

Results of Competition: ISCF Healthy Ageing Trailblazers: Stage 1

Competition Code: 1909_ISCF_HEALTHY_AGEING_DEMONSTRATOR

Total available funding is £2m

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
URBAN SPLASH LIMITED	Project Meadows	£99,720	£49,860
University of Northampton		£29,227	£29,227

Note: you can see all Innovate UK-funded projects here: <https://www.gov.uk/government/publications/innovate-uk-funded-projects>

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Project description - provided by applicants

Project Meadows is a collaboration between multi-award winning housing developer Urban Splash and the University of Northampton to deliver a new community for those living with and caring for those with dementia.

The collaboration will bring the latest advancements in modular house building and great placemaking alongside the living labs approach to engagement academic and professional health and community expertise into the design of the living environment and services available. The aim is to test and scale a model that delivers age-friendly homes and services that can be replicated by others across the UK, taking the best of interventions, design and frameworks from across Europe and applying a model that works within our regulations, frameworks and spaces in the UK. The support of the Innovation Funding Service is to help establish the early stage partnerships, product design and to position the partnership to scale to a real test site of homes and services, before a full scale development is delivered.

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E.ON ENERGY SOLUTIONS LIMITED	Healthy Ageing Programme - Project Maslow	£189,500	£94,750
INVISIBLE CREATIONS LIMITED		£23,974	£16,782
Newcastle University		£31,719	£25,375

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Project description - provided by applicants

As the UK ageing population continues to rise, it poses economic, social and political challenges as we adapt. Health and Social Care services face unprecedented financial and operational demands for services under constrained resources. The dependency on our older citizens and those that informally care for their loved ones has therefore increased, particularly as more people wish to stay in their own home for longer. For people over the age of 65 that live alone, live in poor housing conditions or in poverty, are at greater risk. We know that existing housing stock is among the oldest in Europe, but with that comes a high cost to our health and care services. It is estimated that unsuitable housing costs the NHS £624m for the first year, mainly due to hazards and falls.

However, without this spend, reduces a healthy quality of life and a person's ability to live independently. The reactive cycle of demand then continues, leaving the UK at crisis point as we now reach unprecedented levels of much needed change.

E.ON Energy Solutions have embraced a systematic innovative approach to address the concerns of our ageing society, with a primary focus on identifying the correct problem to be solved. With billions of pounds already being spent on research and innovation across countries, identifying and reacting to address a worldwide ageing concern, we see the customer needs are not being fulfilled by delivering solutions in isolation. However, we recognise that this isn't necessarily about re-inventing, it's about innovatively collaborating and joining up services, challenging the status quo, and learning from the work already done. We are taking a whole new approach by bringing together a team of experts to help us.

The housing aspiration for the majority of people is to live independently in their current home for as long as possible. For most, a house is a home and a home is a person's sanctuary and without it, a lifetime of memories, which are the building blocks for a person's identity are lost. If a home isn't suitable because it creates isolation, its cold, damp, or not fitted to cope as we grow old, it can become a hazardous place to live. It's time that we started making our nest a safer and happier place to live so we can enjoy it for generations and look forward to its comfort when we need it the most.

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Greater Manchester Combined Authority	Connected Communities for Healthy Ageing	£4,850	£4,850
CISCO INTERNATIONAL LIMITED		£12,067	£6,034
Design Council		£4,943	£4,943
Manchester City Council		£4,985	£4,985
Manchester Metropolitan University		£7,497	£5,998
MICROSOFT LIMITED		£14,034	£7,017
PHILIPS ELECTRONICS UK LIMITED		£18,008	£9,004
POZZONI ARCHITECTURE LIMITED		£25,633	£15,380

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The University of Manchester		£7,592	£6,074
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Project description - provided by applicants

The World Health Organization has recognised Greater Manchester as the UK's first age-friendly city-region. As our population ageing, we need to move faster to create and shape GM as a test bed and vibrant market place for innovators to develop and deploy their products and services to support residents in our communities and neighbourhoods.

The International Longevity Centre has described GM as the UK's most advanced ecosystem to be able to exploit the "ageing in place" market (Advantage GM: Unlocking the longevity economy for Greater Manchester).

Our Trailblazer will further develop our ecosystem by supporting the design and marketisation of products and services that respond to the multiple determinants of healthy ageing and reduce inequalities. Across GM we have many examples of innovations supporting citizens to age healthily, but they tend to focus on one aspect of older people's lives such as transport, or housing design, or culture and leisure. Our proposal will bring together the different organisations, industries and communities to positively influence people's health and wellbeing and to accelerate the sharing and dissemination of good practice.

A new agency for age-friendly design offering advice will enable homes and neighbourhoods to meet the changing needs of older people. Our ecosystem will be optimised as a marketplace for adoption at scale of healthy ageing technology products and services that support social connections, promote physical activity, and improve people's quality of life.

With appropriate information governance, we will use artificial intelligence and analytics to develop predictive techniques for identifying needs and targeting cohorts. An integrated platform for citizen engagement and co-ordination will ensure we deliver holistic, citizen-centred products and services and evaluate the impacts and outcomes that people experience.

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BRONZE SOFTWARE LABS LTD	The Tribe Project	£19,864	£13,905
CARERS UK		£19,424	£13,597
COMMUNITY CATALYSTS C.I.C.		£19,859	£13,901
HUMANLY LIMITED		£42,640	£29,848
SHARED LIVES PLUS LIMITED		£19,636	£13,745
TEC SERVICES ASSOCIATION C.I.C.		£19,839	£13,887

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Project description - provided by applicants

The mission of the Tribe project is to directly address inequalities in local and national care and community support. Tribe represents a unique opportunity for collaboration between the most radical developers, providers and validators of advanced digital innovation and experts, innovators and proven community-centred drivers of social action models of care and support.

This ground-breaking asset-based approach, co-designed with users and delivered through a combination of technology and people-power, will create new scale for the most personalised service delivery models by identifying local needs, mapping to an existing spectrum of care and support services, accelerating recruitment and training of micro-providers and delivering an assured skills and standards framework. Tribe targets the upskilling and development of community assets and the creation of connections between people seeking and people offering support, investing in areas of greatest need and highest inequality.

Tribe's benefits include the creation of high quality employment, alignment of demand and supply of care and support services, improved health and wellbeing outcomes for older people and unpaid carers and an overall reduction in care costs. Tribe's novel model of service delivery will be rigorously quality-assured, engendering trust for commissioners, providers and users. The Tribe model will change the conversation regarding care, replacing traditional care 'packages' with dynamic, flexible and sustainable solutions to people's needs, blending local community and statutory services that work around the citizen. Tribe will challenge the culture of the existing care industry through a ground-breaking technology-enabled model that sees care micro-providers as community champions central to citizens' wellbeing and not as undervalued and overstretched assets.

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BLACKWOOD HOMES AND CARE	The Blackwood Neighbourhood for Independent Living	£117,500	£99,875

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Project description - provided by applicants

Blackwood aims to create a neighbourhood, place-based innovation eco-system, with choice and control for residents at its heart. Its role is to facilitate engagement and co-design, learn in an agile way, position and adapt products and services in response to that learning. It wants to sponsor an independent living movement where 'In means that people can 'invest, be 'inspired, be 'in the know' about their health, and come together with their community.

Blackwood's proposal responds to the challenges of:

- * Designing age-friendly homes
- * Sustaining physical activity
- * Managing common complaints of ageing
- * Supporting social connections
- * Creating healthy and active places

The first Stage proposal centres in three demonstrator neighbourhoods, in Dundee, Glasgow, and Aberdeenshire. The multi-disciplinary projects will include ground breaking house design across tenures, remodelling and retrofitting existing homes, digital empowerment and health and well-being self-management.

Key components will be;

CleverCogstm which can operate with a range of commercial systems to increase the available offerings.

The Blackwood Design Guide and Blackwood House providing fully automated retrofitted and new homes using a ground-breaking design.

Smart Meter Monitoring of energy usage to establish patterns of behaviour that may predict when intervention is required to prevent a hospital admission.

Digital Engagement forums in each neighbourhood that will shape and tailor the new models to residents' needs.

A collaborative learning environment (lab) working with the elements of the Neighbourhood for Independent Living concept, then scaling the model with stakeholders

Early scoping for new financial products that support transitions to later life

Baseline Data and methods to measure the effectiveness of;

- * Supporting people to live independently for longer

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- * Reducing isolation and increasing social connections
- * Improving self-reported Health and Wellbeing (Mental & Physical)
- * Creating a community-led model
- * Creating a value exchange model with local people
- * Increasing choice of affordable products

By exploiting expertise and innovation from different industry sectors and healthcare providers through the proposal, Blackwood aims to achieve significant social, economic and fiscal impact on the challenges of healthy ageing and is uniquely positioned to lead the demonstrators given our previous investment and thought leadership on independent living supported by great design and technology. It knows that communities well beyond Scotland and the UK are facing the same challenges and are searching for community-based solutions, driven by changing demographics and by the potential of integrating technologies which support new products and services.

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London Rebuilding Society Limited	Healthy Homes, Healthy Lives	£97,650	£68,355

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Project description - provided by applicants

LRS has 20 years' experience of innovation and delivery; 14 years working with older home-owners -- converting and refurbishing homes through our Home Improvement Scheme. We deliver a complete finance, hand-holding and construction package working with partners, and commissioning construction professionals through our contractor arm. Working with older home-owners we have found new classes of potential customers with different needs wanting to stay in their homes happy and healthy for the rest of their lives, but with no current solution to enable this, for example: people living in a home which is too large and is poorly maintained with one or two individuals living on one floor, people who lonely and isolated and seek company from family, friends or a lodger, older home-owners needing now, or anticipate that they will need care and do not want to go into care.

We want to design new person-centred products which meet their specific needs.

Extrapolating from the English Survey statistics, we estimate that there is a significant market of 1.1m people in England alone, and over 60, with a variety of needs and wants, living in unsuitable non-decent homes. The market is in fact larger, and our project will focus on homeowners 55 and over, with homes in disrepair:

1. Splitting a home into 2 flats: The owner will live in one, renting out the other through Local Authorities or Housing Associations; aiming to attract tenants prepared to keep an eye out for the older owner living below. This would be financed through a dedicated fund held by London Rebuilding Society (LRS), offering fair affordable finance. Repayments would be made from rental income.
2. Preparing (smaller) homes to have a lodger
3. Enabling older homeowners to create live-in space for a carer. Financed via one of our collaborators providing an equity release product -- a lifetime mortgage.

Our person-centred hand-holding service is essential to the project: access grants, specialists; regulated financial advice; finance; surveys and delivery of quality guaranteed works designed to each person's needs and wants; storage and accommodation during works; after care.

LRS is applying for funding to design new products and services to create more age-friendly homes for older homeowners, and to test the feasibility of a scale-able and replicable business model to expand across the UK, and potentially overseas.

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ACTIVE LANCASHIRE LIMITED	Healthy Ageing in the Workplace	£70,178	£49,125
University of Central Lancashire		£14,618	£14,618

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Project description - provided by applicants

The 'Healthy Ageing in the Workplace' project is focussed on the 'Maintaining Health at Work' theme of the Healthy Ageing Challenge Framework. The project aims to develop an effective programme of support to individuals of working age and their employers in Lancashire, to enable them to remain healthy or regain health and so sustain employment and improve productivity. As part of the development, the project will road test a model that can be either franchised in other areas of the UK, or can be offered as an exemplar that other areas can adopt, with the opportunity to provide consultancy services to new adopters.

The key features of the project are further development, research and testing of a screening tool already developed by University of Central Lancashire (UCLAN) that will enable leisure services staff to administer screening for working age people consistent with the national screening programme currently provided by GPs. This screening tool will then be coupled with a suite of mental and physical health interventions that can support working aged individuals to remain healthy or regain health and so sustain employment and improve productivity, working with service providers. The project will look to facilitate the application of this approach at a scale not seen previously either in Lancashire or elsewhere.

As part of the project we will look to mobilise funding available from Anchor Institutions to support the development and implementation of the programme. Work will be underpinned by the research of The Work Foundation on good employment practice in companies supporting healthy ageing in their workforce. The project will also look to influence policy and use Anchor institutions leverage in their procurement to make good employment practice in this field a requirement for their supply chains.

The project involves collaboration between public sector, social enterprises, academic institutions and ultimately (Stage 2) private sector to address national priorities of healthy ageing, self-care, wellbeing, sustainable employment and productivity. The broader significance of the project is that it has the potential to reduce demand on GP services, engage a new workforce in delivery of health-related services at a time of shortages of trained health staff, reduce demand on high cost acute services and increase productivity of the workforce and so profitability of companies/economy.

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