

GM Festival of Ageing 2018 -Summary Report



Wigan Athletic Walking Footballers

	<p>Financial summary:</p> <ul style="list-style-type: none">• 103 Local events supported• £217 Average cost per local event• £8.22 per person per event on average for the Festival
	<p>Attendance summary:</p> <ul style="list-style-type: none">• 9 main events across 8 GM boroughs• 367 local activities 103 supported with a small investment• 12369 attendees
	<p>People Involved:</p> <ul style="list-style-type: none">• 5 Festival partners supported by Ambition for Ageing• Too many to count - local volunteers, staff and agencies!• Partners and local delivery leads in 8 boroughs <p>THANK YOU ALL!</p>

Summary

The first ever Greater Manchester Festival of Ageing took place over two weeks in July 2018, launching on 2nd July in Manchester City Centre and closing on the 15th July with a Finale event at the Midland Hotel. In between these dates an estimated 12,000 people took part in over 360 events celebrating diverse and positive experiences of ageing across Greater Manchester.

The Festival was planned and delivered by a partnership led by 4CT and including Manchester Metropolitan University, Persona, HMR Circle and Wigan Athletic Community Trust.

The partnership agreed that they would

- Deliver 9 main events (Manchester launch/Finale and 7 borough events)
- Support 40 local events with a local investment
- Support a further 100 'fringe' events with an event pack and publicity
- Recruit 3 Festival Champion volunteers per borough (total 24) and a further 3 GM wide

The Festival attracted a high level of interest GM-wide and all of these agreed targets were surpassed.

	Target	Actual
Events	149	367
Small investments	40	103
Attendees	1000	12639



Axe Throwing at the launch event

Festival Feedback:

"Had a fantastic afternoon trying out new activities... especially Tai Chi in Albert Square" - visitor quote

"That was lovely!! @InspTaskForce So many other fun activities at Albert Square for the @FestivalAgeing" - twitter post

"Age is but a number. We're loving being part of Manchester's @FestivalAgeing .There's a real buzz in Albert Square" - twitter post

"defo proud to be 50+ at this gig" – twitter post

"Had a fantastic afternoon @FestivalAgeing Manchester launch event @ManLibraries with my @RADheadquarters Silver Swans® from the Janet Lomas School of Dancing in Bury" – twitter comment

"Having a great afternoon talking with older people from across Gtr Manchester and beyond about their memories and perceptions of ageing" - twitter post

“Activities in the Central Library and Art Gallery were stimulating, interesting and the facilitators welcoming” - *visitor feedback*

“Brilliant fun event [@FOABuryBolton](#)” - *twitter post*

“Well Done to all involved in launch event [@FOABuryBolton](#) [@FestivalAgeing](#) today... a diverse range of activities & information available” - *twitter post*

“We are so excited to be part of this year’s Festival of Ageing” - *letter from Bury group*

“Ooh this is nice - something a bit different” - *quote in feedback from Bury event*

“Great event...well attended...wonderful pies and ice cream!!” - *twitter post*

“Such a sense of fun and excitement today” - *Donna Hall, Chief Executive Wigan Council, Twitter video*

“A lovely day all round” - *Wigan group email feedback*

“Lots of people enjoying the smooth sounds of Sam Ferranti and some fabulous Italian food [@HMRCircleCIC](#) - great work Mark and Leanne” - *twitter post*

“Fantastic to attend the Festival of Ageing at Salford Quays today” - *Salford Cllr Gina Reynolds, twitter post*

“The [#FestivalofAgeing](#) is being opened by [@salford_mayor](#) this Saturday 7/7 [@SalfordWSC](#)! A great day for Old, Young and those in Middle!” - *Pendleton TV, twitter post*

“Enjoying sunshine and conversations [@FestivalAgeing](#) Tameside event at Ashton Market” - *twitter post*

“I loved the opera singer, do you have his contact details so we can book him ourselves?” - *Festivalgoer, Tameside*

“Hugely successful” - *Rochdale group feedback email*

“Fabulous local venue and great event” - *local festivalgoer*



Choir from Moss Side at the Finale Event

“Thank you for a very enjoyable event, well done to all concerned” - *email feedback from OST organiser*

“Just an email to say thank you so much for the wonderful Festival of Ageing finale yesterday” - *email feedback from Silver Swans® Bury*

“Thank you very much for having us at the Festival of Aging - everyone really enjoyed it and have not stopped talking about it since.” - email feedback from Heart and Minds theatre group

Festival Content:

- Launch event in Manchester City Centre
- 7 ‘town centre events’, Bury, Bolton, Rochdale, Oldham, Aston-u-Lyne, Wigan and Salford
- Finale event at the Midland Hotel in Manchester
- 360 events listed in a programme, available as a printed version by post or on-line
- 103 smaller local events supported with funding from our One Small Thing investment programme

We aimed to support 40 groups, 5 per borough, with a Local Investment of a One Small Thing Payment to help them to put on an event as part of the Festival. Initially, applications were slow to arrive but by the deadline date, we had received 139 applications for a One Small Thing Payment. Applications ranged from £50 to buy ice cream for a seaside-themed party, to the full costs of a music night. 103 One Small thing payments were made. Events included a Brass Band and Buffet afternoon, a mini farm open day, photography walks, trampoline exercise class, Middle Eastern food and music, afternoon teas, a seaside event with Punch and Judy, theatre productions, flower arranging, dance and singing classes and a Retro Music festival.



Retro Summer Music Festival

Individual Registrations

We provided the opportunity for people to register online or by phone, to receive a festival wristband and a printed copy of the Festival Programme. 374 people registered for this and were sent their wristband and programme. We also took registration details and gave out wristbands at all the main events.

Festival Publicity

The Festival was publicised on Social Media (Twitter, Facebook and Instagram), via press releases and through local networks. There were some local radio coverage and local press articles after some of the borough events. Our Twitter campaign was particularly successful and achieved 1,250,858 engagements and 42,433 impressions. The Festival hashtag #GMFOA reached an estimated 77,133 accounts, and achieved 143,713 impressions. Our Facebook page was also well used, with groups posting their photos and events there.

Review

The Festival Partnership met up once all events had been completed, to share notes and feedback on what had gone well and what could be improved.

What went well

It was agreed that the social media campaign had gone well, especially Twitter. Groups tweeted their events and pictures throughout the Festival. An excellent range of events took place, from a very diverse range of organisations and participants.

Some groups and agencies had been really helpful and supportive when organising the main events, for example, Tameside Market. The partners shared experiences and approaches which can be used for any future planning.

The Finale event at the Midland Hotel was exceptionally well received, although there were issues with accessibility. This prestigious venue gave the message that older people were valued and their contributions recognised.



Canoeing at Debdale Sailing Centre

What was not so good

It was felt that more local publicity was needed in the form of local newspaper adverts and printed leaflets. Leaflet requests accounted for a large number of phone and email contacts.

Online application forms led to confusion as some event organisers thought they had applied by expressing an interest on the event forms. The partnership thought that postage costs had been high, and that event packs could be collected from local hubs such as libraries or leisure centres for any future events. They also thought that individual registrations had not added to the Festival attendance and that posting out wristbands had limited value.

Looking Forward

Audience participation voting at the Finale event showed that 97% of voters had enjoyed being part of the Festival, and 93% would take part again. Taken with the numbers taking part as given in the summary, the Festival was a resounding success!

The Festival Partnership have already identified potential funding and sponsors and are progressing this. The Partnership is committed to continuing to work together both on the Festival and on other initiatives.

Lessons Learnt / Suggestions for the Future

MEDIA

The partnership had an expectation that traditional media coverage would take place - in reality only a small amount of very local media coverage was achieved, only Tameside Reporter and Tameside Radio promoted the Festival before the event period. Wigan achieved some excellent press coverage after their event.

ADVERTISING

As a result of poor media uptake the partnership would prioritise advertising costs in any future budget. Banners, bus campaigns, street posters, signage and local networks such as libraries could be used.



Wigan event - at the DW Stadium

LAUNCH

The Launch 'event' did not achieve its promotional aims - although the event was well attended and some elements worked well. For a future festival the partnership would suggest a 'soft' or virtual launch and use the event resources for a broader advertising campaign.

ACTIVITIES

The mix of traditional and more unusual activities was generally very well received. The most popular activities and those that received consistently positive feedback were walking football and the ballet.

VENUES

A range of venues were used during the festival with variable levels of success. The football grounds were some of the most effective:

- Good transport links
- Well known
- Excellent accessibility - toilets, mobility and entrances
- High quality

PARTNERSHIP

The delivery partners are 5 different organisations with varying capacity, different legal structures, different core user groups and varying levels of experience but the key strength of the Festival was the very positive working relationship across the partnership. Everyone was honest, open, supportive and willing to share knowledge, skills and resources.

Finances

The total budget for the Festival was £100,000 from Ambition for Ageing. £80,000 for the Festival period, the 9 key events and all associated materials, administration, planning and publicity and £20,000 available for small investments to support locally led activity.

Manchester City Council's Age-Friendly Manchester Team also contributed £4000 towards the city centre launch activity costs.

The actual spend was:

£56,097.11	Main events, £11,068 on the launch, £36,311 on the 7 borough events and £15,511 on the finale event
£10,564.62	Promotional costs, printing, bags, pens, bunting and packs being sent out
£22,338.27	One Small Thing - small investments in local activities
£15,000	Event Co-ordinator and Management costs
£104,000.00	Total

