



INNISIBLE®
CREATIONS

Adapting our homes for the 21st century

Laura Wood, Marketing Director



@inviscreations



www.invisiblecreations.co.uk



Accessible, attractive and inclusive products that support people to live more independently and well for longer!



Minor adaptations... Major problems



“Clinical, medical, remind me of being in hospital.”

“Constant reminder of the things I’ve lost, the things I can’t do anymore!”

“I’m not old, so why would I want something that makes me feel it.”
Peter, 82

“I was told I had to have them, I had no choice, I put off having them as long as possible.”

“Make me feel old and vulnerable.”

“Institutionalised”

We Design for Dignity™



**Homes should be a
haven, not a hospital**





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Strategy

Place more importance on adaptations

Prepare for people's changing needs earlier

People centred approach

Prevention is more effective than reactive response

Invest to save

Inclusive design benefits everyone



Prevention



Design



Marcus Keys, Executive Director of Growth and Development at Longhurst Group, said: “As a Group, our Improving Lives strategy commits us to improving our customers’ health and wellbeing and, within that, providing homes that are fully accessible, yet discreet.

“That’s why we’re pleased to be working with Invisible Creations, who’ve been helping us to future-proof the properties with discreet adaptations throughout, which can also double-up as physical grab rails.

“Our intention is to use these products on all new-build rented accommodation developed by Longhurst Group.

“By building fully accessible homes, we’re providing the types of homes that people need to be able to live their daily lives as easily as possible, while making the house feel like their home.”

“The toilet roll holder is very good. It looks very good”

“Its going to be useful in the future for me”



“It’s much safer when my husband gets into the shower”

“People wouldn’t realise they’re any different to a normal shower shelf or toilet roll holder”

“They’re not an eyesore”





Phil, 71

“They’re lovely. Brilliant. Far easier to get up and down from the front step. Helps a great deal”

“I’d be lost without the handle. It’s excellent”

Jane, 67

Her mother is disabled and comes around on a mobility scooter. The modifications will help to assist her mother and visitors.

“Good products”

“Would encourage other people to have them”

Her neighbours have said the plant pot holder looks nice.

Beautiful accessible design has the potential to benefit both people and places



Evaluation



Product development



- Safer spaces
- Future-proofed homes
- Happier customers



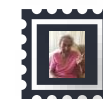
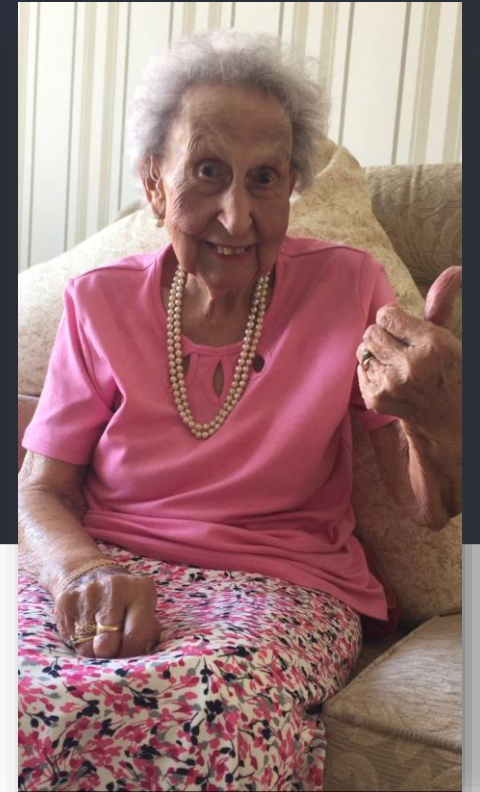
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**This message was
Sheila approved**