SCOTTISH HEALTHY AGEING INNOVATION CLUSTER
Sept 2019
Scottish Healthy Ageing Innovation Cluster

Next Meeting: 11th 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

**Over 250 members**

(Sept 2019)

Healthy Ageing Innovation Cluster

- Academic: 32%
- Industry: 30%
- 3rd sector, Support services etc: 23%
- Local Authority/HSCPs/NHS: 15%
From innovation to improvement

1. Opportunities & Challenges
2. Generating Ideas
3. Developing & Testing
4. Making the Case
5. Delivering & Implementing
6. Growing & Scaling
7. Changing Systems
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

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

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\(^1\),

Our Voice Citizens Panel (2017)

The Our Voice Citizens’ Panel indicated that 1 in 10 people in Scotland often feel lonely. 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 and provided some of the following key statistics.

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

- 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 2: Promote positive attitudes and tackle stigma**

- 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).

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

- 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 4: Support an infrastructure that fosters connections**

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13 These statistics have been updated since they were published in the original (Teuton, 2017) NHS report.
'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

WHAT'S BEST ABOUT GETTING OLD

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

- More time to spend with friends/family: 36%
- More time for hobbies/leisure: 32%
- More time for holidays and travel: 28%
- Giving up work: 28%
- Being financially secure: 20%
- Having a slower pace of life: 20%
- Less stress: 17%
- Being wiser: 14%
- More peace and quiet: 13%
- Having more time to look after the home and garden: 11%
- Being more experienced/confident: 10%
- Being able to help others (e.g., volunteering): 10%
- Having good memories: 8%
- Learning a new skill: 7%
- Making new friends: 5%
- More time to get to know the local community: 2%
WHAT’S THE WORST THING ABOUT GETTING OLD

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

- Not having enough money to live on: 30%
- Losing mobility: 26%
- Losing memory: 24%
- Being unable to do things I once could: 22%
- Losing family or friends through death: 20%
- Being in pain: 20%
- Being lonely: 19%
- Losing independence: 18%
- Dying: 16%
- Losing hearing/sight: 13%
- Being treated badly: 9%
- Being bored: 7%
- Being more susceptible to crime: 6%
- Having to give up work: 6%
- Being left behind by technology: 5%
- Getting grey-haired or bald: 4%
- Providing care to someone else: 4%
- Being old-fashioned: 3%
- Having to move out of my home: 3%
- I don’t expect to live into older age: 3%
HEALTH IN OLD AGE

% Who expect to be fit and healthy in old age

KEY:

Ipsos MORI
Social Research Institute
Funding Opportunities
UK Prevention Research Partnership (UKPRP) Second Call for proposals: Consortium Awards. - Closing date 14th 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 18th 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 10th 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

  - 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 16th 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](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...?

<table>
<thead>
<tr>
<th>Activities</th>
<th>Timescale</th>
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<tbody>
<tr>
<td>Establish the Cluster</td>
<td>Dec 2018</td>
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<tr>
<td>Identify Key Challenge Areas for Collaboration</td>
<td>Feb 2019</td>
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<td>Scope initial propositions</td>
<td>Ongoing</td>
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<td>Refine propositions collaboratively</td>
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<td>Identify funding opportunities &amp; timelines</td>
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<td>Host challenge competitions/Bid submissions</td>
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<td>Implementation</td>
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<td>Learn &amp; Share</td>
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Industrial Strategy Challenge Fund
Healthy Ageing

DHI
Scotland
11th September 2019
Agenda

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

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**Ageing Society Grand Challenge**

Health & Care  
Homes, Families & Communities  
Work, Learning & Purpose  
Finance & Economy
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 Challenge themes, developed by the Centre for Ageing Better, offer the greatest opportunities to tackle market failures and stimulate innovation.
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
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

<table>
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<tr>
<th>Businesses</th>
<th>Place Based Collaborations*</th>
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<tr>
<td>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.</td>
<td>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.</td>
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</table>
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:

- Sustaining physical activity
- Managing common complaints of ageing
- Maintaining health at work
- Living well with cognitive impairment
- Design for age-friendly homes
- Supporting social connections
- Creating healthy active places

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

• 23rd September - Trailblazer Stage 1 competition opens
• 3rd October – Briefing event - London
• 4th October – Online briefing
• 27th 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

IP manager identifies a potential company → Company writes grant proposal and submits to IUK assessment process → If assessment is positive, IUK informs IP → IP issues grant offer letter and company completes funding round → Grant drawn down alongside committed equity

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                                                                 | Must be an equity investor with a UK office  
|                                                                           | Commit to identifying a portfolio of ‘healthy ageing’ technology micro, small or medium enterprises and social enterprises you are willing to invest in  
|                                                                           | Demonstrate you have, or can raise on demand, enough capital to equal Innovate UK’s grant and provide the additional follow-on funding  
|                                                                           | Able to meet all operational requirements to manage the grant allocation  
| 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.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Appointment</th>
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<tr>
<td>Open date</td>
<td>19 August 2019</td>
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<tr>
<td>Briefing event</td>
<td>10 September 2019, London</td>
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<tr>
<td>Registration deadline</td>
<td>Midday 30 October 2019</td>
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<td>Close date</td>
<td>Midday 6 November 2019</td>
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<td>Invitation to interview</td>
<td>22 November 2019</td>
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<tr>
<td>Presentation submitted to Innovate UK</td>
<td>28 November 2019</td>
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<tr>
<td>Planned date for presentations to IAB</td>
<td>9 and 10 December 2019</td>
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<td>(IAB) London – venue TBC</td>
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<td>Applicants notified</td>
<td>13 December 2019</td>
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<tr>
<td>Confirmation of allocation</td>
<td>By 31 March 2020</td>
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Customer Support Services: 0300 321 4357 (Mon-Fri, 9am-5:30pm)
support@innovateuk.ukri.org

UKRI Website:

Knowledge Transfer Network:
• [www.ktn-uk.co.uk](http://www.ktn-uk.co.uk)

Innovate UK:
• [https://www.gov.uk/government/organisations/innovate-uk](https://www.gov.uk/government/organisations/innovate-uk)
Q&A