

# Healthy Ageing Innovation

ALAN event

November 2019



## Centre for Ageing Better

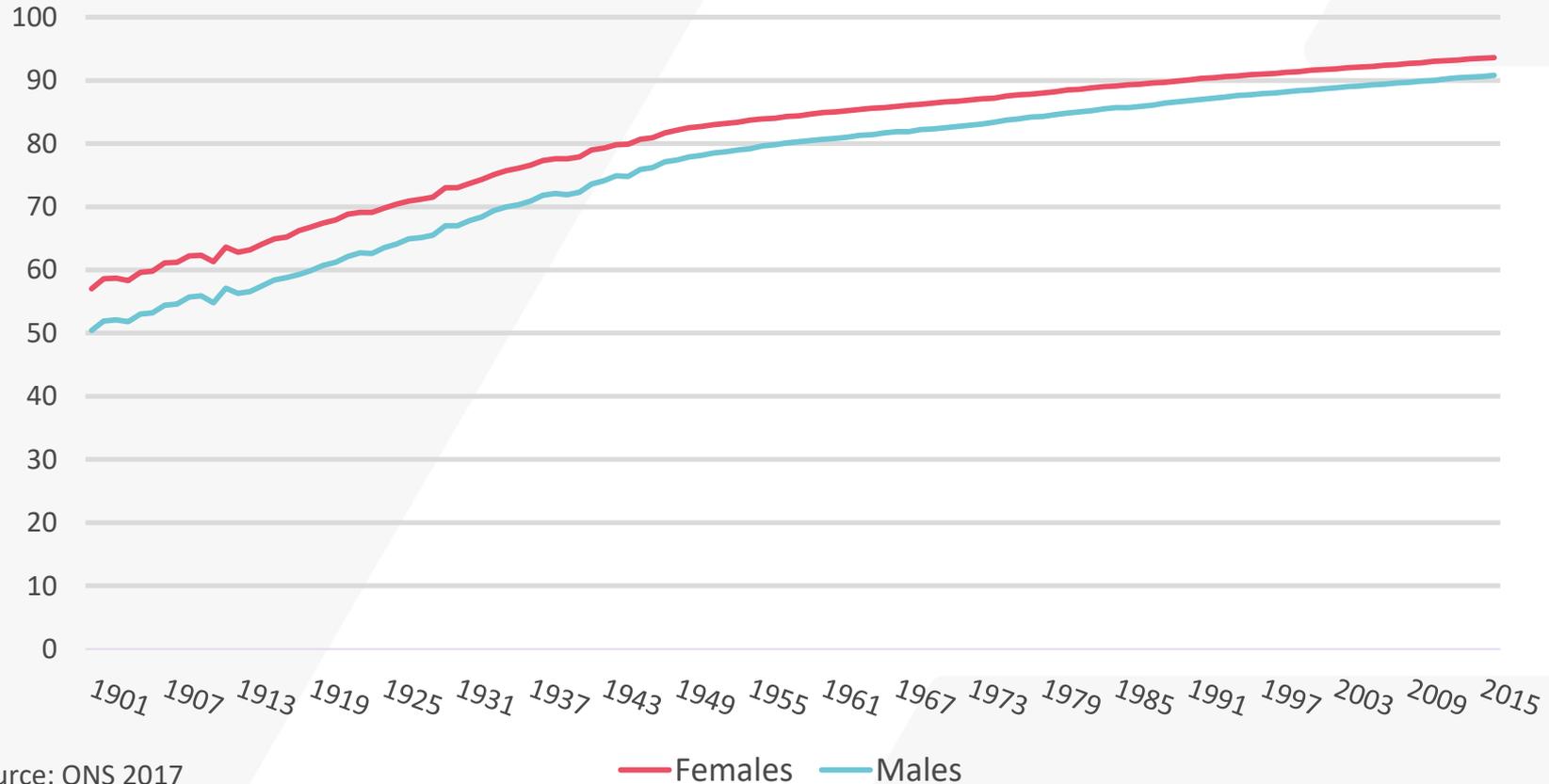
- We work for a society where everybody enjoys a good later life
- An independent charitable foundation
- We are funded by an endowment from the National Lottery Community Fund
- We are part of the network of What Works organisations that promote the better use of evidence
- We develop, share and apply **evidence** to help people age better and bring about **change** to improve later lives



# We are living longer than our parents and grandparents' generations



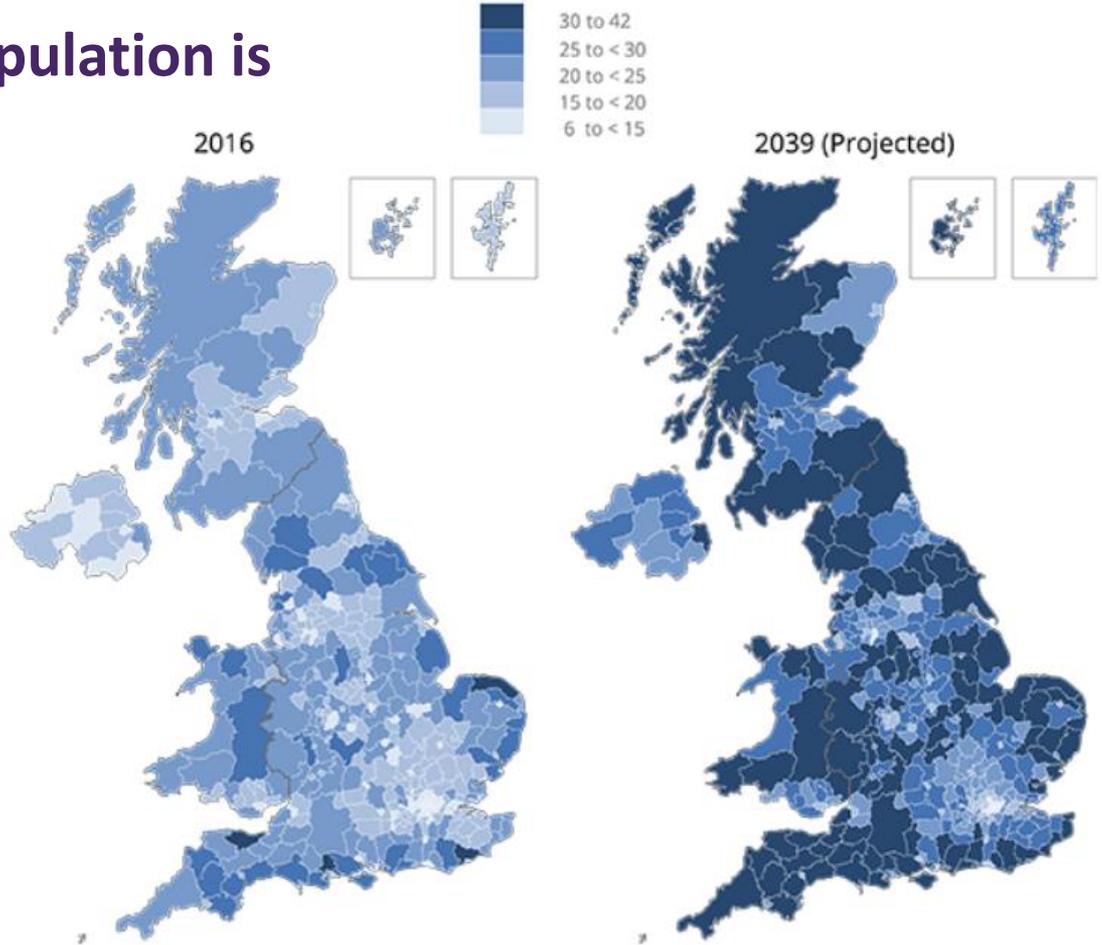
Cohort life expectancy at birth in England and Wales 1900-2016



Source: ONS 2017

# The age profile of the population is changing

Proportion of the population aged 65 years and over, 2016 and 2039, UK

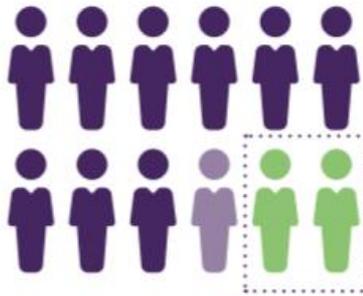


Source: 2016 mid-year population estimates for UK, Office for National Statistics, 2014-based subnational population projections for UK, Office for National Statistics, Welsh Government, National Records Scotland and Northern Ireland Statistics and Research Authority, contains OS data © Crown copyright 2018

# But we're not all ageing equally



People aged 65 and over<sup>14</sup>



**1.9 million**  
Living in relative poverty

**1.1 million**  
Living just above  
the poverty line

Compared to the wealthiest quintile, the poorest quintile of men aged 50 and over are:

**3x**   
more likely to have  
chronic heart disease

**2x**   
more likely to have  
Type 2 diabetes

**2x**   
more likely to have  
arthritis

Source: Department for Work and Pensions, (2018), Households below average income time series, 1994-95 to 2016/17

Source : J. Abell and N. Amin- Smith et. al (2018), The Dynamics of Ageing: Evidence from the English Longitudinal Study of Ageing, Wave 8: 2002-2016

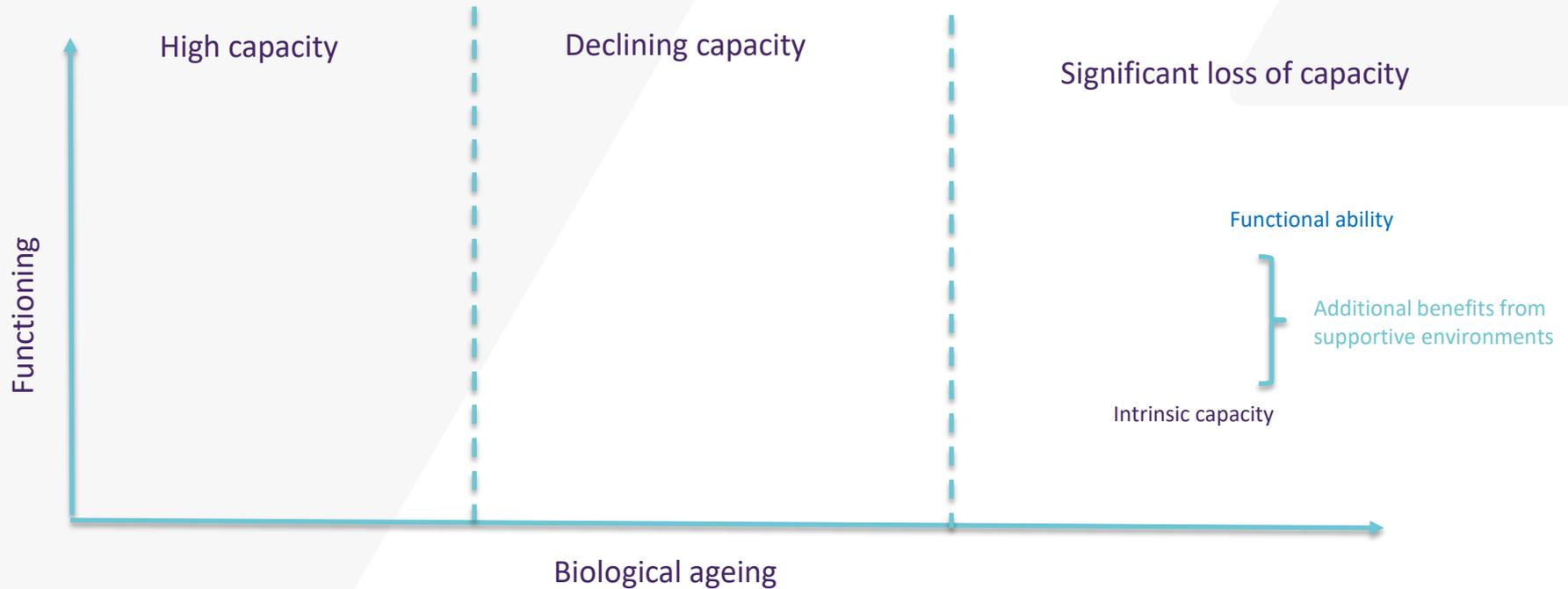


# Framing the challenge fund

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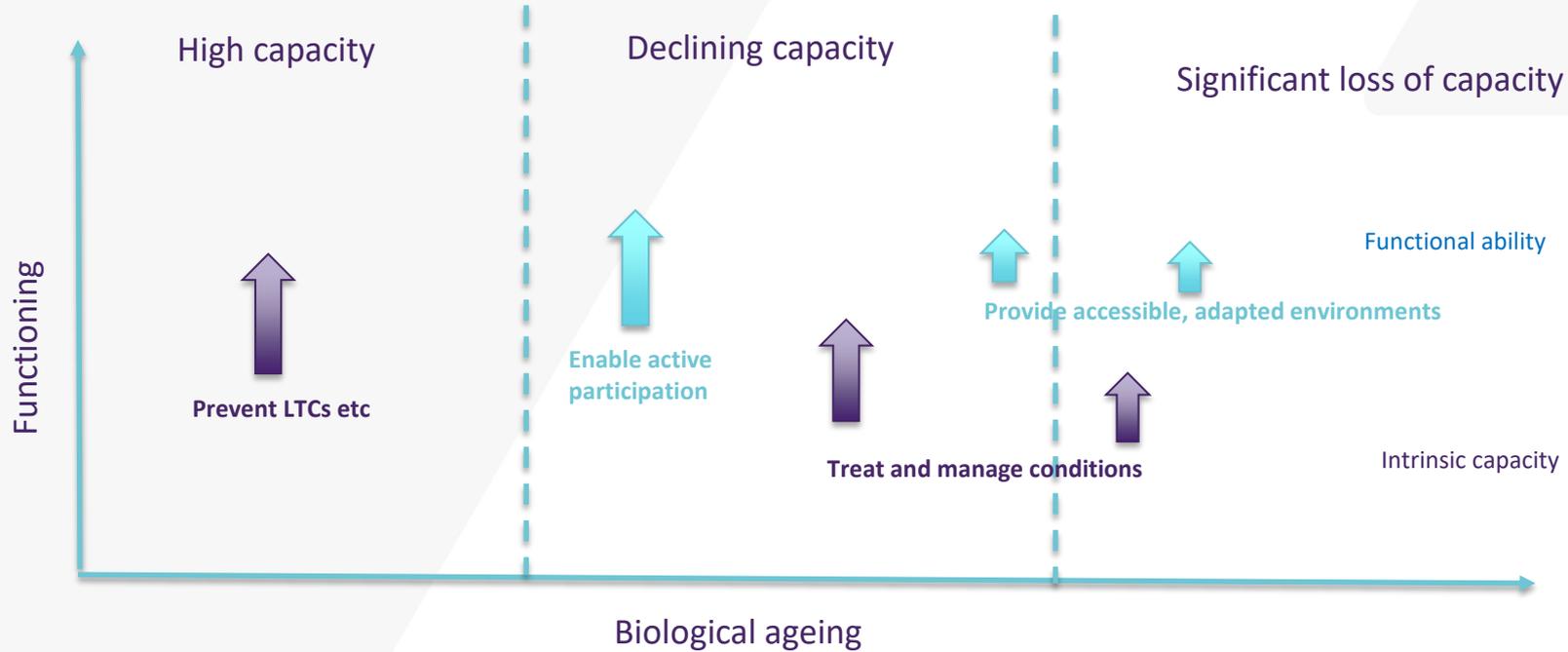
# Healthy ageing and functional ability



Where the **environment is not supportive**, even a **minor decline in an individual's health** can significantly reduce functional ability.



# Healthy ageing and functional ability



Both individual **intrinsic capacity** and the wider **environment** can be **modified** so as to **maintain functional ability**.



## Suggested focus / emphasis

To maximise **social and fiscal impact**, especially on **health inequalities**:

- **Prevention** rather than treatment
- **Functional ability** rather than specific conditions
- **Inclusion** and affordability
- **Future-facing** solutions (today's 45-75 year olds rather than today's 85+ year olds)



# Healthy ageing innovation framework

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# Industrial Strategy Challenge Fund Framework

- Identified seven key themes for innovation
- Themes are focused on key gaps and market failures
- Areas with commercial potential

# Seven themes



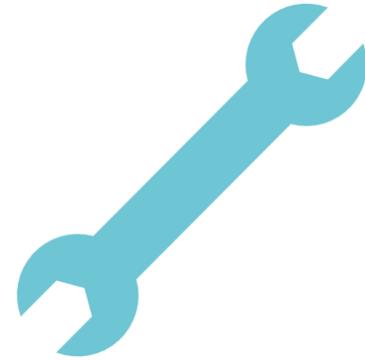
**Sustaining physical activity** – help people in mid-life and later life to increase and sustain their levels of physical activity



# Seven themes



**Maintaining health at work** - promote and maintain older workers' health and wellbeing





# Seven themes

**Designing for age-friendly homes -**  
enable people to live independently and  
safely at home for longer with inclusive  
and innovative products and services





# Seven themes

**Managing common complaints of ageing** - improve the quality of life of people in later life with a range of common health conditions





# Seven themes

## **Living well with cognitive impairment**

- improve quality of life for people  
living with cognitive impairment



# Seven themes



**Supporting social connections** - enable people to sustain and broaden their social connections and relationships into later life



# Seven themes



**Creating healthy and active places -**  
develop places that encourage people in  
later life to stay active and connected





**What are  
your hopes  
and fears  
for later  
life?**





# Ageing innovation and investment landscape

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# Ageing innovation and investment landscape

- Current activity in ageing innovation & investment
- Market opportunities & failures
- Implications for challenge fund



Industrial Strategy Challenge Fund  
Healthy ageing innovation and investment in the UK

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August 2019

# Current innovation and investment activity



**Growing interest in ageing innovation and investment:** both from ageing organisations and from innovation and investment specialists including VCs and social impact investors

Big Society Capital  
Alzheimer's society  
Independent Age  
ILC  
NICA  
Aging 2.0  
Zinc  
4Gen

Design Council  
UnLtd  
Future Care Capital  
Social Finance  
Investage  
Centrica Innovations  
Office for Civil Society

# Market opportunities and challenges



**Mix of market shifts and creation needed across and within the seven themes:**

- Some clear market failures (e.g. building accessible homes)
- Shifting existing markets (e.g. more attractive aids and adaptations)
- Creating demand creation (e.g. inclusive products)

# Barriers to innovation



- **Age-related stereotyping:** results in narrow, limited innovation
- **Shifting the mainstream market:** rather than creating specialist markets for over 50s
- **Affordability:** avoid the 'trickle down' approach
- **Tech-driven innovation:** and recognising that technology is not always the answer





Mark Sutherland/HEMEDIA







- **Inclusive:** we need more products to be designed to be things we can use no matter our age or ability
- **Aspirational:** we need to provide products and services that people want, not just things that they need
- **Affordable:** we need to tackle inequalities head on, they won't fix themselves

# Beyond products and services..



- **Systems innovation** is essential
- Combination of new tech, products, services, business and financial models
- Supported by wider cultural/ attitudinal and policy change



# Improving the ageing innovation and investment landscape



1. Creating an attractive, effective innovation ecosystem
2. Understanding and stimulating demand
3. Early-stage development funding
4. Creating investment-ready ventures
5. Working with and shifting systems



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