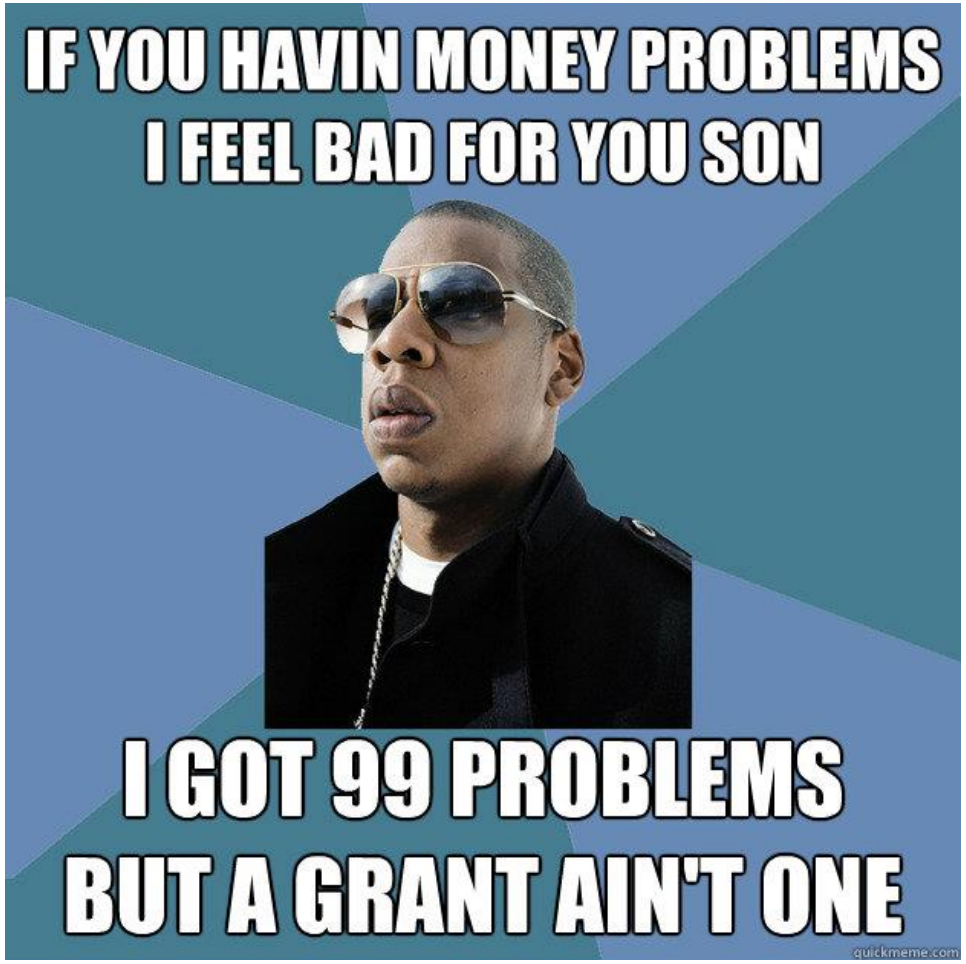
JACKIE MARSHALL-CYRUS

CHANGING THE FACE OF AGEING

Coming in from left field…..

Jackie Marshall-Cyrus FRSA
Ageing and Independent Living Specialist
Jackie Marshall-Cyrus & Associates Ltd
19th March 2019


IF YOU HAVIN MONEY PROBLEMS
I FEEL BAD FOR YOU SON
I GOT 99 PROBLEMS
BUT A GRANT AIN'T ONE
quickmeme.com

Investment

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Preventative Technology Grant (2004) **£80m**	Whole Systems Demonstrator (2006) **£31m**	Assisted Living Innovation Platform (2007) **£50m**	User-centred design (2008) **£12m**
Smart care distributed environment (2009) **£7m**	Independence Matters (2010) **£2m**	Economic Business Models & Behavioral Studies (2011) **£8m**	DALLAS (2012) **£37.3m**

The Long Term Care Revolution (2013) **£7m**

Wellcome Trust
2014 - 2015 / 2016 - 2017

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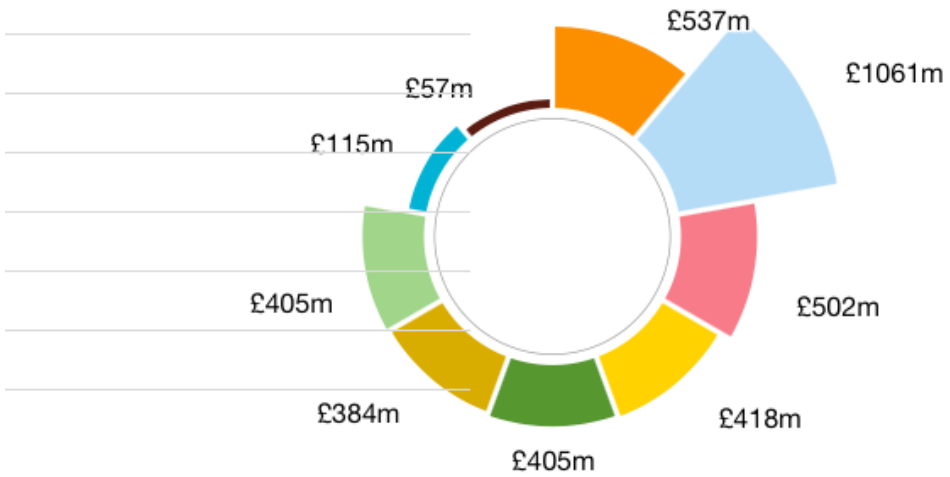
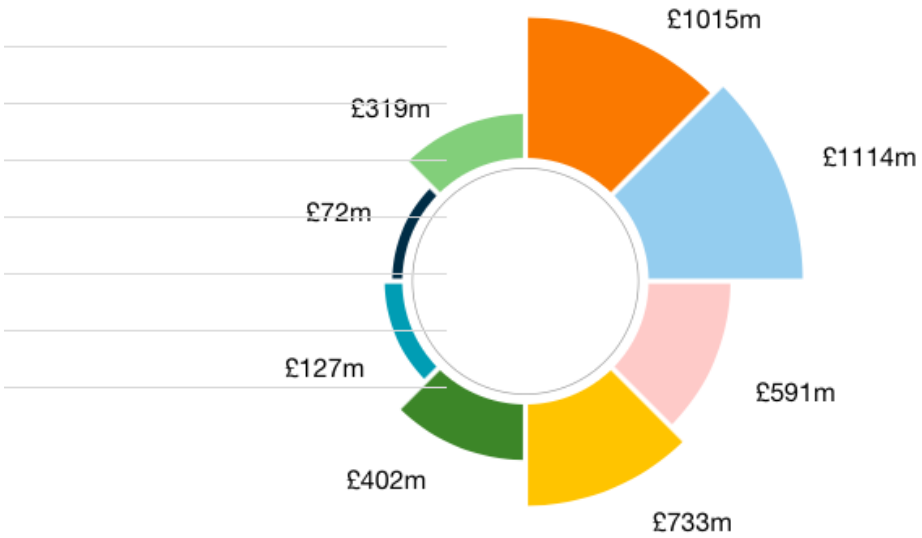


Key

- Infectious disease and immunobiology
- Genomics, genetics and epigenetics
- Neuroscience and mental health
- Development, ageing and physiology
- Population, environment and health
- Innovations
- Cross-strength activity
- Cultural and social contexts of health
- Public engagement & education



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- Cross-area activity

...and more investment

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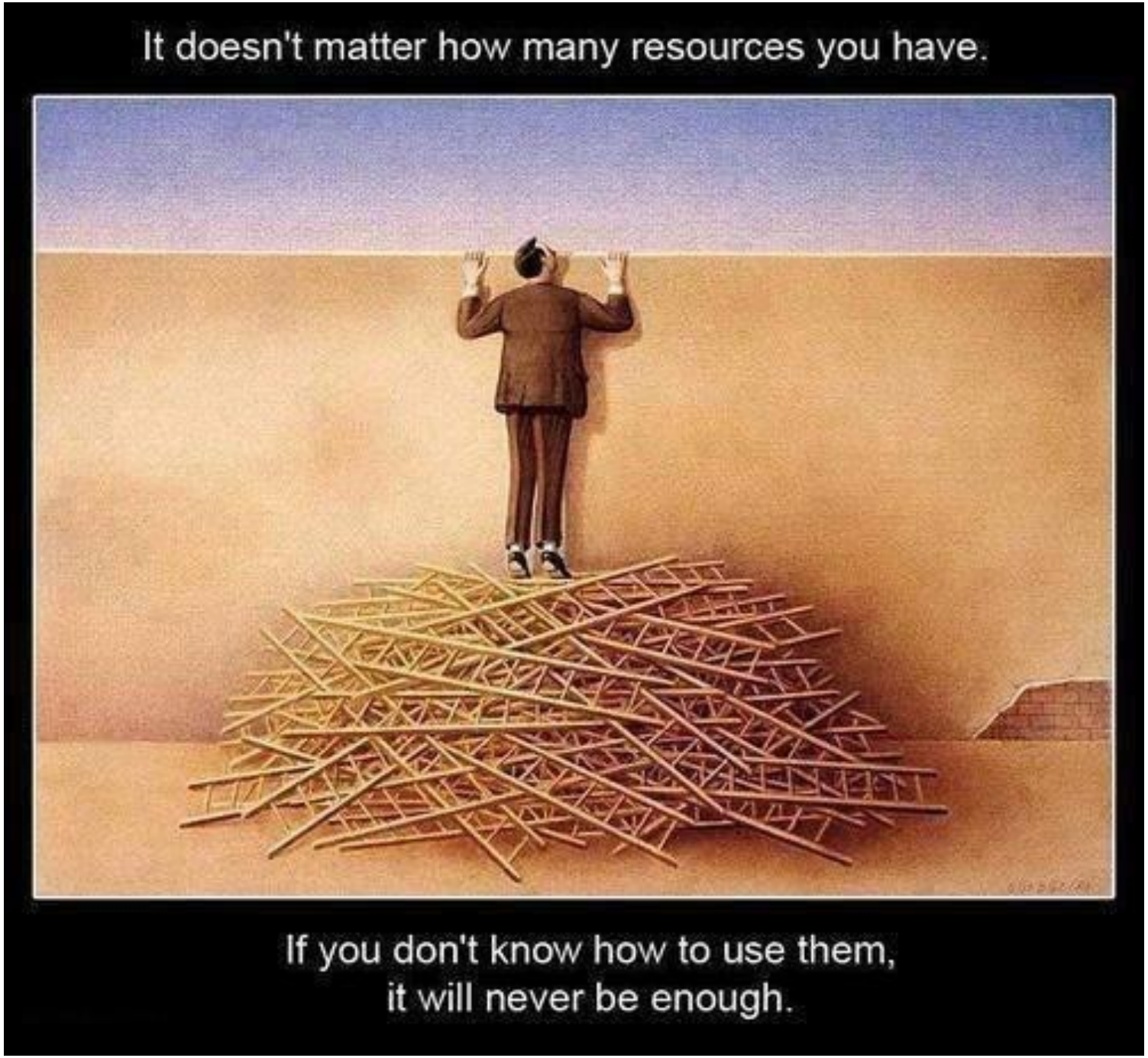
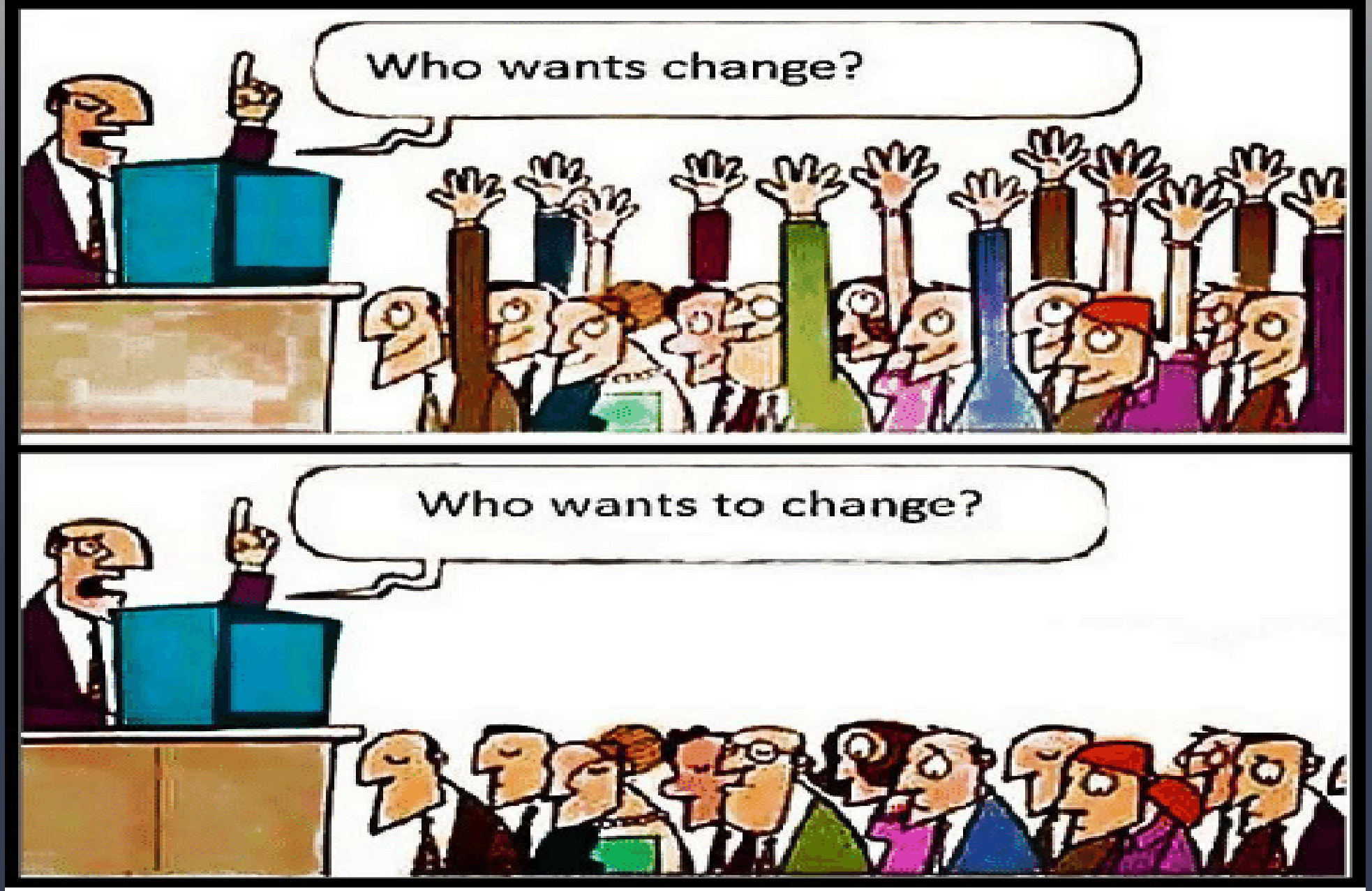
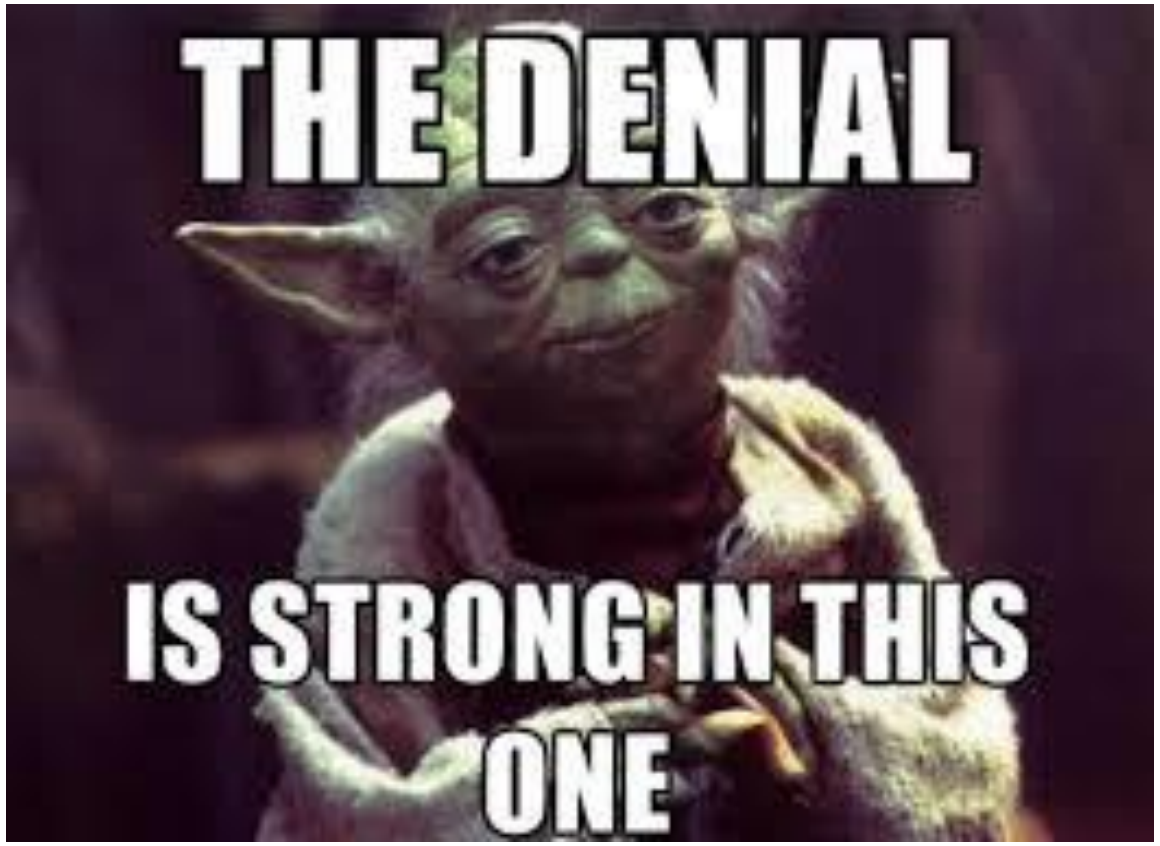
- **34** Centres for Ageing Research in the UK
- **99+** funders of ageing research, innovation, and development in the UK
- Centre for Ageing Better - **£50m** Big Lottery Fund
- Active and Assisted Living (AAL) programme – circa **£60m** per year
- **Industrial Strategy Challenge Fund Healthy Ageing - £300m (ISCF Healthy Ageing Challenge - £98m)**


It doesn't matter how many resources you have.
If you don't know how to use them,
it will never be enough.



#Anonymous


THE DENIAL
IS STRONG IN THIS
ONE

NOT GETTING WITH THE TIMES DOESN'T
MEAN YOU ARE A TROGLODYTE...
OH WAIT, YEAH IT DOES.

From: Ron A
Date: Sunday 16th September 2018

“Jackie says that she will be speaking to a bunch of very clever people tomorrow and she’s asked me if there is anything I want to say to you. I sure do. From a place I never thought I would be, living a life I never thought I would, this is what I want to say. You’ve got a couple of priceless things. Things the people in here with me no longer have.

You still have time.

You still have power.”

Jackie Marshall-Cyrus FRSA, M Ed, PG Dip, RGN

Email: jackie@marshall-cyrus.com
Mobile: +44(0)7874 829209
Office: +44(0)1386 643142
LinkedIn: https://uk.linkedin.com/in/jackie-marshall-cyrus
Twitter: @Jackie_MCyrus
Web: www.marshall-cyrus.com