



**“Ageing is not lost youth but a new stage of opportunity and strength.”**  
***Betty Friedan, Writer***

## Travel and Feeling Safe

**The Weaste Social Group** decided to change the group name to reflect their aims and intentions. They decided on: We Expect A Safe Tidy Environment (WEASTE).

They wanted to make a difference to where they live, to address environmental issues in their area and to reduce the impact of social isolation of local older people.

With this in mind, the group set about addressing various issues to benefit them, the wider community and future generations, to make their area a safer place in which to grow older.

They worked with Urban Vision to set out to make that difference.

The project has had a positive impact for the community with key initiatives including:



Eric and Andrea



A planning meeting between the group and Urban Vision

Introducing new litter bins, adding double yellow lines to prevent cars parking on pavements, dropping kerbs and unblocking grids which caused pavements to flood. Allowing people with walking aids, mobility scooter and pushchairs to move around safely.

The front cover image features members of The WEASTE Social Group

## Access to Information and Services

### Tech and Tea

As we move to an increasing digital world, older people can feel disconnected, isolated and fearful of technology.

### The Tech and Tea training sessions

allow people to join a five week course to gain confidence using technology. On the course, they learn new skills, meet other people and lose the fear of being online. They also benefit from being able to use technology proficiently.



A Tech and Tea Session with Salford residents



Colin Bayley, Salford Together and AfA Volunteer.

They are able to book doctors' appointments online and order prescriptions. They can keep in touch with friends and family with email, Skype and Facebook. They also learn to search online for important information such as benefit entitlements, online savings (energy comparison websites) and health activities and services to live a better quality of life.

## Feel respected & included in the neighbourhood

**Green and Growing The Green Lifestyles Project**, part of the Broughton Older People's Network, has flourished within the AfA project, improving local outdoor space. Working alongside the Incredible Education organisation they have developed skills to tend to neglected flower beds, and to grow their own produce, so benefiting the wider community. The project group has succeeded in creating a sense of 'togetherness' which has improved relationships between younger and older generations whilst improving health and wellbeing.



The Green Lifestyles Project

**“Through AfA I have made new friends and I get out of the house more. Without AfA, I would never have dreamed of doing anything like that before. I feel that I have grown in confidence, AfA and my friends keep me young and connected.”**

***Jennifer  
from The Green Lifestyles Project***

## Access to opportunities to paid & unpaid work

### Stitch in Time

**The Weaste Ladies Health and Social Club** formed when they recognised the number of local older people who were isolated following bereavement or loss, and wanted to create a safe and welcoming social place to meet new friends.

With AfA support, the group has developed a sewing project called **Stitch in Time** to enable members to learn new sewing skills under the tuition of experienced machinists. The group has enabled local people of all abilities to learn new skills. They make soft furnishings and items of clothing in a welcoming, relaxed and inclusive environment. The creative and sociable group also make things to sell at local fairs to raise money for charity and to sustain the group to continue to welcome new members from the local community.



Weaste Ladies Health and Social Club

## Together we can reduce social isolation

**Life begins at 90.**

**The Weaste Social Group** formed with a shared interest in influencing the wider aims of the project.

Members were concerned about isolation, having experienced loneliness at points in their own lives. So they came up with the idea of hosting a celebratory event to show local people how growing older can be something to look forward to.

The aim was to invite people living in other Great Places Housing Group properties who were celebrating a 90+ birthday to have a joint party and include those over the age of 50.

The group co-designed the invites and posters and set the scene for the afternoon, including the entertainment, venue, date and time. They also distributed posters to local premises, including the post office, community rooms and GP surgeries.



“We encourage local older people to feel less lonely and build relationships with other people who live close by.”

***The Weaste Social Group.***

## We're in this together

The AfA project has allowed local older people to come together and have a voice and enable them to make a significant contribution to their communities, creating 'Age Friendly Cities' for people of all ages.



The Salford Neighbourhood Network



Signing up to join the AfA Project

AfA Salford now have a **Neighbourhood Network** which comes together to influence future provision and make decisions on funding projects.



"I'm amazed how my life has changed since I became involved with Ambition for Ageing. It has made me realise how valuable older people can be in society and we clearly have a purpose and a part to play in making our region a better place in which to live that will benefit future generations." **Susan Mottram, Volunteer and AfA Champion.**

Ambition for Ageing is a £10.2million programme funded by the Big Lottery Fund's Ageing Better programme, which aims to reduce social isolation of older people.

The Greater Manchester programme aims to create more 'Age Friendly Cities' and empower people to live fulfilling lives as they age. This is led by Greater Manchester Centre for Voluntary Organisation (GMCVO) over 5 years.

*'Age Friendly Cities' are communities where ageing is not a barrier to living well and where the environment, activities and services support and enable people of all ages to live an active and healthy life and stay connected to friends and those they love.*

