PROJECT IDEA: COMMUNITY MEDIA

DESCRIPTION OF THE PROJECT:

This project would find out the best methods to communicate the right kinds of information that different groups of people aged over 50 living in Greater Manchester want. It will bring together volunteers to help produce and distribute relevant information in a variety of formats. These formats will depend on what people tell us the best way to do this is.

WHY IS THE PROJECT NEEDED?

Many people have told us that they want to know more about what is going on where they live and what activities and things are going on across Greater Manchester that interest them. At the moment the way in which this information is available is not easy to find. Too much information is just added onto websites and many people over 50 would like to have information provided to them using different methods, other than written information.

HOW WOULD WE KNOW IF IT'S BEEN SUCCESSFUL?

Readership figures

Copies distributed increases

Volunteer numbers

Information provided

Numbers of organisations wanting to advertise

WHO IS IT TARGETED AT?

Over 50s living in GM, particularly those who struggle to access information that is online only

People who can't read well

People who can't read English

People with failing eyesight who struggle to read

WHAT MAKES THIS PROJECT AGE-FRIENDLY?

Provides opportunities for people to find out more about where they live and about opportunities to get involved in activities that are of interest to them

Provides opportunities for people to learn new skills as a volunteer on the project

It seeks to find out more about the best way to communicate with people so it is tailored and targeted

It will be able to share positive stories about people over 50 in Greater Manchester

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.