

# **PROJECT IDEA: FESTIVAL OF AGEING**

## **DESCRIPTION OF THE PROJECT:**

A fun and celebratory festival to highlight what people over 50 contribute to Greater Manchester and to provide a series of activities and events that are of interest to the various groups of people over 50 that live in Greater Manchester. This event will be visible and encourage publicity. It will highlight the work of Ambition for Ageing to a wider audience. The festival will still provide activities of interest to all ages but with a focus on residents of Greater Manchester who are over 50.



## **WHY IS THE PROJECT NEEDED?**

There are lots of negative stories about people over 50 in general and the role that they play within society is not always recognised. Also, activities and events are not always suitable for over 50s to attend. This project will be a celebratory and diverse event telling positive stories about older residents in the region, whilst still being open and interesting to all age groups.

## **WHO IS IT TARGETED AT?**

People over 50 who live in Greater Manchester  
Organisations that provide activities and events and would like to target this age group

People of all ages living in Greater Manchester

## **HOW WOULD WE KNOW IF IT'S BEEN SUCCESSFUL?**

Level of media coverage of the festival

Number of attendees at the festival

Number of events taking place during the festival

Number of organisations wanting to get involved in the festival

## **WHAT MAKES THIS PROJECT AGE-FRIENDLY?**

It tells a more positive story about ageing

Activities and events will be tailored towards the accessibility requirements and interests of different groups of over 50s in Greater Manchester

It will encourage other members of the population to view older residents differently and potentially improve cohesion

## **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 for those who attend.