



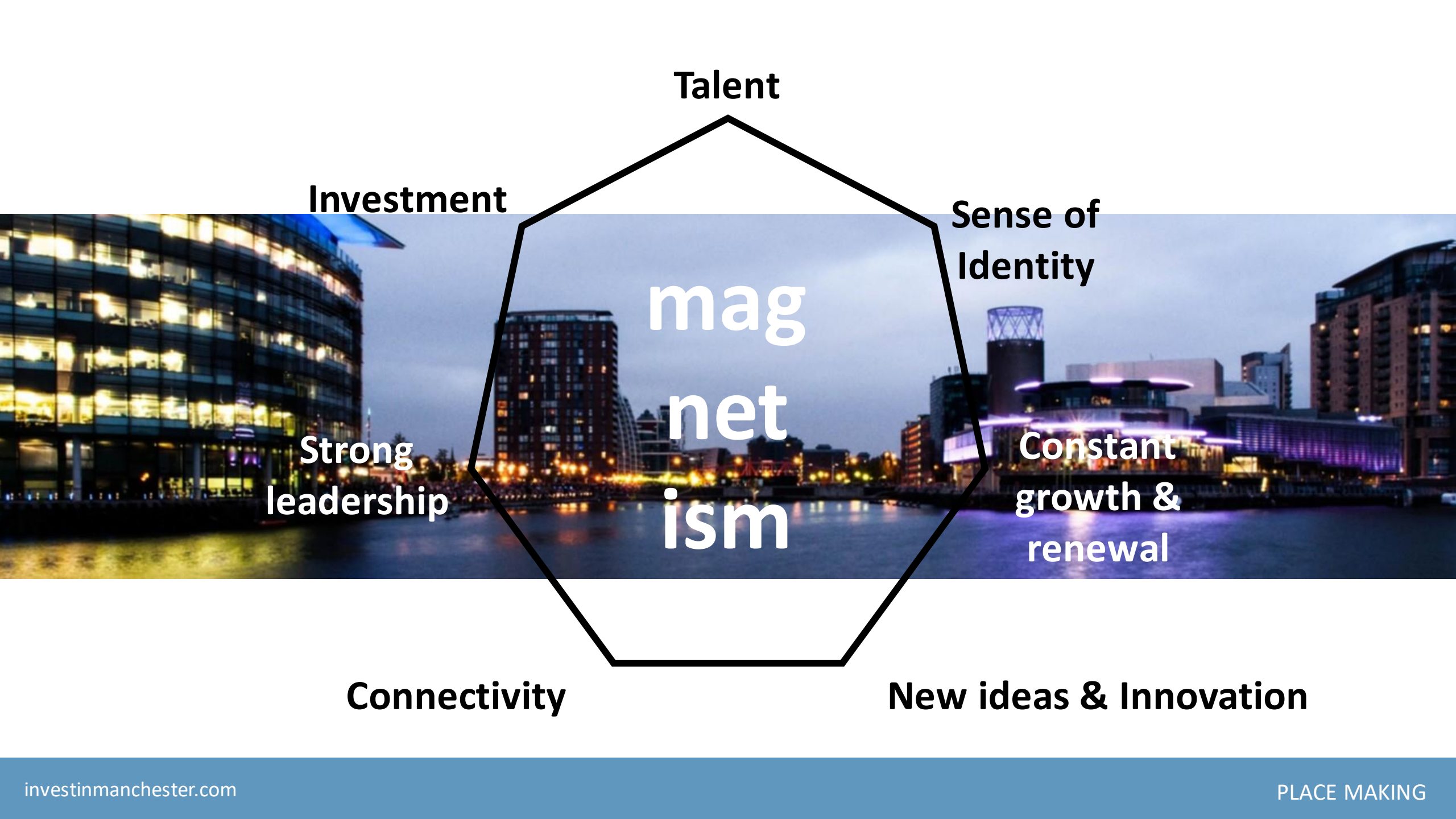
*Age-friendly World*

# GM Life Science

Healthy Ageing Webinar

Greater Manchester  
A region devoted to ageing & living well

23/11/2023



**Talent**

**Investment**

**Sense of  
Identity**

**mag  
net  
ism**

**Strong  
leadership**

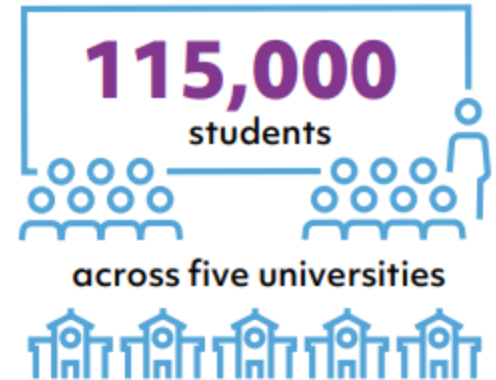
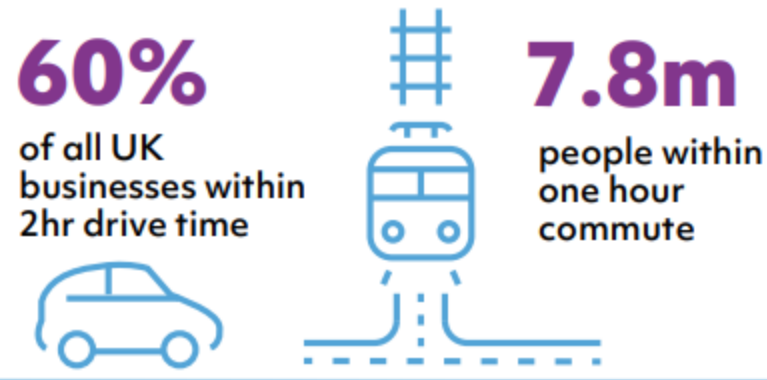
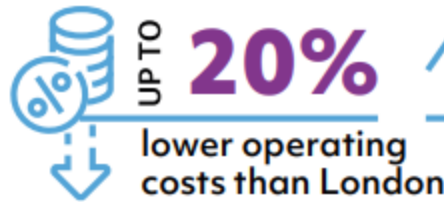
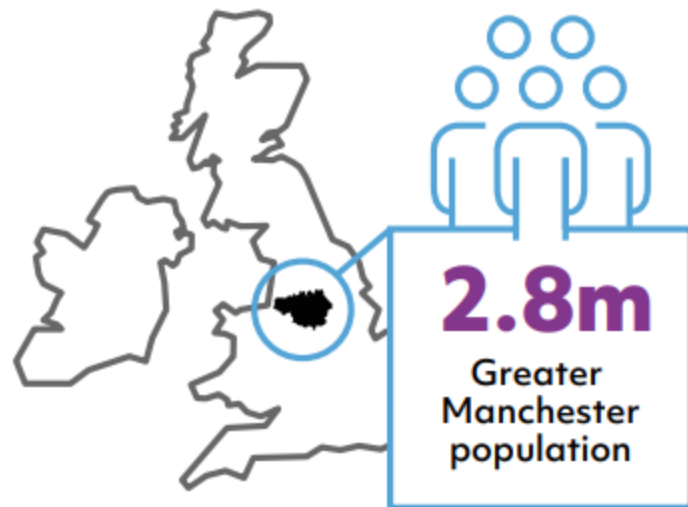
**Constant  
growth &  
renewal**

**Connectivity**

**New ideas & Innovation**

# Greater Manchester: Talent at its heart

## MANCHESTER KEY FACTS



# SENSE OF IDENTITY

2022

Doing digital in later life  
Pension top-up campaign  
GM Older People's Equality Panel formed  
GM Falls Prevention publication  
Toolkit GM Age-Friendly City  
Employment & Support 50+  
Winterwise campaign  
Delegations Norway, Sth Korea, and Canada – Age friendly cities

2021

Pension top-up scheme £3m  
Older and Greener campaign  
Covid-19 and Social Exclusion report  
Framework for age-friendly homes in GM  
Agency for creative agency launched (CADA)  
Over 50's Active Travel scheme

2020

53 areas - age-friendly  
Unlocking Longevity Economy  
DWP pilot over 50's into work  
Keeping Well at Home - WHO  
Keeping Well in Winter  
Shortlisted UKRI Challenge Fund  
Creative Care Kits – over 50s  
Valuable not Vulnerable campaign

2019

32 areas recognised as age-friendly  
Published Ageing Hub Digest  
Ageing in Place commitment  
Pride in Ageing, LGBT Foundation  
£250k support creative in ageing  
Global Silver Economy Forum

2018

Strategy – 2020 goals launched  
Mayoral Age Friendly Challenge  
Centre for Ageing partnership  
LIS focus on healthy ageing  
Super ageing link – Tokyo  
Manchester School of Architecture – houses for ageing

2017

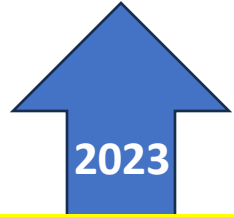
Best place to grow older  
Study – Future of Ageing  
Strategy – Age Friendly GM  
£10m programme launched  
Some things can't be put in a box

2016

Get over 50's into work  
**MOU**  
**Mayoral starting point**

2023

Ageing in Place  
Pathfinder £4m investment  
Doing Digital in Later Life



Constantly moving and growing....

## Healthy Ageing Business Cluster Development

# North Manchester General Hospital

North Manchester General Hospital is at the heart of an exciting vision to improve health and wellbeing for local people over the next 10 to 15 years

### HEALTHY AGEING CLUSTER LIVING; WELLBEING; R&D OPPORTUNITIES

- A new acute Hospital
- Wellbeing hub
- Education hub
- A mental health inpatient unit
- Residential housing – focussed on keeping people healthy at home
  - Social housing
  - Step down care
  - Extra care housing
- Commercial space



**MANCHESTER**  
CITY COUNCIL



**Manchester University**  
NHS Foundation Trust



**Greater Manchester  
Mental Health**  
NHS Foundation Trust



**Greater Manchester**  
Integrated Care

# Healthcare & Life Sciences – new ideas in our DNA

## Facts / key figures

- UK's first WHO designated *age friendly city region*
- The highest Recruitment time to Target for clinical trials in the UK
- Over 210 destinations served from Manchester Airport
- £6 billion devolved Health & Social care budget
- 20% Lower operating costs than London

---

## Why Greater Manchester

*GM offers investors the deliberate colocation of industry, academia and public services all in an area the size of London on 1/3 of the cost*

## Key assets

- National HQ to the [UK Biobank](#)
- UK's 1st integrated care record – [GM Care Record](#)
- Europe's largest since site cancer hospital – [The Christie](#)

## Key companies

- Qiagen
- Yourgene Health
- Apis Assay Technologies
- Hologic

## Sector priorities and business opportunities

Focus	Expertise
Healthy Ageing HPO Advanced Therapies Digital Health	Oncology Genomics Diagnostics

## Greater Manchester Ageing Hub

*“We want Manchester to be the place to grow up, get on and grow old”*

## Hub Partners include:

- GMCA
- Greater Manchester Health & Social Care Partnership
- Public Health England
- Health Innovation Manchester
- MICRA
- Greater Manchester Centre for Voluntary Care Organisations
- Centre for Ageing Better



“I want Greater Manchester to be a digital city with a difference – one with a strong economy which encourages businesses to invest and grow, and also one where technology is used to deliver positive change.

This bold vision places the needs of people firmly at the heart of innovation.”

**Andy Burnham**  
Mayor of Greater Manchester

We're not new to this agenda:

[Story so far - Greater Manchester Combined Authority](https://www.greatermanchester-ca.gov.uk)  
[\(greatermanchester-ca.gov.uk\)](https://www.greatermanchester-ca.gov.uk)

# Devolved Budget

**Academia**

5 Universities

1 ICB

**Hospitals**

9 Trusts

**Digital First**

1: connected record

**CRN**

UK Best

**HInM**

**UK Biobank HQ**

**Combined Authority**

1 Voice

**Transport**

Bee Network







# Devolved Budget

**Academia**  
5 Universities

1 ICB

**Hospitals**  
9 Trusts

**HInM**

**Digital First**  
1 connected record

**CRN**  
UK Leading

**UK Biobank HQ**

**Combined Authority**  
1 Voice

**Transport**  
Bee Network

# MIDAS Investment Support

Scoping Phase	Mobilisation Phase	Aftercare Support
Helping you to build a <b>business case</b> for Greater Manchester	Helping with <b>project planning</b>	Continued support to ensure <b>continued success</b> and <b>long-term growth</b> in Greater Manchester
Looking for <b>synergies</b> , links with core projects, themes and clusters.	Identifying <b>property solutions</b>	Support for employer <b>profile raising</b> in Greater Manchester
Providing <b>data</b> and <b>insights</b> to inform and underpin decision-making	Supporting <b>recruitment</b> - providing connections to access talent from entry level to experienced hires	Future expansion plans support
Offering a <b>safe and confidential exploratory platform</b> to discuss plans, assess feasibility and understand opportunities in Greater Manchester	Staff <b>relocation</b> and <b>familiarisation</b>	Inclusion in Greater Manchester <b>regional initiatives</b> and programme
Sharing <b>insights</b> and <b>lessons</b> from previous relocation projects to ensure success	Supporting your <b>marketing &amp; comms</b>	Building a <b>long-term, diverse</b> workforce
Delivering a <b>bespoke</b> visit to Greater Manchester	Strategic support - not just about opening an office in GM, about <b>embedding into local ecosystem</b>	

# Contact us

## MIDAS, Greater Manchester's Inward Investment Agency



**Andrea Winders**

Head of Business Development  
Life Science & Healthcare

E: [andrea.winders@midas.org.uk](mailto:andrea.winders@midas.org.uk)

T: +44 (0)7718 301235



**Nikesh Patel**

Business Development Executive  
Life Science & Healthcare

E: [nikesh.patel@midas.org.uk](mailto:nikesh.patel@midas.org.uk)

T: +44 (0)7553 237195

