https://www.youtube.com/watch?v=NAWcjxWc5GE&feature=youtu.be

AgileAgeingAlliance

Ageing Population: Meeting Needs Through Innovation.

Manchester – July 11th 2018

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THE STORY SO FAR
THE EUROPEAN DIMENSION

The Challenge: Demonstrate how digital innovation can transform demographic change into an opportunity for Europe's economy and society.

In 2016 AAA was commissioned to engage stakeholders in a united effort to reimagine how we house the current and next generation of older adults.

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THE STORY
SO FAR

- A pan European fact finding road show reveals a growing appetite for change across sectors and disciplines
- **Significant barriers require large scale intervention:**
  - Acute shortage of ‘age-friendly’ housing: new build & retrofit
  - Patronising communication promotes, fear, doom and gloom
  - Need for Intergenerational planning, not elderly ghettos
  - Increasing pressure on social care budgets
  - Too many supply driven ‘solutions’
  - Grant funded projects lack impact and scale
  - Need for more connected private-public-3rd sector- social partnerships
  - Need for disruptive business and finance models
  - Poor design and lack of involvement of older adults
  - Think long term *inclusive* Universal Design

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AGILE AGEING
A GOLDEN OPPORTUNITY

- According to Innovate UK, Britain's over-50s spent £320 billion in 2015, 47% of all UK consumer spending;
- 70% of UK wealth is held by 50+ years old;
- The 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+;
- 49% 52-to 70-year-olds spend at least 11 hours a week online (2015). Compared with 42% of 19-to 35-year-old millennials;
- Two-thirds of UK Baby Boomers say that technology is a vital part of their lives and over 50% believe that technology has made their lives easier

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INTRODUCING
NEIGHBOURHOODS OF THE FUTURE

HOME SMART HOME: THE SHAPE OF THINGS TO COME

- In-depth report commissioned by McCarthy & Stone, the UK's leading retirement housebuilder, predicts **intelligent 'Cognitive Homes' of the future will be able to assess and manage our needs and desires in later life**
- First research of its kind to look into how emerging smart technologies will revolutionise how older people live at home, and **deliver transformative benefits to health and wellbeing**
- Power suits, robotic assistants, self-stocking fridges, intuitive health care and virtual GPs may all be provided in the comfort of the home – just some of the 'out of this world' features to look forward to in our smart Neighbourhoods of the Future

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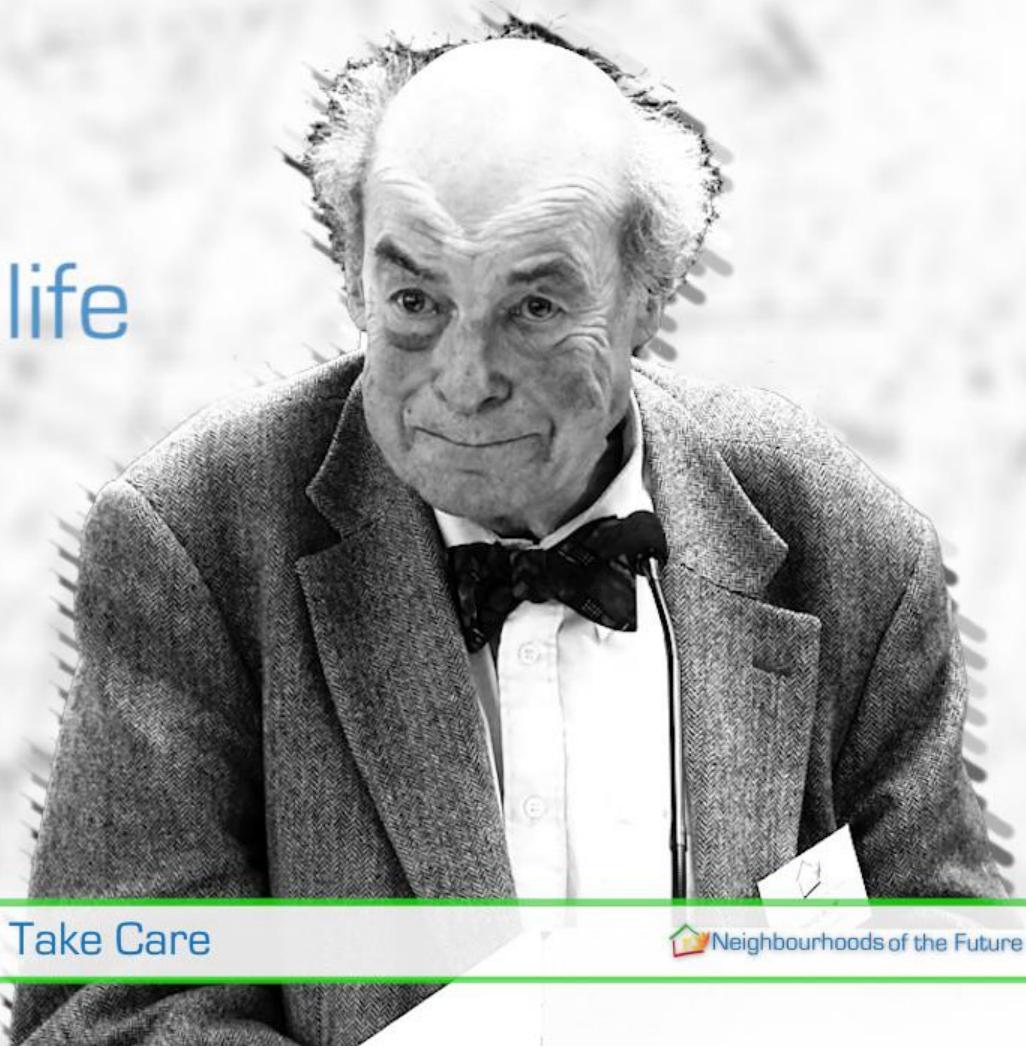
I am 88 and my life is not ruled by technology!



Professor Heinz Wolff, founder Give & Take Care

Neighbourhoods of the Future

THE
SMART CITY AGENDA

- “It is clear that cities should be viewed as a system-of-systems
- “Care for their ageing population is eating into a huge portion of council’s budget (over 50% in some cities)
- “The interrelationship between health and care exemplifies the need for cross-silo, holistic approaches responding to the underlying concerns, rather than merely spending money to address with the resulting issues.”

Sarah Tromans, UKRI Senior Innovation Lead for Urban Living

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THE UKRI
AGEING SOCIETY GRAND CHALLENGE

Move the debate away from purely **emotive** to **pragmatic**

Find the **right people** to become advocates for transformation

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Engage a wider and younger audience to become part of the **solution**

Give our senior citizens a **voice** in their own story

Demonstrate the role of innovation in delivering **change**

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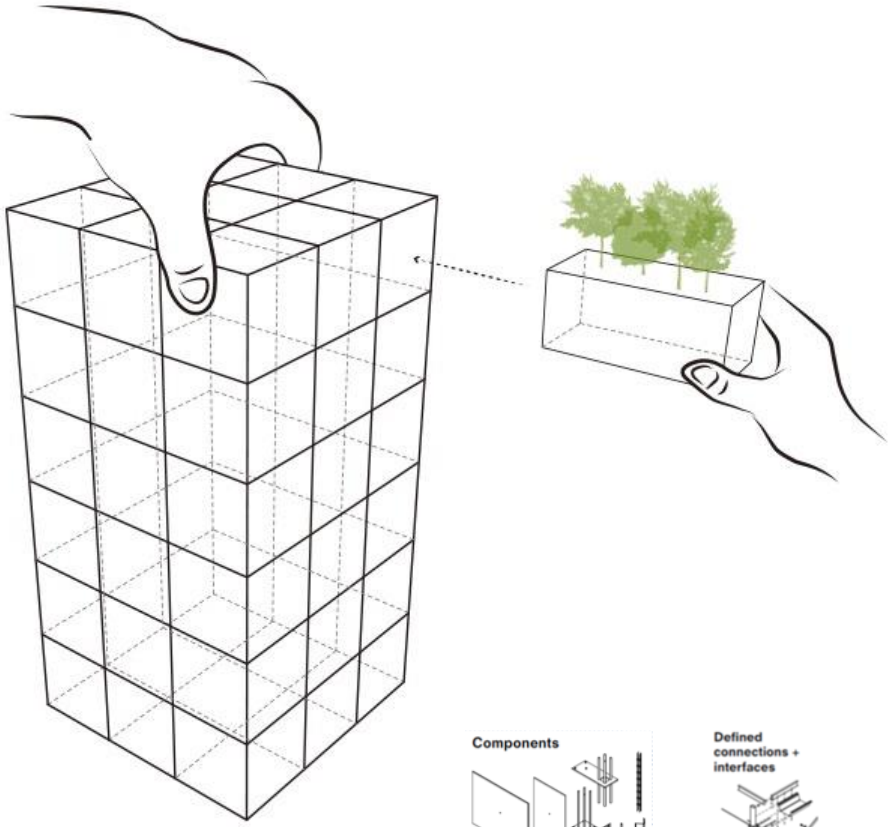
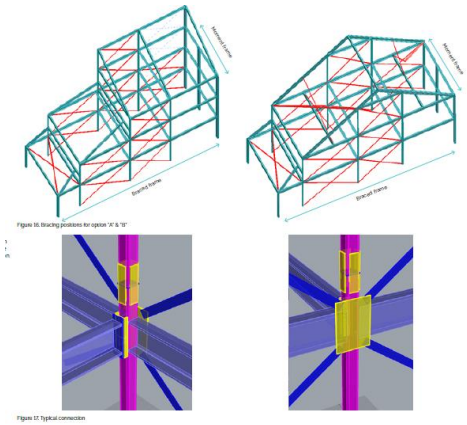
INTERGENERATIONAL LIVING

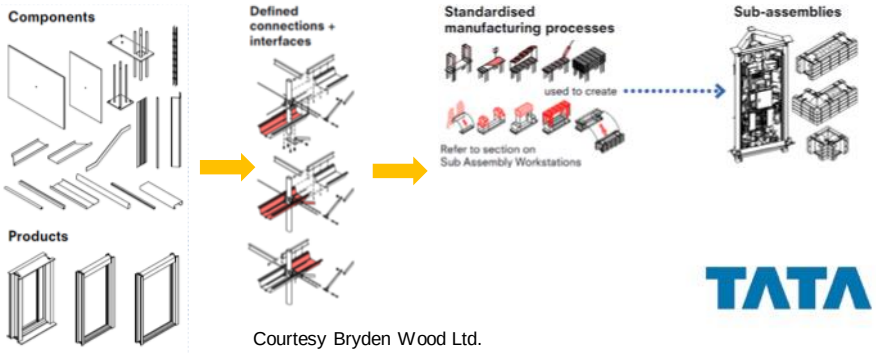
"The flexibility of the layout allows for various arrangements – the annexe could be used for a grandparent or a returning child; it could be used as a home office; or it could be rented out."

Manisha Patel, PRP.

DISRUPTIVE CONSTRUCTION
A PLATFORM APPROACH







Courtesy Bryden Wood Ltd.

TATA STEEL

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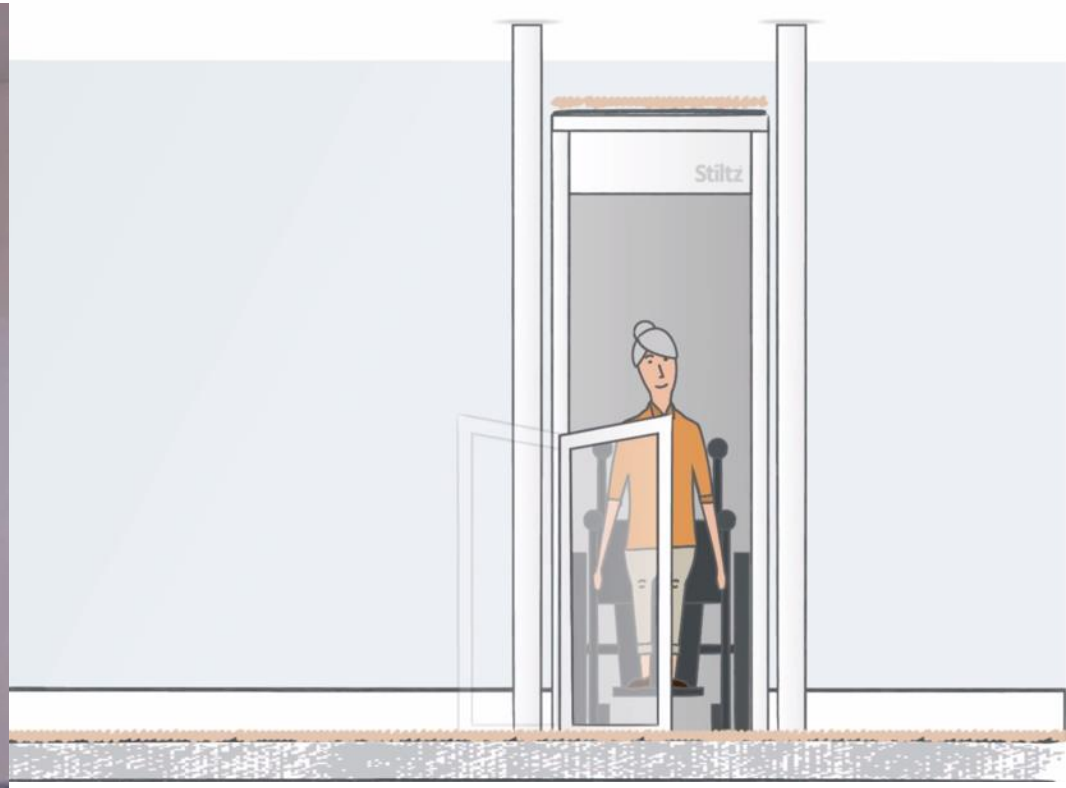
COOL TECH
FOR ALL AGES



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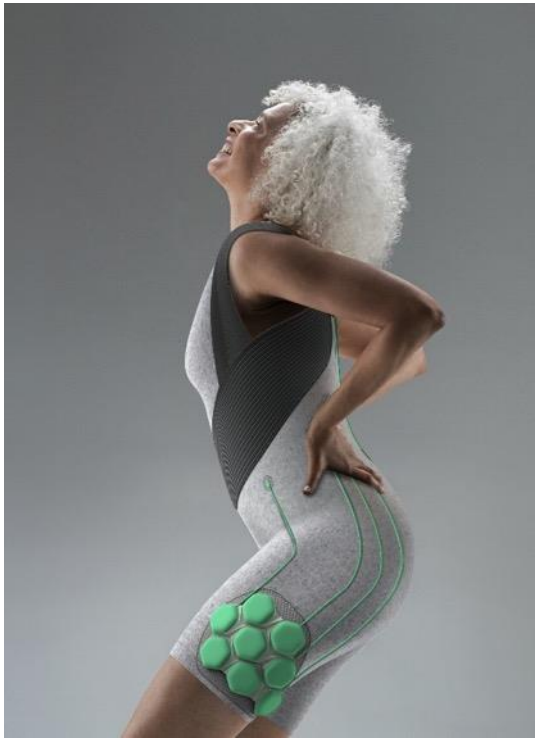
FOR ALL AGES



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COOL TECH
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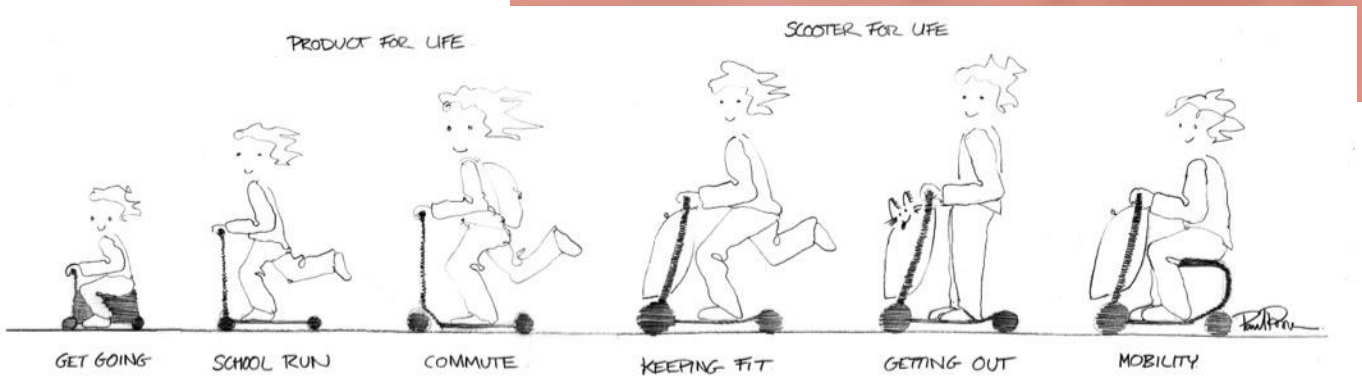

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GREAT DESIGN
FOR ALL AGES

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GREAT DESIGN
FOR ALL AGES

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THE VISION
AGEING SOCIETY GRAND CHALLENGE

Large scale demonstrators where everything connects

- Neighbourhoods managed by like-minded visionaries, populated by anchor organisations committed to change – hospitals, health centres, schools, care provision, housing construction and management…
- Interoperable open source information platform(s) facilitating ‘secure’ data capture/analysis
- Benefiting the widest possible community
- Replicable at scale

TATA STEEL

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BUILDING
A SUPPORT NETWORK

A user-centred open innovation ecosystem

- Fast-tracking innovation from the lab to market
- Fostering collaboration and co-creation among universities, SMEs and industry
- New expansive financial instruments
- Helping SMEs to scale
- Promoting knowledge exchange and best practice worldwide
- Establishing a robust evidence base
- Spreading the word involving a wider audience/community

TATA STEEL

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THE AGEING SOCIETY
GRAND CHALLENGE

A 21st Century Cooperative

- Gaining political commitment from government; supporting the needs of local authorities across health, social care, housing, environment and other related areas such as training and education
- Providing a blueprint for change
- Benefiting the UK, Europe and the developing world

Iotic Labs
CARE ENGLAND Representing independent care providers
BREI UCL
The University of Edinburgh
nhsa Northern Health Science Alliance
hta
brl Bristol Robotics Laboratory
NHS Highland
Care&Repair England
Phoenix
10 Years Together
CareRooms Recover in Comfort
St Monica Trust
NHS National Institute for Health Research
Inclusive Ventures Group
SmarterCare Capital
Northstar Ventures
Royal College of Art Postgraduate Art & Design
PriestmanGoode.
D4D
NatWest
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THANK YOU…