

Made in Moorside

By the People, for the People



Making
Moorside
age-friendly,
together

Bury
Council

**AGEING
IN PLACE
PATHFINDER**
DOING THINGS DIFFERENTLY
FOR GREATER MANCHESTER

Persona

This resident-led project was about making Moorside a better place for people aged 50 and over with three simple questions in mind: *What do you like about Moorside? How can we improve it? And how can we work together?*

By listening to residents, we've delivered more activities, removed barriers, and built a more connected community. We've worked closely with partners like Age UK, HMR Circle, Bury Adult Education Centre and local volunteers to make it happen.

I've been working in the health and wellbeing sector for over 10 years and I've always been passionate about helping people to live their best lives. The Ageing in Place Pathfinder was a perfect fit to help me achieve this.

Being over 50 is no reason not to be part of the community and with this pathfinder I've been able to solve the barriers, deliver more activities and make Moorside an age-friendly place to live.

I'm often out in Moorside so if you see me around, please say hello!



Steven Greason | Community Engagement
Manager - Ageing in Place



It's been fantastic to be part of the Ageing in Place Pathfinder and to see the impact this has had in Moorside. I think the focus on a specific locality really enabled the project to be bespoke to residents in that area and for them to feel ownership of it.

For me what's made the real difference is putting residents truly at the heart of the work and them being able to shape it in the directions that mattered to them. This has been key to sustainability and the ability for residents to take it forwards into the future.

Kat Sowden |

Managing Director -
Persona Care & Support



Starting Our Journey

At the start of the pathfinder we didn't have a base to engage Moorside residents. Over the first couple of months, we worked with local stakeholders and volunteer groups to create partnerships and support us to hold drop in events, so we could start learning how to make Moorside a better place to live for residents over 50.

We worked with our local tenants' and residents' associations, Chesham Fold and Seedfield, to identify the areas we needed to focus on.

Their support has helped us reach a lot of residents and apply for funding, along with regular meetings to share updates.

We'd like to say a special thanks to their chairs, Gary Hardman and Cath Rowley, for all their help.



This booklet represents a timeline of activities & projects across the Ageing in Place Pathfinder

Memories of Moorside:

Exploring the Past to Shape the Future

Local history is a big interest in Moorside, with countless books, museum exhibits and numerous Facebook pages sharing photos of both past and present.

Channelling this enthusiasm, we launched our first project: *Memories of Moorside*. Residents were keen to get involved, sharing stories of their early life in Moorside, discussing what's changed, and exchanging old photographs.

We compiled everything into a community booklet and we even expanded the project into *Sounds of Moorside* with the support of Bury Council. This involved asking residents to read their stories and recount Moorside's history while we recorded them and used these recordings to create sound posts, which we installed on accessible walking routes identified through our *Couch to Out and About* project. You can read more about this project on page 15.

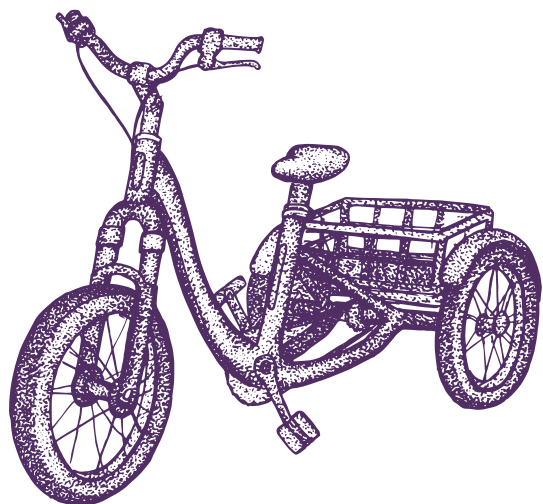


Observing Moorside

Marguerite Heywood, from Castlefield Art Gallery, explored with residents how they could express their feelings and thoughts through words and pictures by looking at Moorside and the areas that are special to them.

This encouraged residents to take pictures and create small but powerful poems, that we then turned into a booklet: *Moorside Observed*.

Read some snippets on page 7.



Wheels4All

We partnered with *Wheels4All*, an inclusive cycling provider, to deliver weekly sessions in Clarence Park.

Sessions included an hour on the adaptive bikes followed by a brew and biscuits back in The Green Community Café.



Moorside Observed Booklet Snippets

The Air Smells Sweet

Our big green container,
with its orange stencils,
befriends a beautiful
buddleia bush, in full
purple bloom.

The air is sweet with its
perfume.

The Green

The bowling green
is freckled with brown
and navy greys
cast from tree shadows.

The Stone Pillars Around Clarence Park

These stone pillars have
stood for over a century
Supporting an iron fence
until removed for the war
effort in 1940.

Why encase the park with
such a formidable fence?





Creating Our Board:

We created an Ageing in Place board made up of residents, local stakeholders and Moorside councillors and this is where most of our project decisions have been discussed and developed.

The board was created to allow collaboration between stakeholders and residents, enabling residents to voice their concerns and make a difference to what means the most to them.

It is made up of residents and stakeholders and meets every quarter. We made sure we had the right partners around the table to follow up on actions and residents who were happy to lead activities and projects.

Any issues and barriers identified in Moorside through community audits have been discussed with the board, to prioritise and overcome them.

*It's a fantastic example of community driven change,
with resident involvement, engagement and co-production
being at the heart of it.*

*The Moorside pathfinder has shown what can happen when these partnerships
prioritise each other's needs and is a testimony to building capacity locally to
create more resilient, stronger and connected communities that are committed.*

*With the self-sustaining café and niche community-led groups,
the Moorside pathfinder has developed into a sustainable force, and
from these roots, is now spreading out into five different areas across Bury,
to benefit more residents to
Age in Place and Live Well in Later Life.*

Lauren Foster | Ageing In Place Project Manager - GMCA

Reopening The Green: From Memory to Movement

Residents told us they were missing a safe place where they could have a brew and connect with others.

This led to us reopening The Green Community Café on the 5th December 2023, after its closure during the Covid-19 pandemic.

Our official opening was on the 22nd January 2024, when Councillor Sandra Walmsley, Mayor of Bury, joined us and cut the ribbon.

Since reopening, we've achieved our goal of putting the café back at the heart of the community! Through continued work with community partners, The Green has become a base for many activities - from creative to educational.



Among the events we've hosted are digital drop in events to help people understand technology and how to stay safe online, seated Zumba classes to keep people active, chat and craft sessions to give people the chance to connect with others, as well as a variety of other events.

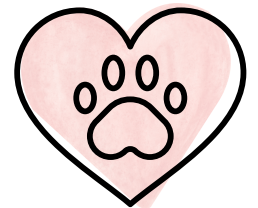
Upcoming events can be found at:
<https://tinyurl.com/EventsCaIP>



The café is now a focal point for the community and a hub for people of all ages to enjoy tasty food, a hot brew and good company, as well as being wheelchair-accessible and pet friendly!



It's brought the community together, creating strong relationships with local stakeholders including Greater Manchester Police, Public Health and Bury Council.



The café will stay open even after the Ageing in Place funding stops, to continue supporting the community.

If you're ever passing, please pop in, try one of our homemade cakes and say hello!

Read more about The Green Community Café here: <https://tinyurl.com/TheGreenCafe>

Join our online community on Facebook here: <https://tinyurl.com/TheGreenFB>





The Green Community Café is an exemplar of the borough's strategy to help build strength in individuals and their communities, in order to stay healthier and independent for longer.

Bury Council was delighted to support its extension, as the social capital it has generated has improved the quality of life for many residents and hugely amplified the older person's voice.

Lynne Ridsdale | Chief Executive - Bury Council



Traditional South Asian Breakfast Mornings with Supporting Sisters



Our partnership with Supporting Sisters, a local volunteer group, enabled us to run *traditional South Asian breakfast mornings* every Sunday for six months at The Green Community Café.

Research from Manchester Metropolitan University and Greater Manchester Combined Authority shows that Moorside has a diverse community and we wanted to ensure that all residents felt represented.

Partnering with Samia from Supporting Sisters allowed us to connect with residents from various backgrounds and gather more feedback through community audits. It became clear that many residents felt unwelcome at local centres and disconnected from the community.

We organised volunteer-run South Asian breakfast mornings, which successfully helped break barriers and encourage greater community engagement.





Couch to Out & About

Clarence Park and Clarence Lido have wonderful walking routes, but residents told us these routes weren't accessible. This is why we decided to launch our *Couch to Out & About* project, which involved installing age-friendly benches.

What makes our benches age-friendly?

They have higher seats, armrests and backrests to support people to sit down and stand up more easily and safely.

Our residents chose the location of the benches to give walkers peace of mind that they can rest if they need to. They allow easy access and resting areas for people wanting to explore nature and adventure further than Clarence Park and the lido.

We created brochures that list three walking routes, the bench locations, whether the surface is accessible, toilets and points of interest. You can find these free brochures at The Green Community Café.

As you follow the routes, you'll also discover the history and stories shared by residents of Moorside, as some of our benches are next to sound posts from our *Sounds of Moorside* project mentioned on page 5. These are also listed in our brochure.

So, next time you walk around Clarence Park or the lido, visit the café, pick up a brochure and explore the accessible routes!





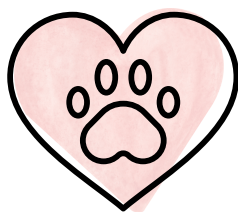
Top Green Garden

Located at The Green Community Café, the Top Green garden has been designed by residents of Moorside to fulfill their desire for a safe, green space that promotes active aging and friendships. The once forgotten garden is now a beautiful natural space.

Every visit to the garden is an opportunity to connect with nature and each other, with growing areas for vegetables, fruits and flowers, a pond and opportunities to get active with a shovel or saw.

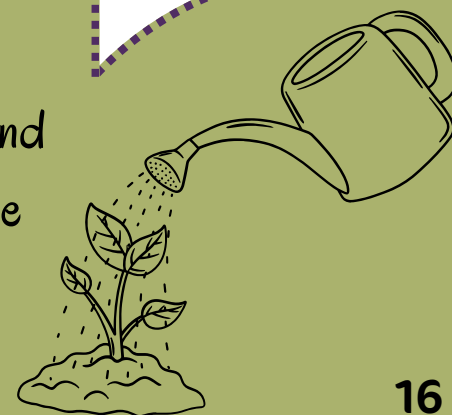
The garden has gone from strength to strength thanks to our dedicated volunteers. They've transformed it into a welcoming space where friendships bloom alongside flowers.

Our youngest volunteers are pre-school age and our eldest volunteer is 91. And let's not forget the many dogs who enjoy exploring the garden as well!



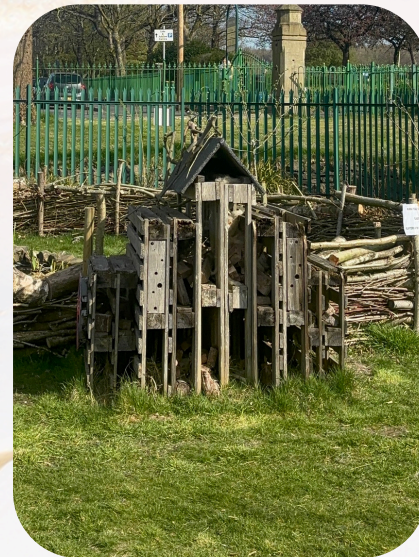
There have been so many highlights throughout the pathfinder, and so many fabulous, creative activities that have stood out, but my absolute favourite, and the biggest part of the legacy, is the Top Green garden. It's just spectacular. There is something for everyone there and to think that it has been created and maintained by volunteers just shows how amazing things can happen when the right conditions are created and communities are empowered.

Kat Sowden - Managing Director - Persona Care & Support





A mural created by a Moorside resident at our Top Green garden.



Public Health invested in the pathfinder to proactively support older adults in maintaining and improving their overall health and wellbeing.

We recognise the growing ageing population and the complex challenges they face. The pathfinder supported physical, mental, emotional, and social health needs in a holistic way.

By promoting independence, reducing health inequalities, and enhancing quality of life, the pathfinder helps to empower people to age healthily and remain active members of their communities.

John Hobday | Director of Public Health - Bury Council

Environmental Improvements

Residents completed walkability assessments to tell us what they need; this unique and individual feedback helped us identify issues that may have gone unnoticed. We've now reduced barriers people had accessing The Green Community Café, the Top Green garden and enjoying Clarence Park, reducing social isolation and encouraging residents to connect with new people.

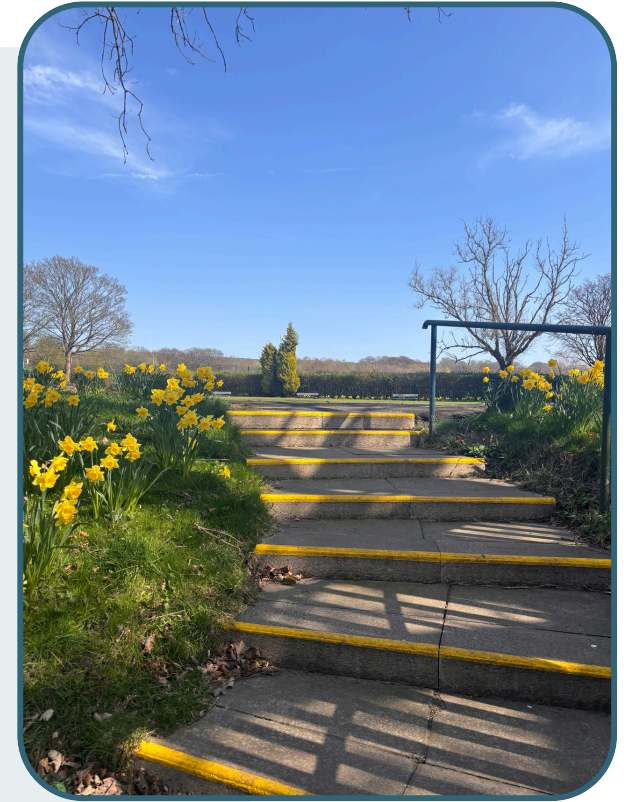
What did we learn?

Steep steps to the café were a challenge for residents despite the existing handrail, a lack of lighting that made it feel unsafe at night, and a shortage of places to sit in Clarence Park.

What we did:

- installed two new handrails
- installed age-friendly benches
- installed spotlights
- edged steep outdoor steps in yellow paint

These improvements enhance the accessibility and safety of Clarence Park, day and night.



Residents also had concerns around anti-social behaviour in Clarence Park. We've collaborated with Greater Manchester Police and community police officers to reduce these issues, with meetings and regular police drop in sessions. The Green Community Café is now also a hate crime reporting centre.

We've also worked with Transport for Greater Manchester, who held a drop in event at the café for residents to share their thoughts on Bury Bee Network's redevelopment.



We are working towards becoming an age-friendly borough, participating in the UK Network of Age Friendly Communities as part of our 'Let's Do It' strategy that focusses on building community capacity, including providing access to spaces and facilities, developing a volunteering strategy, and promoting intergenerational activities.

Our commitment to becoming an age-friendly borough reflects a broader movement to create inclusive and supportive communities for older people, allowing them to live fulfilling and independent lives and aims to create environments where older people can age well, participate in activities they value, and contribute to their communities.

We are actively involved, with a range of initiatives such as Ambition for Ageing and Greenmount Village being recognised as an age-friendly community, so we were thrilled to have the opportunity to continue to provide ongoing support to the Ageing in Place Pathfinder in Moorside and The Green Community Café.

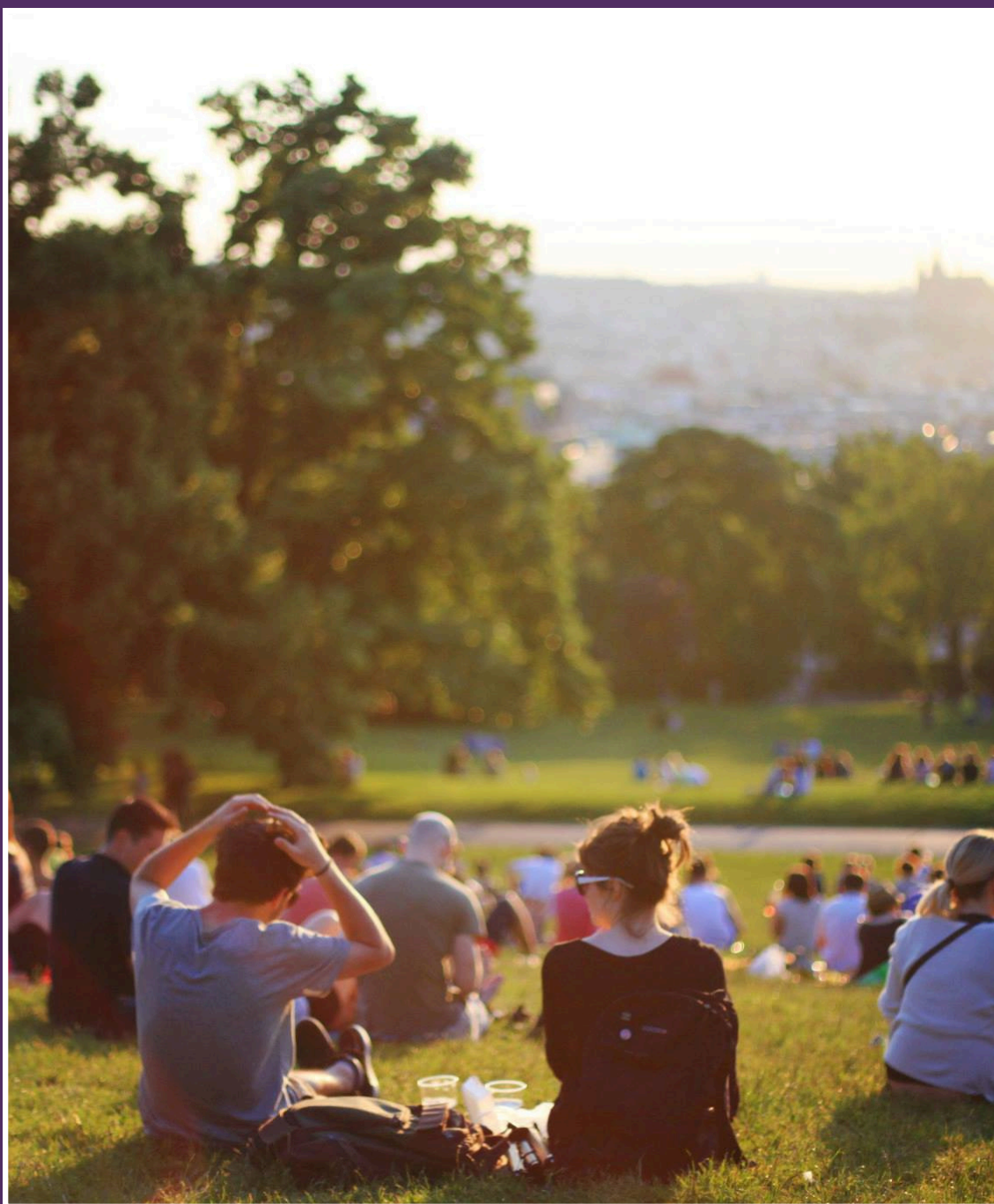
Adrian Crook | Director Of Adult Social Services and
Community Commissioning - Bury Council



We're happy to announce that the Ageing in Place Pathfinder has secured an additional three years of funding from Persona Care and Support, Public Health England and Bury Council.

This vital support will enable the project to expand across more localities in Bury, building on the successful model and best practices developed in Moorside.

By creating more age-friendly communities, we aim to break down barriers, reduce social isolation, and empower residents to live independently and thrive in their neighbourhoods for longer.



Thank you to everyone who has contributed to our pathfinder journey and played a part in our success.