

PROJECT IDEA: COMMUNITY BROKERS

DESCRIPTION OF THE PROJECT:

So far during Ambition for Ageing we have been carrying out lots of local neighbourhood work with Local Delivery Lead organisations. A lot of the success of their work has come from bringing different groups of people together and making things happen without spending lots of money. We would like to build on this work by having more community 'brokers' to connect people together with activities, services, decision makers and organisations. This enables people and places to be more connected.



WHY IS THE PROJECT NEEDED?

Many people over 50 feel that it is difficult to find out about what is happening where they live. As well as improving the information that is available to people via written media, word of mouth remains a valuable way of connecting older groups of people together and to things that are going on where they live and beyond. Sometimes these connections are more important than spending money on a new project or piece of work. This project builds on this idea.

HOW WOULD WE KNOW IF IT'S BEEN SUCCESSFUL?

More older residents are taking part in activities that exist where they live
More people are accessing other Ambition for Ageing projects
More people report that their area is age-friendly

WHO IS IT TARGETED AT?

People over 50 living in Greater Manchester
People who are involved in delivering activities and services for people over 50 in Greater Manchester

WHAT MAKES THIS PROJECT AGE-FRIENDLY?

It enables people to be more connected to other people, local activities and places in their area
People are more easily able to find out about what things they can access
It can encourage better co-ordination of activities and services on offer
Organisations can be more responsive to the requirements of people and be more aware of others providing similar or complimentary activities

CAN AMBITION FOR AGEING INVEST IN THIS PROJECT?

Yes. It meets many of the AfA project idea selection criteria. In particular: the project has the potential to take place across GM; could potentially be repeated again with alternative funding; could contribute towards making GM more age-friendly and; could help to reduce social isolation by helping people become more connected to other people and places where they live.