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# Healthy Ageing Challenge

## Sustainable retirement living: A climate for change - from sustainability and retrofit to current market conditions

2nd March 2023
Housing LIN Summit
A festival of Ideas

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# Healthy Ageing Challenge

## Vision

To enable businesses, including social enterprises, to develop and deliver services and products which support people as they age and the innovative business models that enable them to be adopted at scale.

This will allow people to remain active, productive, independent and socially connected across generations for as long as possible

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Sustaining physical activity

Maintaining health at work

Creating healthy active places

Design for age-friendly homes

Living well with cognitive impairment

Managing common complaints of ageing

Supporting social connections

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# Catalysing a Healthy Ageing Innovation Pipeline

## Research

Social, Behavioural and Design Research
with a focus on supporting businesses to improve their impact

### From spin out..

Helping entrepreneurial researchers develop spin-outs – particularly from the arts, humanities & social sciences

### .. Helping entrepreneurs on their journey..

Attracting private investors, setting challenge prizes and supporting social ventures alongside for-profit enterprises

### .. to scale up

Larger ‘service integration’ collaborations aiming for impact at scale

## Community of Practice

Supporting active learning and linking to over 40 UK research centres with an interest in ageing including
The National Innovation Centre for Ageing and the DesignAge Institute

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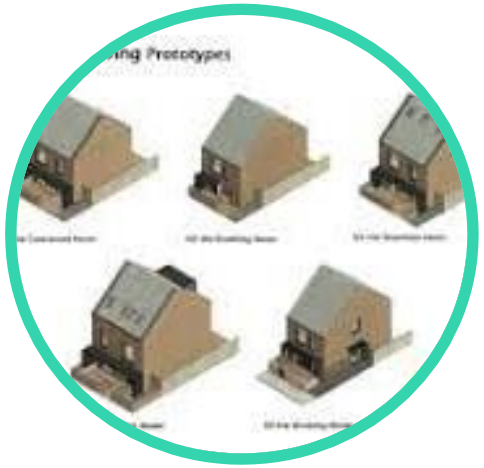
# Project Examples

## Housing

### DesHCA

*Research*

Designing homes for healthy cognitive ageing by identifying scalable and sustainable design improvements to homes



### Flexible Living to Age in Place

*Catalyst*

Exploring how adaptable and technology-enabled homes can help older people stay living independently longer within their community

### EoN

*Trailblazer*

Homes for Living – Service providing attractive and affordable home adaptations to enable people to age in place for longer

### London Rebuilding Society

*Trailblazer*

Healthy Homes, Healthy Lives – turnkey large-scale home improvements supported by new financial products

### Blackwood

*Trailblazer*

Enable people to live independently, with design for accessible housing in a dew development with a range of supporting innovations to build a community

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# Project Examples

## Community

### Bron Afon Community Housing

*Social Venture*

Senior CoHousing Communities in Torfaen

### Inch Architecture

*Social Venture*

Developing ambient assistive technology to help social housing landlords manage their assets and empower their customers to live independently

### BelleVie

*Investment Partnerships*

Building a network of self-managing teams to support people in later life to thrive at home

### Accenture

*Designed for Ageing*

Homecare - Caring for older people, working with Hafod Housing to address social isolation and loneliness with services enabled by technology

### Circadian Lighting

*Investment Partnerships*

ElderEye - Development of a circadian lighting and healthcare monitoring system

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# Impact So Far

## Key Challenge Statistics

**£98 million**
total challenge investment

**£46 million**
co-investment from industry

**80%+**
of innovation projects
Inclusive of lower income groups

**£33 million**
total project costs for housing, including £18M grant funding

**180 projects**
funded from 572 applications

**31**
universities engaged

**7** Investor Partners
including a first with charities

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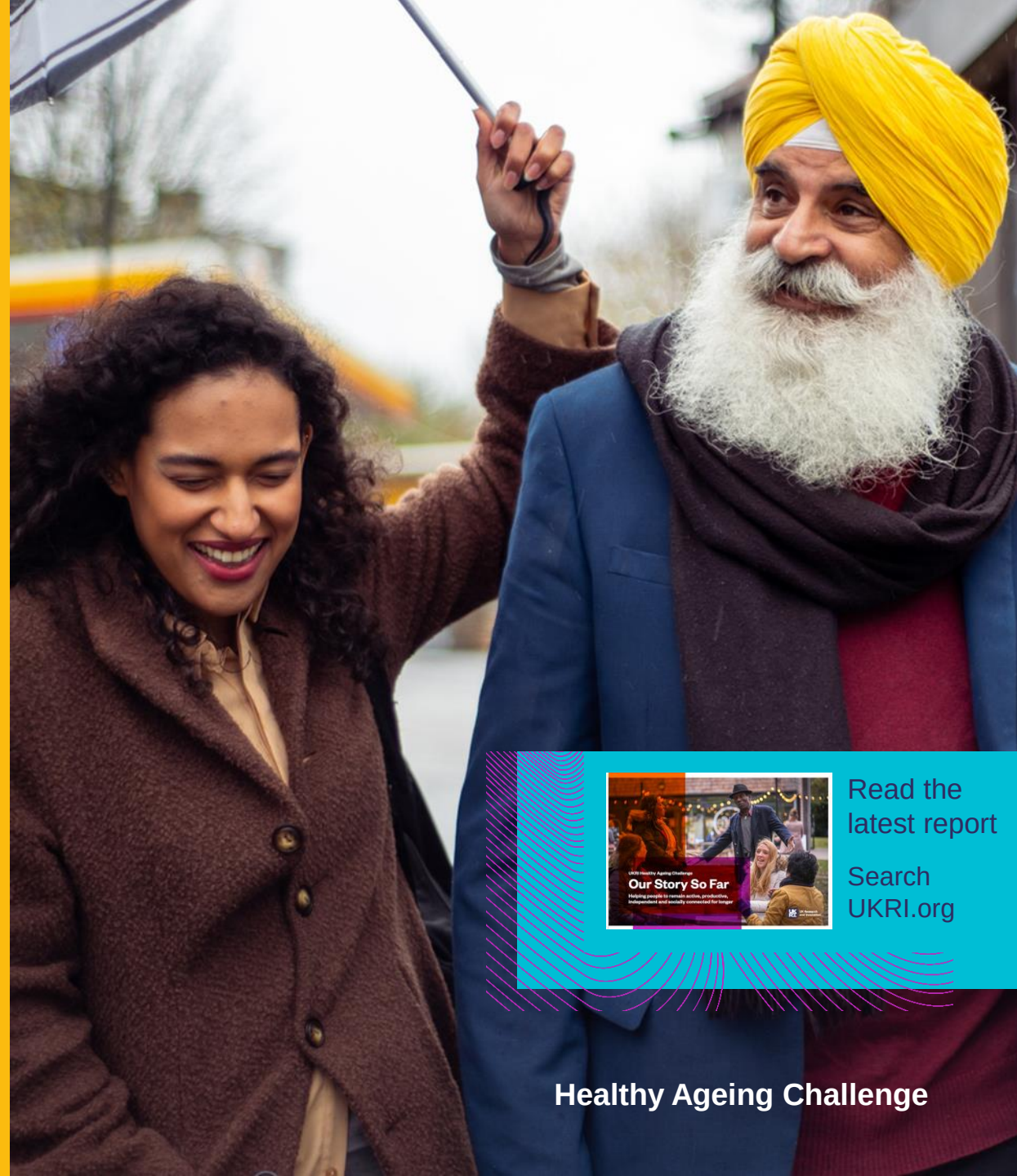

# Further information

- Healthy Ageing Challenge ‘Our Story So Far’ https://www.ukri.org/wp-content/uploads/2022/07/UKRI-050722-OurStorySoFarHACImpactReport2022.pdf
- Our story so far video: (1429) Healthy Ageing Challenge 2022 - YouTube
- UKRI www.ukri.org – search ‘Healthy Ageing’
- Community of Practice www.ktn-uk.org/programme/healthy-ageing-community
- www.linkedin.com/groups/12471695/

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# Thank You

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