



UK Research  
and Innovation

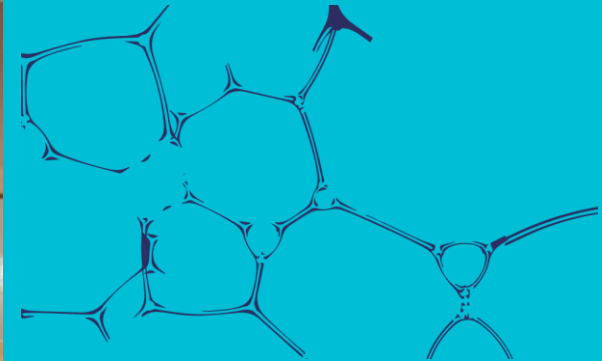
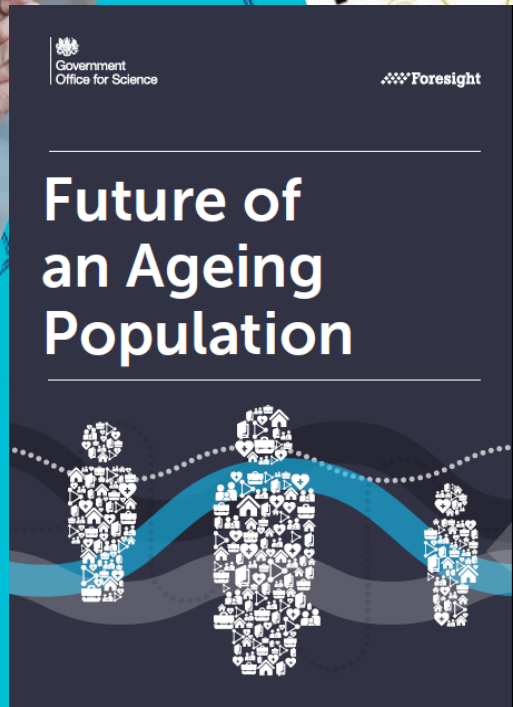


# Healthy Ageing Challenge

7<sup>th</sup> February 2024  
National Health Summit  
Dublin  
George MacGinnis  
Challenge Director  
UKRI Healthy Ageing Challenge



# The world around us is changing



Healthy Ageing Challenge



# 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.



Healthy Ageing Challenge

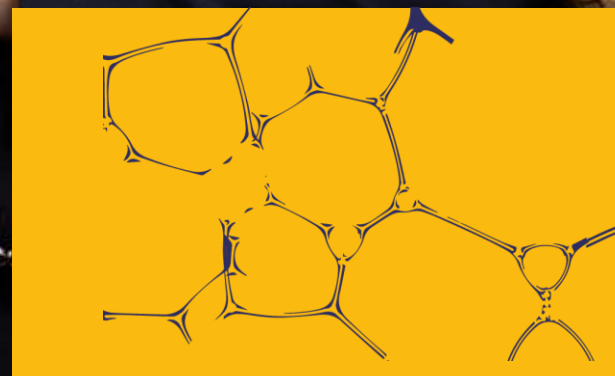
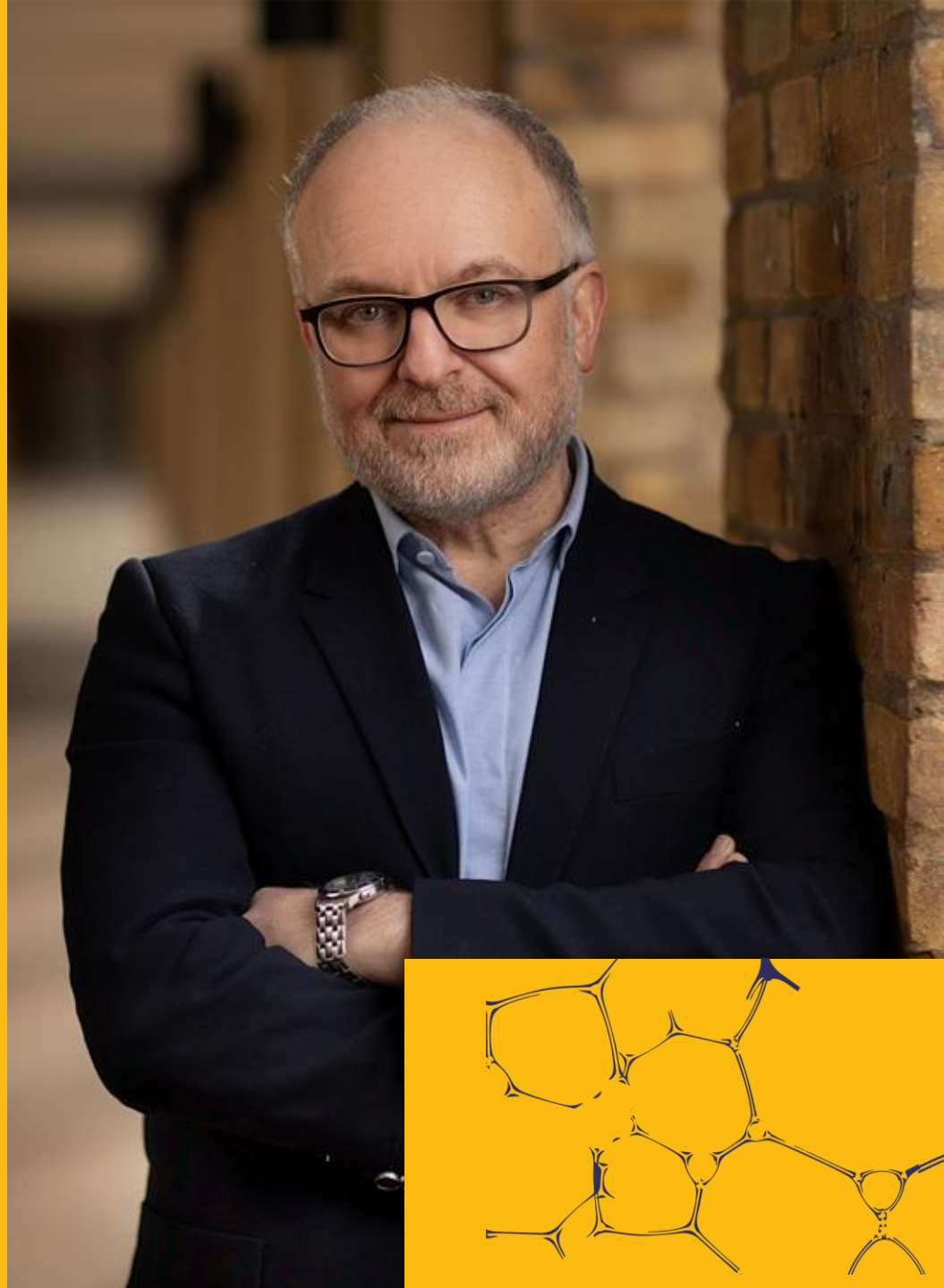


Innovate UK  
and ESRC

# The Economic Value of Targeting Ageing

“If we could improve how we age so that we live for another year in better health, that is worth, in present value terms, around £5 trillion to the UK economy”

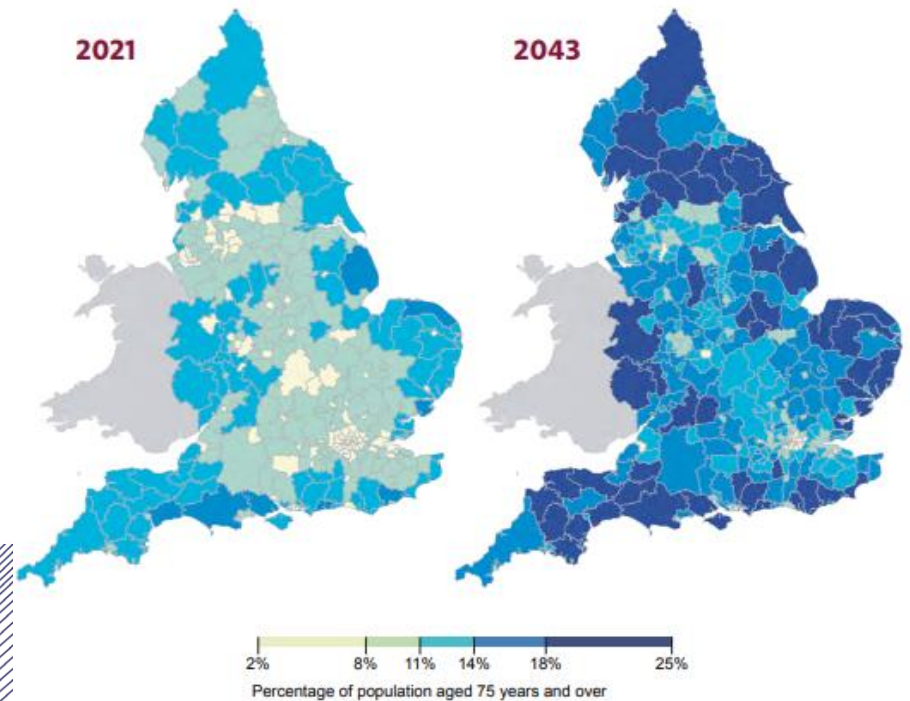
Prof Andrew Scott



# Key Messages

- About improving quality of life rather than longevity
- Ill health and disability in older age is not inevitable
- Peripheral areas are where the increase in need will be seen
- Focus on reducing disease *and* adapting the environment
- Sometimes means less medicine, not more

## Chief Medical Officer's Annual Report 2023 Health in an Ageing Society





# Healthy Ageing Challenge Vision

To enable people as they age to remain active, productive, independent and socially connected across generations for as long as possible





Maintaining health at work



Sustaining physical activity



Creating healthy active places



Design for age-friendly homes



Living well with cognitive impairment



Managing common complaints of ageing



Supporting social connections



Healthy Ageing Challenge



Innovate UK and ESRC



# Catalysing a Healthy Ageing Innovation Pipeline

## Research

Social, Behavioural and Design Research  
with a focus on supporting businesses to improve their impact

### From spin out..

Helping entrepreneurial researchers develop spin-outs – particularly from the arts, humanities & social sciences

### .. Helping entrepreneurs on their journey..

Attracting private investors, setting challenge prizes and supporting social ventures alongside for-profit enterprises

### .. to scale up

Larger 'service integration' collaborations aiming for impact at scale

## Community of Practice

Supporting active learning and linking to over 40 UK research centres with an interest in ageing including The National Innovation Centre for Ageing and the DesignAge Institute



# Our story so far

**£98 MILLION**

total Challenge investment

**240 PROJECTS**

funded from 1000+ applications

**1<sup>st</sup>**

integrated programme  
to focus research from social  
science on business impact

**£43m**

co-investments  
from industry

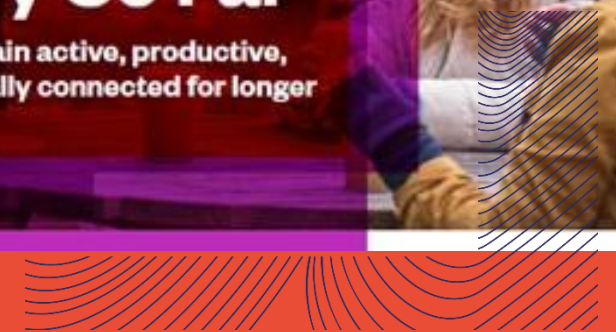
**48**

universities  
engaged

**7**

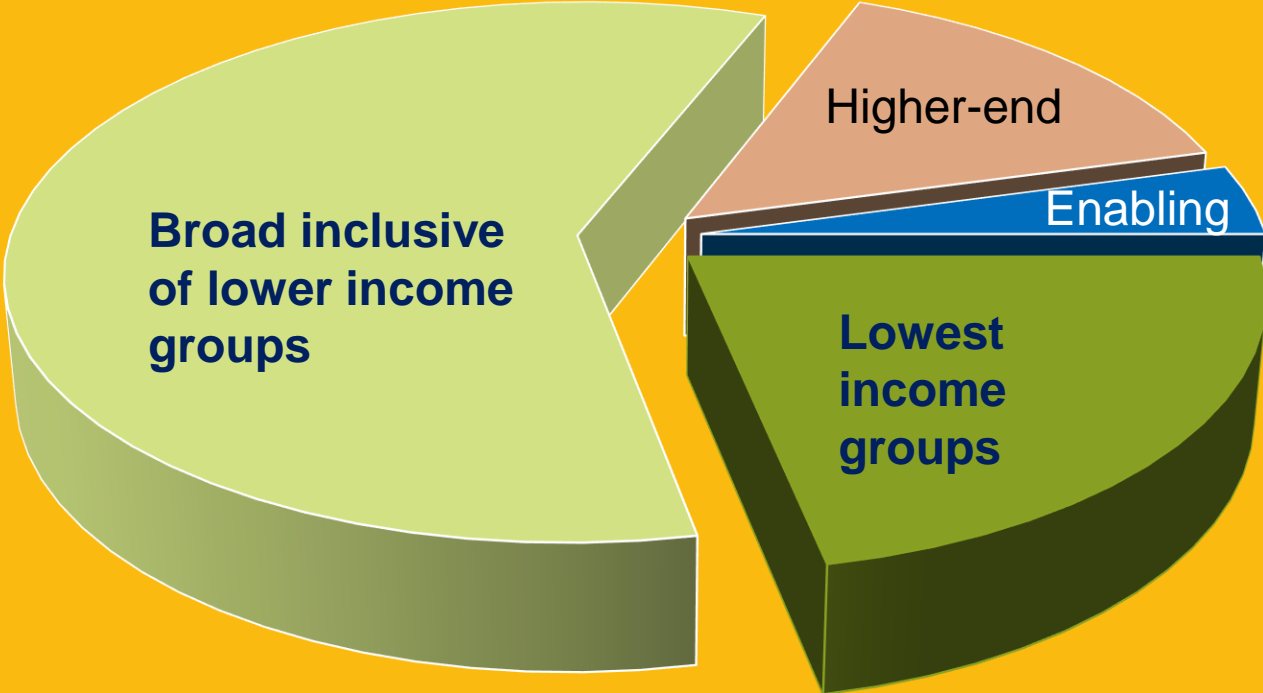
investor partners

Including a first with charities



# Social Gradient of Investments

by value of grants





# Technology



**Blackwood Homes and Care**  
Co-creating beautiful places for independent living



**Research - DESCHA**  
Designing Homes for healthy Cognitive Ageing



**Circadian Lighting Ltd**  
DementiaCare: A novel lighting and monitoring tool.



**Connected Health - Airception**  
Revolutionising incontinence Care

# Business Model



## Tribe

Creating local care economies.



## Bellvie

Home care with self-empowered teams



## Accenture / Hafod Housing

Innovative housing warden service enabled by smart tech



## InCommon Foundation

Intergenerational connections in retirement homes



# Workforce



**Research - SHAW**  
Supporting Healthy  
Ageing at Work



**Music in Mind Remote**  
Enabling care staff to deliver  
music therapy for people living  
with dementia.



**Good Boost**  
Transforming gyms into  
community MSK hubs:

# Learning for the future

- Using research to enhance business impact
- Pragmatic about private investment
- Need a place-based component
- Maintain a focus on reducing inequalities
- Cross-government sponsorship



Healthy Ageing Challenge



# Further information

- Healthy Ageing Challenge ‘Our Story So Far’  
<https://www.ukri.org/wp-content/uploads/2022/07/UKRI-050722-OurStorySoFarHACImpactReport2022.pdf>
- Our story so far video: [\(1429\) Healthy Ageing Challenge 2022 - YouTube](#)
- UKRI [www.ukri.org](http://www.ukri.org) – search ‘Healthy Ageing’
- Community of Practice [www.ktn-uk.org/programme/healthy-ageing-community](http://www.ktn-uk.org/programme/healthy-ageing-community)
- [www.linkedin.com/groups/12471695/](http://www.linkedin.com/groups/12471695/)







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Thank You

Healthy Ageing Challenge

