TRANSFORM AGEING

Transform Ageing is delivered by:

“Once you get old, they write you off”

Later Life is for Living!

What is Transform Ageing?

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Transform Ageing is a pioneering programme taking a community and person-centred approach designed to reimagine people's experience of ageing in the South West of England.

1. Exploring the Challenge
2. Supporting Social Entrepreneurs
3. Telling the Story

Who's involved?

Transform Ageing is delivered by:

What have we done so far?

What do we plan to do?

How can you get involved?

Exploring the Challenge

“The people you’re designing for can tell you plenty, and they can show you more” (IDEO)

The Innovation Briefs

01.
Steps to a positive future

How might we enable people in later life to have positive experiences of ageing?

02.
Mobility and transport

How might we enhance independence and well-being through improved mobility?

03.
Life transitions

How might we support people to prepare for life changes?

04.
Caring about carers

How might we support, value and celebrate carers?

05.
Right information, right time

How might we make information, accessible, relevant and meaningful?

06.
Making connections

How might we create opportunities for people in later life to connect with other people, communities and activities?

Social Enterprise Call-Out & Support

What have we achieved so far?

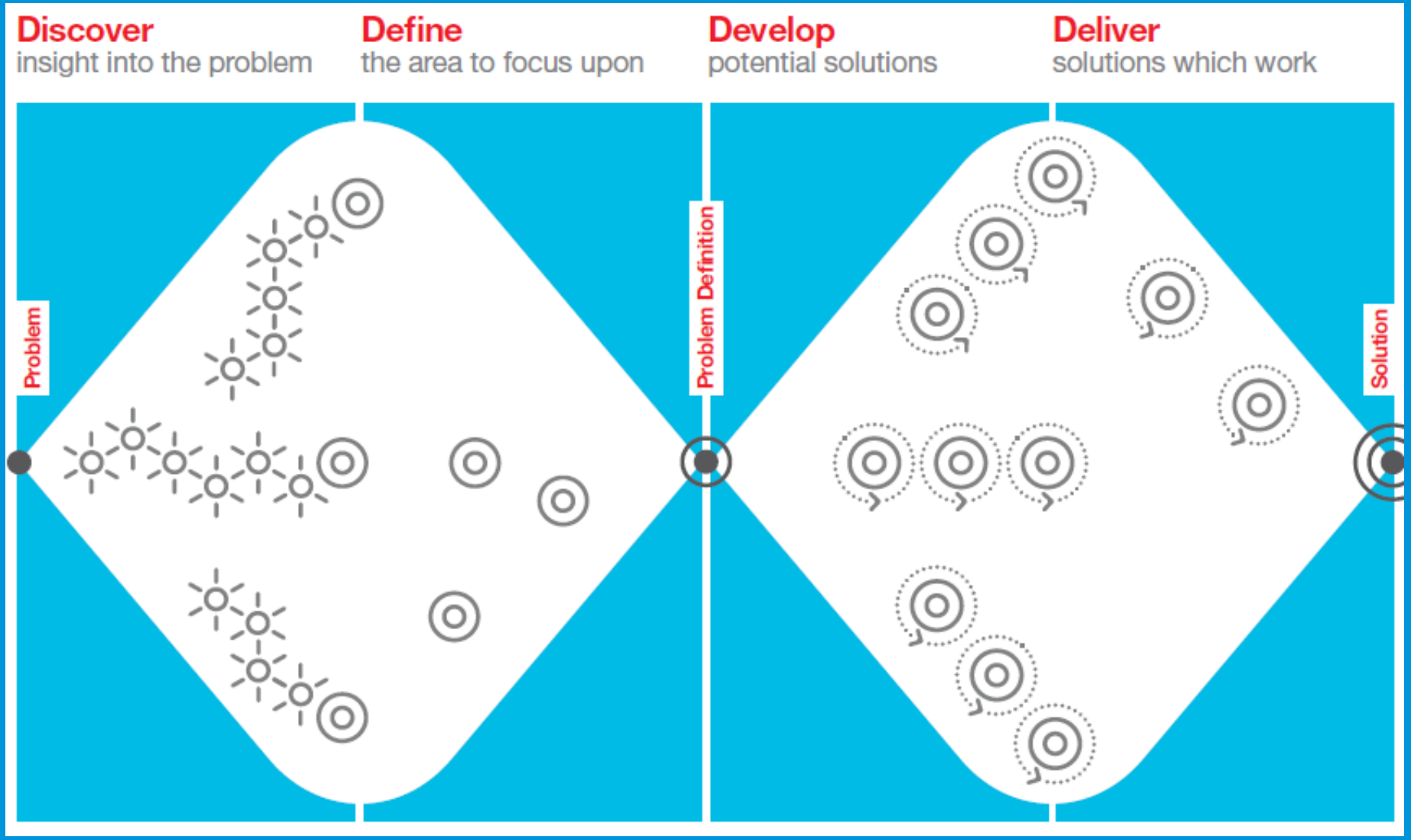
Social Entrepreneurs

- **49 social entrepreneurs** funded to deliver products and services to meet the innovation briefs

We have built a productive community of people willing to work together to transform ageing

Social Entrepreneurs have been able to test and validate their concept and better understand the journey through later life

Community organisations and system leaders have provided social entrepreneurs with access to people in later life and routes to market



Community organisations and social entrepreneurs have a better understanding of the design process and are able to apply design-led approaches to their work

A stitch in time – inside The Sewing Rooms

Home Blog Stories A stitch in time – inside The Sewing Rooms

Building local resilience in Devon – discover the impact of NEDcare

Home Blog Stories Building local resilience in Devon – discover the impact of NEDcare

Making the community care - meet Moments Café

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Wellbeing in the woods: transforming lives in the great outdoors

Home Blog Stories Wellbeing in the woods: transforming lives in the great outdoors

Support SE

Something for everyone no matter what your challenge is

Like minded people Business/Life

the risk you're taking

isolating as a SE. Prog. brings other SE's together.

Supporting networks

Building evidence of what's working

Bringing strengths skills tog

Gives validation to my work .... PLL on panels ↓ "gives me confidence"

eating mentum / SE's

SE's beginning change missioning nd-sets

Making one persons life better, gives you a building block to keep going

Shared agenda "hallelujah moment"

Prog. planting lots of seed

"These guys believe in me" SE

Giving clinicians more choice for referral

e.g. MIDL

There's value in the process

caring, encouraging people on prog.

Ageing Are we?

to take action

What's happening make see grass!

innovation methodology e.g. design thinking

inspired by TA.

Focus on grass roots

navigate the system.

impact

Massive opportunities as a business

collaboration

diverse range of people .... non-competitive

Meeting so many like minded entrepreneurs

community to engender change

I w renew hav quis ans

experience of PL learning as much from the

whole landscape of ageing changing

Looking forward to later life

→ how do we keep it going?

connections

changing peoples attitudes

What happens next?

Telling the Transform Ageing story

- Legacy & Sustainability

- Share what we've learned

- Social enterprise ready to scale

- Creating a national movement for person centred design at the heart of improving peoples lives

Join the conversation

I'd like to
TRANSFORM AGEING
by encouraging happy attitudes
Alan (80yrs)

FIND OUT MORE

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

TRANSFORM AGEING

Thank you
Any questions?

Transform Ageing is delivered by:

COMMUNITY FUND

Design Council

UnLtd

South West Academic Health Science Network

CENTRE FOR AGEING BETTER