



UK Research
and Innovation

**Using research, innovation and
collaboration, to improve the
design of products and services**

Housing LIN
Annual Conference
6th December 2021

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Challenge Director
UKRI Healthy Ageing Challenge



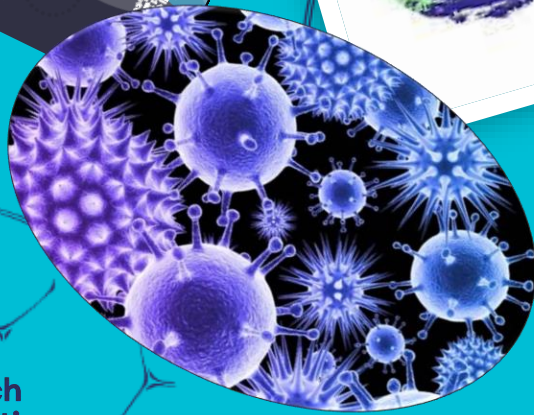
**UK Research
and Innovation**

Our mission is to convene, catalyse and invest in close collaboration with others to build a thriving, inclusive research and innovation system that connects discovery to prosperity and public good.



Healthy Ageing Challenge

The world around us is changing



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Healthy Ageing Challenge

Is this how you think about ageing?



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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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Healthy Ageing Challenge



Maintaining
health at work



Sustaining
physical activity



Creating healthy
active places



Design for age-
friendly homes



Living well with
cognitive
impairment



Supporting social
connections



Managing common
complaints of
ageing



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Healthy Ageing Challenge

An innovation pipeline supported by research and a community of practice

Research

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

Catalyst Awards

Helping entrepreneurial researchers develop spin-outs

Investment Partnerships

Working with private and third sector investors to support SMEs

Social Ventures SBRI

100% investment in solutions developed by social enterprises to scale up

2021

Designed for Ageing

Supporting business innovations focused on user-centred design

2021

Trailblazers

Larger 'service integration' collaborations aiming for impact at scale

Covid-19 Fast Response

Rapid innovation for impact

Community of Practice

Supporting active learning



Healthy Ageing Challenge Social, Behavioral and Design Research

Research with a focus on translation to enable business impact

- **DesHCA** - Designing Homes for healthy Cognitive Ageing: co-production for impact and scale
- **ENLIVEN** - Extending active life for older people with cognitive impairment and their families through innovation in the visitor economy of the natural environment
- **SPACE** - addressing cognitive health inequality by investigating the impacts, and possible mechanistic pathways, of urban environments on healthy ageing and cognitive health, and on diverse individuals and communities.



@Ageing_SBD RP



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[Social Behavioural Design Research Programme](#)



Examples of projects

Trailblazers (Projects up to £6M grant / £12M total costs)

- **Blackwood Homes and Care** – Neighbourhoods for independent living with innovative housing and digital solutions
- **EoN**– Extending their energy poverty work to create safer, more aspirational homes for people as they age
- **London Rebuilding Society** – New solutions to help older people remain in their own homes for longer

Catalysts

- **Northumbria University** - Flexible Living to Age in Place

Covid-19 Fast Response (Projects up to £75K)

- **Redgear** – IOT in retirement communities to manage risks
- **Unforgettable Experiences** - interactive, creative sessions in arts, cultural and heritage with activities and practical support for older people



Looking ahead

- “The economic value of targeting aging” by Prof Andrew Scott et al has reaffirmed why this is important
- Covid-19 has highlighted the value of arriving in later life in good health
- The community continues to grow:
 - DesignAge Institute
 - Business4Health Coalition
 - Ageing, Business and Society SIG
 - Healthy Ageing Community of Practice



In the news

Recent news releases

- Research Projects
<https://www.ukri.org/news/ukri-announces-nearly-11m-funding-for-healthy-ageing-research/>
- Trailblazers
<https://www.ukri.org/news/innovative-projects-ensure-better-health-and-connectivity-as-we-age/>
- Healthy Ageing Catalysts
<https://www.zinc.vc/catalyst>

Further Information

- UKRI www.ukri.org – search 'Healthy Ageing'
- Community of Practice www.cop.ageing-better.org.uk



www.linkedin.com/groups/12471695/





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Thank You

Healthy Ageing Challenge

