



# SCOTTISH HEALTHY AGEING INNOVATION CLUSTER

Sept 2019

## Scottish Healthy Ageing Innovation Cluster

Next Meeting: 11<sup>th</sup> September 2019 (10am – 3pm)

Surgeon's Hall, Edinburgh

### Registration:

<https://www.eventbrite.co.uk/e/healthy-ageing-innovation-cluster-september-2019-meeting-tickets-66848442491>

### Outline Agenda

- **Cluster Update** – Moira Mackenzie, DHI
- **Innovate UK, HA Challenge** – Cynthia Bullock, Deputy Challenge Director, Healthy Ageing, Innovate UK
- **Cluster Activity Session** – What are our organisations interests and capabilities?
- **Healthy Ageing Key Challenges Development Session** – 3 challenges
- **Networking Lunch**
- **Opportunity for 1:1 sessions** with Innovate UK, Scottish Enterprise, EEN, NGS Working Group
- **Collaboration Forming** – space to discuss

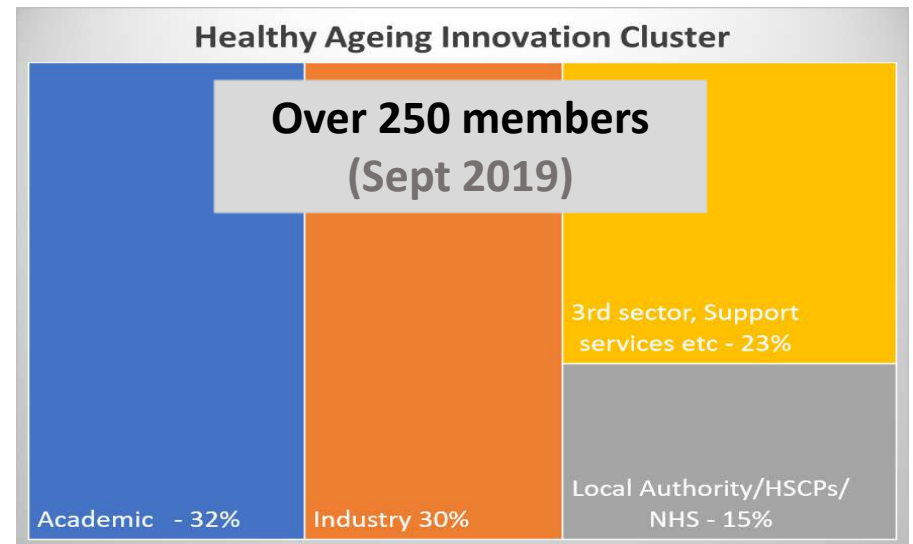


# Scottish Healthy Ageing Innovation Cluster

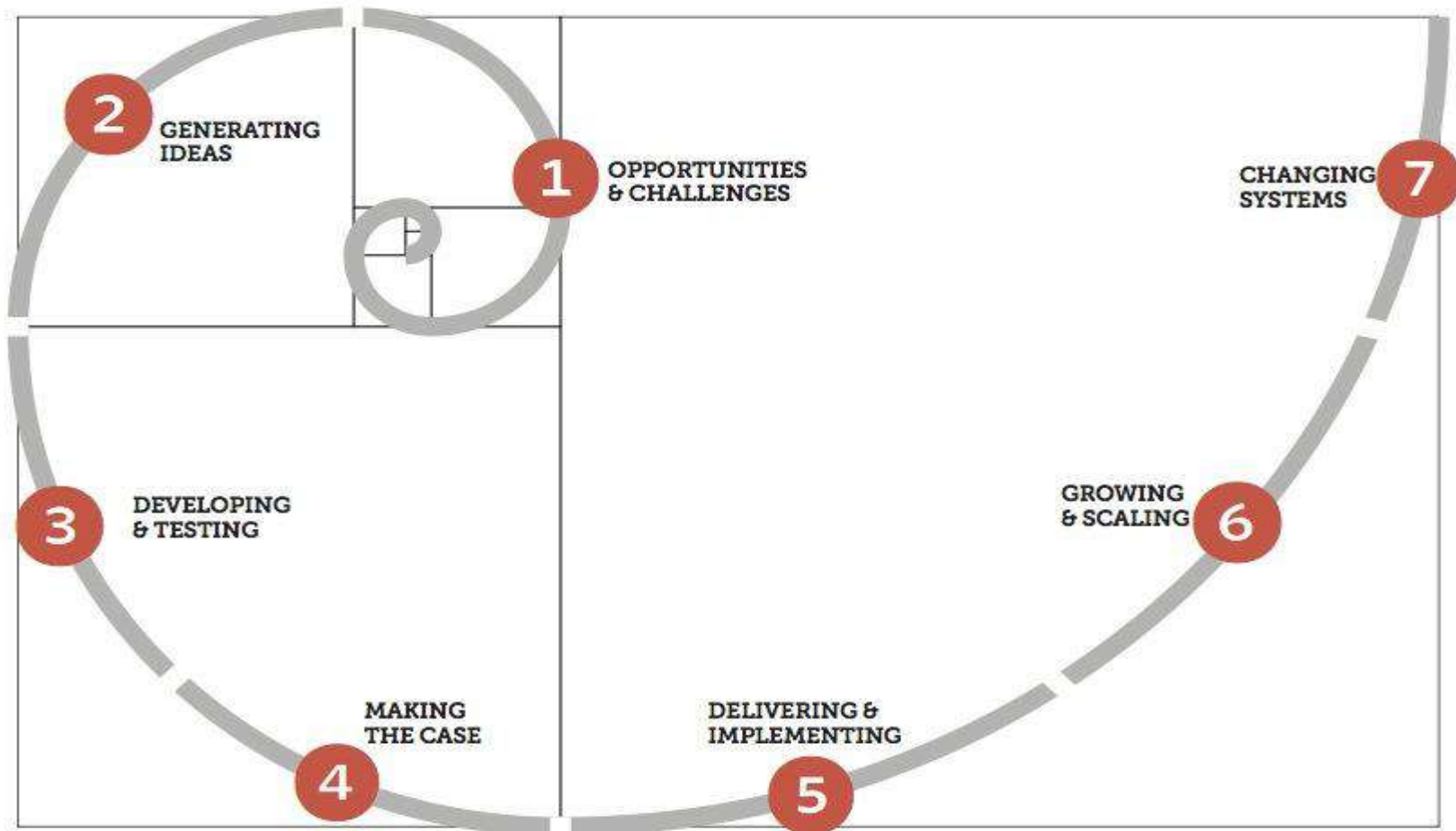
**Aim: Accelerate digital innovation and adoption in Health & Care**

## Purpose:

- Create a collective of shared interest, expertise and skills
- Share information & support knowledge exchange
- Seek and solve demand led challenges
- Identify funding/host challenge opportunities
- **Build collaborations that are greater than the sum of the individual parts**



# From innovation to improvement



WHO definition of Healthy Ageing:  
**“the process of developing and  
maintaining functional ability that  
enables wellbeing in older age”**

This includes a person's ability to;

- meet their basic needs
- learn, grow and make decisions
- be mobile;
- build & maintain relationships
- contribute to society

# HEALTHY AGEING CLUSTER - PRIORITIES

## COLLECTIVE LEARNING

### Awareness of Policy & Guidance

- Scottish & UK Government – Policy Direction
- Relevant Strategic Guidance & Best Practice
- Team Scotland Approach

### Awareness of Technology

- Consumer Technology
- Keeping pace with a fast moving market
- Build Trust to Share

### Identify Funding Opportunities

## JOINT DEVELOPMENTS

### Shared Focus on Specific Conditions/Challenges

- Falls,
- Diabetes,
- Physical Activity

### Support Independent Living

- Transport
- Housing
- Supporting people to work longer
- Hospital at home
- Care in the Community
- Reducing inequalities

### Develop

- Test beds
- Data/Analytics
- Patient/Citizen Journeys

## RESEARCH & METHODS

### Prevention

- When should interventions best be made?
- Better adoption at earlier stage in life?

### Evidence Impact

- Health Economics
- Methodologies
- Real World Impacts

### Ensure Citizen at the Centre

- What does the citizen want?
- How best engage with the end user?
- Co-design
- Build Trust

## SKILLS & CAPABILITIES

### Skills & Training

- Joint Learning

### Business Models for Scotland

# Policy & Guidance Update

# A Fairer Scotland for Older People



## A Fairer Scotland for Older People A Framework for Action



## Key Elements

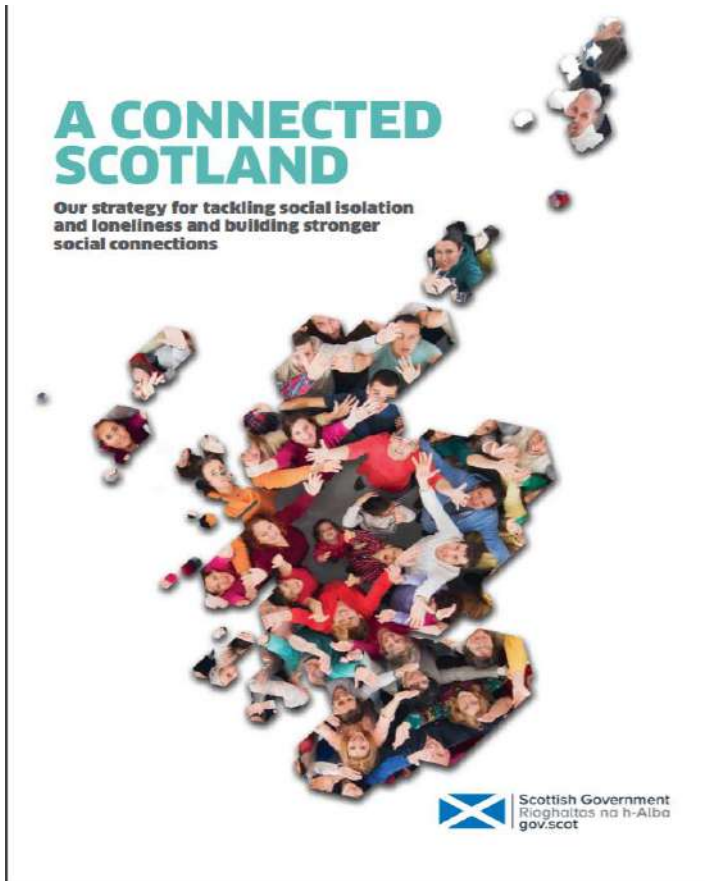
- Engagement process with older people (50+) through Older Peoples Strategic Action Forum
- Identifies key impact areas for Gov & cross-sectoral partners to develop joined-up action
- 3 key areas – Communities, Accessing Services, Financial Security

<https://www.gov.scot/publications/fairer-scotland-older-people-framework-action/>

April 2019



# A Connected Scotland Strategy



- We want a Scotland where individuals and communities are more connected, and that everyone has the opportunity to develop meaningful relationships regardless of age, status, circumstances or identity.
- Social isolation is defined as "when an individual has an objective lack of social relationships (in terms of quality and/or quantity) at individual group, community and societal levels".
- Loneliness is defined as "a subjective feeling experienced when there is a difference between the social relationships we would like to have and those we have".
- The Our Voice Citizens' Panel indicated that 1 in 10 people in Scotland often feel lonely<sup>[1]</sup>,

<https://www.gov.scot/publications/connected-scotland-strategy-tackling-social-isolation-loneliness-building-stronger-social-connections/> (Dec 2018)

# Our Voice Citizens Panel (2017)

The Our Voice Citizens' Panel indicated that 1 in 10 people in Scotland often feel lonely<sup>11</sup>. However, there are other sources of information that help us understand the scale of this problem. Acting on the recommendations of the Equal Opportunities Committee report, the Scottish Government commissioned an evidence review which was completed by NHS Health Scotland<sup>12</sup> and provided some of the following key statistics<sup>13</sup>:



**6%** of adults have contact with family, friends or neighbours less than once or twice a week (Scottish Health Survey, 2017).



**18%** of people have limited regular social contact in their neighbourhoods (Scottish Social Attitudes survey, 2013).



**21%** feel that they don't have a strong sense of belonging to their local community (Scottish Household Survey, 2017).



**Priority 1: Empower communities and build shared ownership**



**48%** of people exhibit a degree of social mistrust, which is connected to their level of social contact and feelings of belonging to the local community (Scottish Social Attitudes survey, 2015).



**28%** of people volunteer (Scottish Household Survey 2017), and **46%** have been involved in some kind of community action to help improve their local area (Scottish Social Attitudes survey, 2015).



A significant minority of children are vulnerable to social isolation because of poor peer support or bullying (Health Behaviours in School Age Children, 2014).

**Priority 2: Promote positive attitudes and tackle stigma**

**Priority 3: Create opportunities for people to connect**

**Priority 4: Support an infrastructure that fosters connections**

<sup>11</sup> Our Voice Citizen's Panel (2017). *Survey on relationships with health and social care professionals, shared decision-making, how loneliness affects people in Scotland, and how well services are working locally*, p.46. URL: <https://www.ourvoicescot/697/documents/1058> (Last Accessed: 04/01/18).

<sup>12</sup> Teuton, J. *Social isolation and loneliness in Scotland: a review of prevalence and trends*. NHS Health Scotland, 2017.

<sup>13</sup> These statistics have been updated since they were published in the original (Teuton, 2017) NHS report

# Centre for Ageing Better Report/ Ipsos Mori

'The **Perennials**', a study carried out in partnership with the **Centre for Ageing Better**, reveals that just three in ten (30%) UK adults say they are looking forward to later life. Half (50%) say they worry about getting old. A **report** published today reveals that many Britons are "overwhelmingly negative" about **ageing**. 13 Feb 2019



The Perennials - Centre for Ageing Better

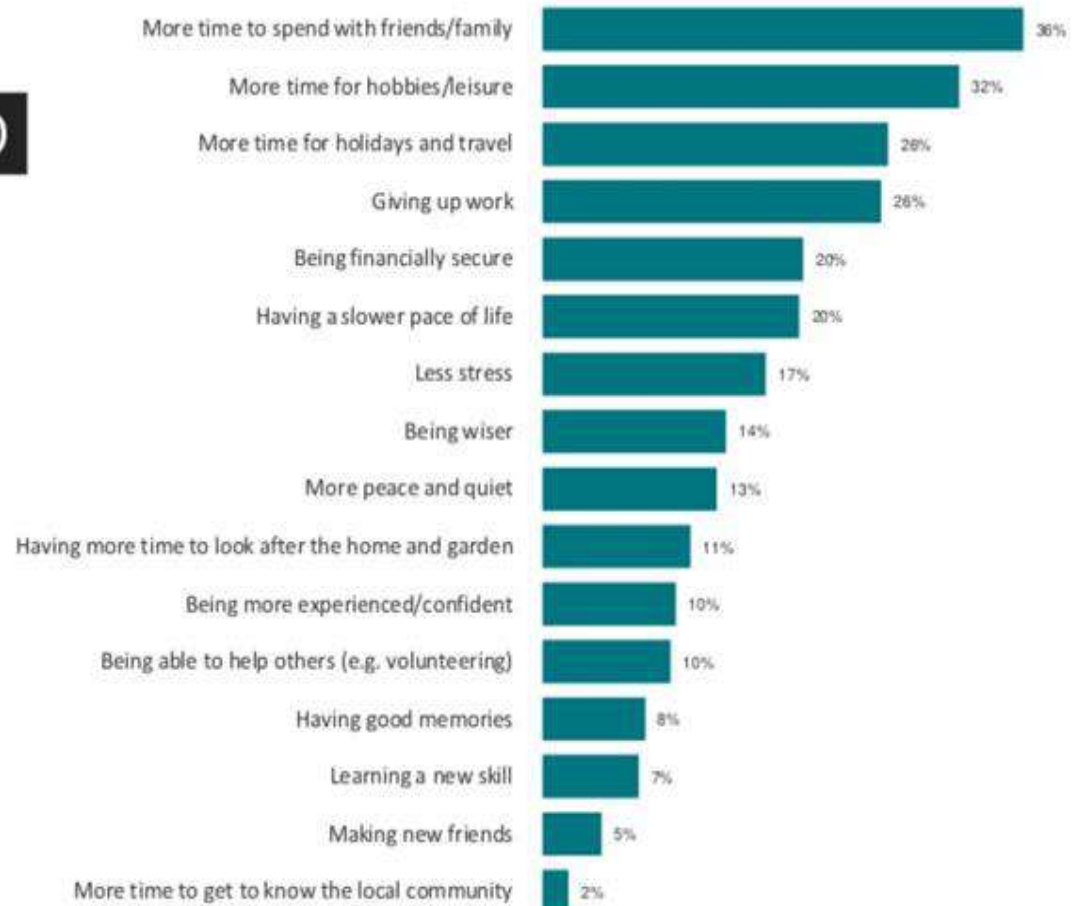
<https://www.ageing-better.org.uk> › news › ipsos-mori-ageing-perennials

<https://www.ipsos.com/ipsos-mori/en-uk/global-study-finds-high-levels-concern-about-ageing> (Feb 2019)

# WHAT'S BEST

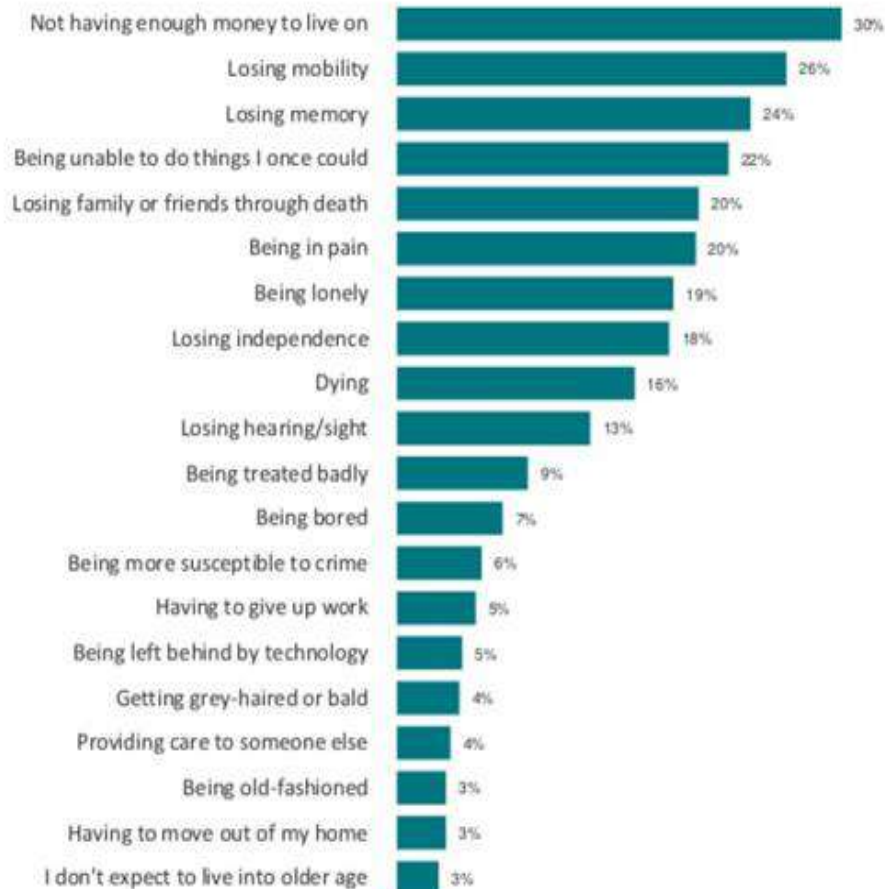
# ABOUT GETTING OLD

which two / three of the following  
best describe the good things  
about getting old





# WHAT'S THE WORST THING ABOUT GETTING OLD

which two / three of the following  
personally worry you about  
getting old

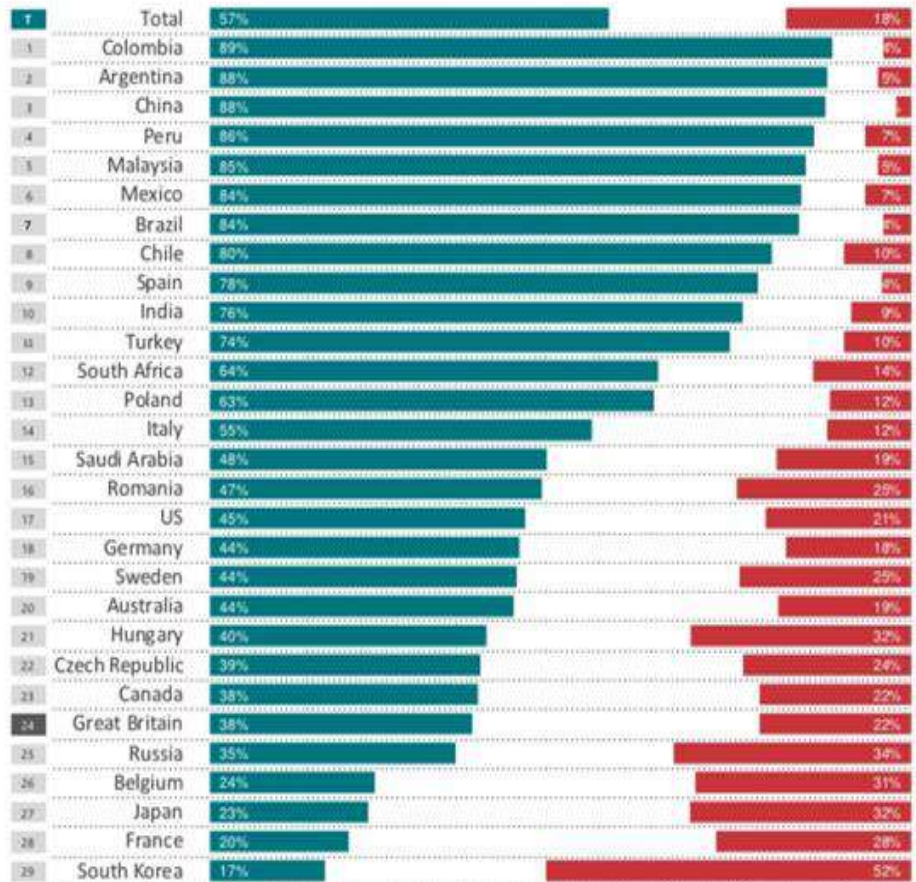


# HEALTH IN OLD AGE

% Who expect to be fit  
and healthy in old age

KEY:  
 Agree  
 Disagree

 Ipsos MORI  
Social Research Institute



# Funding Opportunities

# UK Prevention Research Partnership (UKPRP) Second Call for proposals: Consortium Awards. - Closing date 14<sup>th</sup> Nov 2019

## Consortium awards - £4 – 7m over 5 years

Focus areas include but are not limited to;

- Preventing poor mental health and promoting mental health wellbeing
- Reducing health inequalities
- Modifying other social and economic determinants of health and wellbeing
- **Tackling specific life course stages or transitions**



**UKPRP would welcome approaches which exploit digital technologies, social medial or other platforms or which take advantage of large-scale data sets and linkage to routine datasets to design and delivery solutions.**

<https://tinyurl.com/y4t8k7lc>



**SETSquared Partnership – Healthy Ageing Campaign #2 – Helping people remain independent, productive, active and socially connected for longer**  
**– Deadline 18<sup>th</sup> October 2019**



**Funding of up to £35k per project to develop collaborative R&D projects to meet ISCF calls.**

- **Must be in collaboration with Universities of Bath, Bristol, Exeter, Southampton & Surrey**
- Funding to be used for bid writing, consortia building and project management.
- SETSquared can help identify partners in the partner Universities.

<https://tinyurl.com/y2y4uqpd>

## Collaborative R&D Fund with Catalonia – deadline 10<sup>th</sup> October 2019



- Scottish element of projects to have eligible costs of between £15k - £350k
- Consortia must contain 1 x Scottish SME and 1 x Catalan Company
- Help is available to identify partners
- Open call – SE/ACCIO have shared interest in; Healthcare, Manufacturing 4.0 and Mobility.

<https://tinyurl.com/y6mesz67>

## Innovate UK Funding

- **Innovation Loans – September 2019 Open Competition** – closing date 27<sup>th</sup> November 2019.
  - Loans are for highly innovative late stage projects with game changing tech/disruptive ideas/concepts.
  - Loans are between £100k and £1m
- **Smart Grants: July 2019** – Closing date 16<sup>th</sup> October 2019
  - Projects 6 – 18 months - £25k to £250k
  - Projects 19 – 36 months - £25k to £2m
  - Applications can be from any area of technology.

<https://apply-for-innovation-funding.service.gov.uk/competition/search>

# Cluster Activity Session

# Getting to know you...



We know that you want to find out who else is in the Cluster and what they do.....

## Key Questions

- a) *What is your name?*
- b) *Why are you here?*
- b) *What does your organisation do?*
- c) *Which of the 8 Healthy Ageing key challenges could your organisation best contribute to and why?*



Step 1: Write your first name on your superhero badge...along with your chosen superpower

Step 2: Take 5 postcards from the pile in the centre of your table

Step 3: Find another 5 people in the room that you don't already know with the same badge as yourself

Step 4: Take 5 minutes with each person and complete a postcard answering the 4 questions (take turns in each session on whether you are asking or answering)

Step 5: Be prepared to stand up and introduce a cluster colleague based on the information you have captured

AGING 2.0 <https://www.aging2.com/grandchallenges/>

Aging 2.0 Grand Challenges is a global initiative to drive collaboration around the biggest challenges and opportunities in Aging.

## 8 Key Challenges

### INNOVATION PRIORITIES FOR AGING 2.0 COMMUNITY

- Topics identified from 6 years of bottom-up and top-down dialogue with stakeholders from across Aging 2.0's interdisciplinary, intergenerational, international community of older adults, senior care providers, thought-leaders and entrepreneurs.



# Key Challenges Development Session

# What next...?

Activities	Timescale
Establish the Cluster	Dec 2018
Identify Key Challenge Areas for Collaboration	Feb 2019
Scope initial propositions	Ongoing
Refine propositions collaboratively	
Identify funding opportunities & timelines	
Host challenge competitions/Bid submissions	
Implementation	
Learn & Share	



# Industrial Strategy Challenge Fund Healthy Ageing

DHI  
Scotland  
11<sup>th</sup> September 2019



© Image courtesy of NB: Studio Ltd

# Agenda



- Background to Healthy Ageing Challenge
- Overview of Trailblazer stage 1
- Investment accelerator round 1
- Q&A

# Ageing Society Grand Challenge



*People will enjoy **five more years of healthy, independent life** by 2035, whilst narrowing the gap between the experience of the richest and poorest  
(measured through improvements in disability-free life expectancy)*

Health & Care

Homes,  
Families &  
Communities

Work,  
Learning &  
Purpose

Finance &  
Economy



# Healthy Ageing Opportunities



**The ambition is to impact on the lives of millions of people within a decade.**

This will have both social and economic impacts, and is a global opportunity for business:

- Across the EU, there were 199 million people aged 50+ who consumed €3.7 trillion of goods and services in 2015.
- In 2015, the Silver Economy sustained over €4.2 trillion in GDP and over 78 million jobs.
- If ranked among sovereign nations, the Silver Economy would be the third largest economy in the world, behind only the USA and China.



# The Healthy Ageing Vision

To enable businesses, including social enterprises, to develop and deliver products, services and business models that will be adopted at scale which support people as they age. This will allow people to remain active, productive, independent and socially connected across generations for as long as possible.

# Healthy Ageing Challenge Investments



## Community of Practice

### Research

- £8.6M
- Social, behavioural and design research
- Multi-disciplinary, multiple institutions

### Investment Accelerator

- £29M + match
- Individual innovations with clear potential to be adopted at scale

### Trailblazers

- £40M + match
- Larger 'service integration' collaborations
- Impact at scale

## Early Stage Pipeline

# Trailblazer stage1

# Trailblazers Aim



## Aim

The aim of the Trailblazers is to encourage businesses and public sector led collaborations, including social enterprises, to develop and demonstrate how products, services and business models which support people as they age will be adopted at scale.



# Trailblazer Outcomes



## Businesses

The development and demonstration at scale of new business models together with the supporting services and products that allow them to improve their market offering and secure new revenue streams, including exports.

## Place Based Collaborations\*

The demonstration of an ecosystem of sustainable businesses needed to achieve a positive impact on a target population which incorporates people with widely varying aspirations and needs.

# Trailblazers Competition Structure

The focus is on supporting adoption at scale and addressing gaps in the market for aspirational, affordable and easily accessible services and products.

## Stage 1 Discovery

- Up to £100k to develop a business case, benefits plan, designs and governance
- 5 months to deliver

## Stage 2 Implementation

- A closed competition open only to the Stage 1 projects
- Up to £6m per application plus minimum 50:50 match funding
- Up to 4 years to deliver

# Trailblazers Approach

Your proposed approach as an applicant must:

- Incorporate principles of user-centred design.
- Address the tension between innovation and implementation, and the barriers to adoption
- Establish an evaluation method specific to the proposed scope which will need to be approved by UK Research and Innovation as part of your stage 2 application
- Demonstrate commitment to contribute to a challenge-wide set of knowledge sharing and evaluation activities determined by UK Research and Innovation

# Projects must outline

- the intended benefits of the project
- the populations that will be used to demonstrate those benefits
- how that population will be accessed.
- how significant inequalities in health-span will be targeted
- how to reach both urban and rural populations, (if appropriate)
- a clear commitment to achieve the overall 50% match-funding in stage 2
- a strategy to further exploit healthy ageing related markets on completion of the Trailblazer proposed project

# Trailblazers Scope



We will fund a portfolio of projects across the seven themes:



We will consider projects that address healthy ageing challenges outside of these themes

# Out of Scope

- innovations that involve the introduction of novel health and care system-wide collaborative funding mechanisms, such as accountable care
- clinical or fundamental research
- the development of early stage technologies
- projects that cannot obtain at least 50% match funding for their stage 2 project
- overseas businesses or organisations

# Trailblazer Eligibility



## Lead

- be a UK registered business of any size (including social enterprises), or a public sector organisation (including local authorities and Local Enterprise Partnerships)
- carry out its project work in the UK
- intend to exploit the results from or in the UK
- intend to apply for the stage 2 of the competition, if invited
- intend to lead a collaboration for stage 2 of the competition

## Collaborator

- be a UK registered business, academic institution, charity, public sector organisation or research and technology organisation (RTO)
- carry out your project work in the UK
- intend to exploit the results from or in the UK
- be invited to take part by the lead applicant

# Key dates

- 23<sup>rd</sup> September - Trailblazer Stage 1 competition opens
- 3<sup>rd</sup> October – Briefing event - London
- 4<sup>th</sup> October – Online briefing
- 27<sup>th</sup> November – Trailblazer competition closes





# Investment Accelerator Round 1

# Competition Objectives



- Provide support to help develop and take to market healthy ageing innovations
- Specifically target innovations with clear potential to be adopted at scale
- Encourage investment in innovative healthy ageing technologies outside an investor's risk appetite

# Competition Proposals



Your proposal should outline:

- how you will invest alongside grant capital
- how this differs from your normal investment activity - change in risk appetite
- how you will attract the companies seeking investment in the healthy ageing market
- how you will support portfolio companies to take innovation to market and maximise their growth potential
- how you will add value to the businesses over and above the investment made
- how they'll generate measurable social and economic impact
- your strategy for encouraging diversity (age, gender or ethnic diversity) among the applicant companies

# Competition Structure

- You will need to demonstrate that you can invest at least **4 x the grant allocation fund** into a portfolio of healthy ageing technology companies over a **5 year timeframe (by 2025)**
- At least **1 x the grant allocation** to be deployed at the same time as the grant funding to support companies to carry out healthy ageing R&D projects by 2023
- This total can include the full investment value of a syndicated round, subject to you acting as the lead

# Competition Structure cont.

- New deal flow
- SMEs already in your portfolio for a specific project
- SME total project sizes can be £100K - £1.5 million ; Project duration up to 2yrs
- Feasibility and/or Industrial Research as defined by EU

# Charges and fees

Charges and fees will be drawn from the grant allocation to cover the following

1. IUK's fees - monitoring officer and assessment charges – invoiced half-yearly in arrears and inclusive of VAT
2. IP's fees – based on a fixed schedule – invoice quarterly in arrears and inclusive of VAT

Based on following assumptions / conditions:

1. Monitoring officer charges: £5,400 for 1 year or £9,000 for 2 years
2. Assessment charges: £600 per assessment
3. IP's fees should be broadly based on fixed additional operational costs incurred in operating the Scheme for the provision of the services which are additional to the IP's standard business activities
4. Fees can be charged up to the deployment date

# Competition Scope (SMEs)



SME projects funded must focus on one or more of the following specific themes:

- sustaining physical activity
- maintaining health at work
- designing for age-friendly homes
- managing common complaints of ageing
- living well with cognitive impairment
- supporting social connections
- creating healthy and active places

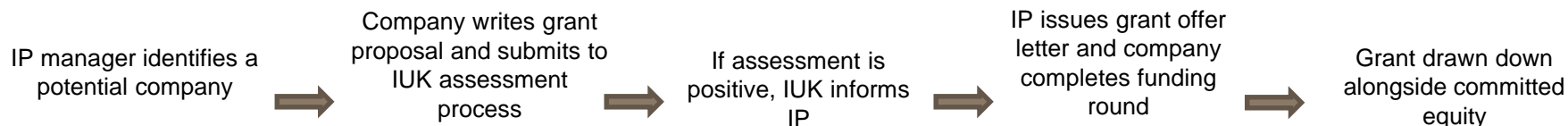
# Out of Scope

Projects that:

- are purely at the technical feasibility or proof of concept stage with the exception being for a single, short milestone that may be required to reach go/no-go decision to rapidly move into product development and/or proof of market studies
- are not carried out by SMEs
- are collaborative R&D projects
- are carried out by SMEs that are not attracting at least the same amount of private investment into the SME
- are not part of a company's plan for business growth
- cannot present evidence that their idea or concept has the potential to lead to significant return on investment, growth and scale-up of the business
- are large capital infrastructure such as new buildings



# How it works in summary



## Post investment

- IUK monitoring officers (MOs) check use of funds and milestones for drawdown
- IP releases grant payments
- IP provides tracking reports to IUK

# Investor Partner eligibility criteria



Eligibility	<ul style="list-style-type: none"><li>✓ Must be an equity investor with a UK office</li><li>✓ Commit to identifying a portfolio of 'healthy ageing' technology micro, small or medium enterprises and social enterprises you are willing to invest in</li><li>✓ Demonstrate you have, or can raise on demand, enough capital to equal Innovate UK's grant and provide the additional follow-on funding</li><li>✓ Able to meet all operational requirements to manage the grant allocation</li></ul>
Grant Allocation	£1m to £6m
Duration	SME projects complete and grant deployed by 2023 Follow on funding committed by 2025

# Allocation agreement



- You can download the template allocation agreement from the secure FTP site after you register for the competition
- It is important that you read this before applying as it contains detailed information on the programme, the investor's obligations and Innovate UK's obligations
- If you are successful in the application process, this template will form the basis of our contract with you
- You will need to sign the agreement before the grant can be allocated to you

Open date	19 August 2019
Briefing event	10 September 2019, London
Registration deadline	Midday 30 October 2019
Close date	Midday 6 November 2019
Invitation to interview	22 November 2019
Presentation submitted to Innovate UK	28 November 2019
Planned date for presentations to Investment Advisory Board (IAB) London – venue TBC	9 and 10 December 2019
Applicants notified	13 December 2019
Confirmation of allocation	By 31 March 2020

Customer Support Services: 0300 321 4357 (Mon-Fri, 9am-5:30pm)  
[support@innovateuk.ukri.org](mailto:support@innovateuk.ukri.org)

UKRI Website:

- [www.ukri.org/innovation/industrial-strategy-challenge-fund/healthy-ageing/](http://www.ukri.org/innovation/industrial-strategy-challenge-fund/healthy-ageing/)

Knowledge Transfer Network:

- [www.ktn-uk.co.uk](http://www.ktn-uk.co.uk)

Innovate UK:

- <https://www.gov.uk/government/organisations/innovate-uk>

## Q&A