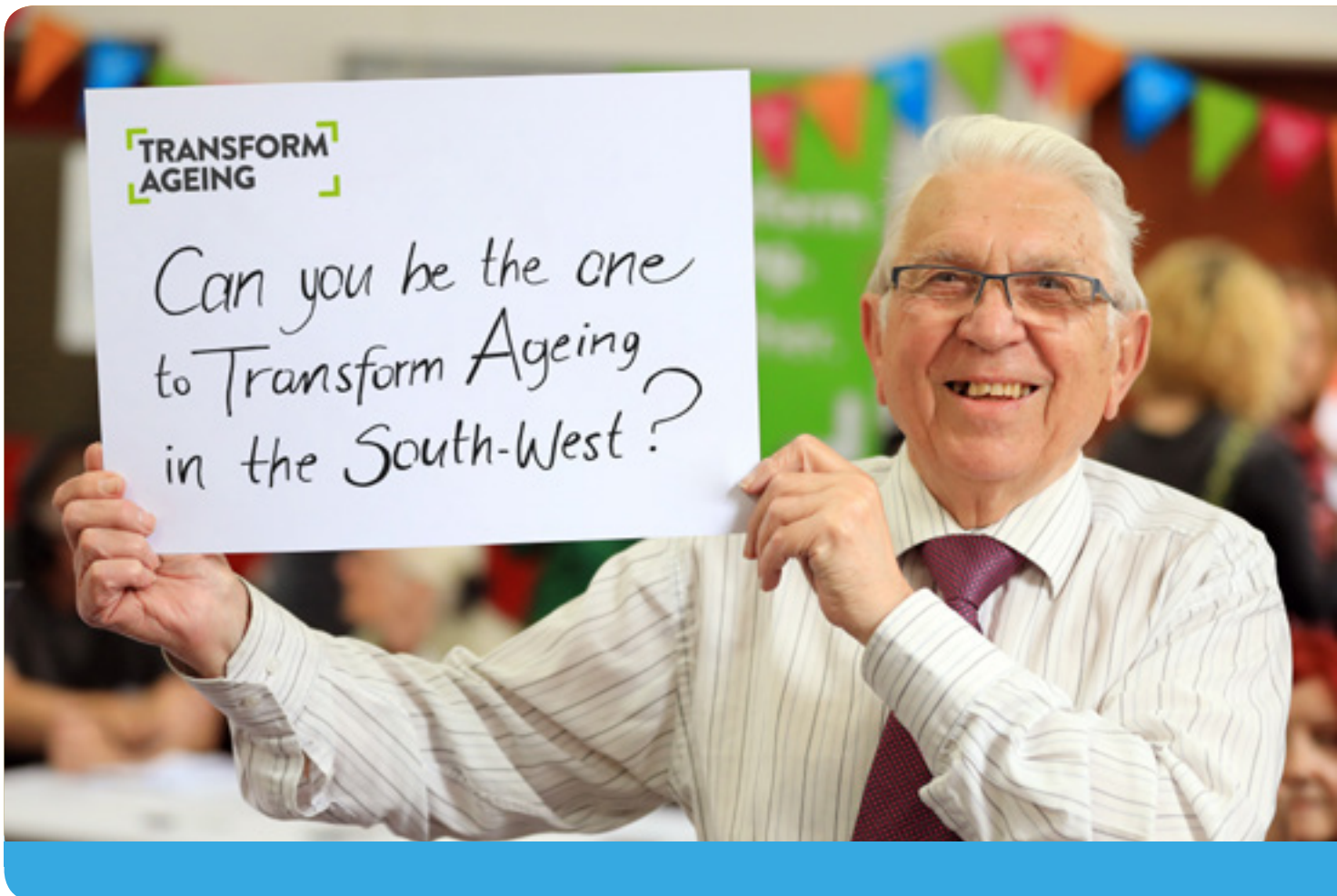


# Transform Ageing

## Call for applications



## About Transform Ageing

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Bringing together people in later life, social entrepreneurs and public sector leaders, Transform Ageing has examined the challenges ageing communities in Cornwall, North Devon, Somerset and Torbay experience and aims to deliver innovative product and service solutions to meet these needs. Over the three years of the programme we will demonstrate that combining social entrepreneurship and community action with world class design practice can drive positive change, responding to the challenge of our ageing society.

Funded by Big Lottery Fund's Accelerating Ideas programme, Transform Ageing is being delivered in the south-west of England by Design Council in partnership with UnLtd, the South West Academic Health Science Network and the Centre for Ageing Better. Delivery of the programme is supported locally by four organisations: Community Council for Somerset, Devon Communities Together, Torbay Community Development Trust, and Volunteer Cornwall.

01.

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a.	Cornwall project canvases
b.	Devon project canvases
c.	Somerset project canvases
d.	Torbay project canvases

02.

# We're inviting you to redesign the experience of ageing for people in later life - are you ready for the challenge?

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**We're looking for social entrepreneurs with innovative product and service solutions to support healthy, happy and active later lives.**

We believe that the best way to develop new products and services that improve people's quality of life is by actively engaging, and working together with the community using design-led approaches and methods to deliver innovation. Throughout 2017 we have brought together people in later life, their friends, families and carers, social entrepreneurs and public sector leaders in communities in Cornwall, North Devon, Somerset and Torbay. By unlocking their diversity of perspectives, experience and skills we have gained fresh insight and an in-depth understanding of what will make a difference in their communities.

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**This is your opportunity to be involved – to apply your innovative ideas for product and service solutions that will make a difference to communities, and to work with us to influence change at a local, regional and national level.**

This document provides six innovation briefs for you to respond to. You'll also find out more on the challenges these briefs are looking to address, as well as information about eligibility, funding and things to consider if applying.

# A new approach is needed

A new approach

A vastly improved life expectancy – one of the great triumphs of the previous century – looks set to be one of the great challenges of this one.

The UK is undergoing a demographic shift that will have far reaching consequences for society, the economy and health and social care provision.

For the first time Britain's over 65s outnumber people under the age of 16. By 2020 the Office of National Statistics predicts that people aged over 50 will account for almost a third (32%) of the workforce and nearly half (47%) of the adult population, with 15.5 million people aged 65 and over. These demographic trends and the resulting impact on public finance are unprecedented.

The implications of an ageing society affect all of us, across generations, and will touch every part of our lives, presenting challenges for individuals, families, communities, employers, service providers and government. Responding to the needs of people in later life is one of society's most crucial and growing issues.



## It's time for innovative and responsive products and services which tackle the challenges people face as they age.

We need to think in a radically different way, using the lived experience of people in later life, collaboration and community engagement to better understand their needs and wants for an improved later life.

We're looking for innovations that help us, as we age - to stay active, healthy, happy and connected.

We have a particular interest in products and services that begin to address the inequality between those with the capacity, resource, capability and networks to cope with what later life (in this context people over the age of 50) brings, and those without.

These innovations must be personalised, connected and preventative – tackling causes rather than symptoms – to help people be better prepared for the challenges and opportunities of later life.

# Seven reasons why you should apply

1. Transform Ageing presents an opportunity to make a difference not only to individuals, but to entire communities.
2. You'll receive a financial award to help you develop and grow your idea.
3. You'll also get regular, dedicated support throughout the entire process.
4. Access to experts in a range of fields including business, design, and finance who can help you develop and strengthen your idea.
5. Your social venture will be celebrated and showcased via national and local media as well as online and on social media.
6. Our collaborative approach will allow you to explore new markets and meet new people and organisations, helping you develop as a social entrepreneur.
7. You'll receive guidance and support to identify further areas of investment and growth in your social venture.

We need radical, forward-thinking ideas for new product and service solutions that help meet this ambition and make a difference to society.

Over to you.

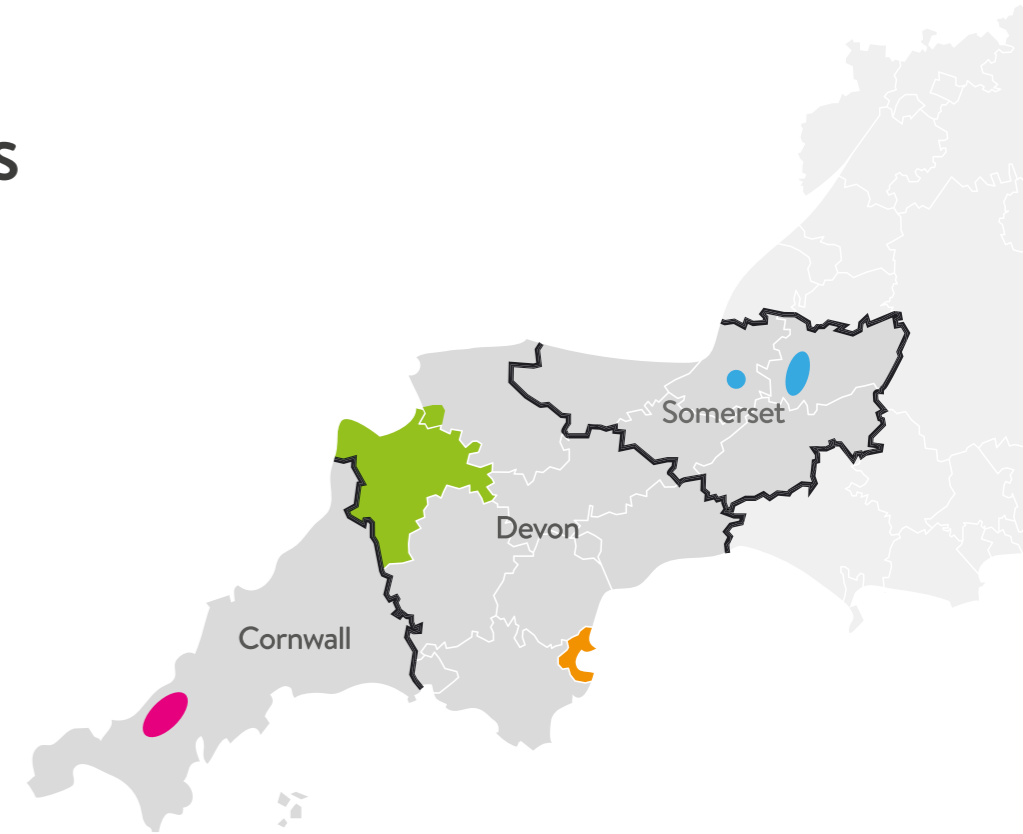
# Our approach

Design Council and its Transform Ageing partners - UnLtd, the South West Academic Health Science Network and the Centre for Ageing Better - have been working with communities in the south-west of England to understand what people need and want, what would improve their experience of ageing and what would make a difference to their day-to-day lives.

# The challenges

We carried out a national review of research about ageing and identified 28 challenges which we grouped into five themes - health and wellbeing, environment, safety, money and community capital.

Local stakeholders, together with people in later life selected a handful of these challenges to explore in their community during a phase of the programme called Exploring the Challenge.



# The communities

Working with the local delivery organisations we brought together people in four areas:

**Torbay:** Torquay, Paignton and Brixham

**Somerset:** Glastonbury, Street, Wells and Bridgwater

**Cornwall:** Camborne and Redruth

**Devon:** Torridge District and Barnstaple

## The participants

We recognise those with first-hand experience provide unique insight when addressing societal challenges, and working in a design-led way requires broad collaboration, so we brought together four categories of people to Explore the Challenge.

- **people in later life** – those who are 50+ and live or work in the local community
- **social entrepreneurs** – people with innovative ideas, solutions and businesses already working in this space
- **friends, family and carers** – those who have experience caring for people in later life
- **public sector leaders** – from both local authorities and NHS organisations.

## The process

Using a design process, based on Design Council's Framework for Innovation, we worked with these groups to better understand the needs and wants of people in later life and identify what would improve their experience of ageing.

In each of the four locations, a series of workshops saw participants working in teams comprised of members from each participant group. Each team was allocated a challenge to work on and over two months the teams, with the support of Design Council:

- remodelled the challenge so it had relevance to their local community
- planned and conducted design research in their community to understand the needs and wants of those who are harder to reach
- evaluated the findings of this research to identify an opportunity to be further explored
- shaped project canvases to help us develop innovation briefs for social entrepreneurs to respond to.

The research and insight from these sessions was then brought together and analysed. Common themes across geographies were identified as well as those issues which were unique to communities. This research was then refined and tested with participants before being crafted into the briefs presented in this document.

You can find material produced during the workshops which informed the six innovation briefs at page 41.

# The innovation briefs

## What we are looking for

We want to hear about great ideas from social entrepreneurs that will help transform the experience of ageing.

These can be new ideas or an expansion of an existing successful idea that responds to one of our innovation briefs.

We want to ensure that the best innovations will enhance the lives of people in later life and reach them as quickly as possible.

## Ideas that address the innovation briefs

Take time to thoroughly read the six innovation briefs, which begin on page 11 and the additional material produced by the Transform Ageing participants at page 41.



## In addition, you may like to think about

How your idea will...

**create social impact** - we want to clearly understand the social impact you will have or are already having with your product or service and how you're measuring this impact. Think about both the immediate and direct impact of your solution as well as how it may have a wider effect on people.

**ensure growth** - our investment may just be the start of your idea, or you may have a more developed solution. Whatever stage you are at we want to understand your plans for growth, both operationally and in terms of social impact.

**be deliverable** - you don't have to have every stage worked out, however we do want to be confident that you understand the context in which you are implementing your idea and you have the capability to deliver it.

**be innovative** - your idea does not have to be one which no-one has seen or heard of before. You may be working on a solution that already exists by making it different or better. However, we want to see ideas which meet needs in different ways and stimulate further positive solutions.

# 1. Steps to a positive future

## People in later life have positive experiences of ageing

### How might we...

- encourage people in later life to take the first step to becoming more physically and mentally active?
- break down barriers to enable people in later life to have positive experiences of ageing in their communities?
- ensure that services and activities are communicated in a way that helps and encourages people in later life to take the first step to becoming involved?
- build confidence in people in later life to take the first step to use technology that they want to use?
- link the skills, experience and wisdom of people in later life with others in the community (individuals or organisations) to break down the barriers experienced by the socially isolated or lonely?

### What's current What's possible

- I feel frightened to go out.
- **I feel able to leave my home and welcome others in.**
- I don't feel useful anymore.
- **Others value my skills and talents.**
- There are too many barriers to have meaningful relationships with others.
- **I have meaningful relationships with others.**

### Outcomes we are looking for

- People in later life feel more confident and able to try something new, or re-engage with former interests.
- People in later life have increased physical and emotional wellbeing through becoming more active or engaged in their community.
- People in later life feel better enabled to take steps to participate in everyday informal and community based interaction.
- An increase in reciprocal skills, and knowledge sharing between people in later life and communities.
- People in later life feel their skills, knowledge and experience is recognised and valued.

### Things people told us were important

- Often, it's the first step that feels so daunting.
- People can often see steps they want to take, but for many reason don't take them.
- *"Just because I don't want to get involved in clubs, activities and coffee mornings doesn't mean you can write me off."*
- A small step can have an immediate impact, or make a significant difference to people lives.
- It's not just about individuals, *"as a couple people don't think we need help, but we do not cope well and find it difficult to ask for help."*

## "Once you get old, they write you off"

Our research shows that particularly for those that are isolated, taking a first step - be it leaving the home, allowing others into their life, or trying out a new activity for the first time - can be a difficult, isolating and fearful experience.

Barriers can include lack of confidence, fear of the unknown, limited provision or access to information, poor health, affordability, mobility or transport restrictions and lack of connection to the community.

We see opportunities to enable people in later life to make one or many 'first steps' that will improve their experience of ageing.

**"After my stroke I had to re-learn how to write. The will to practice was essential"**



# 2. Mobility and transport



## Enhancing independence and wellbeing through improved mobility

### How might we...

- help people in later life stay actively engaged with the community as their mobility changes?
- create opportunities for social interaction through the journeys people make?
- remove mobility or transport as a barrier to independence?
- improve information about travel options that is relevant to an individual's needs?

### What's current What's possible

- Services are out of my reach.
- **Services are now accessible.**
- I am reluctant to go out.
- **I am confident leaving my home.**
- I feel I've lost my independence and my spontaneity.
- **Good mobility and transport gives me freedom.**
- Reduced mobility means doing simple tasks is a challenge.
- **It's easier to do things for myself.**

Loss of mobility has a huge impact on people's lives. Having a fall or experiencing reduced mobility can leave people in later life feeling afraid or unable to go out and do things on their own terms. Simple tasks that others take for granted, for some become impossible.

Our research shows that people in later life are significant users of public transport, but it can be unaffordable, infrequent, inaccessible and often absent, particularly in rural areas, where the distances travelled to access services can be significant.

We were told about the impact this loss of independence had on their lives, both emotionally and practically. For many it was the cause of social isolation.

We see opportunities to provide people in later life with products and services they want and need, that reduce either the impact of reduced or poor mobility or the challenges posed by transport constraints.



**“Mobility is my issue...I can't do anything on my own anymore”**

### Outcomes we are looking for

- People in later life with reduced mobility experience an improved quality of life.
- People in later life are able to remain independent and carry out their daily activities.
- People in later life feel more confident to make spontaneous decisions to leave their home.
- People in later life feel that transport or mobility is less of a barrier to accessing the places, products and services they need or want.
- People in later life have more opportunity for social connection through journeys they make.

### Things people told us were important

- *“It is the gaps that matter – if I can't get to the bus stop I can't catch the bus.”*
- Barriers to mobility take many forms from physical access to worry or concern about making a journey.
- New solutions need to build on and not replicate what already exists.
- People value the social connection they find while using public transport.



# 3. Life Transitions

## Supporting people to prepare for life changes

Life transitions are an inevitable part of ageing and they take many forms. For some this creates more free time, resource or opportunities. For others transitions may be a negative experience such as the loss of a driver's license, the end of fulfilling employment, a new medical condition or the loss of a loved one.

Our research shows that everyone experiences life transitions differently - something that is a small change for some can be a significant change for others.

The nature of life transitions means that sometimes they are anticipated, such as retirement, while at other times they are unexpected, such as sudden ill-health. They may also happen at any age.

We see opportunities to enable people in later life to be better prepared to cope with these changes.

### How might we...

- help people in later life to remain active as their minds and bodies change?
- help people in later life to more confidently transition from finishing work into new stages in their life?
- help people in later life and their families with planning for and adapting to significant life transitions, including death, dying and bereavement.

### What's current

#### What's possible

- I feel isolated and alone when I experience life changes.
- I feel secure and supported in the life changes I am experiencing.
- I feel unprepared for significant life transitions.
- I feel equipped to deal with significant life transitions.
- I feel dependent on others.
- I am as self-reliant and connected as I want to be.
- I am unhappy with who I am now.
- I am happy with who I am now.

## “Transition is often more about unlearning than learning”

### Outcomes we are looking for

- People in later life have improved networks and connections to support them with changes in their life.
- People in later life have improved confidence and resilience in dealing with life transitions.
- People in later life have better support following sudden or significant life changes.

### Things people told us were important

- It is often difficult to talk about preferences for care or death, dying or bereavement
- When leaving hospital or a service, people in later life need to feel better supported with this transition.
- People in later life want to stay active, in both mind and body, during and following life transitions.
- People in later life do not want to lose important connections during or following life transitions.



# 4. Caring about carers

## Supporting, valuing and celebrating carers

### How might we...

- better support carers on their journeys?
- build help and support from friends, family and the community (individuals or organisations) to better support carers?
- work with carers, and the cared for, to avoid reaching crisis?
- better support carers to sustain their personal and /or professional interests and social networks?

### What's current What's possible

- I am lonely and isolated.
- I feel supported and have connections.
- I don't have the information I need.
- I am able to access information readily.
- I am overwhelmed by responsibility.
- I feel confident in the care I am providing.
- I have no support.
- I know where to find, and how to access support if I need it.

A vast number of people provide informal care and caring is increasingly becoming a long-term commitment, with 60% of carers providing care for over five years\*. For some people taking on a caring role is a gradual process and a number of people told us they did not identify themselves with being a carer as it happened over time. By comparison, some people become carers almost overnight due to a sudden health issue.

Many carers told us they did not have the information, support or training they need.

Carers felt they are often just left to get on with it and sometimes experience financial hardship and social isolation as a result.

We heard from many people about the huge personal sacrifices they had made which left them suffering from exhaustion, illness and depression. The impact on their relationship with the loved one that they care for was also in some cases negatively affected. The loss of opportunities to maintain social connections and a life outside the home can also be severely curtailed.

Many carers told us of the void in their lives when the person they cared for had died. They had lost the strands of their previous life and personal identity and encountered huge barriers in re-building their life, due to loss of confidence and connections.

We see opportunities to support, celebrate and value carers.

## “Whatever happens, he wants to stay at home and won't have anyone else.”

### Outcomes we are looking for

- Carers have improved health and wellbeing.
- Carers have increased access to products and services which support them in their caring roles.
- Carers have improved access to mutual support and peer learning.
- Carers have an increased sense of identity and self-worth.
- Carers are better prepared for life after a caring role.

### Things people told us were important

- Connecting with carers when they first take on the role.
- Carers all have different circumstances, not all live with the cared for and some share the role with other family members or paid carers.
- Many carers have health problems themselves.
- Consideration needs to be given to the cared for as well as the carer.



# 5. Right information, right time

The innovation briefs

## Making information accessible, relevant and meaningful

### How might we...

- present information in formats (written, digital, face to face) that makes it accessible and useful?
- make sure that the information which matters most to someone is available when they need it?
- unlock and share information that is currently hidden in the heads, experiences and data-sets of others?
- enable those with previous experience and knowledge to share it with others?

### What's current What's possible

- Services are confusing and difficult to navigate.
- **Services are clear and easy to navigate.**
- Activities are difficult to find out about.
- **Activities are communicated in an accessible way.**
- Individuals feel excluded from what's happening in their community.
- **Individuals feel equipped to participate in their community.**
- I don't know what I need to know.
- **I have the information I need.**

Poor information can result in misunderstandings, delays in service provision and negative experiences.

Many people told us of their frustration in not knowing "what is available and out there."

Whether it is better information when leaving hospital, accessing local transport or trying out a new activity, not knowing what is available - or finding out at the wrong time - often causes considerable concern or anxiety.

For those supporting their loved ones, a lack of clarity over what is on offer can be frustrating, costly and can leave people feeling powerless to offer their support or access help.

Not knowing what skills and assets exist in communities leaves some people unaware of the opportunities and support that exists locally.

We see opportunities to put the right information in the hands of those who need it, at the right time, enabling the right support to reach individuals, families and communities.



The innovation briefs

## "If you don't know what to look for how can you find it?"

### Outcomes we are looking for

- People in later life feel supported at the right time with the right information.
- People in later life have the support they need earlier to make the decisions they need or want to.
- People in later life know how to readily access information that is relevant to them.
- People in later life have the right information to enable them to participate in community activities.

### Things people told us were important

- Not everyone wants to, or is able to, access information online.
- The impact of poor, misleading or even absent information is confusing, frustrating and can be isolating.
- People don't know what they don't know!
- People need to be given positive proactive information to support their health and wellbeing before reaching crisis point.

# 6. Making connections

Creating opportunities for people in later life to connect with other people, communities and activities.

## How might we...

- enable people to feel confident, safe and inspired to make new connections in their daily life?
- design new and creative ways to connect people with one another that meet their individual needs and interests?
- create connected communities, enabling different generations to understand, enjoy and support one another?
- enable people to make meaningful contributions to their community?

## What's current What's possible

- I don't have the confidence to join in.
- I can choose when I want to have company.
- I feel unable to contribute.
- I contribute to community life.
- I have no idea what is going on locally.
- I am informed and enjoy being part of my community.
- I don't know where to start with making new friends.
- I am confident making new friends.

The impact of social isolation and loneliness on physical and mental health is well established. That social isolation has the equivalent health impact to smoking 15 cigarettes a day\* is an often-quoted statistic.

While age itself does not directly increase levels of loneliness, our community research showed that people in later life often felt isolated, anxious and even depressed because of loneliness.

Others did not necessarily convey that they were lonely but were simply unsure of how to make connections or lacked the confidence to do so.

We found that people in later life were often keen to be active in their community by engaging and sharing their skills and life experience but they didn't know how or where to start.

We see opportunities to support people in later life to make the meaningful connections they need and want.

\*Holt-Lunstad (2015)



**“I don't have proper conversations anymore. Does shouting at the telly count?”**

## Outcomes we are looking for

- People in later life have choices about who to reach out to if they feel lonely or need support or connection.
- People in later life are more confident to use technology that can help them connect with others.
- People in later life feel more able to contribute and have an active role in their community.
- People in later life experience more opportunities for casual and informal interactions in their day-to-day life.

## Things people told us were important

- Acting before people become isolated.
- Communities of interest create a focus for connecting.
- Technology can help but not everyone will use it.
- Maintaining connections and re-connecting is important.
- It takes confidence to connect.

**“If you've been on your own for years, it's hard to get out and mix.”**

# Guiding principles

There are seven principles applicants should be particularly mindful of when proposing solutions.

## Rurality

The south-west region is largely rural, made up of small towns and villages. Those designing products and services should understand the challenges and opportunities people in later life living in these communities face.

## Technology

The word 'technology' encompasses a vast range of products and services and means different things to different people. Take care to articulate any use of technology and show an understanding of what it means to those who could benefit from your product or service.

## Diversity

People in later life are not one homogenous group – for this purpose we are referring to anyone over the age of 50. Age creates some widespread commonalities but people in later life have diverse needs, tastes and abilities. You should consider how products or services are adaptable, could be personalised, and whether different solutions are needed for different age groups.

## Displacement

You should consider the effect your solution could have on other organisations providing products and services. The effect could be positive, by providing something different, raising standards or collaborating with others. However, there could be negative implications for the existing beneficiaries of services delivered by others. We want to build on what already exists, rather than replicate or replace it.

## Strength and resources

Everyone has differing goals, motivation, strengths and resources to draw upon. These qualities are often overlooked by services or products which focus upon deficits and needs. We are interested in solutions that see the capabilities in everyone and seek to increase ambition and build confidence.

## Reaching out

Not all of those who may be able to benefit from your product or service will be forthcoming or easily accessible. How will you go about listening to and researching their wants and needs?

## Prevention

We are interested in solutions that promote preventative approaches, that maintain and sustain connections, and that tackle causes rather than symptoms. To help people be better prepared for both the opportunities and challenges of later life we need to consider the advantages of prevention as well as solving real or perceived problems.



# Application guidance

## How to apply

To apply visit [unltd.org.uk/transform-ageing](https://unltd.org.uk/transform-ageing) and complete the application form.

You'll be asked which innovation brief you are applying against and you will have to demonstrate how your proposed solution will address the brief.

Your proposed solution may address more than one innovation brief, however please choose the brief which you feel you can most closely address. There is no additional funding for addressing more than one brief and your application will be judged against the brief you specify.

## Funding and support

An awards pot of up to £822,500 is available to provide awards to social entrepreneurs.

All awardees will receive a package of both financial and non-financial support.

The non-financial support will be tailored to the needs of each social entrepreneur and the stage of growth of their venture. Support may include business planning, network building, financial modelling, intellectual property and legal support, sales coaching, investment raising, design, prototyping, branding and marketing.



## Eligibility criteria

The funding available is for social entrepreneurs. This includes anyone who is motivated to make a difference and create social change in our society through entrepreneurial ideas and solutions.

Additional criteria include:

- The level of funding applied for should reflect the stage of business, ambitions, plans and viability for growth.
- One point of contact (preferably founders, CEOs or directors).
- Funding cannot be granted to 'spin-offs' or subsidiaries of larger organisations.

- Individuals may receive awards with UnLtd on multiple occasions but must be able to justify their spend.
- Any legal structure can be considered so long as the social purpose or mission is locked into the articles of association. More information can be found at [unltd.org.uk/wp-content/uploads/2017/05/UnLtd-Spotlight-Purpose-Growth-impact-Digital.pdf](https://unltd.org.uk/wp-content/uploads/2017/05/UnLtd-Spotlight-Purpose-Growth-impact-Digital.pdf)
- Products or services must be for use/delivered in any of Cornwall, Devon, and Somerset. While the entrepreneur does not need to be based in these areas, they must be delivering their service there, or have plans to do so over the next 12 months or lifetime of the Transform Ageing programme, whichever is sooner.

## Types of awards available and specific eligibility criteria

### Do It (early stage award)

Grant awards of up to £5,000, average award size is approximately £2,000.

Eligibility:

- Early stage social entrepreneur looking for an initial award to help deliver and develop a tested product or service.

- It is anticipated that the applicant for this award would be the founder of the social venture and must still be actively involved with the organisation.
- About you:
  - you have an idea that will create social impact
  - you're passionate about making this happen
  - you need some help to get your idea off the ground.
  - you will deliver your product or service in Cornwall, Devon (including Plymouth and Torbay) or Somerset.

# Types of awards available and specific eligibility criteria

## Grow it (early stage award)

Grant awards of up to £15,000.

Eligibility:

- Social entrepreneurs of one-three years that are looking for additional funding to further develop their business to enable it to grow to a local, regional or national scale.
  - It is anticipated that the applicant for this grant would be the founder of the social venture and they must still be actively involved with the organisation.
  - Trading experience of a year or more with developing revenue streams.
- Tried and tested product or service with demonstrable social impact.
  - About you:
    - with a proven track record, you are committed to delivering local, regional or national social impact at scale.
    - you are experienced, ambitious and capable of growing your social venture.
    - you are committed to working full time in your social venture.
    - you will deliver your product or service in Cornwall, Devon (including Plymouth and Torbay) or Somerset.

## Scale it (venture award)

Grant awards of up to £25,000, with additional funding available to leverage in further external investment. <sup>1</sup>

Eligibility:

- For relatively established social ventures, potentially preparing for investment in the near future.
  - For expansion or further delivery of their products or services and shouldn't be used as a means for sustainability.
- An existing founder of the social venture must be present in the organisation and directly involved in its development. It is expected, but not necessary, for the application to be made by the original founder.
  - Social ventures will typically be three years or older.
  - You will deliver your product or service in Cornwall, Devon (including Plymouth and Torbay) or Somerset.

<sup>1</sup> Investment is not further donations or grants but repayable finance that is often subject to interest. Investment can take a variety of forms depending on your circumstances i.e. debt or equity.

# Key dates

There will be three rounds for Early Stage awards, and three rounds for Venture awards.

## Early stage awards (Do it and Grow it)

Round	Applications Open	Applications Close
Round 1	16 October 2017	4 December 2017 (9am)
Round 2	5 March 2018	16 April 2018 (9am)
Round 3	2 July 2018	13 August 2018 (9am)

## Venture awards (Scale it)

Round	Applications Open	Applications Close
Round 1	16 October 2017	20 November 2017 (9am)
Round 2	25 June 2018	23 July 2018 (9am)
Round 3	28 August 2018	17 September 2018 (9am)



# FAQs

## What is a social entrepreneur?

Social entrepreneurs create solutions to some of society's greatest challenges. They are people seeking to solve social problems using entrepreneurial and enterprising solutions ranging from community-led start-ups to national mission-led ventures.

UnLtd are agnostic on legal form. Whilst requiring a commitment to social impact, entrepreneurs are defined through the impact that is delivered, rather than their legal form. We believe that this approach allows for greater scale of impact to be delivered.

## What do you mean by people in later life?

How we see ourselves and others in terms of ageing is subjective and determined by many factors including ethnicity, culture and lifestyle. The English Longitudinal Study of Ageing uses a definition of 50 years and over. We think this is a useful starting point to encompass both those in, and those entering, later life and so we have adopted the same definition.





## Who are the partners in the programme?

Transform Ageing is being delivered through a partnership to encourage new ways of thinking and working and to develop new behaviours.

Led by Design Council, alongside UnLtd – the Foundation for Social Entrepreneurs, the South West Academic Health Science Network (SW AHSN) and the Centre for Ageing Better we collectively bring a unique blend of expertise, knowledge and experience to the delivery of collaborative ageing programmes. The programme is also being supported locally in the south-west by the following Voluntary, Community and Social Enterprise (VCSE) organisations - Volunteer Cornwall, Devon Communities Together, Community Council for Somerset and Torbay Community Development Trust.

### Design Council:

Design Council is a charity which is recognised as a leading authority on the use of strategic design as a tool to tackle major societal challenges, drive economic growth and innovation, and improve the quality of the built environment. Design Council, which is the Government's advisor on design, addressing all aspects of the discipline, including product, service, user experience and design in the built environment [designcouncil.org.uk](http://designcouncil.org.uk)

### UnLtd:

UnLtd is a charity which supports social entrepreneurs – people with vision, drive, commitment and passion who are coming up with solutions which can change the world for the better. Social entrepreneurs establish enterprises with the aim of solving problems or effecting change in communities of all sizes. They balance financial return and sustainability with the delivery of social impact. UnLtd supports over 500 social entrepreneurs every year to start and grow their organisations through its awards programme. The charity provides a blend of

funding, advice, mentoring, training and connections, backing 20 social ventures each year to get to major scale, with more intensive business planning support to raise capital, through the ventures programmes [unltd.org.uk](http://unltd.org.uk)

### South West Academic Health Science Network:

The SW AHSN is dedicated to improving health and care, and spreading innovation across the region. It is one of a national network of 15 AHSNs, set up by NHS England to identify, adopt and disseminate innovative health and care. The organisation's mission is 'to improve the health and patient experience of people in the South West by supporting and accelerating innovation and quality improvement'. [swahsn.com](http://swahsn.com)

### Centre for Ageing Better:

The Centre for Ageing Better is an independent charitable foundation, bringing about change for people in later life today and for future generations. It draws on practical solutions, research about what works best, and people's own insight to help make this change. Ageing Better shares this information and supports others to act on it, as well as trying out new approaches to improving later lives. It received £50 million of National lottery funding from the Big Lottery Fund in January 2015 in the form of an endowment to enable it to identify what works in the ageing sector by bridging the gap between research, evidence and practice. [ageing-better.org.uk](http://ageing-better.org.uk)

Useful information

## Who are the delivery organisations?

Design Council appointed four VCSE organisations to support the local delivery of Transform Ageing. These organisations are:

- Torbay Community Development Trust [torbaycdt.org.uk](http://torbaycdt.org.uk)
- Devon Communities Together [devoncommunities.org.uk](http://devoncommunities.org.uk)
- Community Council for Somerset [somersestrcc.org.uk](http://somersestrcc.org.uk)
- Volunteer Cornwall [volunteercornwall.org.uk](http://volunteercornwall.org.uk)

## Do I need to implement my solution in one of the four locations where the Exploring the Challenge workshops were held? Or can it be anywhere in the south-west?

Solutions need to be implemented in one (or more) of the following locations. Cornwall, Devon (including Torbay and Plymouth) or Somerset. We will be encouraging and supporting all award winners to engage with local stakeholders in the location they implement their solution.



Useful information

# What do I have to do to apply?

To apply visit [unltd.org.uk/transform-ageing](http://unltd.org.uk/transform-ageing) and complete the application form. See page 25 for more information.



# You mentioned financial and non-financial support? What does this involve?

UnLtd provides support that is applicable to the type of award granted, and therefore the stage of the business of the recipient. This is a mix of one-to-one consultancy and leadership guidance, as well as workshop-based learning.

The support includes finance, one-to-one support, networking and access to pro-bono expertise, such as legal advice.

Design Council will also provide dedicated design support and expertise to help the development and testing of solutions.

Useful information

# How are award winners selected and who is on the selection panel?

UnLtd runs a selection process that includes an Expression of Interest, application, assessment and ultimately a pitch to a panel of experts. This panel could be made up of:

- a health/social care commissioner
- a person in later life, or someone else from the community or voluntary sector
- an UnLtd Award Manager
- a social investor
- someone from other partner agencies.

Applications are judged against:

- evidenced social need and potential to create/ evidence of social impact
- scope for sustainable social business and strength of business model
- capability, passion, skills, experience and past performance of the social entrepreneur
- support, partnerships and resources available to support the social entrepreneur
- strength of the implementation/growth plan.

Useful information



# I need help to complete my application.

UnLtd runs various pre-application support workshops and hosts several events to help with this. For more information, contact:

- Sam Alford (Awards Manager)
- Tim Lages (Ventures Manager)

See page 36 for contact details.



# I am not interested in applying for an award but want to talk about the programme.

For more information, contact:

- Fiona Wood, Head of Social Innovation
- Charlotte Burrows, Programme Manager

See page 36 for contact details.

# Contact details

If you have any general questions about the programme, please contact:

## Design Council Transform Ageing team

Fiona Wood, Head of Social Innovation  
fiona.wood@designcouncil.org.uk  
07808 643 941

Charlotte Burrows, Programme Manager  
charlotte.burrows@designcouncil.org.uk  
07833 186 015

If you are interested in applying, please contact:

## UnLtd Transform Ageing team

Sam Alford, Awards Manager  
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Tim Lages, Ventures Manager  
timothylages@unltd.org.uk  
07834 523 820



# Acknowledgements

Design Council and our Transform Ageing partners would like to thank the following individuals for their time, expertise and engagement in the Exploring the Challenge workshops in Cornwall, North Devon, Somerset and Torbay.

The dedicated, collaborative, insightful and engaged approach taken by these workshop participants was critical in helping us to develop the six innovation briefs. You can see the output of each group in the photographs of the project canvases in Appendix 2 at page 41.

## Cornwall

Marcus  
Kate  
Kim  
Denise

Adams  
Alcock  
Brown  
Denman

Emily  
Miguel  
Vicki  
Ann

Ellis  
Fernandez  
Gillow  
Hawkey

Lesley  
Nigel  
Reuben  
Angela

Hicks  
Hodson  
Jenkins  
King

Vanessa  
Kerry  
Kate  
Rachel

Luckwell  
Milton  
Mitchell  
Murray

Sue  
Donna  
Dave  
Ruth

Peters  
Peeverley  
Potter  
Purdy

Isabelle  
Mark  
Ian  
Felicity  
Linda

Quigley Moriarty  
Richardson  
Searle  
Sylvester  
Thomas

## Devon

Phil  
Colin  
Amanda  
Alison

Aubrey  
Bary  
Bowen  
Boyd

Janet  
Will  
Kim  
Sara

Bragg  
Britton  
Brown  
Burgess

Fee  
Margaret  
Brian  
Mary

Cockings  
Coles  
Coleshill  
Crail

Adam  
Julia  
Anne  
Lesley

Crispin  
Darby  
Davies  
Davies

Mark  
Liz  
Victoria  
Paul

de Bernhardt Lane  
Dennis  
Gage  
Giblin

Rosie  
Max  
Paul  
Steve

Godfrey  
Grantham  
Grimsey  
Hall

Sally  
Jonathan  
Luke  
Elisha

Hamilton  
Hanbury  
Hastings  
Hurley

Alan  
Nixie  
Jill  
George

Jacobs  
James Scott  
Jones  
Lambert

Rose  
Sue  
Carol  
Owen

Lester  
Lycett  
McCormack  
McNeir

Tom  
Martin  
David  
Richard

Moore  
Paine  
Rowland  
Small

Tricia  
Jonathan  
Moses  
Richard

Stewart  
Taylor  
Warburton  
White

Robert  
Kate

Wooton  
Yelland

# Acknowledgements

## Somerset

Carolyn  
Pip  
Charity  
Janet

Arscott  
Cannons  
Chenga  
Coates

John  
Ruth  
Rhys  
Wendy

Coulthard  
Crabb  
Davies  
Devenesh

Ivor  
Sue  
Mickey  
Hilda

Dixon  
Glanfield  
Green  
Grint

Phil  
Sharon  
Ian  
Anthony

Hastie  
Hastie  
Hawkins  
Lamb

Jade  
Jessica  
John  
Jenny

Lehay  
Parry  
Pimblott  
Ponsillo

Suzy  
Rosina  
Shaun  
Tricia  
Alison

Taylor  
Thomas  
Thorogood  
White  
Wrathall

## Torbay

Caroline  
Claire  
Rachel  
Vicki

Blackler  
Burton  
Carter  
Cochran

Juliette  
Alison  
Denise  
Mike

Dean  
Dolley  
Eccleston  
Eccleston

Paul  
Maralin  
Fiona  
Judy

Field  
Fryer  
Glanville  
Grant

Chris  
John  
Pam  
Paul

Gunson  
Gunson  
Harvey  
Hurrell

Paul  
Robert  
Sarah  
Nita

Iggulden  
Jinks  
Jones  
Joyner

Tina  
Rebecca  
Sylvia  
Libby

Lane  
Lehal  
MacGregor  
Price

Carolina  
Rodger  
Pat  
Frank

Read  
Smith  
Teague  
Wye

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## Community Council for Somerset

Jinny Uppington  
Heather Colman  
Lucille Simms

## Devon Communities Together

Nora Corkery  
Dawn Eckhart  
Katherine Oliverio

## Torbay Community Development Trust

Simon Sherbersky  
Jess Slade

## Volunteer Cornwall

Andy Brelsford  
Angela Douglas

# Appendix One

The table below indicates which project canvases, and associated community research, fed into each of the six innovation briefs.

		Cornwall	Devon	Somerset	Torbay	Steps to a positive future	Mobility and transport	Life transitions	Caring about carers	Right information, right time	Making connections
Options for assistive technology						•		•		•	•
Mobility and transport options							•	•		•	•
Opportunities for informal care and casual interactions								•		•	•
Remaining physically active						•		•	•		
Effective hospital discharge and home from hospital services							•	•	•	•	•
Opportunities for informal care or casual interactions								•		•	•
Staying active in the community						•	•	•		•	•
Preventing physical and mental ill health								•			
Preventing social isolation and loneliness						•	•	•		•	•
Staying active in the community						•	•	•	•	•	•
Preventing physical and mental ill health								•			
Preventing social isolation and loneliness						•	•	•		•	•
Mobility and transport options							•	•		•	•
Staying active in the community						•	•	•		•	•
Feeling supported as a carer								•	•		
Effective hospital discharge and home from hospital services							•	•	•	•	•
Preventing physical and mental ill health								•		•	

# Appendix Two

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Devon

The project canvases

- a. Cornwall project canvases
- b. Devon project canvases
- c. Somerset project canvases
- d. Torbay project canvases

Click on each photo to access a high resolution online version.

Cornwall

Somerset

Torbay

## Transform Ageing



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Transform Ageing is delivered by:



South West  
Academic Health  
Science Network

