specific support they were able to access through JobCentre Plus, even where regional strategies existed. In summary, the national policy around older workers and jobseekers was not always fully realised at a local level, and therefore the local impact of these policies was limited.

### *Policy also needs to focus on culture change*

Policy development also needs to consider the intricacies of how it will be realised, particularly if culture change is required. National policymakers need to work in close partnership with those responsible for implementation to fully understand the barriers and opportunities to realise policy agendas. In particular, national policy needs to recognise the complexity of the local implementation of policies and the conflicting priorities and limited resources of many local delivery agents.

This recommendation also applies at a city region level: Greater Manchester institutions needs to work closely with providers and communities to ensure that strategies are wholly workable and make sense during implementation.

## Employment and skills provision should build on local trust and local assets

What was common across all localities was that the provision that people most want or value is available at a very local level. This is particularly true for over 50s experiencing worklessness and insecure work, where the same challenges around gaining employment such as physical mobility, transport costs and caring responsibilities also impact on ability to access employment support and other services.

Whilst some people had positive experiences, others distrusted JobCentre Plus, and consequently other services that based themselves on JobCentre Plus premises. Services serving larger areas, for example local authorities, were seen as irrelevant if they were physically based far from a given community. Trust was instead given to highly localised provision that felt like it was 'meant'

for residents. Provision that feels 'meant' for residents is more likely to be neighbourhood-based, sensitive to how age may impact on employment status and ideally include an option for one-on-one support. The social aspect of services may also be particularly important for the over 50 age group, as social isolation was an apparent issue in the research.

Neighbourhood-based provision also provides more opportunities for word-of-mouth recommendations, which again is important for over 50s, who may be less likely to access internet marketing.

Building on assets already based within communities, whether they be physical, such as a community centre, or social, such as a sense of community belonging, increases the likelihood of long-term sustainability. Given the lethargy amongst residents about services that come and go, this again is crucial to engagement and trust.

#### *Expand the place-based agenda beyond the public sector*

The economic wellbeing of individuals needs to be considered more closely alongside physical, health and emotional wellbeing. More joined up working will require the full range of different providers and modes of provision: the public sector, voluntary sector, private providers and community support coming together. This will require changes in attitudes and organisational cultures, structures and working practices, at all levels of organisations and communities.

There is already a strong focus on place-based working within Greater Manchester, with place-based pilots and hubs emerging as part of the public service reform agenda. There is clear learning from the present research for the place-based agenda. In particular, many localities that are not widely recognised as places in their own right receive little support, despite being home to large numbers of GM residents. Place-based approaches need to ensure that they consider these communities, and the trusted assets and individuals within them.

#### *Embed co-production in place-based approaches*

True place-based working extends beyond services and takes a bottom-up approach, working with citizens to build a system from the perspective of people. Organisations, whether they are community-based or GM-wide, need to understand the value of working in equal partnerships with people, to value and respect them, and to help them do more to help themselves and each other. The current research demonstrated the importance of individual insight and local knowledge, and the role this can play in helping services be more responsive to the experiences and needs of their end users. This research and co-design process also identified a real energy to play an active role in shaping and realising locally-shaped solutions.

## **Person-centred working would enable services to work with the unique requirements of over 50s**

Whilst some of the challenges identified in this research could be experienced by people at any age, others manifested in an age-specific way or were unique to over 50s. Some of the challenges particular to this age-group included the co-existence of health and caring responsibilities, skills gaps, age-discrimination and internalised ageism. Investing in community-level support that recognises these challenges and the unique starting point of workless over 50s is key.

Fundamental to any new approach to supporting over 50s back into work is one that draws together a range of different agencies, in order to tackle the notable range of challenges over 50s are commonly facing in returning to work.

However, a person-centred rather than purely cohort-based approach to delivering services is still vital in order to recognise the diversity of challenges and experiences within over 50s who are out of work. There is no one-size-fits-all solutions and so any approach needs to be flexible enough to pick up on the particular set of challenges any give individual is facing.

## **Most over 50 residents who are workless or in insecure work make a valuable contribution to society**

Many of the workless residents over 50 did not work because of personal challenges. Others made a conscious decision not to work because, as they reached the end of their working life, they prioritised other things, such as caring for relatives and voluntary work. Furthermore, the large skills gap many residents over 50 experienced, plus the time and potentially financial investment required to overcome this meant that building the skills required for work was not appealing to these residents.

Whether not or not worklessness is a conscious decision, many of these residents over 50 were making significant socioeconomic contribution to their families and communities in the form of unpaid work and volunteering. In many cases, this unpaid work could be directly linked to savings for the state, such as daily visits to see an elderly neighbour, meaning no need for a paid carer. In other cases, for example, where residents volunteered to lead community social events, the link to cost savings is more indirect, but these activities form the glue of many communities and may prevent service costs such as those resulting from mental ill health.

*Formally evaluate and recognise the value of unpaid work*

GMCA should explore the opportunities to recognise the value of unpaid work. This process should commence with building an evidence base that robustly assesses the socioeconomic contribution of those undertaking unpaid work in Greater Manchester, including a cost-benefit analysis comparing a GM-wide approach to supporting these unpaid contributions versus

the cost of investing in employment support that attempts to transition these individuals into work. There are various options that could be explored within such a policy, including reducing expectations around job hunting, increasing carer's allowance and reducing the threshold required to qualify, and formalising volunteering pathways as an alternative to those unlikely to find paid work.

National policy is a clear barrier to actioning such a recommendation, but devolution provides an opportunity to trial innovative policy that is of national significance given the UK's ageing population.

## **Exploit all levers to push for better quality employment**

The excess of insecure work does not just impact on those in it, it affects those seeking work too. This is because motivation to find a job is understandably reduced when residents believe that securing work will not improve financial circumstances and could detrimentally impact their health and wellbeing.

Therefore, it is important to consider the quality of employment supply alongside the circumstances of residents over 50. Employers were difficult to engage in workshops, in part because connections between employers, particularly within the private sector, and other organisations within places are not present, and they are not used to engaging in the worklessness and insecure work agenda.

The Mayor's Good Employment Charter is a key lever for improving better quality employment.

### *Community-based employment support providers need to link with business*

Working Well and other employment support programmes include job roles which seek direct engagement with employers. This is often a challenging role, and many providers working in the sector, including those engaged for this current research, report difficulties making concrete links to most employers. There is a role for expanding the number of job roles connecting employment support to employers, and reviewing the remit of these positions. The role should include a requirement to work intensively with employers to change the quality of work, not just connect the unemployed to any employment opportunities.

### *Anchor institutions need to ensure they provide and support quality employment*

Greater Manchester should continue to explore the role that anchor institutions play themselves in developing a good jobs economy. For example, the local authorities, universities and Greater Manchester Health and Social Care Partnership (GMHSCP) are all large employers and must be exemplar organisations in terms of the employment that they offer. Furthermore, they must recognise the power that their procurement spend and supply chains give them to influence the employment practices of other organisations across Greater Manchester. Health and

social care devolution in particular is a major opportunity to improve Greater Manchester employment. Paid caring roles were cited by residents as providing low pay, poor terms and conditions, unsociable working hours and poor job satisfaction, and 'human health and social care activities' is one of the largest employment sectors across GM. GMHSCP can take charge of shifting the quality of entry-level health and social care work to improve the economic and health wellbeing of paid carers across Greater Manchester, including those aged over 50.

*Greater Manchester Chamber of Commerce and the Manchester Growth Company need to be engaged to support change in employment practices*

The Greater Manchester Chamber of Commerce and Manchester Growth Company both offer opportunities to engage directly with private business around employment practices and employing workers aged over 50. This is especially important given the national evidence around age-related discrimination cited earlier in this report, which was also evidenced via workshops and interviews taking place at local level. The Growth Company (MGC) in particular can be considered an anchor institution, with a requirement to contribute to a more inclusive Greater Manchester. MGC staff engage directly with businesses in a number of different guises, including in an advisory capacity, and through attracting new businesses to the region. Each of these engagements is an opportunity to bring employers into the conversation and explore how to shift employment culture where this is required, as well as provide a platform for those with excellent practice.

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# Appendix 1

## List of organisations within each locality

Eccles		
Organisation	Spatial scale community / strategic	Interviewed/ not interviewed/ strategic interview
Eccles Together in Health	C	N
Salford unemployed and community resource centre	C	I
Being Well	Strat	N
Brain And Spinal Injury Clinic (BASIC)	C	N
Carers and Ex-Carers Support Group	C	N
City West Housing	Strat	S
CVS	Strat	N
Eccles Neighbourhood Management Team	C	N
Eccles Place Based Pilot	C	N
Eccles Pride	C	N
Incredible Edible Salford	C	N
JobCentre Plus	Strat	S
Lark Hill Parents Forum	C	N
Local Councillors	C	N
Local GPs	Strat	N
NHS	Strat	N
Poverty Truth Commission	Strat	N
Salford Health Matters	Strat	N

Salford Health Watch	Strat	I
Salford Heart Care	C	N
Salford Mental Health Forum	Strat	N
Salford Royal	Strat	N
Salford Women's Umbrella Group (SWUG)	C	N
Start in Salford	C	N
Volunteer centre	C	N
Volunteer Wellbeing champions	C	N
Weaste Women's Health & Craft Club	C	N
Westwood and Alder Tenants and Residents Association	C	N
Yemini Community centre	C	N
Public Health	S	N
Environment and Community Safety	S	S
Head of Marketing for Eccles Shopping centre and Monton Village Community Association	S	N
Gaddum centre	C	N

## Brinnington

<b>Organisation</b>	<b>Spatial scale community / strategic</b>	<b>Interviewed/ not interviewed/ strategic interview</b>
Age Concern	C	N
Big Local Brinnington	C	S
Brinnington Art Group	C	I
Brinnington Community Association	C	N
Brinnington Community Centre	C	N
Brinnington Community Church	C	E
Brinnington Community First	C	N

Brinnington Pantry	C	S
CAB / food bank	C	N
Credit Union Group	C	N
Ebony and Ivory	C	N
Healthwatch	C	N
Lapwing Centre	C	S
Local Councillors	C	I
Oasis for carers	C	N
St Luke's Church	C	N
Stockport Council	Strat/C	I
Stockport Flag	Strat/C	N
Arts Recovery ARC	C	N
Stockport Homes	Strat	S
Stockport Women's Centre	C	N
Wellspring	C	N
Children's Centre (useful for grandparents dropping children off)	C	N
Westmoreland School (useful for grandparents dropping children off)	C	N
St Paul's PS	C	N
St Bernadettes's PS	C	N
Allied Bakeries	C	N
BAG's	C	N
Tame Valley Ladies	C	N
St Luke's Parish centre manager	C	N

## Bickershaw

Organisation	Spatial scale community / strategic	Interviewed/ not interviewed/ strategic interview
Business Engagement Team (Sainsbury's, ASDA)	C	N
Abram Ward Communities Together	C	N
Abram Ward Community Cooperative	C	S
Abram Ward Community Club	C	I
CCGs	Strat	N
GPs	C	N
Health and Well-being Board	Strat	N
Health Watch - Wigan	Strat	N
Placed Based Team- Platt Bridge	C	S
Village Residents Association	C	N
Westleigh High School	C	I
Wigan and Leigh Homes	Strat	S
Wigan Council	Strat	I
Age UK	Strat	S
Bickershaw Community Club	C	S

## Werneth

Organisation	Spatial scale community / strategic	Interviewed/ not interviewed/ strategic interview
Action Together Oldham and Tameside (VCS)	C	N
Great Places	Strat	S
Aksa Homes (New Charter Group)	Strat	N

Building Better Opportunities	Strat	S
Business Enterprise Trust Board	Strat	N
CCG	Strat	N
Coldhurst and Westwood Women's Association	C	N
Contour	Strat	N
Fatima Women's Association	C	N
First Choice Homes	Strat	N
Get Oldham Working	Strat	N
Incredible Futures Oldham	Strat	N
Lifelong Learning (Werneth)	Strat	N
Local Councillors	Strat	N
Oldham council Neighbourhood Officers	Strat	S
Poverty Action Group	C	N
Primrose Centre	C	N
Public Health	Strat	N
Regenda	Strat	N
OMBC Researcher	Strat	N
Werneth and Freehold Community Development Project	C	N
Coppice community centre	C	I
Werneth Jamia Masjid Mosque	C	N
Life Long Learning	C	N

## Gorse Hill

Organisation	Spatial scale community / strategic	Interviewed/ not interviewed/ strategic interview
Trafford Housing	Strat	N
Gorgeous Gorse Hill Project	C	N
VCAT	Strat	N
Age UK	Strat	S
Age Concern	C	N
Love Gorse Hill	C	N
Gorse Hill Community Action Group	C	N
Stretford Food Bank	C	N
Stretford M32 Group	C	N
Lostock Tenant and Residents Association	C	N
Community Cafe, Gorse Hill Methodist Church	C	I
Food Bank	C	N
Stretford and Old Trafford Partnership	Strat	N
Trafford Park Networking Forum	Strat	N
Local Councillors	C	I
Local GP surgeries	C	N
Thrive	C	N
Trafford Carers Association	Strat	I
Public Health Team	Strat	N
DWP over 50s Adviser	Strat	I
Trafford College	Strat	I
DWP GM	Strat	I

# Appendix 2

## Number of residents and stakeholders at workshops

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### Brinnington

Workshop	Residents	Stakeholders
Workshop 1	9	2
Workshop 2	8	8

### Eccles

Workshop	Residents	Stakeholders
Workshop 1	9	2
Workshop 2	8	8

### Bickershaw

Workshop	Residents	Stakeholders
Workshop 1	9	2
Workshop 2	8	8

### Werneth

Workshop	Residents	Stakeholders
Workshop 1	9	2
Workshop 2	8	8

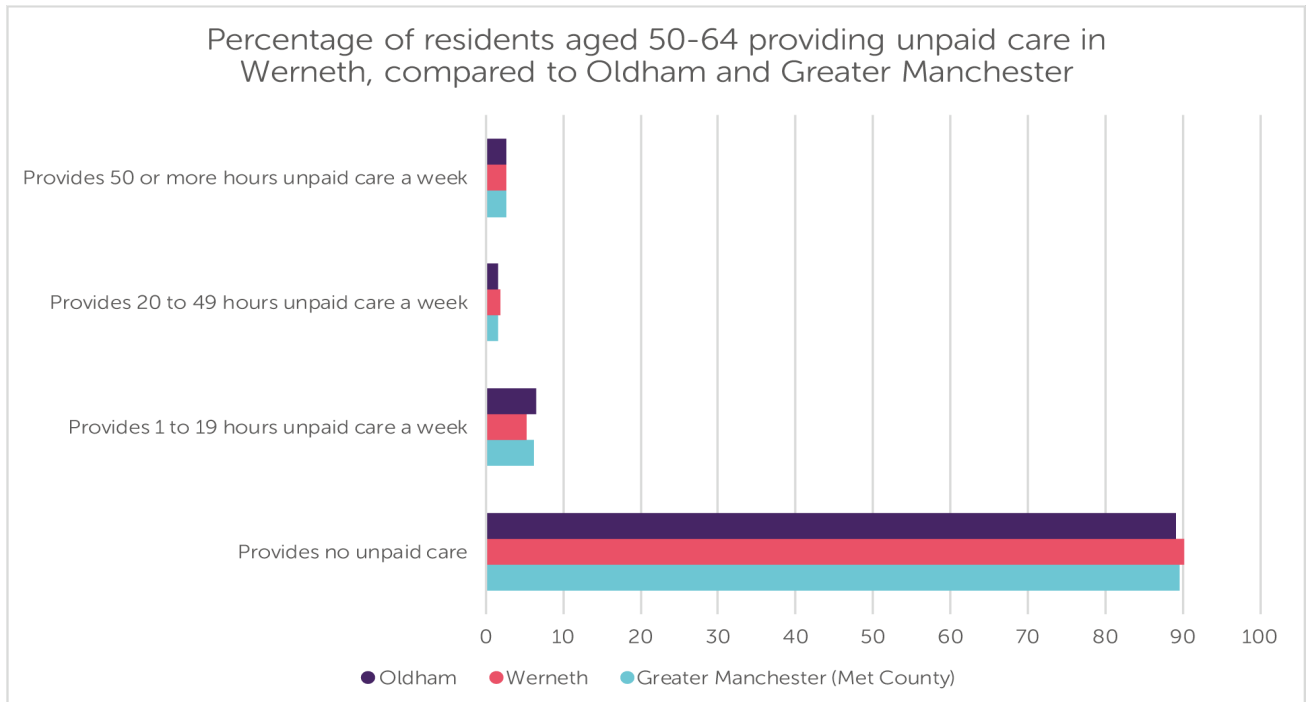
### Gorse Hill

Workshop	Residents	Stakeholders
Workshop 1	9	2
Workshop 2	8	8

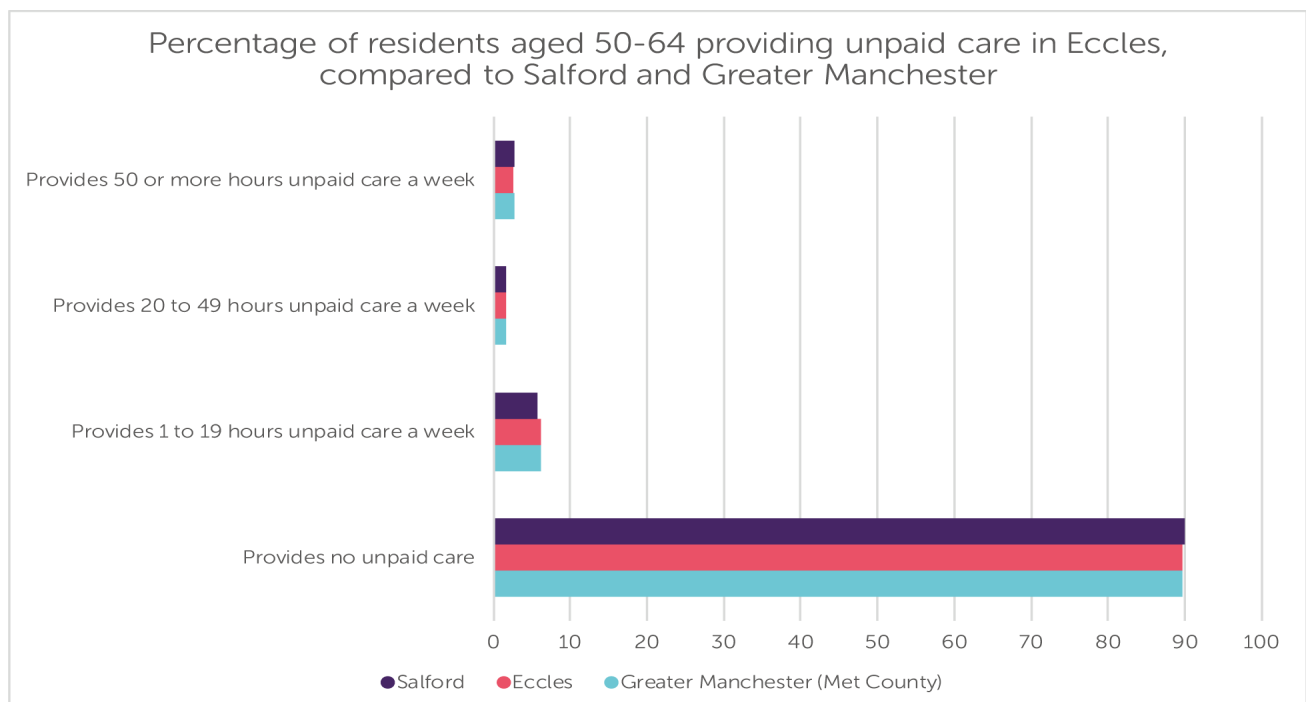
# Appendix 3

## Unpaid carers in Greater Manchester (2011 Census data)

### Werneth

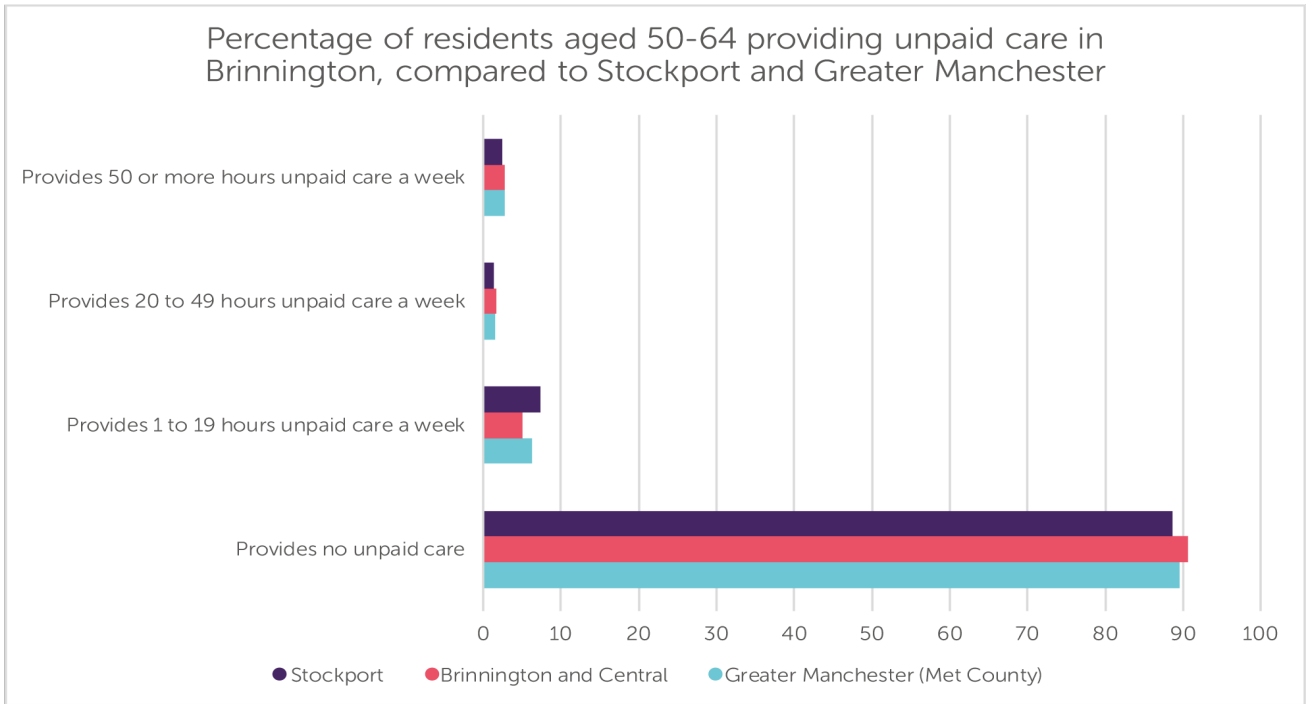


### Eccles

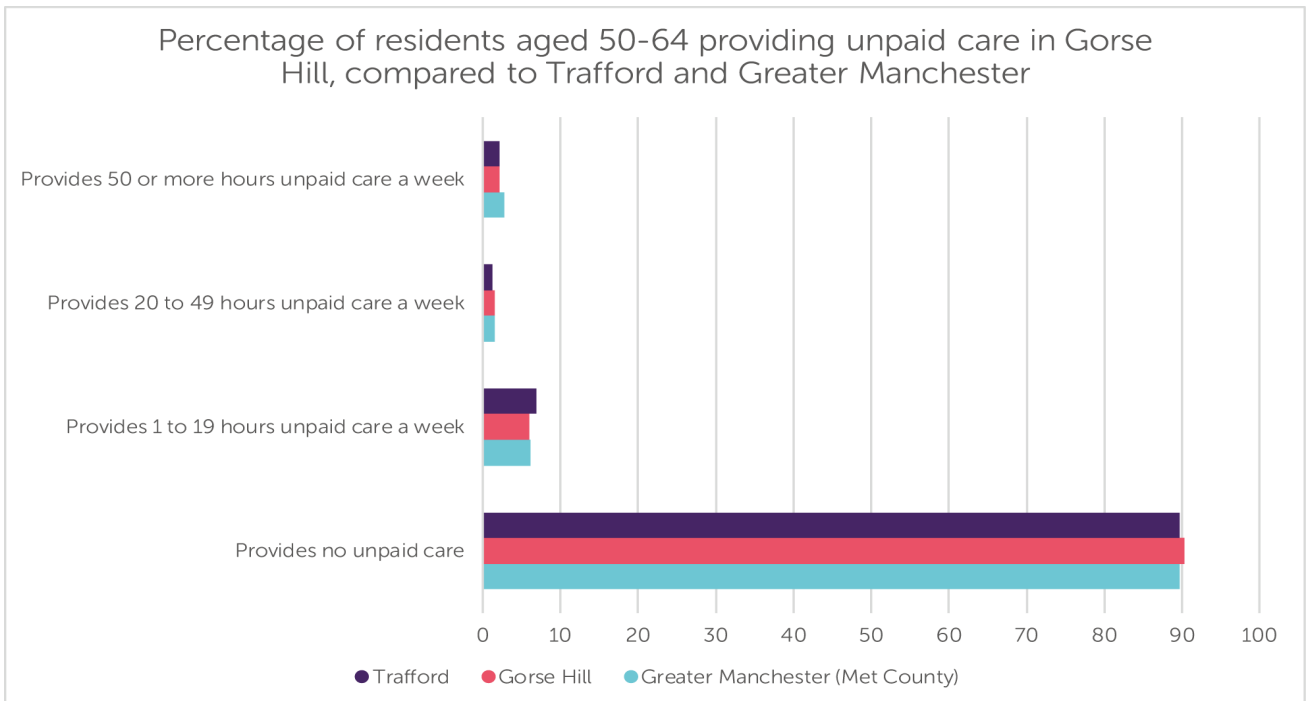




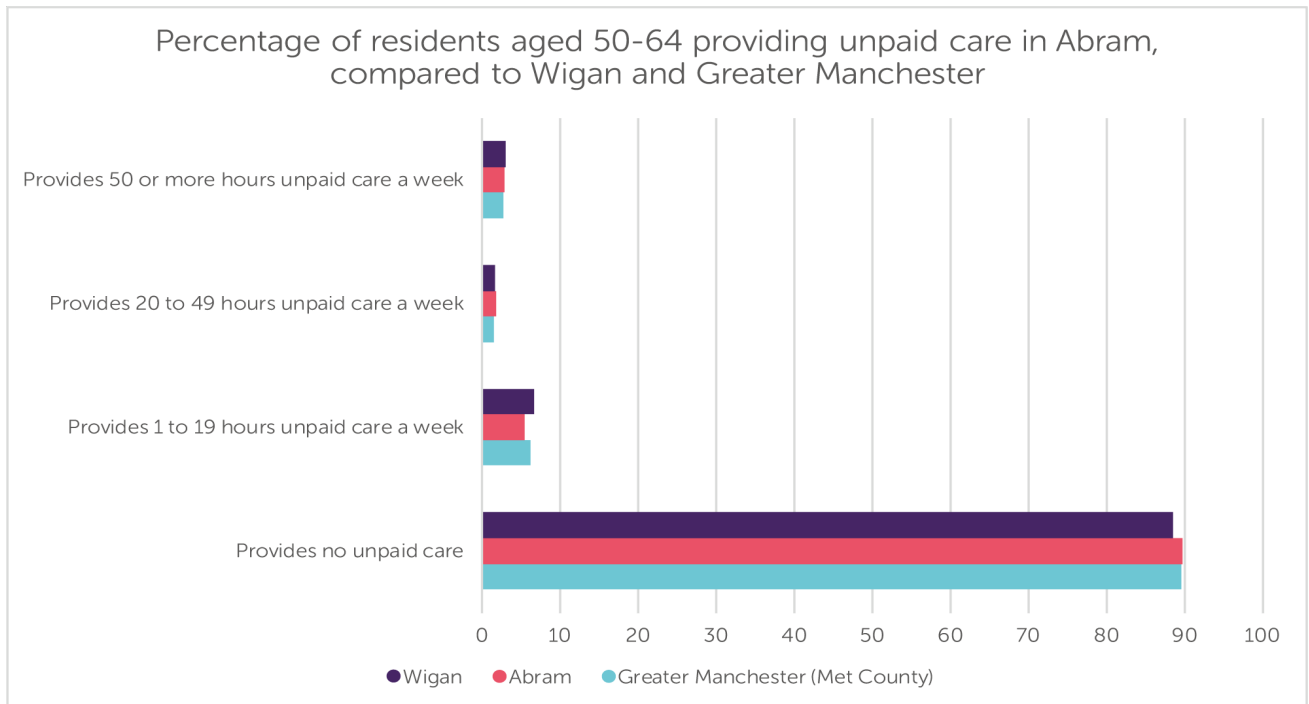
## Brinnington



## Gorse Hill



## Abram (Bickershaw)



This report is available at [www.ageing-better.org.uk](http://www.ageing-better.org.uk) | For more info email [info@ageing-better.org.uk](mailto:info@ageing-better.org.uk)

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The Centre for Ageing Better received £50 million from the Big Lottery Fund in January 2015 in the form of an endowment to enable it to identify what works in the ageing sector by bridging the gap between research, evidence and practice.