



# Independence Matters: Home and Away

Competition for development contracts  
February 2011

SBRI is a programme which enables public sector bodies to connect with innovative ideas and businesses to provide innovative solutions to specific public sector challenges and needs. The public sector is able to find innovative solutions by reaching out to companies from different sectors including small and emerging businesses. SBRI competitions are open to all companies and the scheme is particularly suited to small and medium-sized business as the contracts are of relatively small value and operate on short timescales.

SBRI also provides business with a transparent, competitive and reliable source of early-stage funding. Developments are 100% funded and focused on specific identified needs, increasing the chance of exploitation. SBRI is an excellent opportunity to establish an early customer for a new idea and to fund its development. See [www.innovateuk.org/sbri](http://www.innovateuk.org/sbri) for more information.

## Summary >

The Technology Strategy Board and the Design Council are working in partnership to launch a £600k investment that seeks to generate innovative solutions to help people live independently for longer. Home and Away is a response to the challenges and opportunities arising from the global demographic shift towards an ageing population. We want to develop and promote new attitudes and approaches towards ageing, as well as generate new business opportunities.

The Technology Strategy Board will offer SBRI development contracts with significant financial backing to enable designers and businesses to work with older adults and third sector organisations to develop and test new service solutions that can then be taken to market.

Our programme focuses on tackling two key issues: nutrition and mobility of older adults. We welcome projects covering either or both of these themes.

Projects must be collaborative, be led by a commercially-focused organisation, and include a design partner and service provider. To help facilitate the formation of collaborative consortia we are holding an information and consortia building event on 23 February 2011.

This is a two-phase competition in which several successful participants in phase 1 will be given further support to develop their projects.

## Background >

Over the next 20 years all industrialised and developing countries will experience a demographic transition from predominantly younger populations to mainly older ones. The predicted impact of such a shift on global health and social care, economies, workforce and quality of life are well documented. National and international governments have set mainly technological agendas enlisting innovation to respond to the demands inherent in ageing societies.

In the UK, the number of people aged 65+ will rise from 10.1m to 16.7m over the next 25 years. Estimates state that public spending on social care will need to triple over the next 20 years to keep pace with ageing; and there are concerns that the UK's public services are not well-placed to cope with an ageing population. This contrasts the current efforts to cut government spending and target NHS efficiency savings.

Economically, while there are many well-off older people, 1.8m pensioners live below the poverty line and 5% of pensioner couples and 16% of single pensioners have no source of income other than the state pension and benefits.

Nutrition is an important issue for older people, from both physical and emotional perspectives. It is estimated that over 1 million older adults living in the UK are malnourished (10% of people aged 65+).

Mobility and independent living are strongly linked. In addition, remaining an active member of society in older age positively influences quality of life, reducing the potential for isolation that can lead to depression and reduced general well-being, and can lead to a deterioration cascade including ill health or hospitalization.

Many older adults in the UK are not currently actively mobile or socially engaged. Research has shown that 12% of older adults feel trapped in their own homes, with 6% venturing out once a week or less.

## Challenge >

This competition is being run through the Technology Strategy Board's Assisted Living Innovation Platform (ALIP) which is responding to the challenge of the demographic shift in promoting independence by making technology better, cheaper and more desirable.

We face a huge challenge in changing how we see old age. Our society is youth-orientated and age tends to be viewed negatively or as a threat economically, socially and environmentally. This negative perception of ageing often results in inadequate planning of how people will live their extended lives.

## Scope >

We are looking to fund innovative, human-centric solutions developed by teams of businesses, designers, third sector and new partners to the area. Lead organisations are invited to tender for projects under the SBRI programme to develop service solutions that help ensure the independence of people in older age. We are looking to fund projects in nutrition, mobility or both.

We believe that it is important for service solutions to deliver not only physiological wellbeing, but also to enable social and mental wellbeing and to support independence (see Figure 1).

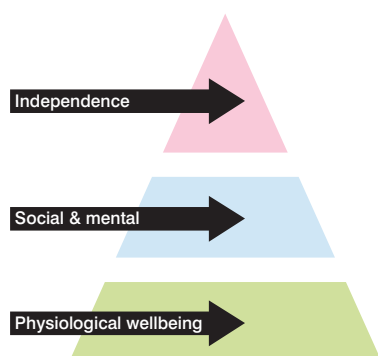


Figure 1: Hierarchy of independence

## Nutrition

Much of the current provision around nutrition takes away the opportunity for older people to continue to do what they can for themselves, and encourages them to rely on others rather than seeking to maintain their own skills and independence.

We expect solutions to the nutritional part of this challenge to:

- provide good nutrition and good nutritional advice, enabling older people to function optimally
- enable the older adult to continue interacting with food in the way they wish to, be that preparing it themselves or having access to other appropriate services
- encourage social interaction, either through the buying, preparing or eating of food.

The following are issues that might be addressed; but your ideas should not be limited by these suggestions:

- **Identity and independence** – desire to cook for friends and family and retain this role within the family
- **Physical ability** – eg, shopping, unpacking, preparation and cooking of food
- **Food volume and type**
- **Cooking for one** – removal of emotional and practical barriers
- **Long-term conditions** – ability to continue to consume nutritious food despite ill health or long-term health issues eg, dementia, diabetes and coronary heart disease
- **Social isolation** – encouraging nutritional and emotional benefits of social eating
- **Budget** – nutrition on a limited budget
- **Packaging and portion sizes** – ease of opening packaging; keeping food fresh and correctly stored; availability of appropriate packet/portion sizes
- **Food provision and services** – both in the community and long term care settings

For further information see the independent commissioned research report *Desk Research Nutrition Study* at [www.innovateuk.org](http://www.innovateuk.org) under Competitions.

## Mobility

Our vision is to help older adults maintain their independence for longer through better approaches to mobility. Much current provision around mobility takes away the opportunity for older adults to continue to do what they can for themselves, and encourages them to rely on others rather than seeking to maintain their own skills and independence.



We expect solutions to the mobility part of this challenge will:

- get older adults from a to b
- enable the older adult to have the flexibility to travel as and when they want to
- recognise the importance of and encourage social interaction, through the mobility services offered.

The following are issues that might be addressed; but your ideas should not be limited by these suggestions:

- **Identity and independence** – desire to maintain freedom of movement
- **Physical ability**
- **Difficulties with routine journeys** – changes in ability to eg, drive or use a local bus service

- **Travelling alone** – reduced confidence or lack of a usual travel companion
- **Socialisation** – travel as a means to socialise and reduce isolation
- **Long-term conditions** – retaining mobility or travel ability despite ill health, disability or long-term health issues
- **Budget** – travel on a limited budget
- **Appropriate travel systems** – orienting public transport for the older user.

For further information see the independent commissioned research report Desk Research Mobility Study at [www.innovateuk.org](http://www.innovateuk.org) under Competitions

Looking for partners to work on your project? Go to [www.linkedin.com/groups](http://www.linkedin.com/groups) and search for Independence Matters (a subgroup of Design Council) to find collaborators and networks.

## Funding allocation and project details >

We have allocated up to £600k to fund projects that are within the scope of this competition. The Technology Strategy Board will offer SBRI development contracts with significant financial backing to enable designers and businesses to work with older adults and third sector organisations to develop and test new service solutions that can then be taken to market.

In phase 1 we expect to allocate £200k to up to 10 projects, while £400k will be allocated to up to four phase 2 projects.

The competition is open to all companies and developments are 100% funded. Projects must be led by a commercially-focused organisation and each consortium should include a design partner and service provider. Interested parties from other sectors are also welcome.

An information and consortia building event on **23 February 2011** will provide potential applicants with the opportunity to find partners.

## Application process >

The competition will open on **7 February 2011**. The deadline for registration is **16 March 2011** with the deadline for applications on **23 March 2011**.

The *Guidance for Applicants* and *Invitation to Tender* explain the application process in detail and are published with this document on our website together with the application form (see [www.innovateuk.org](http://www.innovateuk.org) under Competitions).

An information and consortia building event will be held on **23 February 2011**, which we strongly recommend potential applicants attend.

**Note that ALL deadlines are at 12 noon.**

## Key dates >

Initial application	
Competition opens	7 February 2011
Information and consortia building event	23 February 2011
Registration deadline:	16 March 2011 (noon)
Application deadline for phase 1 projects	23 March 2011 (noon)

## More information >

This brief is part of a series of documents that you should read as part of applying to this competition. For more information about this and other competitions, and details of how to register and apply, as well as to access the *Invitation to Tender* and the *Guidance for Applicants*, please see [www.innovateuk.org](http://www.innovateuk.org) under Competitions.

The two desk-based research studies published alongside these documents provide background to the scoping of this competition.

**Competition Helpline:**  
0300 321 4357

**Email:**  
[competitions@tsb.gov.uk](mailto:competitions@tsb.gov.uk)

## Publicity >

The Technology Strategy Board frequently publicises the results of competitions and this includes engagement with the media. Willing applicants will be asked to provide an agreed form of words for use in publicity material. E-mail [pressoffice@tsb.gov.uk](mailto:pressoffice@tsb.gov.uk) with any queries.

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The Design Council places design at the heart of social and economic renewal in the UK. [www.designcouncil.org.uk](http://www.designcouncil.org.uk)

The SBRI scheme is one of the tools that the Technology Strategy Board uses to drive innovation. The Technology Strategy Board is a business-led executive non-departmental public body, established by the government. Its role is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and improve quality of life.