

**Housing LIN**

*Connecting people, ideas and resources*



**SPARKO**<sup>®</sup>

Virtual  
Retirement  
Community

# Social Isolation and Digital Inclusion: Wellbeing & Beyond

**Orit Eyal-Fibeesh, CEO**

# Sparko - *Creating and supporting Communities as means to tackling loneliness*



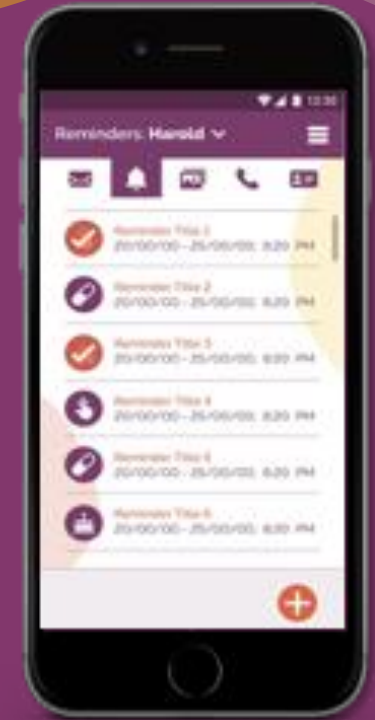
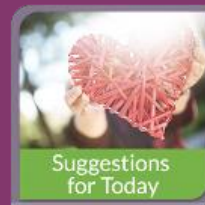
“**Loneliness and social isolation** cannot be treated with medicines or referral for hospital treatment, so this strategy unveils bold new plans, including increasing access to social prescribing.

A healthy population is fundamental to prosperity, security and stability. This strategy is a first step towards **addressing loneliness through public and private services and community activity**”

- Matt Hancock, DDCMS Loneliness Strategy, 2018

# Sparko TV

What would you like to do today?



# Sparko - key features

- Easy to use, interactive TV Platform
- Messaging, video calls and reminders
- Personalised content library for lifelong learning, healthy living and entertainment
- Increased accessibility to local services
- Virtual live classes & community-based events
- Possibility to integrate with health monitoring devices



# Why is Sparko the right tool for housing?

- Large concentration of ageing population, mostly living independently
- Ageing in place tool
- There is a growing need and expectation for provision of services beyond residence; wellbeing
- Scrutiny by public and family members accelerated by the pandemic
- Many service providers in local communities unable to reach older members due to digital exclusion, depression and isolation
- Cost of health care increasing and need for local prescription
- A communication tool for the housing itself

# Impact

*“A small British company is succeeding where US tech giants fail: persuading older people to embrace video connectivity”*



**63%**

had not attended an online live activity before Sparko

**100%**

report an increase in their confidence

**70%**

are exercising with Sparko as opposed to

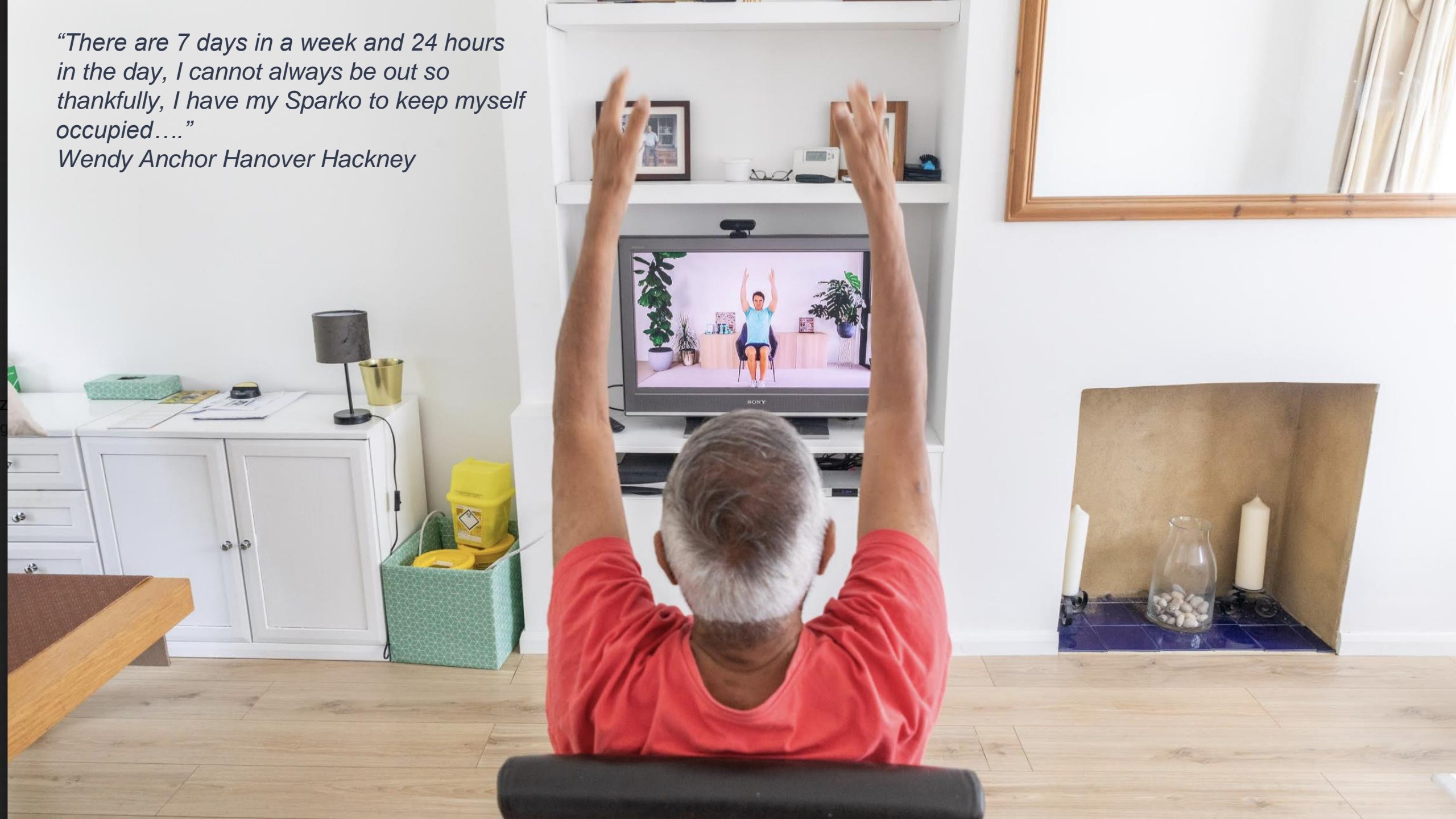
**30%**

before Sparko

**300**

live activities delivered to this particular community since July

*“There are 7 days in a week and 24 hours in the day, I cannot always be out so thankfully, I have my Sparko to keep myself occupied....”  
Wendy Anchor Hanover Hackney*





"Sparko has made a massive difference to my life, I don't feel so lonely and I'm far more active than I was before lockdown. my confidence is even growing when i'm in a session" , Liz, Age UK



*"I can ring anyone and I can actually see them...at last we can see each other"*  
Christine, Age UK Lambeth





***“I didn’t get to do any languages at school but now i’m learning French!”  
Shirley, Hackney***

# Our partners

