TRANSFORM AGEING

Designing a better experience for later life.

What’s it about?

- Applies design thinking in a drive to reimagine and redesign a healthy and active later life
- Connects people in later life, social entrepreneurs, commissioners and service users, to catalyse new ways of working and new behaviours
- Enables effective people-centred innovation in products, services and places

Who's involved?

Transform Ageing is delivered by:

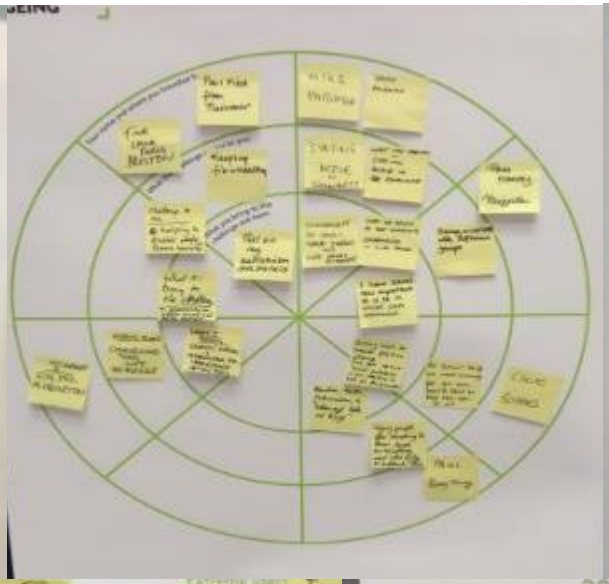
Delivery is supported locally in the south-west by:

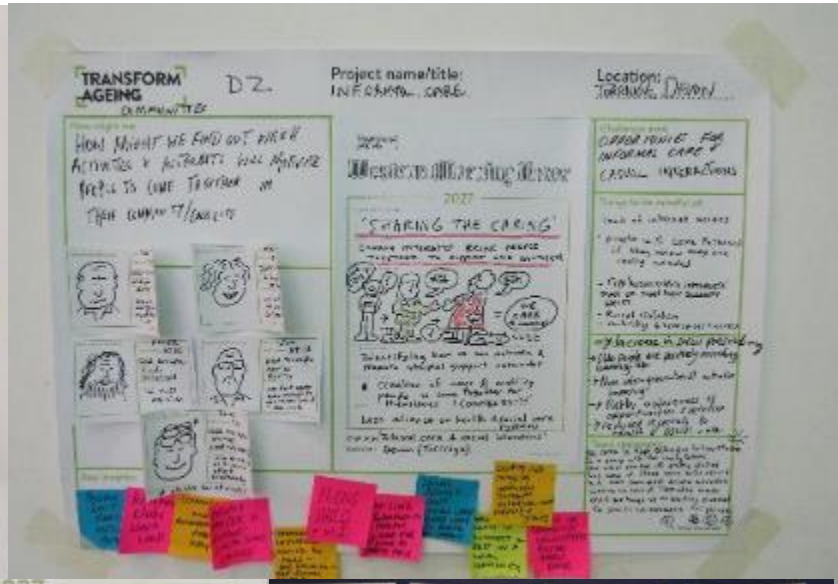
Design led workshops

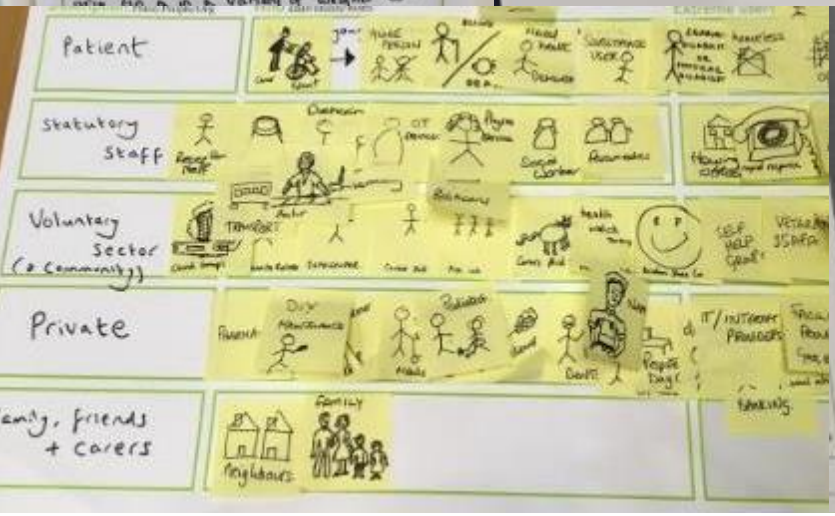
Co-design and collaboration

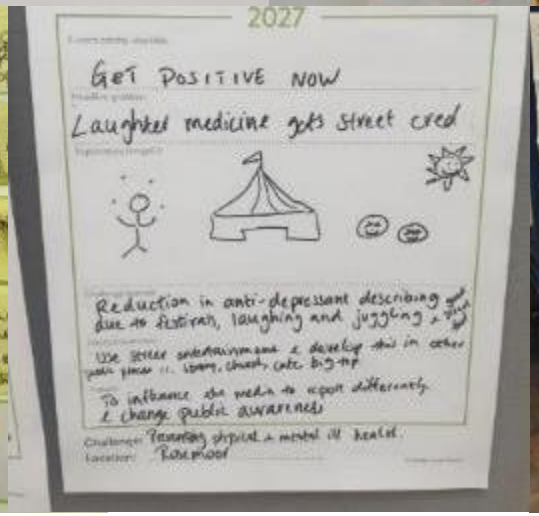
The people you're designing for can tell you plenty, and they can show you more (IDEO)

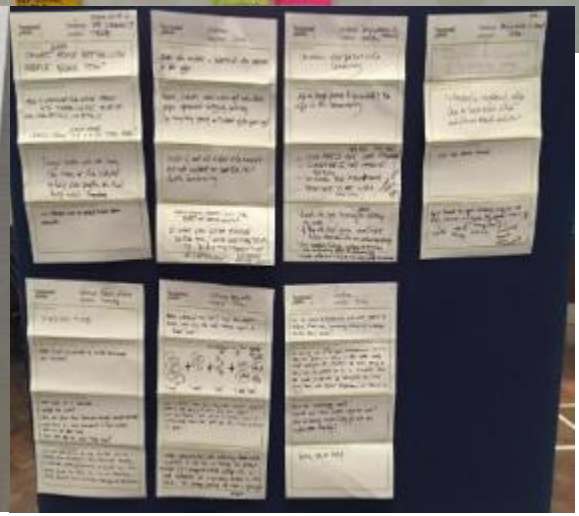
TRANSFORM AGEING
CORNISH TIMES
2027
Beanz Meanz Musclez
Super-fit 60's create new craze for "get-fit" tins
Making physical activity more accessible for everyone.
Using household items creatively to encourage more older people to get active.
Heinz have now introduced an easy-



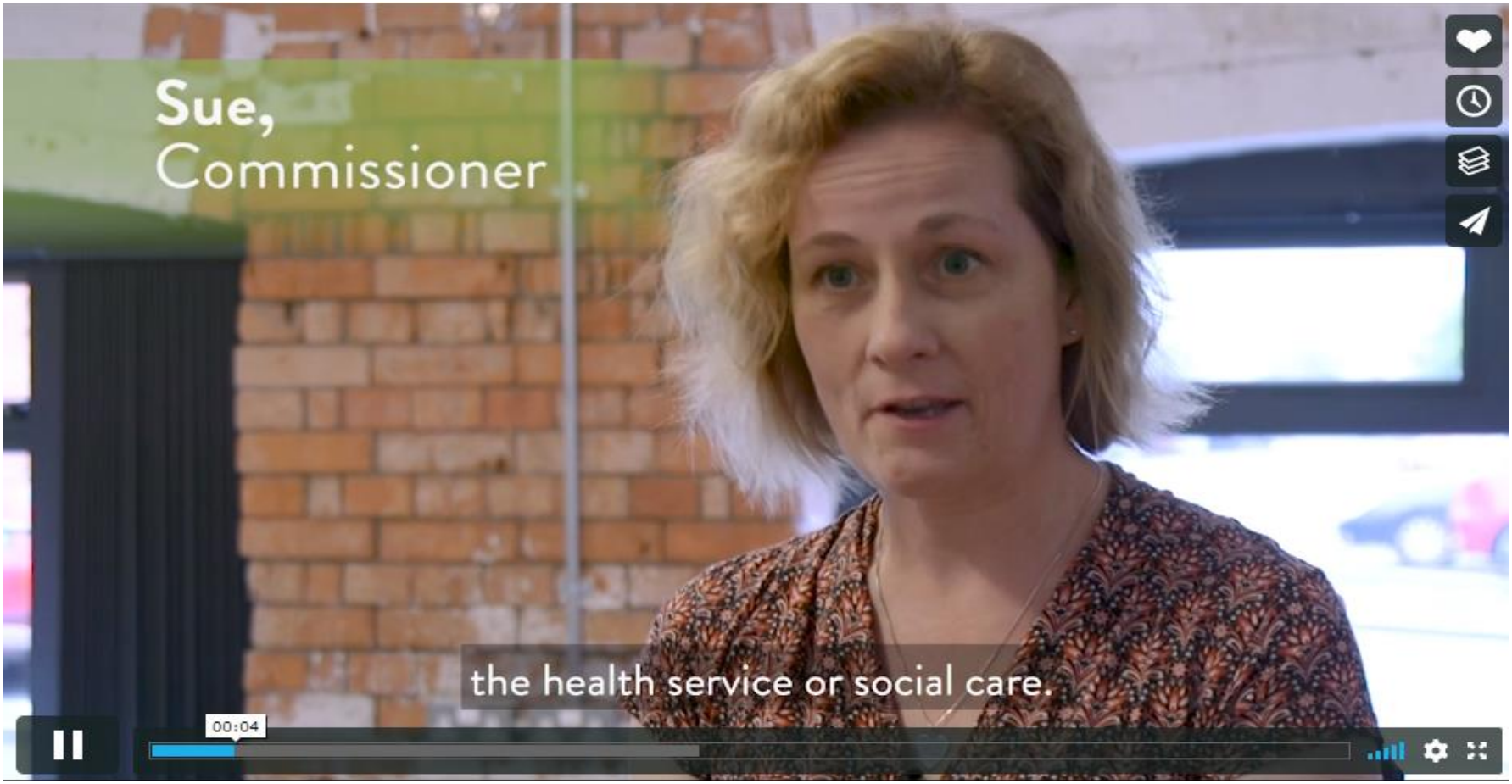

TRANSFORM AGEING
D2.
Project name/title:
Location:
HOW MIGHT WE FIND OUT HOW ACTIVITIES & ACTIVITY WILL MOTIVATE PEOPLE TO COME TOGETHER ON THEIR OWN IT/ONLINE
2027
'SHARING THE CARING'
CASUAL INTERACTIONS


Patient
Statutory Staff
Voluntary Sector (& Community)
Private
Family, friends + carers
Neighbours
Family

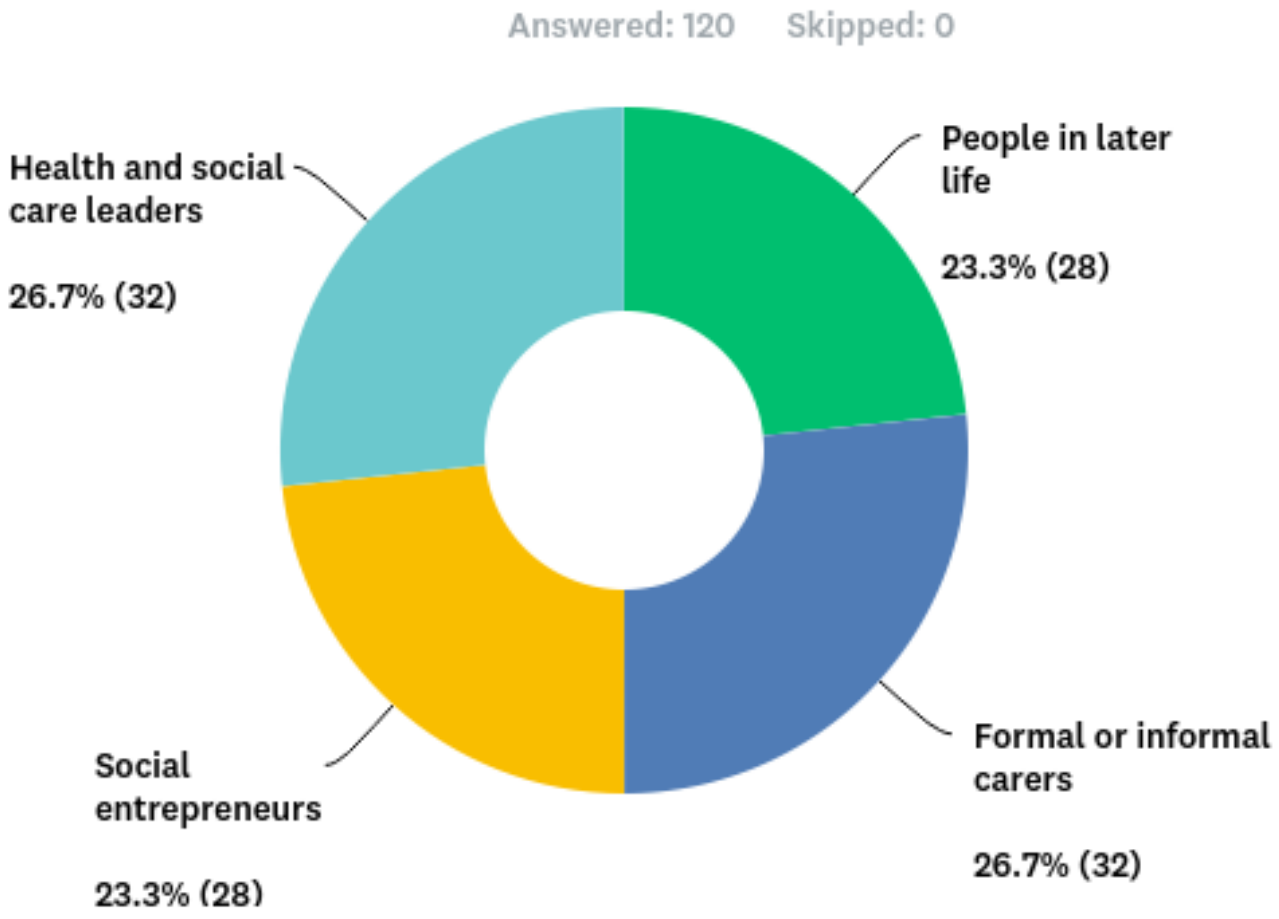

2027
GET POSITIVE NOW
Laughter medicine gets street cred
Reduction in anti-depressant describing due to festivals, laughing and juggling
To influence the media to report differently & change public awareness
Challenge: Treating physical & mental ill health
Location: Rosewood



Learning from the past experiences



Design workshop stakeholder breakdown



Workshop Outcomes

Workshop outcomes x 6 innovation briefs

1. Steps to a positive future
2. Mobility & Transport
3. Life Transitions
4. Caring about carers
5. Right information, right time
6. Making connections

Supporting Social Entrepreneurs

An awards pot of up to £822,500 is being awarded to social entrepreneurs in the South West who can address one of the Innovation briefs!

X3 level of Awards

Do It up to 5k

Grow it up to 15K

Ventures up to 50K

Looking at things differently

What else?

- Supporting social entrepreneurs
- System shifting ventures
- Legacy
- Learning

Summary of how the programme works

Engage communities

The programme will work with existing organisations to engage people in later life, their formal and informal care network, social entrepreneurs and health and social care leaders.

Explore needs, wants & ideas

Convening social entrepreneurs, formal & informal carers, people in later life and health & social care leaders to participate in a series of design led workshops to collaboratively explore and understand challenges facing the ageing population in the local community and consolidate this information into innovation briefs to stimulate ideas for solutions.

Support social entrepreneurs

Reaching out locally and nationally to social entrepreneurs to provide ideas responding to locally identified problems. We will assist social entrepreneurs to apply their ideas and provide a range of dedicated support, including seed funding, mentoring and networking opportunities.

Find out more!

https://www.designcouncil.org.uk/what-we-do/social-innovation/transform-ageing

Overview film Transform Ageing
https://vimeo.com/242895593

Listening to people in later life

TRANSFORM AGEING

NATIONAL LOTTERY FUNDED

Thank you

Jo Gajtkowska

Head of Social Innovation, Design Council

jo.Gajtkowska@designcouncil.org.uk

Transform Ageing is delivered by:

Design Council

UnLtd

South West Academic Health Science Network

CENTRE FOR AGEING BETTER