



TRAFFORD
COUNCIL



Trafford Council Public Health Annual Report 2025-26: Thriving in Later Life

This year's annual report considers how **Grow, Connect, Adapt, and Give** can improve resilience and contribute to thriving in everyday circumstances during later life.



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Foreword

Councillor Jane Slater, Executive Member for Healthy and Independent Lives

Ageing is often perceived in very negative terms, yet many people enjoy a happy, healthy later life and continue to make a significant contribution to their friends, families and wider society. The role of older people in volunteering, sharing their time and knowledge, or in providing care to others, is invaluable in improving the quality of life for us all.

However, there are real challenges in this life stage, and many face barriers to achieving happiness and health. The negative effect of inequality also accumulates throughout life and therefore has a large effect on older people. In Trafford, we continue to see a gap between our poorer and richer areas in life expectancy and healthy life expectancy.

Our ambition is to enable every resident to thrive as they age by creating communities where people feel valued, supported, and able to experience joy and fulfilment for longer. Trafford is already an age-friendly borough, and we are committed to building on this foundation. This means investing in health and prevention, strengthening local networks, and recognising the significant role older people play in our society. By working together, we can help our residents truly thrive in later life.



Councillor Jane Slater

Executive Member for Healthy and Independent Lives



Welcome

Helen Gollins, Director of Public Health

One experience that unites us all is that we are growing older every day. Staying healthy as we age is not just about living longer, but about enjoying that time and feeling happy and fulfilled, a concept named “Joyspan” by a leading older adults doctor.

This report considers how we can foster Joyspan in Trafford for our older residents. It brings together evidence on what supports thriving in later life, highlights the strengths we already have in the community and identifies areas where further action is needed. Our guest editors, Sheila, Carrie, Colin, David and Mark, a group of older adults from across Trafford, ensure this report reflects the lived experience of our residents. Their insights and reflections have helped us understand what thriving in later life truly means.

We also wanted to use this report to celebrate the contributions older residents make to our borough economically, socially and culturally, whilst also acknowledging the real challenges many older people face. Ensuring that everyone has the opportunity to thrive requires us to address these challenges collectively.

At the end of this report, I will set out my recommendations for how Trafford Council and our partners in the health, social care, and community sectors can work together to make Trafford an even better place to thrive in later life. These recommendations aim to strengthen the conditions that allow people to live well, making Trafford an even better place to grow older with good health, fulfilment, and joy.

I hope you enjoy reading this report, and I would like to give special thanks to all the guest editors and my team for all their hard work and passion in producing this report, especially Claudia Cohen, Claire Robson, Zoe Ball, Paul Burton, and Kate Hardman.



Helen Gollins
Director of Public Health
for Trafford Council



Chapter 1: Introduction and Setting the Scene

Introduction

A triumph of public health and modern medicine is that people are living longer and the number of people in older age groups is increasing¹. As highlighted in the Chief Medical Officer's Annual Report 2023, ageing well in older years isn't just about increasing lifespan – or length of life, but it's also about maintaining independence, minimising time spent in ill health and maximising overall quality of life². Only 25% of lifespan is due to genetic factors³, meaning 75% could be explained by lifestyle and environment. The concept of “*joyspan*” has been identified by geriatrician Dr Kerry Burnight⁴ as the time spent experiencing joy and fulfilment in life (see Glossary). She identifies four things we can do to enable joyspan: *Grow, Connect, Adapt* and *Give*. These are very similar to the five ways to good mental wellbeing (Figure 1)^{5,6}.



Figure 1: 5 Ways to Wellbeing

This year's annual report considers how *Grow, Connect, Adapt*, and *Give* can improve resilience and contribute to thriving in everyday circumstances during later life.

Demographic Snapshot of Older Adults in Trafford

Older adults (aged 65 and over) currently make up 17.6% of Trafford's population – that's 41, 297 people⁷. This is expected to rise to 48,100 by 2030 and 53,400 by 2040, with the greatest growth in those aged 80-84⁸. The current distribution of older adults varies across the borough, from 7.8% in Gorse Hill and Cornbrook to almost 1 in 4 in Bowdon and Hale Barns and Timperley South (see Appendix 1).

In 2019, an estimated 13% of older adults in Trafford experienced income deprivation, similar to the England rate. At all ages, people in poverty are more likely to be in poorer health than those not⁹. In addition, there may be a greater proportion of older adults in areas of Trafford described as “asset-rich, cash-poor”, due to owning houses which have increased in value despite having limited available cash. Factors such as caring responsibilities, local ties to family and communities, and lack of suitable smaller homes may impact older residents' ability to downsize. Older adults described as “asset-rich, cash-poor” report that the economic downturn has impacted their financial, social, mental and physical wellbeing¹⁰.

The older population is less ethnically diverse compared to all ages however this is expected to change with time (see Appendix 1). Older people are increasingly likely to identify as lesbian, bisexual, gay or another minoritised sexuality¹¹.

Life expectancy at 65 (how much longer adults at 65 are expected to live on average) for Trafford males is 18.7 years and for females 21.4 years (2021-23 data), similar to the England averages. However, there is an inequality in life expectancy between the most and least deprived areas of Trafford of 6.2 years for males and 4.3 years for females, meaning those who live in more deprived areas are expected to die sooner than those who live in less deprived areas. Healthy life expectancy¹² at 65 (the number of years lived in good health) for Trafford males is 10.8 years and for females 11.8 years (2021-23 data), both statistically similar to the England average.

Trafford is officially accredited by the World Health Organisation (WHO) as an age-friendly borough¹², and our Age Well Board aligns its strategic objectives with the WHO's age-friendly domains, working to improve ways in which residents can continue to age well. The age-friendly domains are shown in Appendix 2. Figure 2 summarises how Trafford is performing compared to the national average across a range of ageing well outcomes (Appendix 3 provides details on how these outcomes have been calculated and for what time period). While at a glance the headline indicators present an overall positive trend, they can hide significant inequalities between different population groups and different neighbourhoods within Trafford.

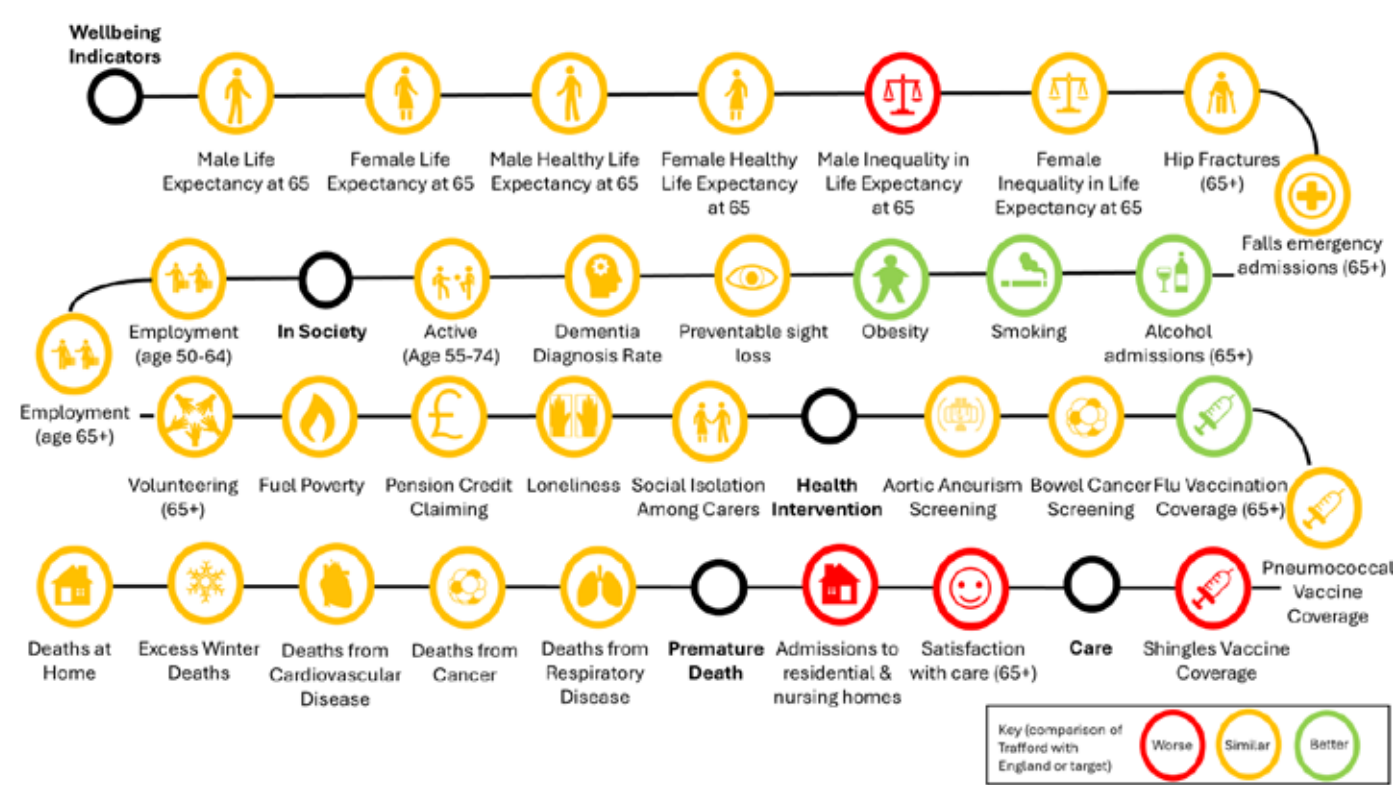


Figure 2: Ageing Well Outcomes for Trafford



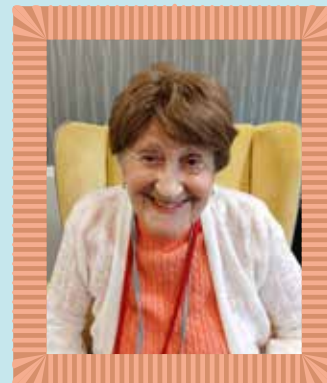
1. Health Life Expectancy is a measure that estimates how long a person can expect to live with good or very good health (Had a good innings? The importance of healthy life expectancy | Local Government Association)

Chapter 2: Guest Editors' Bios

To ensure this report reflects and involves our older residents, we sought out volunteers to read the report and give their reflections. Five individuals from a variety of backgrounds generously gave their time.

Sheila Young, 95

Sheila has lived her entire life in the Sale area of Trafford, raising a family and adapting to many changes, including the loss of her husband along with sight and hearing loss. Known for a friendly, approachable manner and a love of being around others, Sheila also has a passion for singing and music. Her deep roots in the community include 17 years as a midday assistant at a local school—where having fun with the children was a daily joy—and additional work at Sale Library.



Carrie Williams

Carrie is the Ageing in Place Coordinator for the Ageing in Place Project (now the "Live Well in Later Life" group). Having lived in Old Trafford for 23 years, she brings both personal insight and professional experience, helping to ensure that the voices and views of older residents are well represented.

Colin Driver, 90

Colin has lived in the Davyhulme area of Trafford for most of his adult life, raising his family there while spending his career as a telephone engineer. Cognitive changes have since made independent living more difficult, and he now resides in a care home. Deeply rooted in his community, Colin spent 45 years as a licensed reader at St Mary's Church in Davyhulme, regularly preaching and delivering school assemblies, and also served as a magistrate for 19 years.



2. Note this project has been renamed as the Live Well in Later Life group as of January 2026

David Balmer, a resident since 1988

David recently retired after a 35year career as an analytical chemist in north Manchester and now serves as a resident representative with the Old Trafford Ageing in Place group. Drawing on his working class background, long-standing community ties, and the personal impact of recovering from a serious illness that led to two months in intensive care in 2019 (involving a level four hospital incident), he is committed to addressing the growing socioeconomic isolation and mental health challenges faced by older, working-class residents.



Mark Simpson

Mark was diagnosed with autism just over a decade ago in his early 50s. He is engaged in a wide variety of autism-related activities as a trainer, expert by experience, peer mentor, discussion group chair, peer support worker, interviewer and co-chair of the Trafford Autism Partnership. He balances these activities with a part-time role as a tax consultant. Mark has been married for 30 years, with two adult children and has lived in Hale Barns most of his adult life.



Chapter 3: **Grow- Lifelong Learning, Purpose and Personal Development**

“Grow” is about lifelong learning, having a sense of purpose, keeping active and having a mindset that is open and interested in learning new things.

Why is this important for health and wellbeing in older age?

Lifelong learning is a determinant of healthy ageing¹³ and can include developing new skills such as taking up a new creative hobby or becoming more physically active.

Learning new things also helps us stay connected¹⁴, engage with others and be able to cope better with life's ups and downs¹⁵. There is evidence that music can have a positive impact on people's mental health.

Staying active with regular moderate exercise, like walking, cycling, and strength training, can help lift your mood, improve memory, and keep your mind sharp¹⁶. Those who exercise report lower levels of anxiety and greater scores in life satisfaction, happiness, sense of worthwhile and resilience, as well as feeling more able to achieve their goals. A physically active lifestyle is also associated with better health in later life and living longer^{17,18}. It's never too late to start being physically active - taking up physical activity later in life can still improve physical health and cognition^{15,19,20} and reduce the risk of falls and associated injuries by improving balance and stamina²¹.

The national guidelines for adults aged 65 and over are that they should aim to:

- be physically active every day, even if it's just light activity
- do activities that improve strength, balance and flexibility at least 2 days a week
- do at least 150 minutes of moderate intensity activity a week or 75 minutes of vigorous intensity activity if you are already physically active
- reduce time spent sitting or lying down and break up long periods of not moving with some activity



What does this look like for Trafford residents?

In Trafford, according to a survey of residents aged over 65, around half reported being active at least 150 minutes a week, and around 35% were considered inactive (note only a small sample of 288 Trafford residents were surveyed)²².

The proportion of older adults meeting balance and strength exercise guidelines nationally is less than 1 in 5.

In England, older women and older people in more deprived areas had greater rates of admission to hospital for falls than those in the least deprived areas²³. In Trafford, the rates of admission to hospital for falls has been above the England average, but this is generally decreasing.

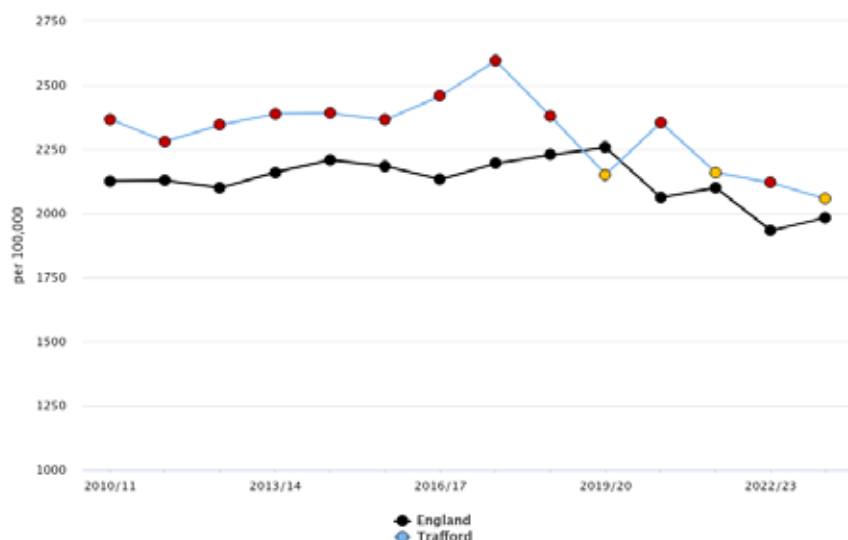


Figure 3: Emergency Hospital Admissions for Falls over Time in England and Trafford, 2010/11-2022/23, Fingertips.²⁴

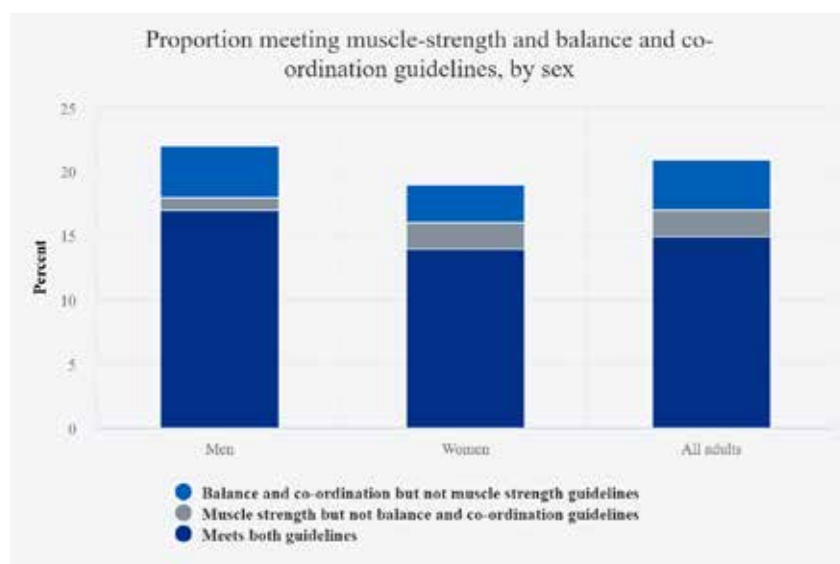


Figure 4: Proportion of Older Adults Meeting Muscle-Strength and Balance and Co-Ordination Guidelines 2021, NHS Digital, Health Survey for England



Trafford-based examples of opportunities supporting older adults to 'grow'

Lifelong learning

In Hale, Davyhulme and Sale the **University of the Third Age (U3A)** offers a wide range of in person and online learning opportunities for older adults across a variety of subjects such as Origami, Languages, Bridge, Egyptology, Table Tennis, Art, and IT ²⁶. In Hale alone, U3A has over 1000 members and 70 activity groups.

String of Hearts run music therapy sessions for older adults as well as those who are housebound.

Age UK run a home Library service and a men's activity hub which includes activities like dominoes and table tennis²⁷.

Trafford's neighbourhood networks play a significant role in helping residents connect into these kinds of opportunities and helping overcome barriers to engagement such as accessibility.

Moving more and Physical Activity Referral Services

Trafford Leisure supports over 10,000 visits from older people each year.

There is a Moving More referral programme and a Physical Activity Referral Service (PARS). PARS allows your GP to refer you to an instructor at one of the Trafford leisure centres who design 12-week activity plans tailored to your abilities and needs²⁸. In Trafford, uptake among residents aged 65 and over is around 45%, similar to other age groups. However, approximately a third of those aged 65 and over either do not take up the referral or do not complete the activity. This has similarly been seen in referrals for older adults to talking therapies (IAPT Improving Access to Psychological Therapies), where Trafford older adults were less likely to complete the course than those under 65 ²⁹.

Case Study: Trafford Leisure and PARS

"I joined the programme to have a purpose again as 12 months ago, I lost my daughter to cancer. I lost hope, my purpose and confidence. On the days I exercise I feel much happier, and it is helping my depression. I have just recently completed the programme, and I am now a member of move Urmston."

"I was isolated in house many years, alone. Coming to leisure centre was big step for me. I meet new friends — before I have no friends. I look forward for class every week. I miss human connection very much. Now I feel my mental health getting better"

There are plenty of opportunities in the community to stay fit and sharp organised by the Voluntary, Faith, Community and Social Enterprise (VCFSE) sector. For example, the Mile Shy Club, funded by the Live Well grant, is a running club that welcomes people of all ages and abilities and also runs walking groups³⁰. They currently have almost 70 runners aged 60 and over, some of which are in their 70s. Whilst uptake in North, Central and South Trafford is good, there is less uptake in the West neighbourhood, and overall less uptake in men compared to women. Lancashire Cricket Foundation run a weekly walking group, supported by Trafford Public Health and GM moving, and run a Women's Walking Cricket group funded by Sport England³¹. Further opportunities can be found in Appendix 4.

Dancing is an important form of movement that is beneficial for health and wellbeing. In the West neighbourhood, the organisation Toy House organised a “Tea Dance” event which included information on falls prevention. There is interest in setting up Dementia discos – using music to inspire memories, conversation and friendships in and between people living with dementia.

Strength and balance

Trafford Council commissions strength and balance classes via Age UK across the borough. GPs refer into the service, and classes are led by a suitably qualified instructor³². Age UK report receiving 190 referrals to the classes since April 2025 alone³³. Trafford Leisure also provides falls prevention classes and offers a variety of walking sports.

Trafford Council commissioned Voice of BME to run “Healthy Hips and Hearts” to provide falls prevention classes for residents in ethnically minoritised groups through the public health’s health inequality grant. Classes regularly have over 20 participants of South Asian and African Caribbean background, primarily women. They also do brain training activities after each class.

We recognise that there are both real and perceived barriers for some older adults being able to access activities that help them ‘grow’. Barriers might include for example access to reliable transport, the ability to access and navigate digital information to find out about opportunities in the first place and having the personal confidence to connect in with established groups. This will be discussed further in chapter 3.

Case Study: Trafford Strength and Balance Classes

Mrs J is 84 and lives on her own. She has poor balance and recently diagnosed macular degeneration. She was referred to the postural stability class by her GP.

Mrs J had been experiencing several falls in her home in the last 18 months. No serious injuries occurred in this time however the frequency had become a cause for concern for her, her family and her GP. The recent diagnoses of macular degeneration was causing further difficulties with her balance and confidence and creating a fear of falling. Consequently, she began to reduce her daily activities and avoided certain situations that would recreate that fear.

At Mrs J’s initial assessment, we agreed to focus on specific balance exercises that would improve her movement around the house and give her more confidence to leave the house. At her first session she was pleasantly surprised at how much she could do and slowly began to have a little more self-belief in her ability. The key was to translate this belief away from the safety of the weekly session. This improvement in balance, confidence and overall mobility has enabled her to be active in her daily life and once again bring a certain quality to it, saying:

“I’ve found these sessions invaluable and never thought I’d be able to do the things in the session like walking backwards. This has made a big difference to how I feel.”

Mrs J will soon begin a follow-on class around the corner from where she lives to maintain the progress she has built in these first eight sessions. To date she has had no further falls and has seen improvements in all her post programme measurements.

Recommendations

- As a system commitment to widening participation, prioritise engagement with older male residents living in less affluent parts of the Borough to better understand how we can support them to take up and complete referrals to programmes such as PARS and talking therapies, as well as opportunities in the VCFSE sector such as the Mile Shy club. Use this insight to inform local commissioning decisions.
- The Public Health Directorate, with support from the Trafford Community Collective, to allocate small grants funding for VCFSE organisations to bid to run projects with older adults that focus on the 5 ways to wellbeing (connect, be active, learn, give, take notice). Particular focus to be given to those who are most isolated, such as LGBTQ groups and carers.
- Support coordinated communications and engagement activity to raise awareness of opportunities across Trafford for older people to participate in activities that support mental and physical wellbeing. This should include accessible paper-based information (for example What's on Where guides) alongside digital promotion. Neighbourhood networks will play a facilitating role, helping to connect formal communications with local knowledge, trusted relationships and feedback from older residents.
- System partners to make better use in commissioning decisions of evidence for the efficacy of using creative arts for health gain – explore feasibility of expanding activities that help older adults move more and impact positively on mental health such as 'dementia discos'.

Chapter 4 **Connect - Relationships, Belonging & Community**

“Connect” is about developing and maintaining relationships that enable a sense of belonging and community.

Why is this important for health and wellbeing in older age?

Research has shown that the social participation and community support domains of the age-friendly cities framework (Appendix 2) are associated with life satisfaction in older adults³⁴. The theme for the 2025 International Day of Older Persons (IDOP) was therefore “Building Belonging: Celebrating the power of our social connections”³⁵.

Not feeling part of your neighbourhood is a risk factor for loneliness in older age³⁶. Loneliness is a risk factor for poorer mental and physical health, including conditions like diabetes, dementia, depression and frailty^{37,38,39} and vice versa poor health is a risk factor for loneliness. Other risk factors for loneliness in older adults are losing a spouse, not feeling able to do the things you want due to family or financial circumstances, and living alone⁴⁰. According to Age UK, around 1.4 million older people experience loneliness nationally.

Maintaining healthy sexual relationships is an important aspect of ‘connect’ and it correlates with greater enjoyment of life for older adults⁴¹. However, research shows people aged 50 and over are assumed to be non-sexual in relation to their sex and intimacy needs, and there is often a lack of visibility in sexual health promotional materials and less permission to speak up about sexual health issues⁴². A national survey found less than 20% of older people concerned about their sex life sought help⁴³. Some research has shown that older adults experiencing sexual difficulties are at increased risk of depression⁴⁴.

What does this look like for Trafford residents?

In 2023/24, the percentage of Trafford adult social care users aged 65 and over that had as much social contact as they would like was 37.6%, lower than England (43.1%).

The proportion of carers who had as much social contact as they would like was 25.2%, lower than England (30%)⁴⁵.

In the 2023/24 Community Life Survey, among Trafford adults aged 50+ years, 24% felt a very strong feeling of belonging to their immediate neighbourhood (compared to 23% England). 47% felt a fairly strong feeling of belonging, higher than England (44%). 70% ‘definitely agreed’ that if they needed help there would be people there for them, slightly lower than England (72%)⁴⁶.

Some individuals may lack a wider network which makes coping with adverse life events, such as bereavement, much more difficult, with an increased likelihood of depression, and may then adopt other health-harming behaviours, such as increased alcohol consumption. Those who connect with wider networks may be able to mitigate some of these adverse effects, as their connection with others enables them to foster greater resilience and evolve better coping strategies.

The proportion of those aged 65 and over living alone is increasing⁴⁷. In 2021, the Census showed that there were 12,764 one-person households of adults aged 65 or over in Trafford⁴⁸. With increases in life expectancy and high levels of ageing without children in the ‘baby boomer’ generation, there may be many older adults in the future without children to care for them. This could mean more older adults needing formal care in the future⁴⁹. Strengthening and connecting community relationships is therefore important for older people to age well.

Although the frequency of sexual activity tends to decline with age, older adults are still sexually active. In a study in England, 86% of men and 60% women age 60-69 reported being sexually active, as did 59% men and 34% women age 70-79 and 31% of men and 14% of women aged 80 years or older⁵⁰. In Trafford STI rates are increasing in people aged 45 and over. Bisexual older adults experience higher rates of STI and HIV.

Trafford-based examples of opportunities supporting older adults to 'connect'

In North Trafford, **the Ageing in Place Pathfinder steering group**, made up of community representatives and residents, meets every 6 weeks, with a goal of creating supportive neighbourhoods and reducing health inequalities for people over 50. This year they have held Ayres Road Festival for older residents, identified resident volunteers to be '**Pension Credit Champions**' to encourage others to access their credit, and created a series of murals with OT Creative Space for the Trafford Bar tram stop⁵¹. They have also completed walking and wheeling audits with Trafford Council and Transport for Greater Manchester, which has resulted in the installation of three additional benches. The work of the group will continue to spread and grow over the next three years in the form of Live Well in Later Life.



Figure 5: Residents taking part in Community Reporting with Yellow Jigsaw as part of the Ageing in Place Pathfinder.

The south neighbourhood older people's network has produced a **directory of 'Chatty Cafes'** to help older people socially connect.

A successful pilot **Community Transport Project** has been established in our Central neighbourhood taking older residents to health appointments, clinics, rehab sessions and other health related activity.

To celebrate **International Day of Older People (IDOP)**, Age UK Salford and Trafford and Trafford Carers Centre (TCC) ran events which brought together residents and agencies with the aim of raising awareness of support available as well as listening to resident voice. For **Age Without Limits (AwL) Day**, Trafford Council and TCC held a bhangra-themed session in Old Trafford, challenging ageist stereotypes and encouraging older adults to keep active and connect with others.



Figure 6: Bhangracise class at the Age Without Limits Day

Home Instead has created a **What's on Where** (or **WOW**) **Guide** which is regularly updated throughout the year to help older people to know what is available that they can get involved with. See appendix 4 for further examples.

Trafford Council is enabling older residents to use technology for connection, independence, and access to essential services. Our **Go Digital** programme that runs in libraries across the borough is supported by **Digital Champion volunteers** helping to provide hands-on guidance in a friendly environment. To remove financial barriers to access, devices such as smartphones, tablets, and laptops are being provided to those on low income. Age UK also runs a **Digital Champions** programme, teaching skills for things like online shopping, safe internet use, and adapting to modern life⁵².



Figure 7: Residents at the Age Without Limits Day

Case Study: **Trafford Council's Go Digital**

A former soldier in their 80s from Sale had little experience with technology before joining the classes. In just ten weeks, they learned how to surf the internet, shop on Amazon, and email family living on the other side of the world.

Trafford Age UK run a **social prescribing service for older adults** struggling with their mental wellbeing, which helps identify opportunities for social connection in the community. Individuals, relatives or healthcare professionals can refer to the service. Trafford Age UK reported that this service has seen over 200 people in the last three years, with 85% of service users reporting reduction in anxiety levels and increase in wellbeing as per ONS measurements pre and post intervention. Since starting, over two thirds of referrals were female. 45% were referred from West neighbourhood profiles, 26% from South, 20% from Central and 9% from North. 41% were 50-64 years old, 22% 65-74, 29% 75-84 and 8% 85 and over.

Case Study: **Age UK Older Adults Mental Wellbeing Social Prescribing**

This 65-year-old gentleman was referred to Age UK Trafford's Mental Health & Wellbeing Service. He lived alone within a sheltered housing scheme. He had a grown-up children, but the relationships were quite strained and contact was intermittent. The client stated he had been depressed at times over many years but had no diagnosis. He also complained of feeling very anxious at times and low in mood with little to no motivation. He reported having many physical issues including severe COPD, aspergillosis, asthma and was under a specialist at the hospital.

The service ensured he had access to relevant services and helplines. They discussed sleep hygiene, arranged a medication review, gave clothing and footwear and a hot water bottle to prevent him staying in bed all day. He was signposted to the What's On Where guide and he began to increase his social connections, both with new people and with his family, attending singing, photography and fishing to wellbeing groups. His ONS score improved from 19 to 27.

Trafford Public Health has worked with the University of Sheffield to begin implementing the **Sexual Rights Charter and Three Ps guidance**. This includes providing Age UK with guidance for conversations around sexual health during their health checks. We are also planning focus groups of older people to understand their needs around sexual health and wellbeing.

Recommendations

- Consider ways in which transport can be provided to enable more older people to participate in social activities by building on the learning from Ageing in Place in Old Trafford regarding active travel and barriers for older residents. Age UK Salford and Trafford will be continuing this work via the Live Well in Later Life (formerly Ageing in Place).
- Neighbourhood networks and community hubs to continue to build on work to prioritise interventions that address loneliness.
- As a system explore the potential for measures of belonging and social connectedness to be included in Trafford neighbourhood scorecard and our Neighbourhood Performance Arrangements, to ensure qualitative aspects are also captured. Consider including social capital and connectiveness within service specifications.

Chapter 5: Adapt - Developing Resilience and Maintaining Flexibility Through Changes

"Adapt" is about remaining resilient when encountering life's challenges.

Why is this important for health and wellbeing in older age?

There are many life changes that impact on older age including, for example, retirement, becoming a carer, health challenges, bereavement, or changes in living arrangements^{53,54}.

Building resilience provides individuals with greater capacity to manage difficulties when they arise⁵⁵. However, some people may be reluctant to seek help from outside agencies, fearing it could make them appear vulnerable. This can lead to unhelpful coping strategies, such as increased alcohol use. Key characteristics of resilience include adaptive coping styles - optimism, positive emotions, community involvement, social support, independence in daily living, and physical activity.

A positive view of ageing strengthens resilience, while negative perceptions such as ageism can undermine it⁵⁷. With almost two-thirds of older adults reporting being treated or spoken to negatively since turning 50⁵⁸, challenging stereotypes and addressing ageism in society is essential to support wellbeing and resilience.

What does this look like for Trafford residents?

In Trafford in 2023, almost 1 in 10 of the population experienced fuel poverty, and of those aged 60 and over, 13% experienced income deprivation, similar to England rates.

Census data from 2021 showed 278,946 people aged 65 and over lived in care homes. Although the majority are white, care home populations are becoming more ethnically diverse since the last census. The North West and North East had higher proportions of those aged 65 and over living in care homes than other regions⁵⁹. In Trafford in 2023/24, 780 people per 100,000 were admitted to care or residential homes, higher than the England rate (566 per 100,000).

Data from Trafford Carers Centre (Feb 2025) shows **2,690 older adults (65+) are carers**, making up over a third of all carers locally. Many face health challenges themselves: 58% of all Trafford carers have a health need. Social isolation remains a concern, with only 25% of carers in Trafford report having as much social contact as they would like.

The proportion of people requiring palliative care or support is increasing both in Trafford and nationally, as shown in Figure 8⁶⁰.

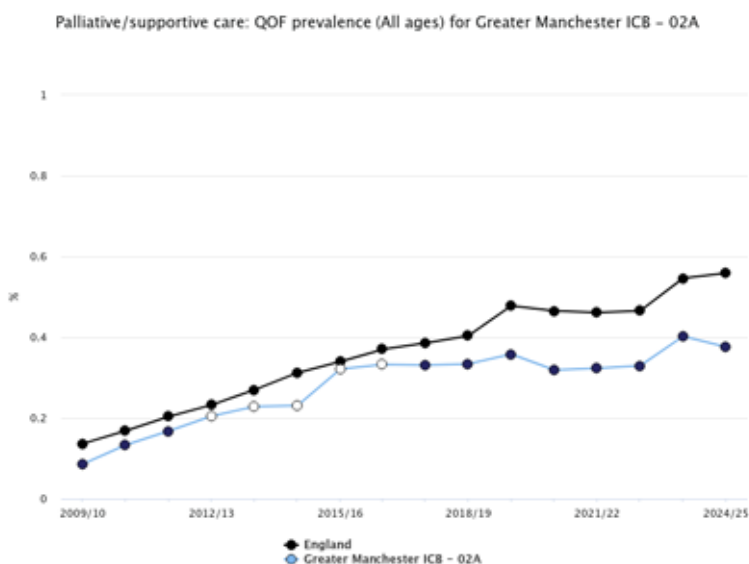


Figure 8: The proportion of people requiring palliative support or care in Trafford compared to England over time, Fingertips

Trafford has a greater proportion of deaths occurring in hospital and smaller proportion occurring at home or in hospice care than England, although Trafford is following the national trends, as shown in the three graphs below⁶¹.

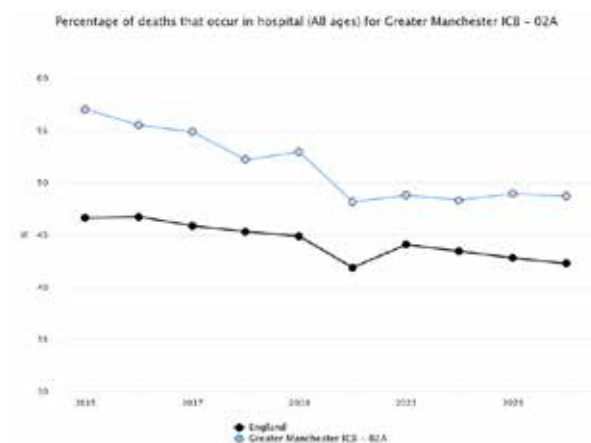


Figure 9: Percentage of deaths occurring in hospital over time in Trafford compared to England, Fingertips

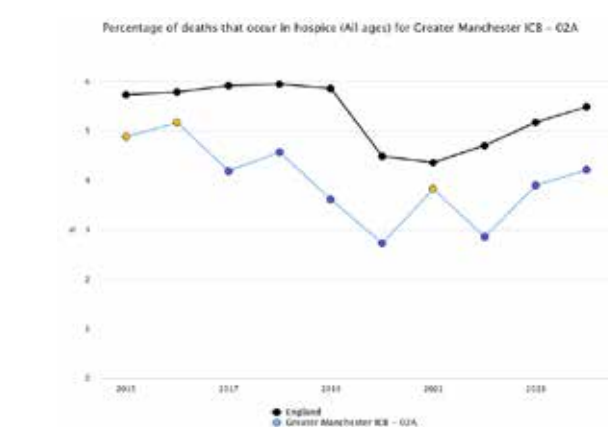


Figure 10 (Left): Percentage of deaths occurring in Hospice over time in Trafford compared to England, Fingertips

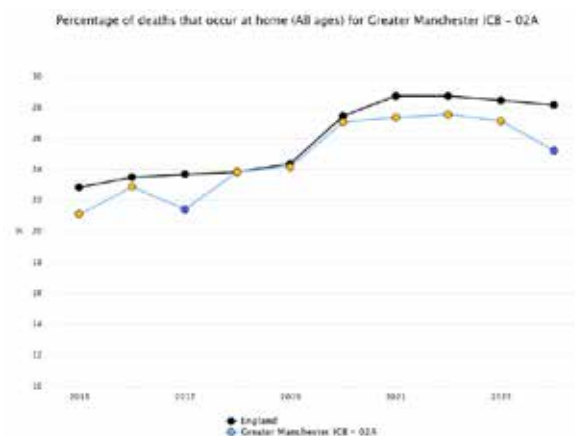


Figure 11 (Right): Percentage of deaths occurring at home over time in Trafford compared to England, Fingertips

Trafford-based examples of opportunities supporting older adults to 'adapt'

Support for Those with Long-Term Conditions

The incidence of long-term conditions such as diabetes, respiratory illness, and cardiovascular disease increases with age, making access to tailored support essential for maintaining independence and wellbeing. Trafford offers a wide range of services to help residents manage these conditions and improve quality of life:

- **Pulmonary Rehabilitation:** Trafford Local Care Organisation (TCLO) classes in Partington and Old Trafford for people with respiratory conditions. Using focus groups, interpreters and assistance from Voice of BME, the team were able to double the percentage of non-white participants completing pulmonary rehabilitation in 2023.
- **Parkinson's Support:** Specialist exercise groups delivered by Sale Sharks and TLCO's Neuro Rehabilitation Team.
- **Happier Healthier Me:** Voice of BME programme providing wellbeing support for diabetes, COPD, and high blood pressure through health checks, cooking classes, rehabilitation, and resilience sessions.
- **Stop Smoking & Health Checks:** Age UK Salford & Trafford deliver targeted checks and cessation support in high-need areas; since April, 40 residents referred for smoking support and 50 for health checks.

These initiatives aim to reduce health risks, promote self-management, and ensure equitable access to support for older residents across Trafford. An example is shown in the case study below.

Case Study: Age UK Health Checks and Smoking Cessation

Age UK Trafford & Salford staff visited a sheltered housing scheme in North Trafford to provide health checks and stop smoking advice. One resident, in their mid-sixties, initially felt anxious about attending and disclosed difficulties with reading and writing. With support from the Age UK representative, they completed the health check, which showed slightly raised blood pressure and an underweight BMI.

During the conversation, the resident shared recent bereavements, financial struggles, and anxiety, alongside being a heavy smoker. The staff member discussed available support, including financial assistance (Personal Independence Payment, Household Support Fund), GP follow-up, and mental health services.

With consent, a plan was agreed with the Scheme Manager to help the resident complete benefit forms and explore health and wellbeing support when ready. The resident said 'Thank you for listening and not judging' and said to the scheme manager 'I had a really good talk to the lady and can see a way forward'.

Living well with Dementia

As residents live longer, dementia rates are increasing, making it a priority to ensure people can live well with the condition. Trafford's South and Central Neighbourhood Lead hosted two successful **"Living Well with Dementia"** events, collectively attended by over 800 residents.



Figure 12: Living Well with Dementia event, Altrincham 2025

These events brought together residents and representatives from more than 20 health, care, VCFSE, and business organisations involved in supporting people with dementia. Organisations valued the opportunity to better understand the challenges residents face, promote their services, and build partnerships to strengthen the support available.

Residents were encouraged to engage with **Trafford's Dementia Strategy Group**, ensuring lived experience shapes the borough's approach. Feedback highlighted the need for more peer-support groups and practical information on home adaptations—preferably in paper format, recognising that not everyone has or wants online access. Further examples of dementia support can be found in Appendix 4.

Support for Carers

Under the **Care Act 2014**, unpaid carers are entitled to a free statutory assessment. Trafford Carers Centre deliver these assessments, addressing urgent needs and planning longer-term support such as respite, equipment, health checks, financial advice, and benefits. Carers are signposted to counselling, social groups, digital support, and specialist services. Welfare advisors from Trafford Carers Centre and ACCG assist with forms to ensure carers receive the financial support to which they are entitled.

Case Study: **Trafford Carers Centre**

A local carer attended a routine health check at the Carers Centre, initially saying they felt “fine” and only wanted to discuss a minor issue. Like many carers, they had been prioritising the needs of the person they care for over their own health.

During the assessment, they revealed a previous diagnosis of Type 2 diabetes, which they were managing through diet alone. Blood tests showed very high glucose levels, raised blood pressure, and symptoms such as changes in vision. The nurse provided advice, arranged a follow-up test, and shared resources from Diabetes UK to explain the risks of uncontrolled diabetes.

After discussing the benefits of treatment, the carer agreed to start medication, improve their diet, and increase physical activity. Within weeks, their blood glucose levels returned to a healthy range, and they felt empowered to monitor their progress.

This case shows how health checks at the Carers Centre can give carers the time and space to focus on their own health, identify hidden risks, and make positive changes for long-term wellbeing.

Trafford Adult Social Care

Adult Social Care help those with mental and physical health problems, disabilities, carers, and older people. People can be referred by friends and family, health and care professionals or refer themselves. Referral reasons including housing issues, finance issues, health and fitness reasons, social isolation and domestic abuse. The new triage referral system has had over 2000 referrals between July and November 2025, with cases triaged in under 3 days on average. Initial assessments are completed by social workers, and if needed they are referred to community link officers (CLOs). CLOs work with the community to promote wellbeing and independence under the Care Act 2014. They assist individuals with overcoming barriers to services and community activities; support people with deep-rooted complex mental health conditions to participate in groups; and connect individuals with their interests, boosting confidence, reducing anxiety and restoring purpose to their lives. CLOs work closely with many of the Trafford council and VCFSE sector programmes.

Domestic Abuse Support

SafeLives research shows older victims experience abuse for twice as long before seeking help and are underrepresented in services. Nearly half have a disability, and 18% of domestic homicide victims are aged 65+.

In 2023, Trafford commissioned a **Safer Ageing Domestic Abuse Advisor (SADAA)** through Trafford Domestic Abuse Services (TDAS) to provide tailored support for victims aged 55+. The role offers risk assessment, outreach, practical and emotional support, and works with local agencies to reduce barriers. All service users reported improved safety and risk management. Victims described the support as life-changing, helping them understand coercive control and regain strength.

Working in Older Age

Remaining in or returning to work later in life can bring significant benefits, including improved financial security, enhanced wellbeing, and opportunities to stay socially connected. In August 2024, Trafford Council strengthened its commitment to these principles by signing the Age-Friendly Employment Pledge.

Through collaboration with **Working Well**, tailored support has been offered to help older residents access meaningful employment opportunities. Trafford has also delivered **bespoke job clubs** across the borough, providing practical advice and confidence-building sessions for those seeking work.

Pension Credit and the Cost of Living

The rising cost of living has placed significant pressure on older residents, making it more important than ever that people claim the benefits and entitlements they are eligible for. To address this, neighbourhood network leads worked closely with **Trafford Collective**, the Council, and frontline partners to deliver a borough-wide **Pension Credit campaign** aimed at increasing uptake among those most at risk.

Analysis highlighted a clear social gradient, with the majority of non-claimants living in more deprived areas. Using the **Council's Welfare Rights resources**, targeted letters and follow-up calls were made to ensure residents understood their entitlement—particularly ahead of winter, when changes to **Winter Fuel Payment eligibility** left many former claimants vulnerable.

These coordinated efforts helped raise awareness, improve benefit uptake, and reduce financial insecurity for older residents during a challenging period.

Living Well at End-of-Life

Dying and death are part of life, and supporting people who are dying, caring for someone dying, or bereaved is vital for population wellbeing. The concept of “dying well” focuses on ensuring individuals receive the right care and feel safe in their final moments, while promoting a compassionate community approach—where people are informed about death, loss, and care, and services adapt to local needs.

Evidence shows that communities engaged in planning and decision-making are better connected and supportive, improving health and wellbeing. A community-focused approach to end-of-life care and bereavement support requires collaboration across health and social care, local authorities, and the voluntary, community, faith, and social enterprise sectors.

Trafford hosted two key events to promote openness around death, dying, and grief.

- **Bereavement Services Event (Oct 2025):** Over 200 attendees engaged with health, care, and legal partners to improve understanding of the bereavement journey.
- **Dead Good Festival (May 2024):** Part of Dying Matters Awareness Week, this creative event encouraged dialogue on death and connected residents to local support.



Recommendations

- As a system take a joint, proactive strategic approach to co-ordinating and promoting awareness of support available to Trafford residents specifically during life changes. Priority focus to be given to bereavement support, living well with dementia, managing long term conditions and caring.
- Encourage self-care opportunities amongst older adults:
 - Public Health Directorate and neighbourhood leads to proactively encourage older adults to attend health checks
 - Public Health Directorate to work with Trafford Carers Centre to deliver a mental wellbeing project
- As a system collectively challenge ageism and stereotypes and advocate for inclusive language that celebrates older age, including in reports and grants applications. Involve the Council's communication teams to ensure change throughout the organisation.
- Trafford Community Safety Partnership to explore potential routes for securing longer term funding of the Safer Ageing Domestic Abuse Advisor (SADAA).

Chapter 6: Give – Contribution, kindness and helping others

“Give” is about finding ways to contribute to the needs of others and wider society - for example through activities such as volunteering, community service, or participation in social and political activities.⁶²

Why is this important for health and wellbeing in older age?

Research has shown volunteering in later life can improve wellbeing by improving sense of purpose and decreasing loneliness, and it is associated with increased independence and higher physical activity levels⁶³. Particularly, intergenerational activities, such as volunteering in schools or choirs, can improve older adults' sense of empowerment⁶⁴, reduce low mood and improve quality of life^{65,66}, and engagement in them is associated with increased social and physical activity⁶⁷. Intergenerational programs have also shown positive impacts on children's perceptions of older adults⁶⁸, further challenging ageist stereotypes, and are recommended by the WHO Global Report on Ageism as a strategy to reduce ageism in societies⁶⁹.

Older adults are the most likely group to volunteer, and have been the only age group to see an increase in levels of civic engagement in recent years⁷⁰. However, the Centre for Ageing Better found that 632,000 fewer older adults volunteer now compared to before the pandemic. Reasons given were health problems and not having enough time due to changes in living and working circumstances. They advocate for local authorities becoming age-friendly places to ensure older adults age well and can contribute their vital role to society longer⁷². Trafford has been an age-friendly local authority since 2019.

What does this look like for Trafford residents?

Of older adults (50+) in Trafford surveyed in the community life survey 23/24, 41% engaged in civic participation, activism or consultation activities in the last 12 months. 22% engaged in formal volunteering at least once a month and 26% engaged in informal volunteering at least once a month, similar to England rates⁷².



Trafford-based examples of opportunities supporting older adults to ‘give’



Figure 13: Volunteer Hubs in Trafford

There are many older adults already volunteering in Trafford, and residents can find advice and guidance for volunteering opportunities at Trafford’s six **volunteer hubs**, shown in Figure 13³. Across the six hubs there are over 430 volunteers. A 2024 survey of a sample of volunteers in the South hub found that 58% were aged 65 or over.

Intergen Trafford is a charity where older adults volunteer in schools. There are currently 72 volunteers across 26 schools in Trafford. Furthermore, 15-20 older adults already volunteer with the Council’s **School Streets** initiative, helping children and families get to school safely. Older people therefore clearly have an important role in communities as carers, connectors, volunteers and leaders, which should be celebrated⁷³.

Case Study: School Streets Volunteers

Denise and Neville, aged 59, are regular volunteers at Victoria Park Infants School Street. They said: “We find the School Street experience to be rewarding. The day is productive and we enjoy saying hi to the kids and families as they arrive at school. It’s a great way to give back to the community and it’s beneficial for overall wellbeing.”

3. Note Partington Volunteer Hub is currently undergoing change, including appointing a new Volunteer Coordinator

Faith groups provide an opportunity to volunteer and carry out social justice. In Trafford, volunteers with ChurchLife work to address food poverty, support wellbeing, and provide activities for children and families. An example is LifeTots, where older adults facilitate weekly toddler and parent/carer groups, serving more than 60 pre-nursery children and their families. Volunteers reported gaining spiritual growth, social connection, and a renewed sense of purpose through contributing to the community.

Case Study: **LifeChurch Volunteer**

"Volunteering in my church is such a great experience, and now that I am fully retired I also volunteer with ramblers wellbeing walks for health. It gives me an opportunity to talk and be more connected with the wider community and this also gives me a sense of purpose"



Figure 14: ChurchLife Volunteers

Many older adults also sit on **Ageing in Place** and the **South Neighbourhood's Older Adults Network**, completing work to enhance their communities across the borough. For example, the Ageing in Place group has undertaken community audits to improve the walkability of the local area in Old Trafford for all residents by advocating for increased street benches which should be in place in the next few months. Research showed nationally older adults living in more deprived areas felt less positive about where they lived. The Ageing in Place Pathfinder work to improve walkability of Old Trafford by residents is an example of older adults' vital contribution to the community, making it a better place to live by undertaking local improvement work, such as community litter picking. Also, in conjunction with Ageing in Place, to celebrate older adults for the IDOP Seymour Primary school held a grandparent's special day. The South Neighbourhood also worked with the volunteer coordinator to hold a showcase of volunteering opportunities in January.



Figure 15: Members of the Ageing in Place Pathfinder group undertaking the walk and wheel-ability audit

Many of Age UK's services are also assisted by older adult volunteers. An example is shown below. Other opportunities for volunteering are shown in Appendix 4.

Case Study: **Age UK Men's Group Volunteer**

After retiring from full time employment July 2021, I unfortunately found myself attending the GP suffering from anxiety which after a length of time led to counselling sessions and they were a great help during this time my doctor messaged someone that he knew at Age UK and I was contacted to complete an application form for volunteering [...] I jumped at the chance and as this was the end of 2022, it was basically to start at the beginning of 2023, which fitted in nicely with the end of my counselling sessions.

This was great. It turns out it was just what I needed. 3 or so hours on most Mondays getting together with a group of men talking, laughing, having a cup of tea or coffee with biscuits, joking, playing cards, pool, darts and indoor bowls. It just felt like I was helping men who needed something to look forward to and were enjoying the sessions."

Recommendations

- **Trafford Council and Trafford Community Collective to pilot a signposting service for older adults towards volunteering opportunities, helping them to connect with others and their community. Trafford Community Collective to review the current Volunteering Strategy.**
- **Public Health Directorate and the neighbourhood network leads, supported by the VCFSE Engagement Officers, to advertise the Ageing in Place (Live Well in Later Life as of January 2026) and South Network's Older Adults Group to encourage older adults to further take up civic engagement opportunities.**

Chapter 7: Guest Editors' Reflections

Introduction

The guest editors reflect on the significant demographic and social changes affecting older people in Trafford. Rising rent costs and ongoing gentrification are making it increasingly difficult for longstanding residents to remain in the communities they call home. Older renters are often spending over half their disposable income on housing, leaving them financially vulnerable and at risk of displacement. The cost of care adds further pressure, with even relatively affluent residents finding their resources quickly depleted.

Alongside these economic challenges, wider financial support has become harder to access. The reduction of highstreet banks and the declining visibility of inperson bank managers limits opportunities for older residents to receive trusted, face-to-face advice, something many rely on when navigating major financial decisions.

Housing dynamics also create barriers. Many older residents are "asset rich but cash poor," owning homes that have soared in value without experiencing a comparable rise in income. Downsizing, often suggested as a solution, is rarely straightforward. Adult children living at home, caring responsibilities, deep social roots, a lack of suitable accessible homes, and the stress of moving in later life all limit options. Moving house in later life may require trusted individuals to help manage and support with the process, which not everyone has. Meanwhile, local development continues to prioritise highvalue properties, restricting affordable choices.

As a result, many older people remain in homes that have become increasingly difficult to manage, risking deterioration in both their housing conditions and wellbeing. These patterns reduce movement within the housing market, adding pressure across generations. Together, these reflections highlight the key issues facing older residents -financial insecurity, reduced access to support, housing constraints, and demographic change - and the importance of ensuring they are not left behind as Trafford continues to evolve.

Grow

The guest editors emphasise the importance of giving older people space and time to share their stories, noting that being genuinely listened to supports confidence, identity and wellbeing. Sensory impairments such as sight and hearing loss can make communication harder and limit participation, meaning that activities must be inclusive by design.

They highlight the value of intergenerational interaction, as many older people enjoy having younger people around and benefit from the energy and perspectives this brings. At the same time, simply being surrounded by others does not guarantee meaningful connection. Residents can still feel isolated, miss fun, and want connection with people who share their interests.

Many older adults (55+) may be autistic without having received a formal diagnosis, particularly those who grew up before autism was widely recognised in childhood. Women are especially likely to have been overlooked due to masking and historic gender bias in diagnostic practices. Creating opportunities for older people to share experiences with others who understand their circumstances is therefore vital.

The guest editor reflects on the delicate balance between safety and independence for older people. A strong focus on safety, particularly the fear of falling, can unintentionally limit autonomy, reduce motivation, and contribute to physical deconditioning.

Finally, they stress the wisdom and experience older people bring, highlighting the mutual benefits of mentoring and opportunities where their knowledge can support others. They also point to a growing challenge: many older residents simply do not know what activities, services, or support exist locally, especially those who do not use the internet at a time when information is increasingly digital only. This lack of accessible, offline information can significantly hinder participation and connection.

Connect

The guest editors highlight the vital role of meaningful connection in later life. They note that many older people value relationships with peers of the same sex, yet care homes often have predominantly female residents and staff. This raises opportunities for inreach from men's groups to help broaden social connection. Church also provides a strong sense of community for many older residents, offering familiarity, shared values and regular opportunities for connection.

Care home residents enjoy getting out into the community, but limited staffing restricts how often this can happen. Visits from external groups into care settings are therefore very welcome, providing stimulation, variety and a sense of connection to the wider world. Such visits can also be mutually beneficial, particularly for younger residents who gain confidence, perspective and intergenerational understanding. The editors also reflected on changing family dynamics as care needs increase and independence may reduce, noting that greater reliance on family members can become a source of concern for many older residents.

Music is identified as a powerful tool for connection, moodlifting and shared experience. It supports reminiscence and belonging - whether through familiar songs or shared cultural expressions like football chants.

They also reflect on the experiences of many autistic adults, who often face loneliness partly because their social pathways and relationship patterns differ from the general population. Peer connections - especially with others who share similar experiences - can provide understanding, confidence and mutual support. These relationships can reduce isolation and encourage wider engagement in the community.

Adapt

The guest editors highlight the significant impact that sight and hearing loss can have on older people, often leading to depression, anxiety and distress. They emphasise the importance of peer support groups and access to therapeutic support, ensuring residents can talk openly with others who understand their experiences rather than suffering in silence.

They also note how small practical challenges - such as glasses steaming up or becoming wet in the rain - can reduce enjoyment of outdoor walks and limit daily life. While technology can help people stay engaged and connected, many residents need hands-on support to set up and use digital tools effectively.

Reflections on neurodiversity highlighted that many autistic people find change and uncertainty challenging and may experience increased anxiety as routines shift with age. Groupbased support can build resilience and provide practical strategies for managing anxiety. Although fewer autistic adults experience traditional retirement due to lower employment rates, transitions can still be difficult; gradual moves into less stressful roles can help. Ageing carers also expressed concern about the future independence of autistic adult children, emphasising the value of transition programmes that build practical skills and confidence.

The editors also stress that improved local transport is essential for helping older residents stay active and connected. Shorter and more accessible walks to bus stops, seating at stops, and more frequent local routes would make everyday travel more manageable. Increased Ring and Ride provision is also needed to ensure older people with mobility limitations, can continue to get out and about, maintain independence, and sustain social connections.

Give

The guest editors suggested that a local printed newspaper designed specifically for Trafford residents who don't use the internet, could play a valuable role in helping people stay connected with community life. Such a publication could also create opportunities for older residents to contribute-through sharing stories, memories, advice or local knowledge - supporting both a sense of purpose and stronger community tie.

Editors also highlighted the importance of small, informal acts of kindness - such as reading the news to a friend - showing how simple gestures can strengthen relationships and make a big difference to someone's day.

Reflections on neurodiversity emphasised the importance of fair and inclusive opportunities for autistic adults. Transition programmes can create roles where older autistic people act as mentors, sharing experience and insight. However, it was highlighted that volunteering expectations can sometimes undervalue autistic people's contributions. A key principle emerged: residents with lived experience should be paid for their work, with the *option* to donate back if they choose. This approach promotes fairness, recognises expertise and supports meaningful participation.



Chapter 8: Summary Recommendations

This report highlights why supporting our older residents of Trafford to “grow, connect, adapt and give” helps them to live longer, healthier and more fulfilling lives.

It has demonstrated that there are a breadth of activities already taking place across our neighbourhoods supported by a wide range of system partners that are enabling older people to grow, connect, adapt and give.

The report has also highlighted important demographic information which together with our Older People's Needs Assessment (to be published Spring 2026) will provide valuable insights to help inform what action we need to take and where across our Borough to ensure all our older adults have equal opportunities to be supported to grow, connect, adapt and give.

Each of the chapter recommendations are set out below. Many of these require jointly owned action by Trafford system partners working together – spanning Health and Social Care, the Council and Voluntary, Community, Faith and Social Enterprise sectors.

Trafford's Age Well Board will wish to review how these recommendations sit alongside the Board's objectives and how these might best support Trafford's residents to thrive in later life.

Overall chapter recommendations are summarised below:

Grow

1. As a system commitment to widening participation, prioritise engagement with older male residents living in less affluent parts of the Borough to better understand how we can support them to take up and complete referrals to programmes such as PARS and talking therapies, as well as opportunities in the VCFSE sector such as the Mile Shy club. Use this insight to inform local commissioning decisions.
2. The Public Health Directorate, with support from the Trafford Community Collective, to allocate small grants funding for VCFSE organisations to bid to run projects with older adults that focus on the 5 ways to wellbeing (connect, be active, learn, give, take notice). Particular focus to be given to those who are most isolated, such as LGBTQ groups and carers.
3. Support coordinated communications and engagement activity to raise awareness of opportunities across Trafford for older people to participate in activities that support mental and physical wellbeing. This should include accessible paper-based information (for example What's on Where guides) alongside digital promotion. Neighbourhood networks will play a facilitating role, helping to connect formal communications with local knowledge, trusted relationships and feedback from older residents.
4. System partners to make better use in commissioning decisions of evidence for the efficacy of using creative arts for health gain – explore feasibility of expanding activities that help older adults move more and impact positively on mental health such as 'dementia discos'.

Connect

5. Consider ways in which transport can be provided to enable more older people to participate in social activities by building on the learning from Ageing in Place in Old Trafford regarding active travel and barriers for older residents. Age UK Salford and Trafford will be continuing this work via Live Well in Later Life (formerly Ageing in Place).
6. Neighbourhood networks and community hubs to continue to build on work to prioritise interventions that address loneliness.
7. As a system explore the potential for measures of belonging and social connectedness to be included in Trafford neighbourhood scorecard and our Neighbourhood Performance Arrangements, to ensure qualitative aspects are also captured. Consider including social capital and connectiveness within service specifications.

Adapt

8. As a system take a joint, proactive strategic approach to co-ordinating and promoting awareness of support available to Trafford residents specifically during life changes. Priority focus to be given to bereavement support, living well with dementia, managing long term conditions and caring.
9. Encourage self-care opportunities amongst older adults:
 - Public Health Directorate and neighbourhood leads to proactively encourage older adults to attend health checks
 - Public Health Directorate to work with Trafford Carers Centre to deliver a mental wellbeing project
10. As a system collectively challenge ageism and stereotypes and advocate for inclusive language that celebrates older age, including in reports and grants applications. Involve the Council's communication teams to ensure change throughout the organisation
11. Trafford Community Safety Partnership to explore potential routes for securing longer term funding of the **Safer Ageing Domestic Abuse Advisor** (SADAA)

Give

12. Trafford Council and Trafford Community Collective to pilot a signposting service for older adults towards volunteering opportunities, helping them to connect with others and their community. Trafford Community Collective to review the current Volunteering Strategy.
13. Public Health Directorate and the neighbourhood network leads, supported by the VCFSE Engagement Officers, to advertise the Ageing in Place (Live Well in Later Life as of January 2026) and South Network's Older Adults Group to encourage older adults to further take up civic engagement opportunities.

Appendix 1: Map of Trafford Wards and Demographics of Trafford Older Adults

Trafford wards and localities



Figure 16: Trafford’s wards and neighbourhood

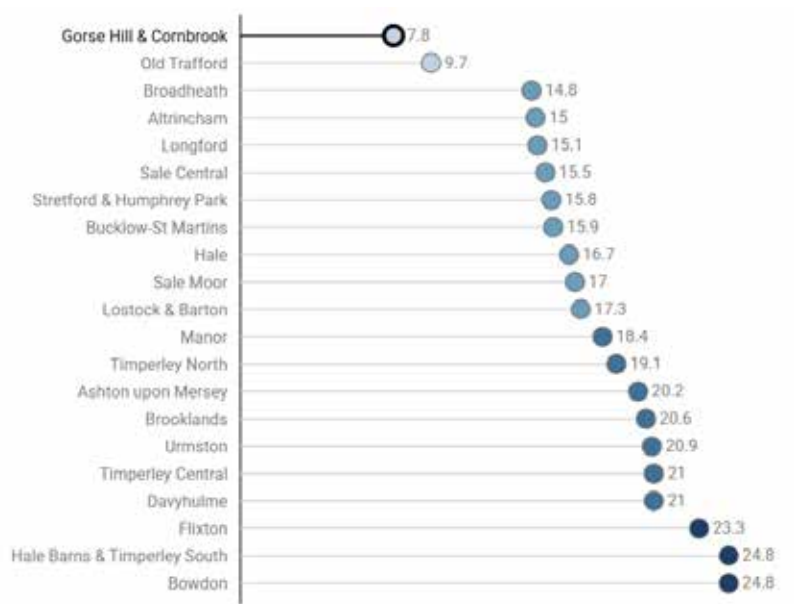


Figure 17: Proportion of the resident population aged 65+ years; Trafford wards (ONS, mid-2022 estimate)

Group	Number of people (% of Total)
Asian, Asian British or Asian Welsh (including Bangladeshi, Chinese, Indian, Pakistani, Other Asian)	1,350 (3.3%)
Black, Black British or Black Welsh (Including Caribbean, African, Other Black)	620 (1.5%)
White: English Welsh, Scottish, Northern Irish, British	35,900 (86.9%)
White: Other	2,300 (5.6%)
Other	255 (0.6%)
Total	40,425 (100.0%)

Table 1: Ethnicity of Trafford Residents aged 65 and over. N.B. Numbers may differ from total population estimates due to rounding and small number suppression.



Appendix 2: Ageing Well within Trafford Council

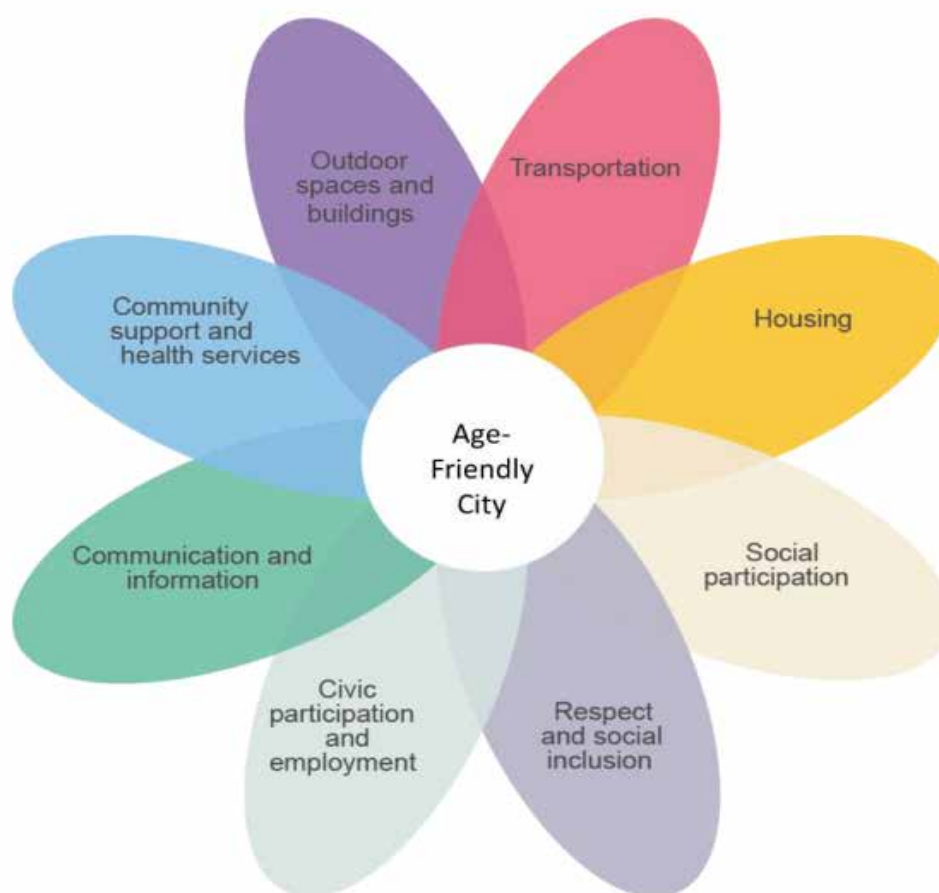


Figure 18: Age-Friendly City, WHO

Greater Manchester is recognised as an Age-Friendly region, a commitment led by the Greater Manchester Combined Authority (GMCA) in collaboration with local authorities, health and care partners, and the Voluntary, Community, Faith and Social Enterprise (VCFSE) sector. Trafford itself is an Age-Friendly local authority. This regional approach is underpinned by the World Health Organization's Age-Friendly Cities and Communities Framework (Figure 1), which provides a shared structure for action across the life course.

The Board plays a key role in fostering collaboration across sectors to address the wider determinants of healthy ageing. It reports directly into the Trafford Health and Wellbeing Board, ensuring that its work supports and contributes to the borough's overarching health and wellbeing priorities. The Age Well Board's priorities are embedded within the Public Health Business Plan, which places a strong emphasis on ageing well and tackling the broader social, economic, and environmental factors that influence health outcomes.

Appendix 3: Calculation of Age Well Measures

	Indicator	Period	Trafford	England	Unit	Significance	Source
Wellbeing indicators	Life expectancy at 65 (Male)	2021-23	18.7	18.7 Years		Similar to England	Public Health Outcomes Framework
	Life expectancy at 65 (Female)	2021-23	21.4	21.1 Years		Similar to England	Public Health Outcomes Framework
	Healthy life expectancy at 65 (Male)	2021-23	10.8	10.1 Years		Similar to England	Public Health Outcomes Framework
	Healthy life expectancy at 65 (Female)	2021-23	11.8	11.2 Years		Similar to England	Public Health Outcomes Framework
	Inequality in life expectancy at 65 (Male)	2021-23	6.2	5.6 Years		2nd worst quintile	Public Health Outcomes Framework
	Inequality in life expectancy at 65 (Female)	2021-23	4.3	5 Years		Middle quintile	Public Health Outcomes Framework
	Hip fractures (65+)	2023/24	497	547 DSR per 100,000		Similar to England	Public Health Outcomes Framework
	Emergency admissions due to falls (age 65+)	2023/24	2,056	1,984 DSR per 100,000		Similar to England	Public Health Outcomes Framework
	Alcohol admissions rate (65+) (Narrow)	2023/24	667	864 DSR per 100,000		Better than England	Public Health Outcomes Framework
	Smoking (18+)	2022-24	7.9	10.9 Percentage		Better than England	Public Health Outcomes Framework
In Society	Obesity (18+)	2023/24	16.9	26.5 Percentage		Better than England	Public Health Outcomes Framework
	Preventable sight loss (AMD)	2023/24	83.2	105.1 Rate per 100,000		Similar to England	Public Health Outcomes Framework
	Dementia Diagnosis rate	2025	66.7	65.6 Percentage		Similar to target (66.7%)	Public Health Outcomes Framework
	Active (age 55-74)	2023/24	57.2	63.3 Percentage		Similar to England	Sport England: Active Lives
	Employment (age 50-64)	2021	70.3	69.5 Percentage		Similar to England	NOMIS: ONS 2021 Census
	Employment (age 65+)	2021	10.2	10.7 Percentage		Similar to England	NOMIS: ONS 2021 Census
	Volunteering (65+) in last 12 months	2022/23	23.1	19 Percentage		Similar to England	Sport England: Active Lives
	Fuel Poverty	2023	9.8	11.4 Percentage		Middle quintile	Public Health Outcomes Framework
	Pension Credit Claiming	Feb-25	10.1	11 Percentage		Similar to England	Department for Work & Pensions
	Loneliness (65+) (Sometimes, often or always)	2022/23	14	16.6 Percentage		Similar to England	Sport England: Active Lives
Health Interventions	Social Isolation among Carers	2023/24	25	30 Percentage		Similar to England	Public Health Outcomes Framework
	Aortic Aneurysm Screening	2023/24	81	81.9 Percentage		Similar to England	Public Health Outcomes Framework
	Bowel Cancer Screening	2024	72	71.8 Percentage		Similar to England	Public Health Outcomes Framework
	Flu Vaccination Coverage (65+)	2024/25	76.8	0.7 Percentage		Higher than target (75%)	Public Health Outcomes Framework
	Pneumococcal Vaccine Coverage	2024/25	73.9	73.6 Percentage		Similar to target (65%-75%)	Public Health Outcomes Framework
	Shingles Vaccine Coverage	2023/23	43.3	48.3 Percentage		Lower than target (50%)	Public Health Outcomes Framework
Care	Satisfaction with Care (65+)	2023/24	46	63 Percentage		Lower than England	Adult Social Care Outcomes Framework
	Admissions to residential & nursing homes	2023/24	779.6	566 Rate per 100,000		Higher than England	Adult Social Care Outcomes Framework
Premature death	Deaths from Respiratory Disease (<75)	2022-24	29.7	32.4 DSR per 100,000		Similar to England	Public Health Outcomes Framework
	Deaths from Cancer (<75)	2022-24	115	120.3 DSR per 100,000		Similar to England	Public Health Outcomes Framework
	Deaths from Cardiovascular Disease (<75)	2022-24	76.7	76.5 DSR per 100,000		Similar to England	Public Health Outcomes Framework
	Excess Winter Deaths	2021/22	7.6	8.1 Ratio - %		Similar to England	Public Health Outcomes Framework
	Deaths at home	2023	27.1	28.4 Percentage		Similar to England	Public Health Outcomes Framework



Appendix 4: What's On

Grow

- Age UK run "Healthy Hips and Hearts" in South Trafford and a Walking Football group in Urmston ⁷⁶.
- Voice of BME also run Health Hips and Hearts classes. The Hub in Altrincham also provide "Healthy Hips and Hearts" and "Strength and Cardio" classes ⁷⁷.
- The Sale Sharks Foundation also offer Head Start, a free and inclusive physical activity programme designed to promote good mental health through safe, structured exercise ⁷⁸.
- Empower You also offer dance and exercise classes for people with learning impairments and autism and their carers and family⁷⁹.

Women's Walking Cricket

Alison: "I have attended 5/6 womens walking cricket sessions and I have met some really lovely new people. I started walking cricket as I have been a cricket fan since I was about 5 and I have loved it all my life and never had the chance to play then I saw this and its just amazing that over 60 I can suddenly start playing cricket of a sort. It's a really fun way to exercise, I had a really bad injury couple of years ago which meant I had to give up a lot of the sports I was doing and this way I can take part in a social sport that's fine for my bad ankle and gets me moving."

- Re-Engage hold activities for over 75's around Trafford (often tea dances).
- Dance Discovery deliver dance and movement session for over 50's at Sale Waterside Centre.
- Movement classes are held weekly at Limelight, Old Trafford.
- Andy's Man Club Old Trafford provide weekly support sessions for men over 18yrs old.
- 'Mindful Resort' - Men's Group run by Blue Sci at Night, provides a monthly group to improve health and wellbeing in Old Trafford.

Connect

- The Hub in Altrincham also run a knit and natter group.
- Cyril Flint befrienders attend care homes in Trafford.

Adapt

- Alzheimer's UK also run a dementia support service in Sale.
- Age UK Salford and Trafford run a memory loss advice service with advisors that support people and their families or carers before, during and after a dementia diagnosis, and supports on average over 200 people per quarter.
- Some care homes, such as Care UK's Halecroft Grange in Hale Barns, run a dementia café.
- Trafford Carers Centre are also running a Carer's Rights Day in November.
- Breath Champs group supports residents Lung Health.

Give

- There are also older adults volunteering within Age UK to help run their services, such as the Men's Group.
- Intergenerational opportunities exist with Intergen Trafford, where older adults can volunteer in schools. There are currently 72 volunteers across 26 schools in Trafford.
- St John's Old Trafford have a large amount of volunteers, including Bread and Butter project (discounted food scheme) and Litter picking.

Glossary

- **Joyspan** - the time spent experiencing joy and fulfilment in life ⁴
- **Life Expectancy** - the average period that a person may expect to live.¹
- **Healthy Life Expectancy** - how long a person can expect to live with good or very good health ⁸⁰
- **Health Inequalities** - unfair, and avoidable differences in health outcomes, like life expectancy or rate of disease ⁸¹
- **Deprivation** - lacking the resources, conditions, and opportunities (beyond just income) needed in society. This leads to poorer health, higher illness, and lower life expectancy. It is measured through factors like housing, education, environment, and income to understand health inequalities ⁸²
- **Dementia** - a word used to describe a group of symptoms that occur when brain cells stop working properly in areas that control how we think, communicate and remember things ⁸³
- **Loneliness** - a feeling, related to whether the social contact we have is meaningful to us and meets our emotional needs ⁸⁴
- **Social Isolation** - being alone, whether or not that's what we want. Someone can be isolated but not feel lonely – and someone can feel lonely even when they're surrounded by people ⁸⁵



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