

Scotland's Healthy Ageing Innovation Cluster UKRI event

Wednesday 25 August 2021, 1000 – 1200

Designed for Ageing Pre-Competition Event



ON AIR

Attendee reminder

- We are recording this event and will host it on our HAIC webpage resources so it can be watched on demand at a later date
- If you do not wish to appear on the recording, you should keep your camera and microphone turned off for the duration of the event

Today's event

Joanne Boyle, Head of Engagement, Digital Health & Care Innovation Centre

Agenda

- 1000 - Welcome & Introduction
 - Margaret Whoriskey, Head of Technology Enabled Care and Digital Healthcare Innovation, Digital Health and Care Directorate
 - George MacGinnis, Challenge Director, Healthy Ageing Challenge, Industrial Strategy Challenge Fund
- 1010 - DHI collaboration - Designed for Ageing
 - Joanne Boyle, Head of Engagement, DHI
- 1020 - The Role of Design at UKRI
 - Ben Griffin, Design Lead, UKRI
- 1030 - The Designed for Ageing Opportunity
 - Julia Glenn, Design Innovation Lead, Healthy Ageing Challenge
- 1050 - People Centred Design – Actively Involving Citizens
 - Louise Coupland & Jane Thomas, Health & Social Care Alliance Scotland
- 1100 - Refreshment break
- 1105 - Healthy Ageing - Innovating for Success
 - Colum Lowe, Director, Design Age Institute
- 1120 - Question & Answer Session
- 1200 - Event close

Welcome & Introduction

- Margaret Whoriskey, Head of Technology Enabled Care and Digital Healthcare Innovation, Digital Health and Care Directorate
- George MacGinnis, Challenge Director, Healthy Ageing Challenge, Industrial Strategy Challenge Fund

DHI collaboration - Designed for Ageing

Joanne Boyle, Head of Engagement, Digital Health & Care Innovation
Centre

The Role of Design at UKRI

Ben Griffin, Design Lead, UKRI



Design at UKRI

Ben Griffin
Innovation Lead, Design



Innovate
UK





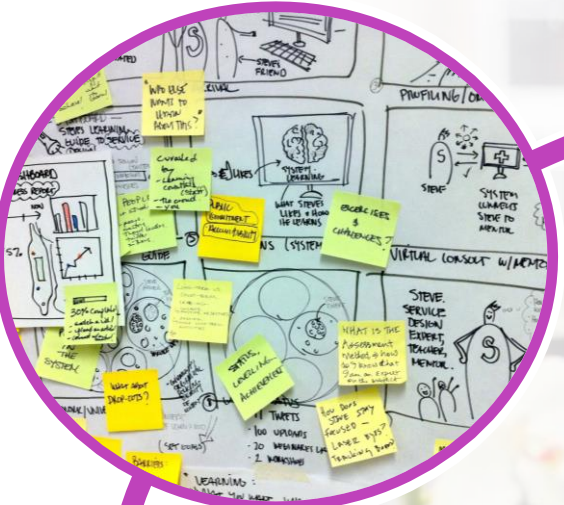
Innovate
UK



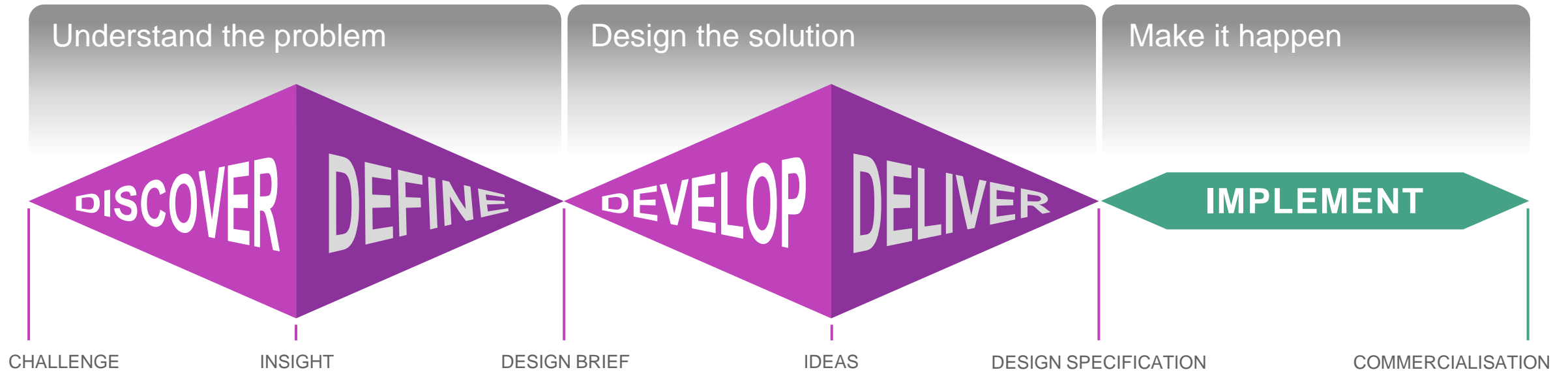
Innovate
UK

A black and white photograph of a man in a dark suit and tie riding a small, white, motorized scooter. He is positioned in the middle of a traffic jam, with several cars visible in the background and foreground. The man has a serious, somewhat frustrated expression. A white thought bubble is superimposed over the top right of the image, containing the text "...this sucks".

...this sucks



Design provides a framework



Design builds customer empathy



Sasha ADULT, CONFIDENT, SAVVY, KNOWLEDGEABLE

SMART SHOPPER

GOAL: Shopping smart to get more for her money.

“I don't have stacks of money so I need to make the most of what I have.”

HEADLINE: Engaging in research with the best one.

“I often spend long looking for the best price on something, the never satisfied that I've got the cheapest price.”

“I enjoy saving so much it's starting to feel like a game. I love testing the system.”

PERCENTAGE OF CUSTOMER BASE: 10%

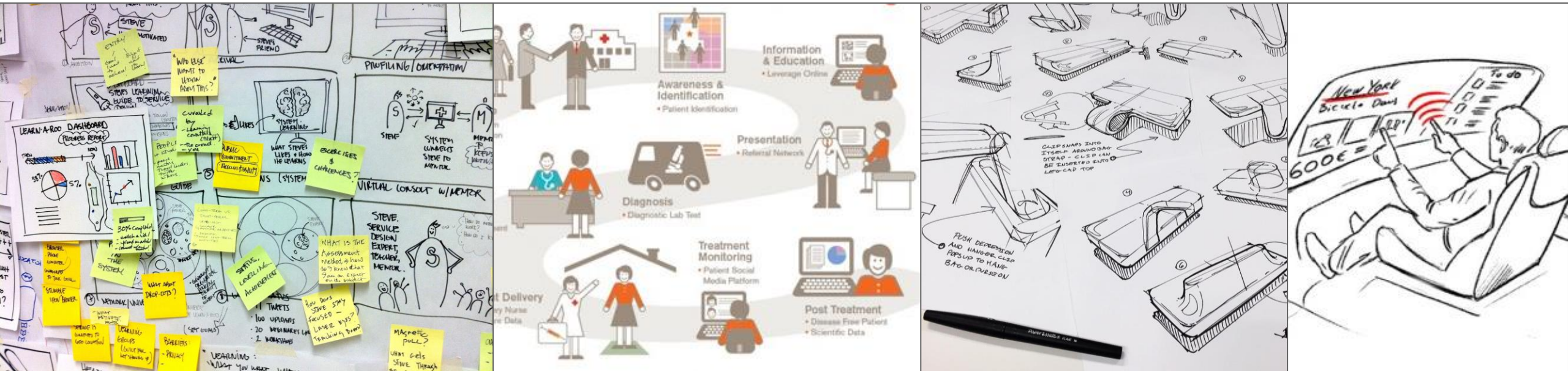
WEEKLY ONLINE SPEND: £12.50

ANNUAL HOUSEHOLD INCOME: £45K

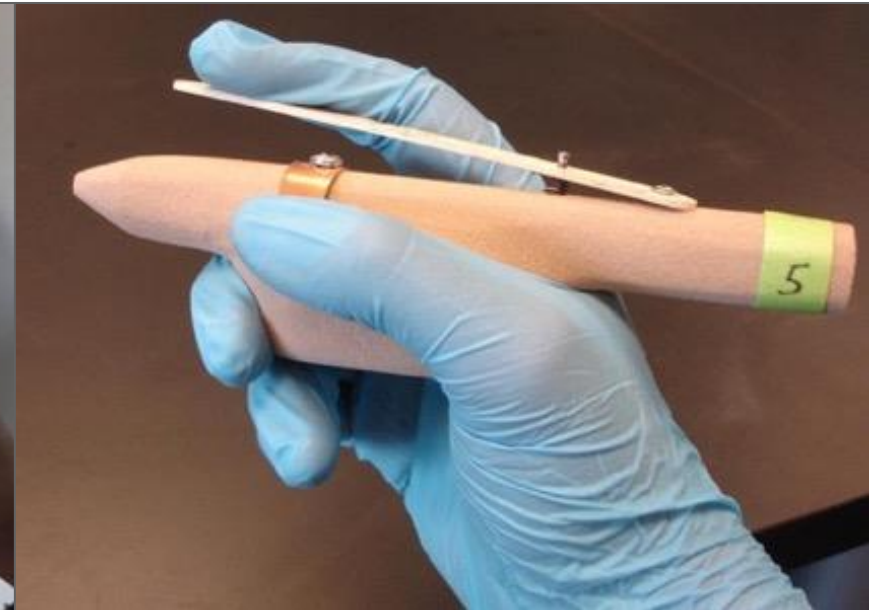
Sasha is 34, married and has a two year old child. She currently works as a part time office manager and lives in the suburbs of Bristol.

HER FAVORITE BRANDS: **ASDA**, **beat**

Design translates insight into ideas



Design makes discoveries quickly, at low cost



Design presents a compelling vision



Workplace of the future: How will you work in 2030? | JLL

320,675 views · Oct 10, 2016

1.1K 80 SHARE SAVE ...

Mercedes-Benz Vision Van - Efficient delivery on the last mile

5 MIN.
Instead of 8-10 min.

1. LOADING PROCESS
In the distribution center, the parcels are scanned. On the basis of the collected data the cloud based system distributes the packages onto load carriers and assigns them to the individual tracking systems. A driverless handling vehicle transports the racks into the cargo space.

3 MIN.
Instead of 5-6 min. per parcel in 5-10 meter area.

2. INSIDE THE CARGO SPACE
The super-light carbon racks were exactly adjusted to the contours of the vehicle. Their 48 rack levels can be flexibly loaded with load carriers. At the point of unloading, the automated rack feeder passes the relevant load carriers to the assigned driver and the receiver. The driver no longer has to re-sort packages in the vehicle.

3. E-DRIVE
Due to the electric drive, the delivery takes place locally emission-free and is totally silent. This means huge advantages for deliveries in inner cities and delivery options like same-day delivery.

4. DELIVERY
Apart from a human delivery, two delivery drones are active within the Vision Van. Via pre-defined routes, the drones fly autonomously to the programmed recipient addresses. The system automatically calculates nearby zones. The drones drop off the parcels in the landing stations of the recipients and return to the Vision Van at one of its next stops.

25%
No drone pilot required.

5. DRIVER'S CABIN
The postman takes delivery of the packages at the dispenser inside the cab. Due to e-drive and joystick control, he has more room to move. There are no obstacles like pedals, steering wheels or transmission tunnels. He receives all the relevant delivery information via an info terminal and his smartphone.

6. COMMUNICATION
The Vision Van communicates with the driver and its surroundings via new features: warning signs on the LED matrix in the Black Panel grille when the vehicle stops or the drones take off. LED indicators show in the dark-lens steel floor, signaling to the driver whether pedestrians or particles are approaching. The widely curved dashboard shows him route planning information.

TOTAL TIME
315 MIN. Instead of 6 540 min. per shift.

Dialog
Better decisions,
better life, despite
chronic conditions

Dialog is a concept designed to help people with epilepsy gain a deeper understanding of their condition and make better decisions about their care. It gives them an easier way to manage triggers and thresholds, while it empowers them to use assistance from family caregivers, first responders and clinicians as needed.



Design adds value

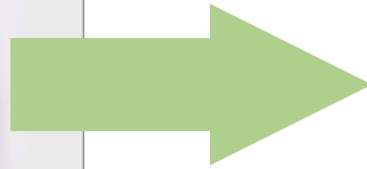


£479

£1,045



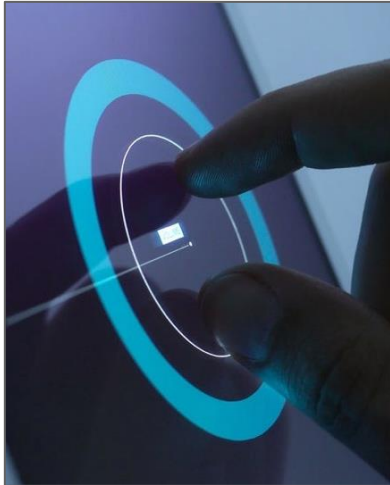
Design builds strong brands



Design includes many disciplines



Comms



Digital



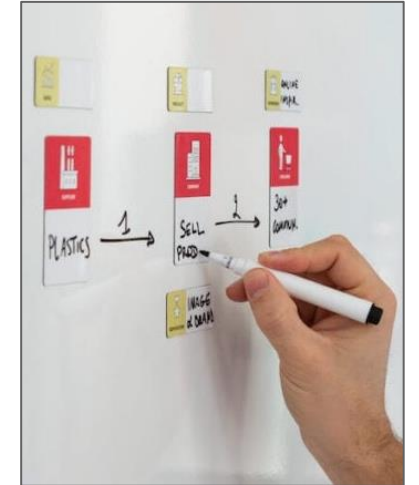
Products



Places



Services



Business Models

Design drives growth

LettUs Grow's £56,000 design grant led to:

- a complete re-think of their target market and proposition
- better presentation and explanation of their idea
- a £400,000 UKRI grant
- £460,000 pre-seed and £2.35m seed funding
- first sales revenue
- growth from 3 to 21 full-time employees.

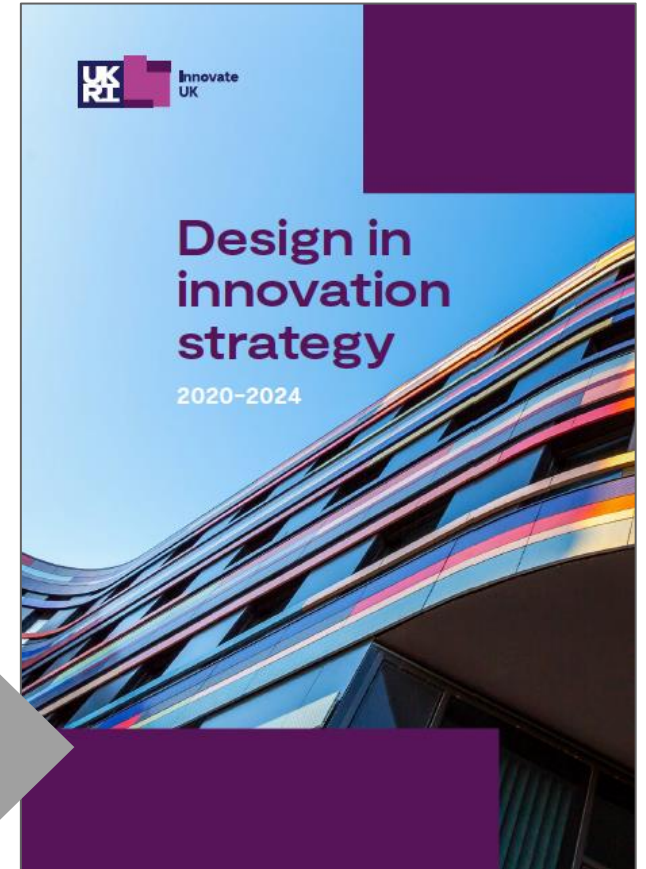


Design: less risk, more impact , greater ROI

Design can help the companies we support to

- better understand their customers
- create solutions that are more desirable and fit-for-purpose
- test ideas with people, spot problems sooner, and react accordingly
- so that solutions are more likely to be adopted and create value

Read more in Innovate UK's
Design in Innovation Strategy





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Thank you



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The Designed for Ageing Opportunity

Julia Glenn, Design Innovation Lead, Healthy Ageing Challenge



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Designed for Ageing Competition

September 2021

Healthy Ageing Challenge

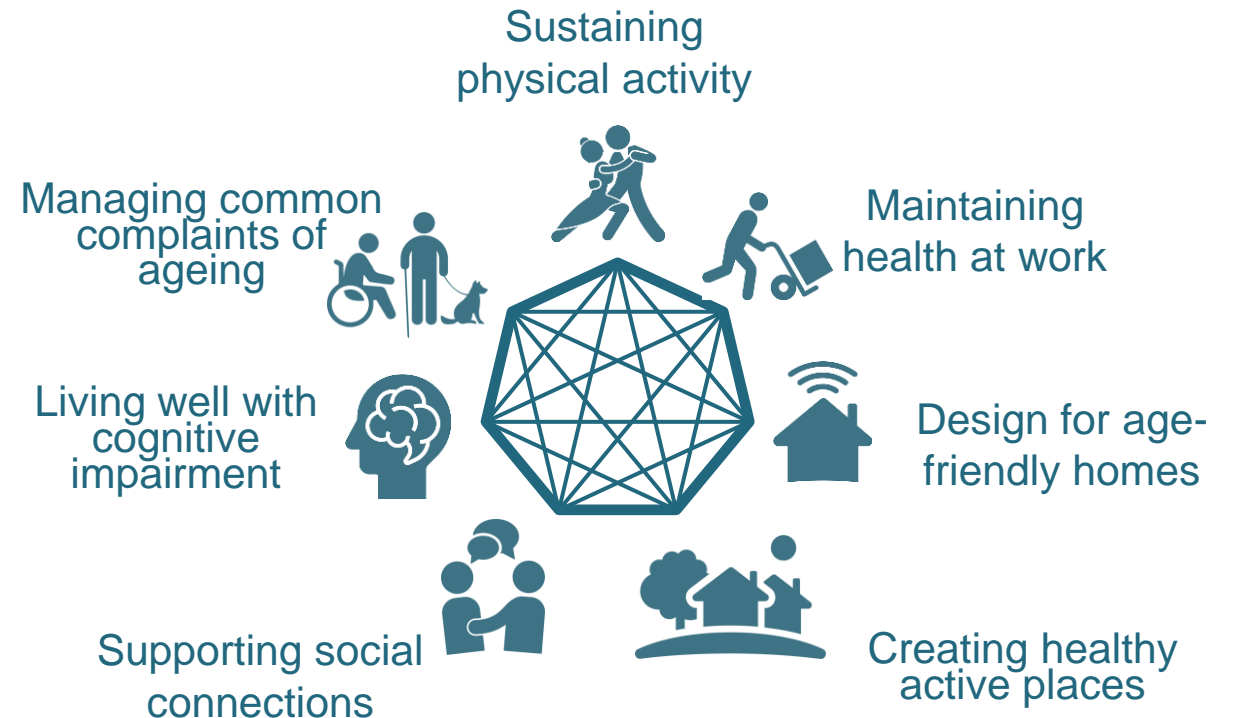


Healthy Ageing Challenge

Vision

To enable **businesses, including social enterprises**, to develop and deliver services and products which support people **as they age** and the innovative business models that enable them to be **adopted at scale**.

This will allow people to remain active, productive, independent and socially connected across generations for as long as possible



- £98M investment in research and innovation
- Broad scope – with 7 themes
- 5-year programme with an emphasis on scalability and sustainability, launched in 2019

Designed for Ageing Competition

Launches September 2021

julia.glenn@innovateuk.ukri.org

Design Innovation Lead,
Healthy Ageing Challenge

Healthy Ageing Challenge





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The Designed for Ageing Competition

Presents an opportunity to:

- Receive up to £2m in grant funding to advance your business
- Fund eligible project costs* for up to two years
- Leverage the competition's unique design stage gate to make your organization more sustainable longer-term, and more likely to capture viable market share

Healthy Ageing Challenge



Designed for Ageing - Competition Profile

						
<p>Launch Sept 2021</p> <p>Pre-competition workshop 01 Jul 21</p>	<p>£14.4m</p> <p>Fund Available</p>	<p>Project duration</p> <p>2 Year with design stage gate</p>	<p>Project Start</p> <p>April 2022</p>	<p>Total Project Eligible Costs: £500K - £2m</p>	<p>Research stage - Industrial research</p> <p>Planned R&D to gain new knowledge and skills for service/process/product development leading to an improvement in existing service/products</p>	<p>Grant funding for eligible project costs of:</p> <ul style="list-style-type: none"> • up to 70% if you are a micro or small organisation • up to 60% if you are a medium-sized organisation • up to 50% if you are a large organisation

Proposed Competition Profile Cont.

Scope:

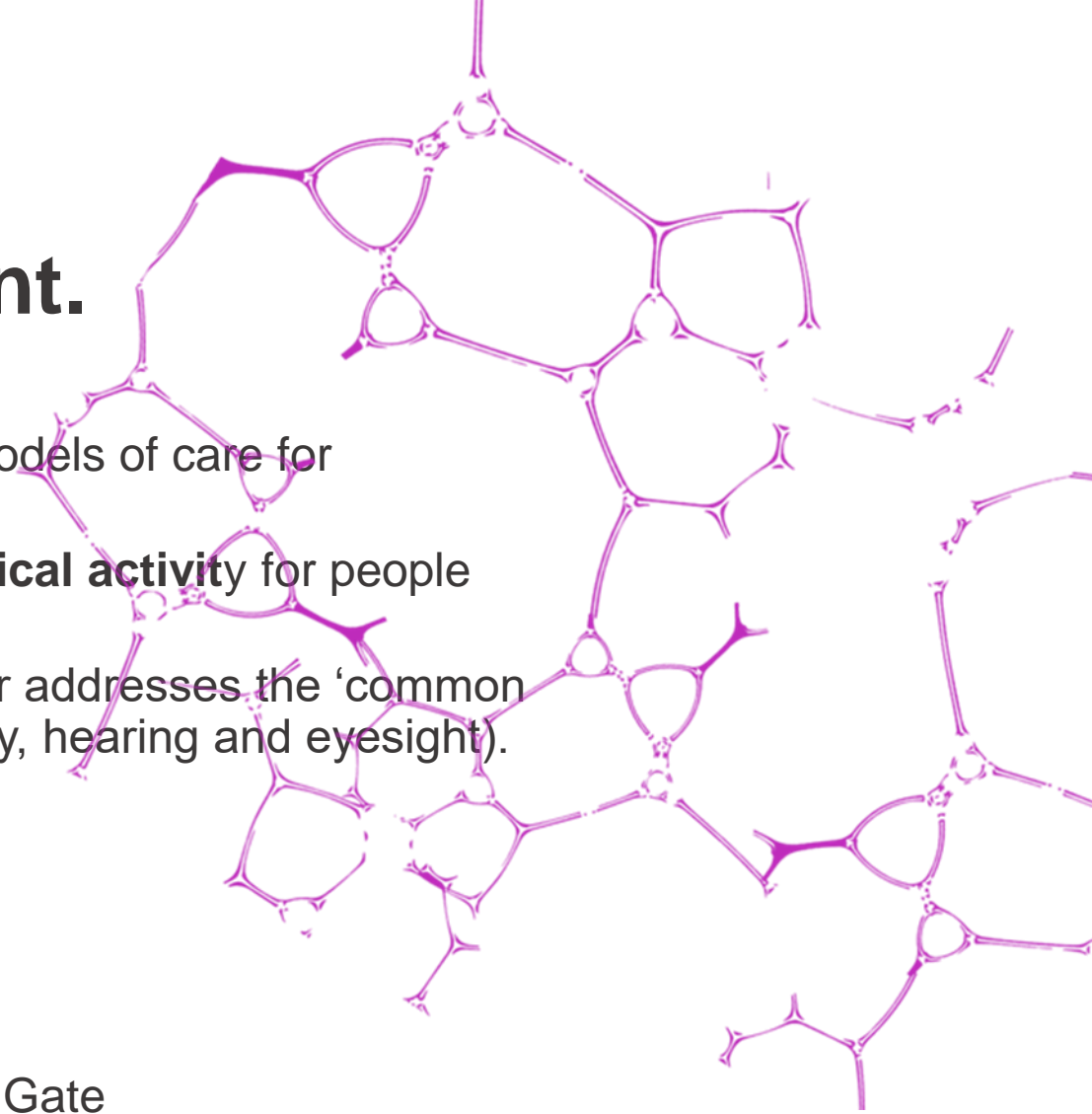
- Service-led innovation that enables **self-care** and new models of care for independent living.
- Service-led innovation that encourages **sustaining physical activity** for people aged 50+, including for instance, active travel.
- Service-led innovation that improves mental health and/or addresses the 'common complaints' of ageing (such as incontinence, pain, mobility, hearing and eyesight).

Applicant Profile:

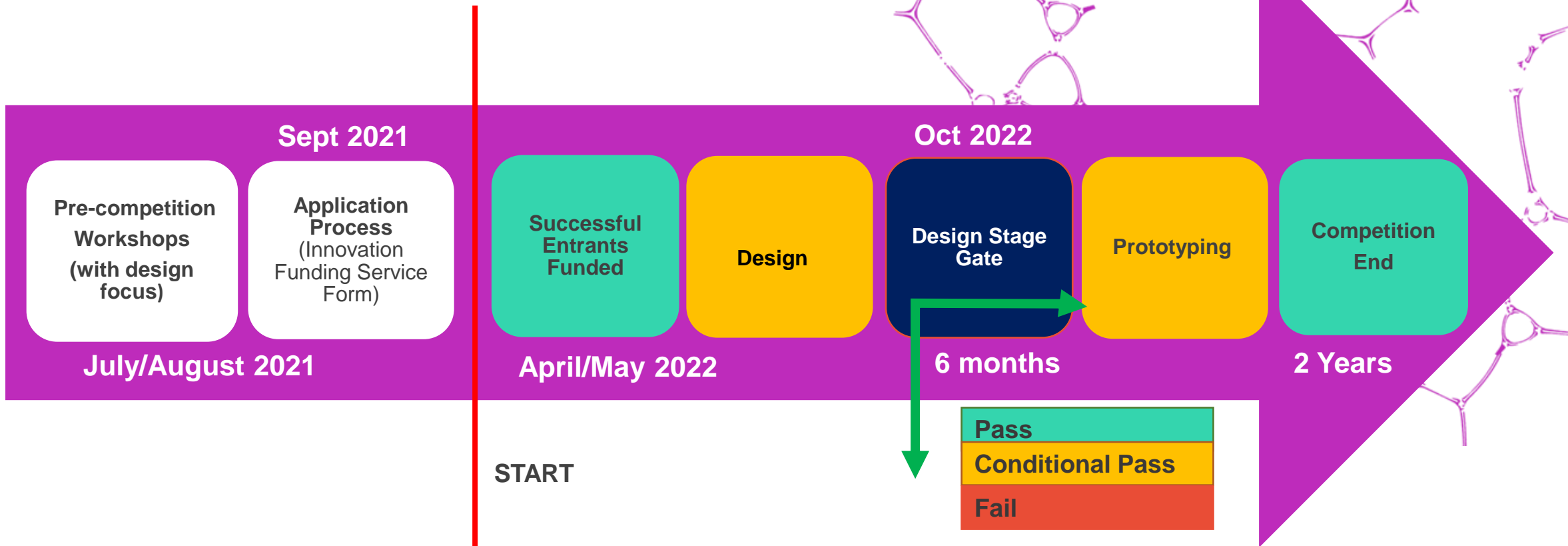
- Business-led
- Service innovation
- Solutions must address inequalities in healthy ageing
- Able to be shaped for market readiness by Design Stage Gate

Bid Assessment: Written and Interview

Healthy Ageing Challenge



Design Focus Through Competition Lifecycle



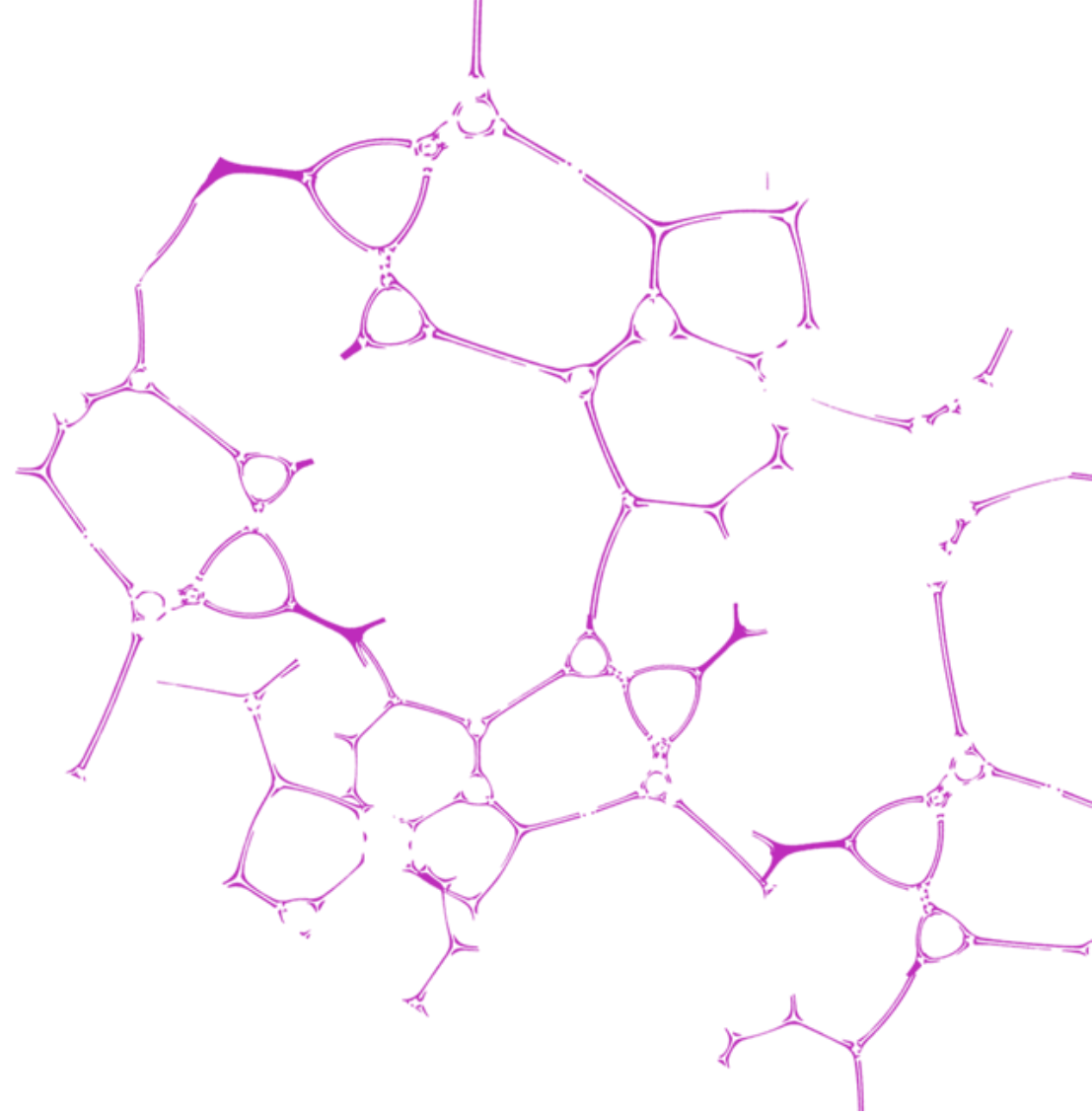
Differential: Design Stage Gate Amplifier

Gate	Criteria
1	User Engagement
2	People-Centred Design
3	Take Up & Acceptance Within Practice Community
4	Augmented Proof of Market Statistics
5	Updated Business Plan: Fair View



The Design Stage Gate will help you focus your attention on:

- ✓ Your user engagement.
- ✓ Your human-centred design rigour.
- ✓ The feedback you receive from your users and how you leverage this.
- ✓ How you use co-creation as an asset to give your organisation the best chance of success.





UK Research
and Innovation

New! Collaborators Club

Following formal briefing event
September 2021

An opportunity to meet potential
application partners

To learn more and register, click
here <https://web-eur.cvent.com/event/e8449a30-aa31-4877-818f-d105ad2da031/summary>

Healthy Ageing Challenge



UK Research
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Thank You

If you have any questions, please contact
julia.glenn@innovateuk.ukri.org

Healthy Ageing Challenge



People Centred Design – Actively Involving Citizens

Louise Coupland, Health & Social Care Alliance Scotland



ALLIANCE
HEALTH AND SOCIAL CARE
ALLIANCE SCOTLAND
people at the centre



The ALLIANCE
People at the Centre

The ALLIANCE

- **Ensure people are at the centre, that their voices, expertise and rights drive policy and sit at the heart of design, delivery and improvement of support and services.**
- **Support transformational change, towards approaches that work with individual and community assets, helping people to stay well, supporting human rights, self management, co-production and independent living.**
- **Champion and support the third sector as a vital strategic and delivery partner and foster better cross-sector understanding and partnership**

ALLIANCE Activity

- **ALISS**
- **Discover Digital**
- **Self management funded projects**
- **Human Rights**
- **People at the Centre- Adult Social Care Review**



Digital Citizen Panel



‘empowering citizens to better manage their health and wellbeing, support independent living and gain access to services through digital means’



Engagement activity



- ReSPECT/ Anticipatory Care Planning
- Draft priorities for the Digital Citizen Delivery Board
- Re-Imagining Telecare
- GP-DACS
- Digital prescribing
- COVID vaccine certificates



Speaker: Jane Thomas
Coproducted creation of the PBC App



‘People with lived experience are the solution, not the problem’



Thank You

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Refreshment break
(5 minutes)

Healthy Ageing - Innovating for Success

Colum Lowe, Director, Design Age Institute

Question & Answer Session

Final comments

Joanne Boyle, Head of Engagement, Digital Health & Care Innovation Centre

Final comments

- All our current funding opportunities are available on the HAIC webpage: <https://www.dhi-scotland.com/innovation/innovation-clusters/healthy-ageing/>
- Our next HAIC event takes place on Wednesday 20 October 2021, timings TBC

Join our private LinkedIn HAIC Group

- Scan the QR code →

Or

- Enter:

www.linkedin.com/groups/12496744/



Visit our HAIC webpage

- Scan the QR code →

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- Enter:

www.dhi-scotland.com/innovation/innovation-clusters/healthy-ageing/



Join our digital health and care network

- Scan the QR code →

Or

- Enter:

www.dhi-scotland.com/join-our-network

