



UK Research  
and Innovation



# UK's Healthy Ageing Challenge

13<sup>th</sup> September 2022  
CommonAge - Healthy Ageing  
Challenge in the Commonwealth

George MacGinnis  
Healthy Ageing Challenge Director  
UK Research & Innovation



# The UK is on a mission

**By 2030, the gap in Healthy Life Expectancy (HLE) between local areas where it is highest and lowest will have narrowed, and by 2035 HLE will rise by five years.**

One of 12 missions to 'Level up the UK'

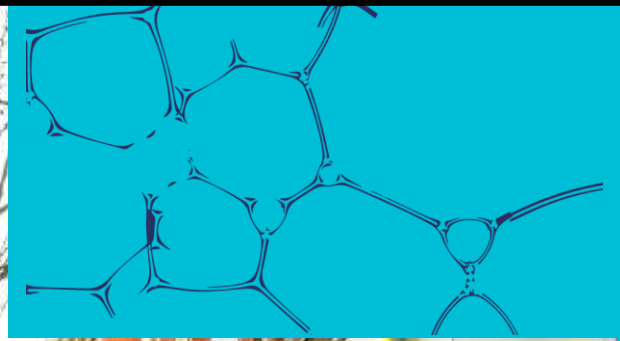


UK Research  
and Innovation



Healthy Ageing Challenge







# Translating the mission into an innovation programme vision

To enable businesses, including social enterprises, to develop and deliver services and products which support people as they age and the innovative business models that enable them to be adopted at scale.

This will allow people to remain active, productive, independent and socially connected across generations for as long as possible



UK Research  
and Innovation

Healthy Ageing Challenge



Maintaining health at work



Sustaining physical activity



Creating healthy active places



Design for age-friendly homes



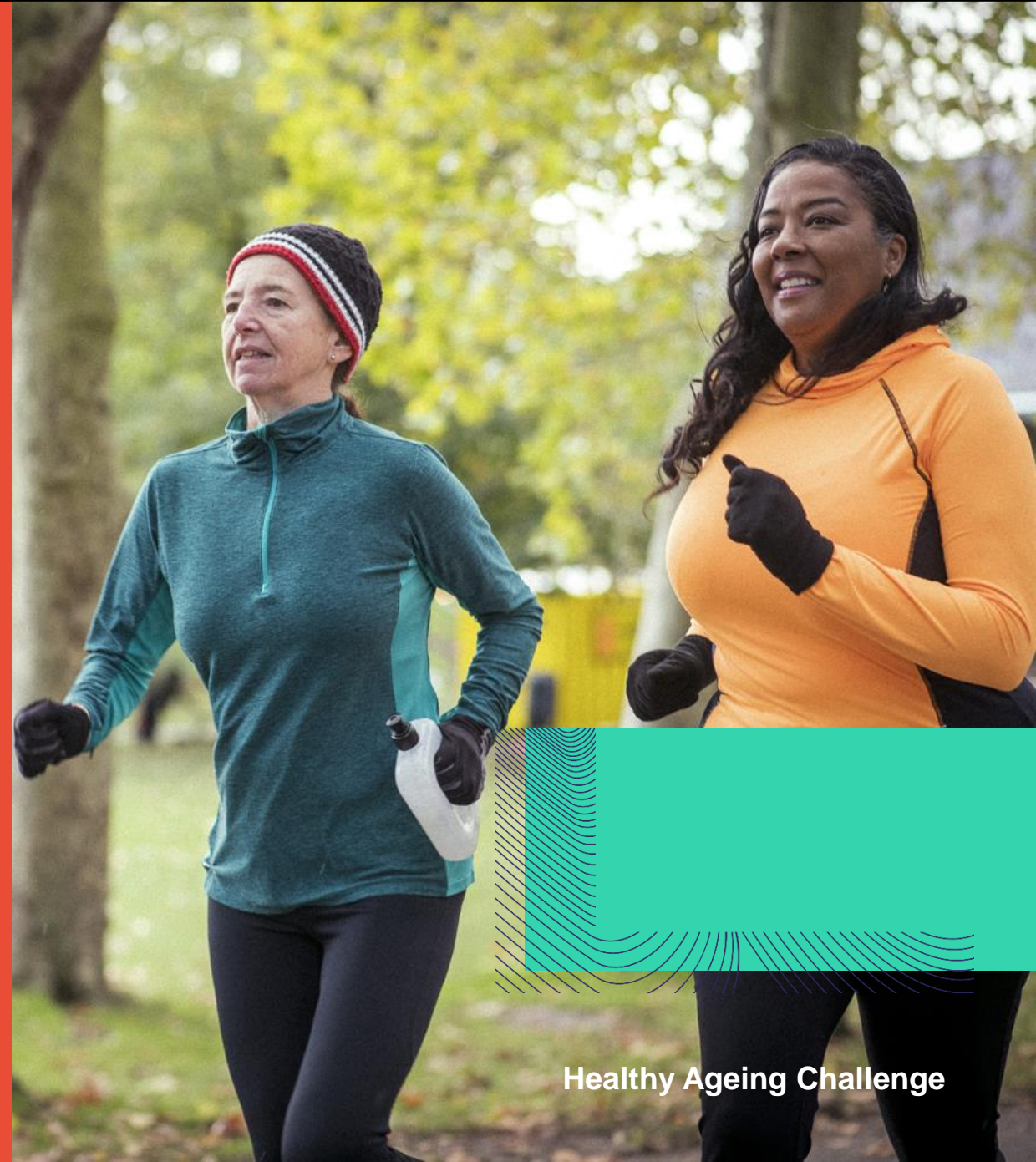
Living well with cognitive impairment



Managing common complaints of ageing



Supporting social connections





# Examples of projects



## PhysioMedics

Using augmented intelligence to improve access to high quality muscle and joint care.



## Tribe

AI-enabled ecosystem creating local care economies



## Business Health Matters

Supporting small businesses improve the physical and mental health of their employees



## Social Venture - Good Boost

A waterproof, tablet-based gamified exercise programme for use in leisure centres and pools



## OnHand

An 'uber' for volunteering enabling employees to give back

# A Healthy Ageing innovation pipeline supported by research and a community of practice

## 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 the 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



# 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/)



UK Research  
and Innovation







UK Research  
and Innovation

Thank You

Healthy Ageing Challenge

