

A solid orange vertical bar is positioned on the left side of the image.

「TRANSFORM AGEING」

Designing a better
experience for later life.

What's it about?

- 3-year Big Lottery Funded Programme
- Applies design thinking in a drive to reimagine and redesign a healthy and active later life
- Connects people in later life, social entrepreneurs, commissioners and service users, to catalyse new ways of working and new behaviours
- Enables effective people-centred innovation in products, services and places



Who's involved?

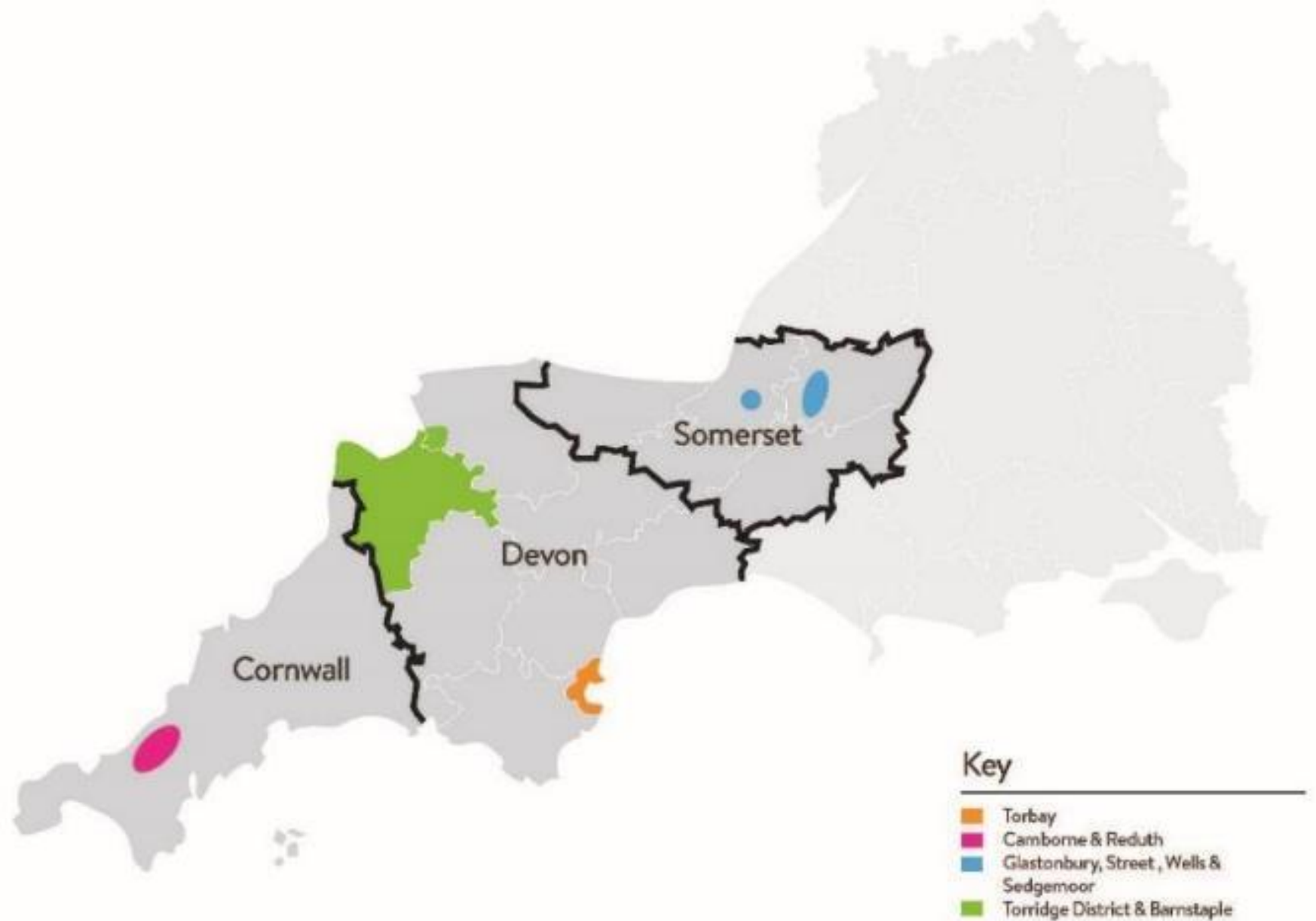
Transform Ageing is delivered by:



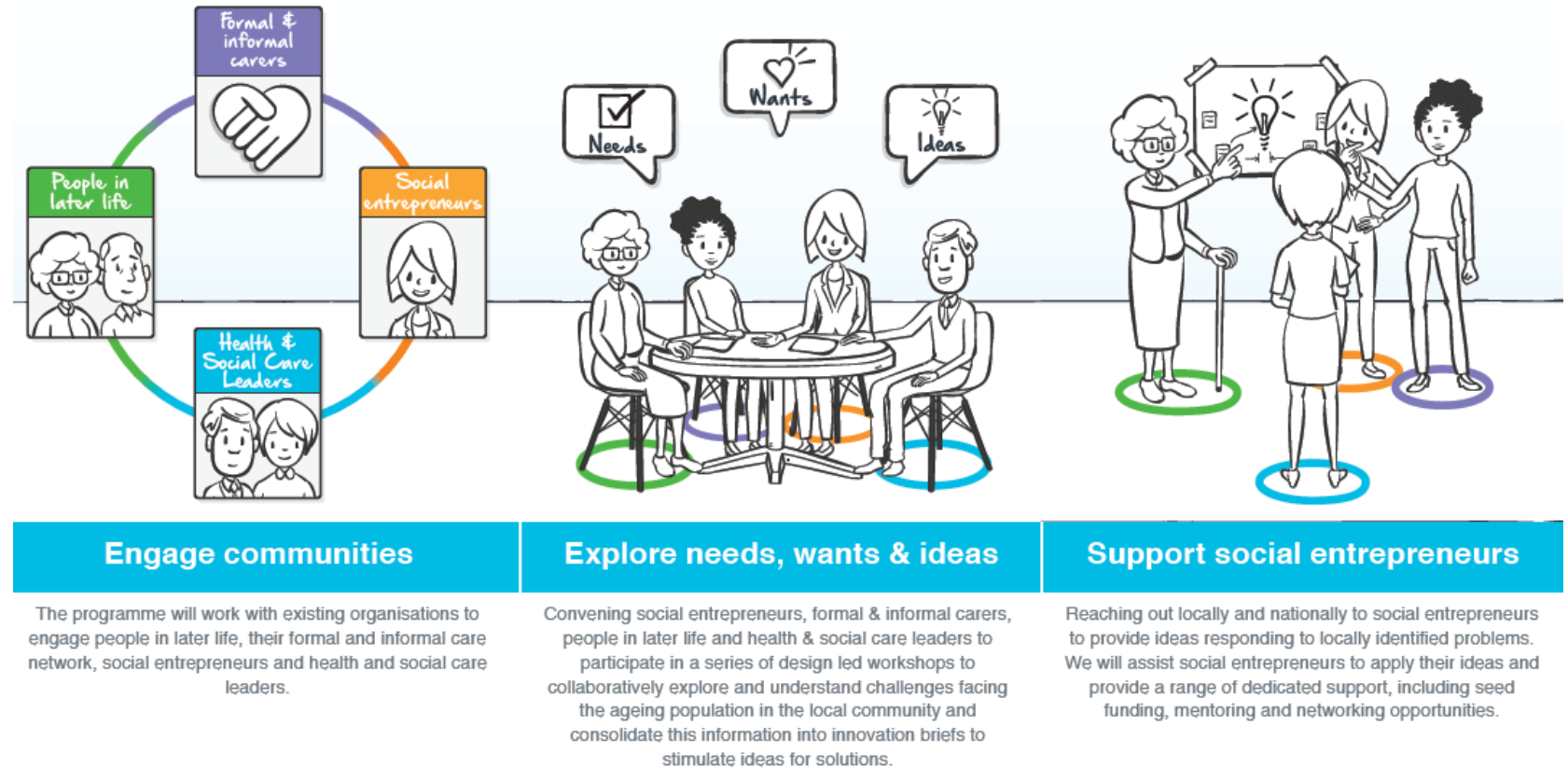
Delivery is supported locally in the south-west by:



Locations



Summary of how the programme works



Design Led

Co-design and collaboration

*The people
you're designing
for can tell you
plenty, and they
can show you
more (IDEO)*



Exploring the Challenge



Innovation Briefs

1. Steps to a positive future

2. Mobility & Transport

3. Life Transitions

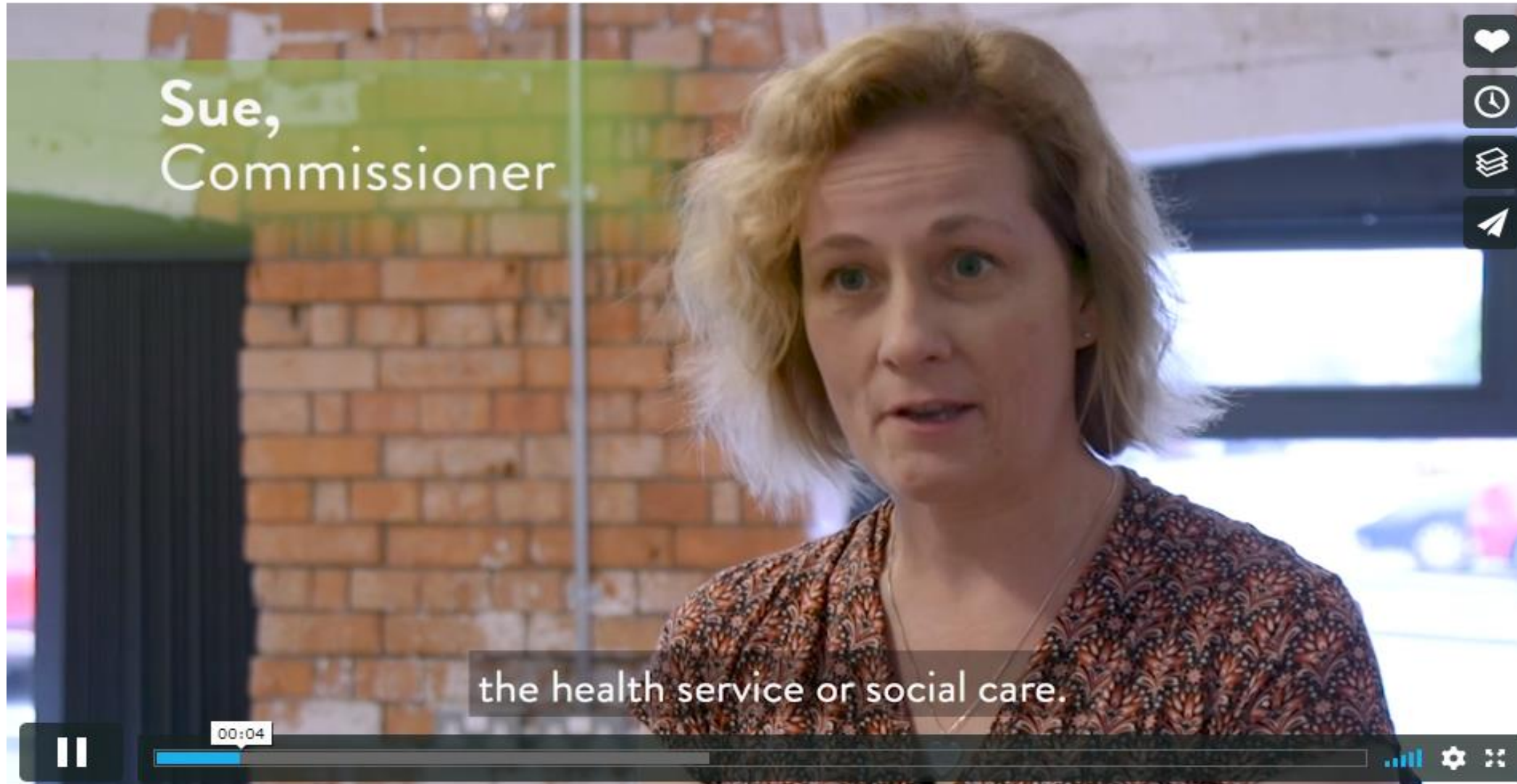
4. Caring about carers

5. Right information, right time

6. Making connections



Learning from the past experiences



Supporting Social Entrepreneurs

An awards pot of up to £822,500 is being awarded to social entrepreneurs in the South West who can address the Innovation briefs:

X3 level of Awards:

Do It up to 5k

Grow it up to 15K

Ventures up to 50K



DO IT AWARD

VRTU (pronounced Virtue)

Arfa Rehman

<http://vrtu.org/dementia-care/>



GROW IT AWARD

NED Care: Carers Introduction Service

Julia Darby

<http://www.nedcare.org/>



DO IT AWARD

Device To Predict & Prevent Falls

Ewan Marshall & Aditya Kasliwas



GROW IT AWARD

One Stop Advocacy

Sally Hamilton

<http://www.onestopadvocacy.com>



SCALE IT AWARDS

The Sewing Rooms

Paula Gamester

<http://www.the-sewing-rooms.co.uk/>

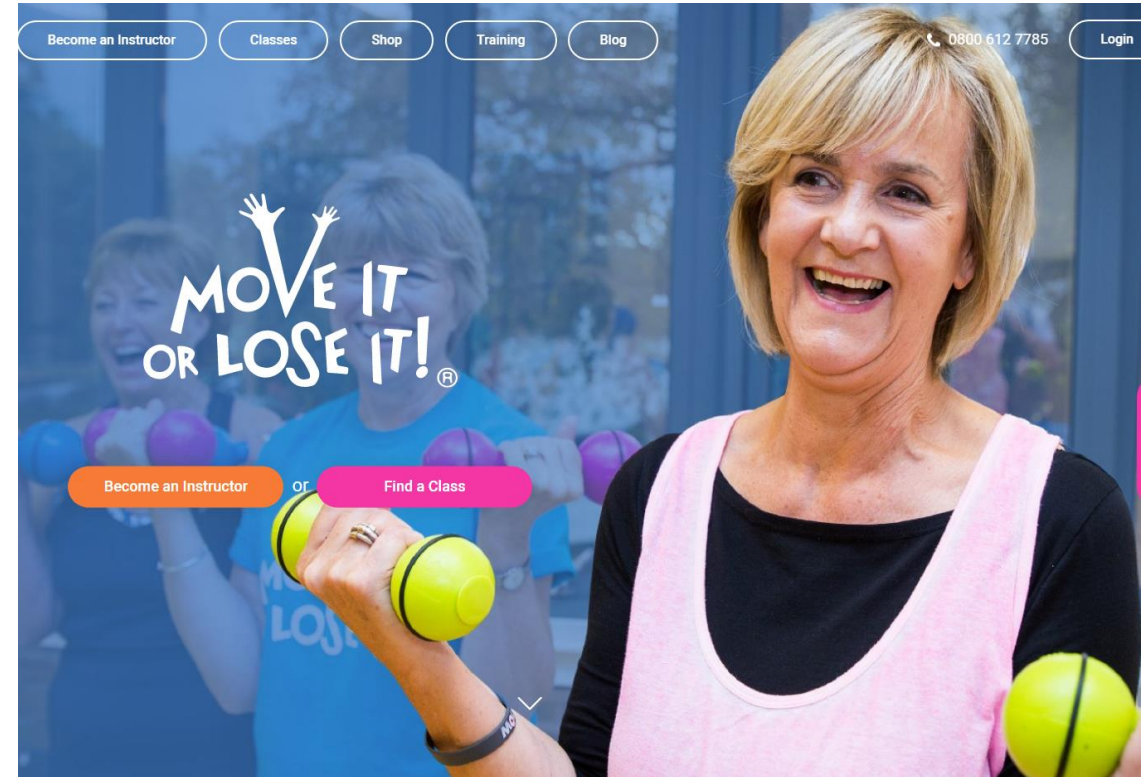


SCALE IT AWARDS

Move it or Lose it

Julie Robinson

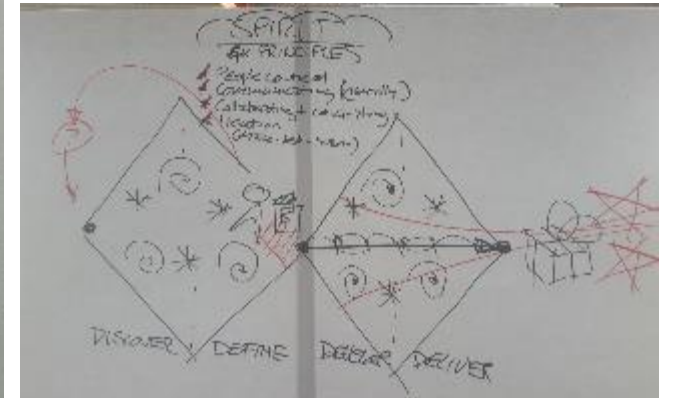
<https://www.moveitorloseit.co.uk/>



Looking at things differently



Supporting Social Entrepreneurs



- Capability building in design tools & techniques, communications & evaluation
- Market making & diversity to build legacy
- Role as system shifters

System Innovation

HOW WE MIGHT INCREASE
THEIR SYSTEM INFLUENCE?

Public

Business

Funders/
Investors

Existing
SEs

Market
providers
Commissioners

Other
orgs

MEASURE
IMPACT
(DEMONSTRATE)
BUILD
NETWORKS

SPEAK
THE
LANGUAGE
INTRODUCTION

GROWTH
IN
SOCIAL IMPACT

System
Stakeholders

Potential
SEs

Transform Ageing
gives us an
opportunity to
combine our
design led
approach to
innovation with
entrepreneurial
activity at system
level.

Driving change
through social
ventures



A different kind of day care

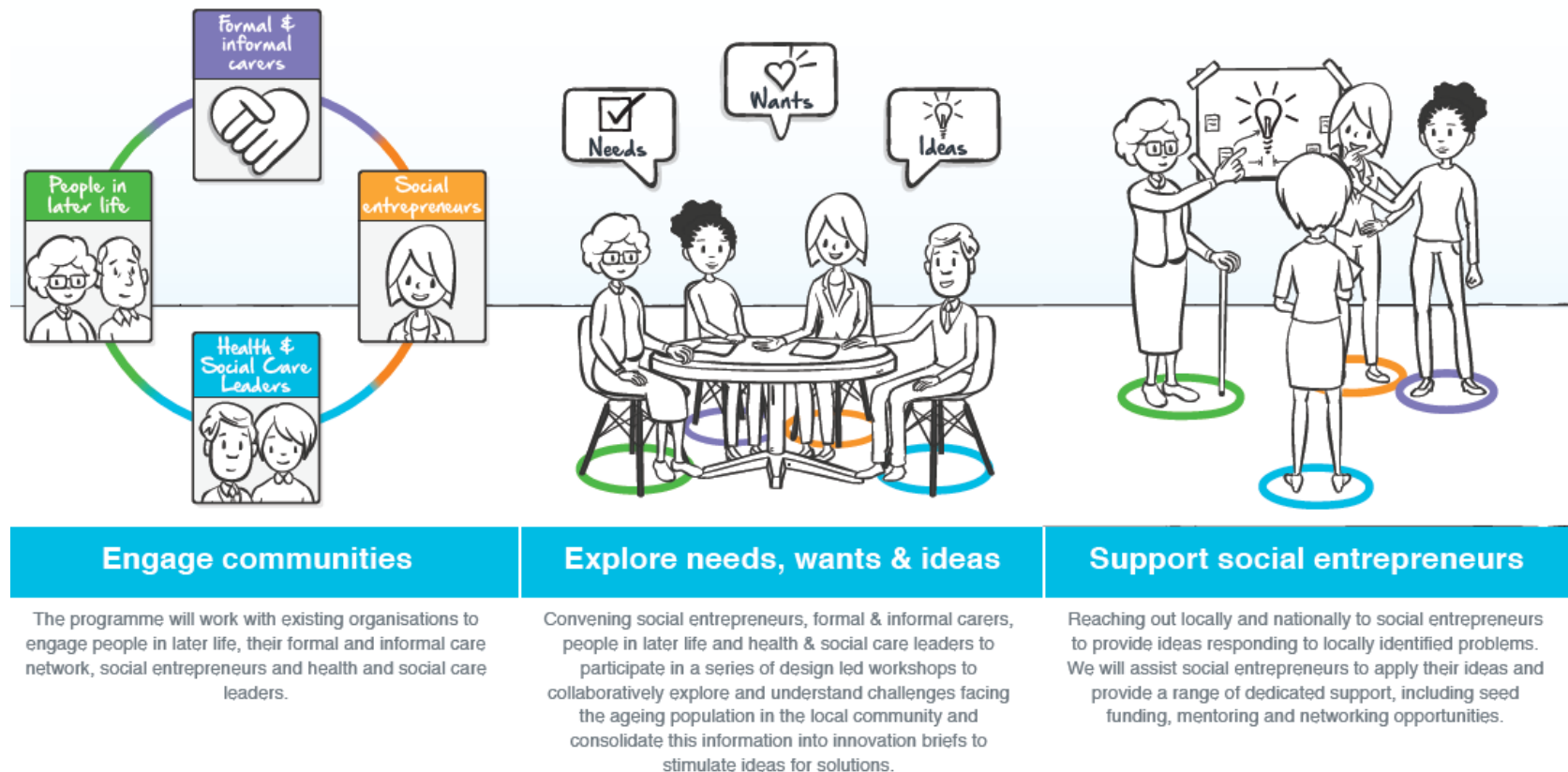


Creating a self-sustaining legacy

Ensuring the work in the south-west continues beyond the lifetime of the Programme through the support of:

- **Market making and diversity successful social ventures**
- **A strong narrative that connects people**
- **Creating collaborations and new networks**
- **Capacity building**
- **Public sector and community champions**
- **Learning and sharing**

Summary of how the programme works



Find out more!

<https://www.designcouncil.org.uk/what-we-do/social-innovation/transform-ageing>

Overview film Transform Ageing

<https://vimeo.com/242895593>

#TransformAgeing



Listening to people in later life



Thank you

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Transform Ageing is delivered by: