Ageing

How do we change it from ‘old’ to new?

Hazel Harper

Senior Innovation Lead - Healthy Ageing and Digital Technologies

Innovate UK

Bed-blocking up by 52 per cent in three years, NHS figures show

Bed-blocking by elderly patients rises

The Invisible consumer 60+ years old

Yet, we know

70% of UK wealth is held by 50+ years old

Majority of Apple Watch owners are 45+ years, largest ownership is aged 55+

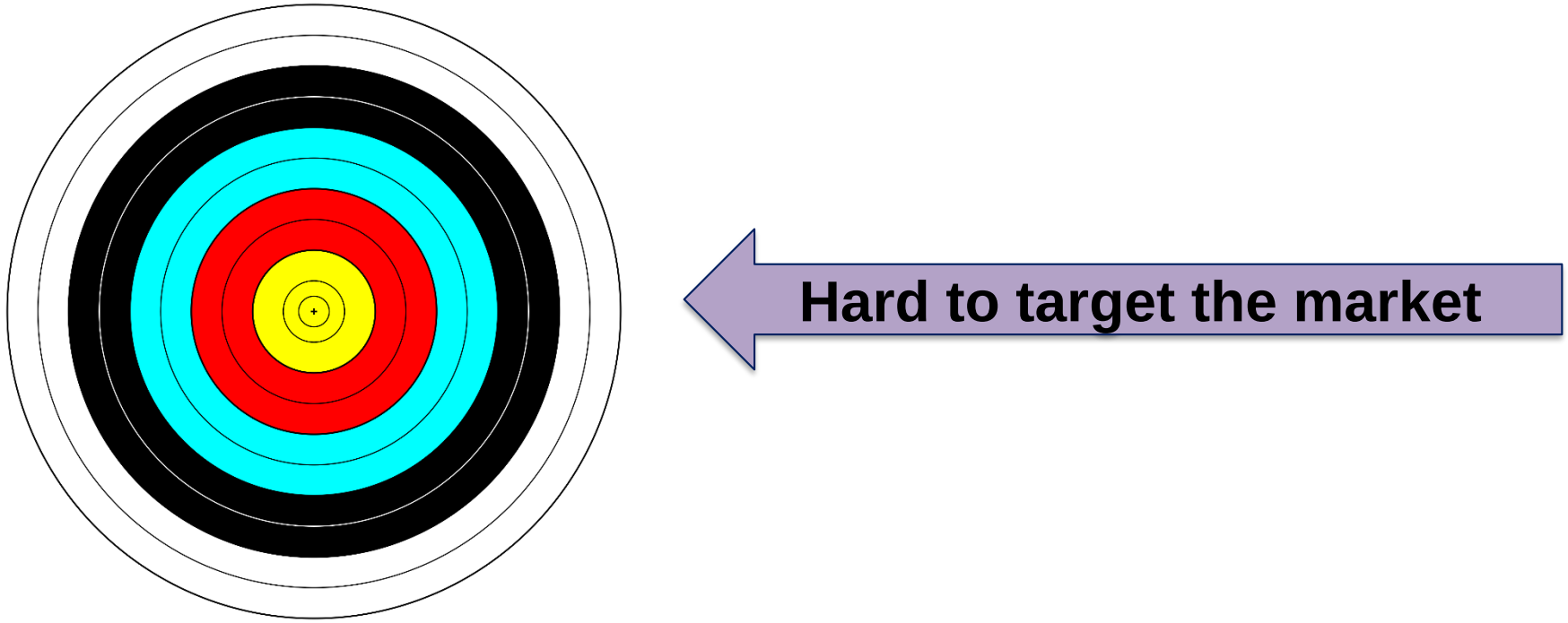
Only smartphone market segment still growing is over 60s

Fastest growing social media market segment is 65+

10 million people in the UK today can expect to live to 100 years

Older consumer paradox

As soon as you label a product specifically for older people, older people no longer want it



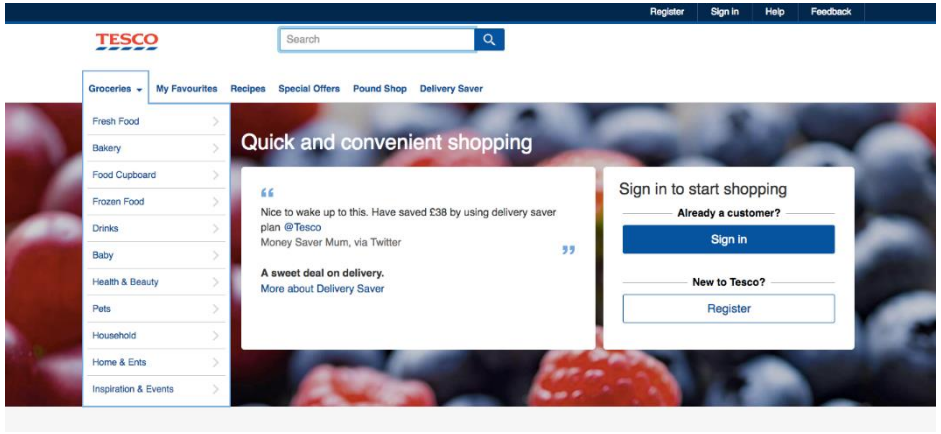
The future is here -
it’s just not well distributed

“Consumer products that care”

Have a core proposition that is not monitoring old people

51% of 65 -74 have access to one

Safety concerns are universal



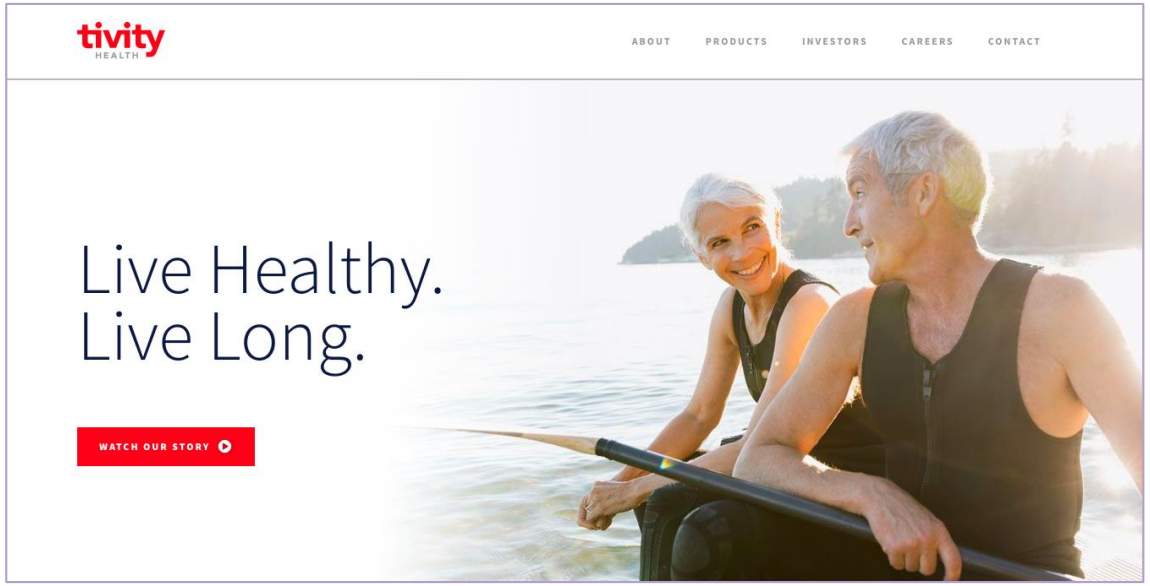
Online shopping is for everyone

Beginning of cognitive home

Ageing is good business

INDUSTRIAL STRATEGY

- SilverSneakers® - the nation’s leading fitness program for older adults,
- With more than 15.6 million Americans eligible for SilverSneakers,
- Over 10,000 fitness centers in the Prime Fitness Network,
- More than 25 years of clinical and operational expertise in managing specialty health benefits and networks.
- $1.6 billion market cap.



SUN LIFE
DIRECT
Inflation will reduce the value of the cash sum

Wiltshire Farm Foods
taking care of mealtimes

It’s a start……..

What do we need to do?

- Reframe the way we approach it
- Develop, use and embed positive language
- Capitalise on the opportunities
- Think global
- Innovate!

INDUSTRIAL STRATEGY

Our five foundations

Ideas
the world's most innovative economy

People
good jobs and greater earning power for all

Infrastructure
a major upgrade to the UK's infrastructure

Business Environment
the best place to start and grow a business

Places
prosperous communities across the UK

AI & Data Economy
We will put the UK at the forefront of the artificial intelligence and data revolution

Future of Mobility
We will become a world leader in the way people, goods and services move

Clean Growth
We will maximise the advantages for UK industry from the global shift to clean growth

Ageing Society
We will harness the power of innovation to help meet the needs of an ageing society

Industrial Strategy - Grand Challenges

The Grand Challenges are an invitation to business, academia and civil society to work together to innovate and develop new technologies and industries in areas of strategic importance to our country.

AI and data economy

Ageing society

Medicines Manufacture
Data to early diagnosis and precision medicine

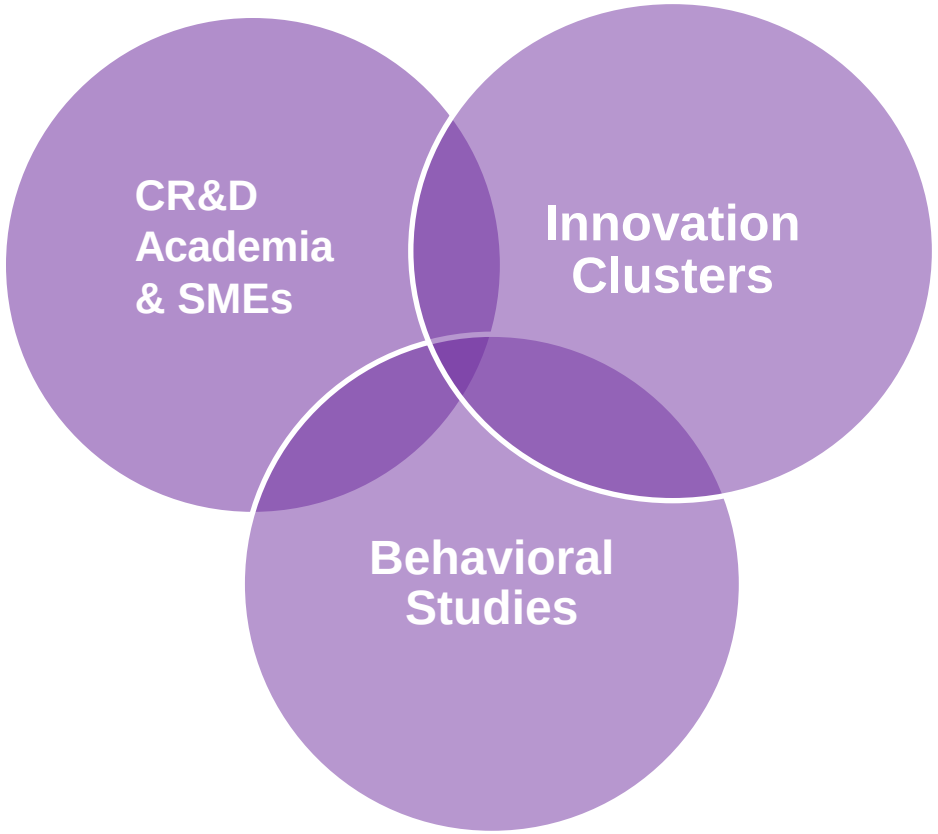
Healthy Ageing

Priority of priorities

Clean growth

Future of mobility

Three elements



Best current thinking….

Innovation Clusters

- Collaboration activity continues through the summer
- Opportunity for us to gain insight
- Out to competition later in the year

Behavioural Studies

- Dependant on the Innovation Cluster time line
- Out to competition later in the year

CR&D Academia and SMEs

- Out later in the year
- Bids in post New year
- Start around the new financial year

@innovateuk
#healthyageing

Innovation cluster

Lead Partner
Dynamic relationships
Short, rapid, innovation cycles
SME pipeline
Evaluation at local, programme and national level
Economic and Social Impact
Build on existing collateral
Sustainable

- Design
- Local Authorities
- Third Sector/ NGOs
- Seed Funders, Venture Capitalists
- Marketing
- HEIs/IROs
- Academia
- Health Trusts
- Users & carers
- Care Providers
- Big Data
- Community Groups
- Large Corporates
- Logistics companies
- Retail companies
- Clinical Commissioning Groups
- SMEs
- Utilities
- Social Enterprises

Innovation knows no boundaries…

We can’t stop thinking about the future

Innovate UK

Hazel.harper@innovateuk.gov.uk