

TRANSFORM AGEING



Transform Ageing is a pioneering programme taking a community and design led approach to improve people's experience of ageing.

Bringing together people in later life, social entrepreneurs and public sector leaders, Transform Ageing examines challenges ageing communities in Devon, Torbay, Cornwall and Somerset experience and aims to support social entrepreneurs to develop and deliver innovative products or service solutions to meet these needs.

Over the last three years the programme has demonstrated that combining social entrepreneurship and community action with world class design practice will result in positive change that responds to the challenges of our ageing society.

With funding from the National Lottery, Transform Ageing is being delivered in the south-west of England through a partnership made up of Design Council, UnLtd, South West Academic Health Science Network and the Centre for Ageing Better.

Delivery of the programme has been supported locally by Community Council for Somerset, Devon Communities Together, Torbay Community Development Trust and Volunteer Cornwall.

A recent report from Ipsos MORI and the Centre for Ageing Better found that only a third (30%) of UK adults say they are looking forward to old age. Nearly two thirds (63%) think that old people are not as respected as they should be.



Why Transform Ageing

A vastly improved life expectancy – one of the great triumphs of the previous century – looks set to be one of the great challenges of this one.

The UK is undergoing a demographic shift that will have far reaching consequences for society, the economy and health and social care provision.

For the first time Britain's over 65s outnumber people under the age of 16. By 2020 the Office of National Statistics predicts that people aged over 50 will account for almost a third (32%) of the workforce and nearly half (47%) of the adult population, with 15.5 million people aged 65 and over. These demographic trends and the resulting impact on public finance are unprecedented.

The implications of an ageing society affect all of us, across generations, and will touch every part of our lives, presenting challenges for individuals,

families, communities, employers, service providers and government. Responding to the needs of people in later life is one of society's most crucial and growing issues.

We need to think in a radically different way, using the lived experience of people in later life, collaboration and community engagement to better understand their needs and wants for an improved later life.

It's time for innovative and responsive products and services which tackle the challenges people face as they age.

One study of ‘difficult conversations’ undertaken by Independent Age found the most difficult subjects to talk about were ‘my preferences for end of life care’, ‘who will care for me when I’m older’ and ‘where I would like to live if I can no longer live at home’. While 79% of people thought these conversations were important, less than a quarter had actually had them with family members.



Exploring the Challenge

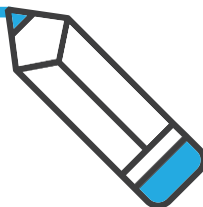
Adopting a design process based on Design Council's Framework for Innovation – Exploring the Challenge – brought together stakeholders including people in later life to collaboratively understand, in-depth, what people in later life in the south-west need and want, what would improve their experience of ageing and what would make a difference to their day-to-day lives.

Recognising that those with first hand, lived experience provide unique insight, in 2017 we brought together the participants in each location and worked with them using design tools and methods, in groups, on an Ageing Challenge to:

- remodel the Framework for Innovation so it had relevance to their community
- plan and conduct design research in their community to understand the needs and wants of harder to reach community members
- analyse the findings of the research and identify opportunities to be further explored to help develop Innovation Briefs that explain the challenge in a new way

The research and insight generated through this process was synthesised and consolidated to develop six Innovation Briefs.

Innovation briefs set out a specific societal challenge (e.g. social isolation and loneliness) that needs to be addressed with an innovative idea or solution.



**Combining social entrepreneurship
with community action and world
class design can drive positive change,
responding to the challenges of our
ageing society.**

01.

**Steps to a
positive future**

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

04.

**Caring
about carers**

How might we support,
value and celebrate carers?

02.

**Mobility and
transport**

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

05.

**Right information,
right time**

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

03.

Life transitions

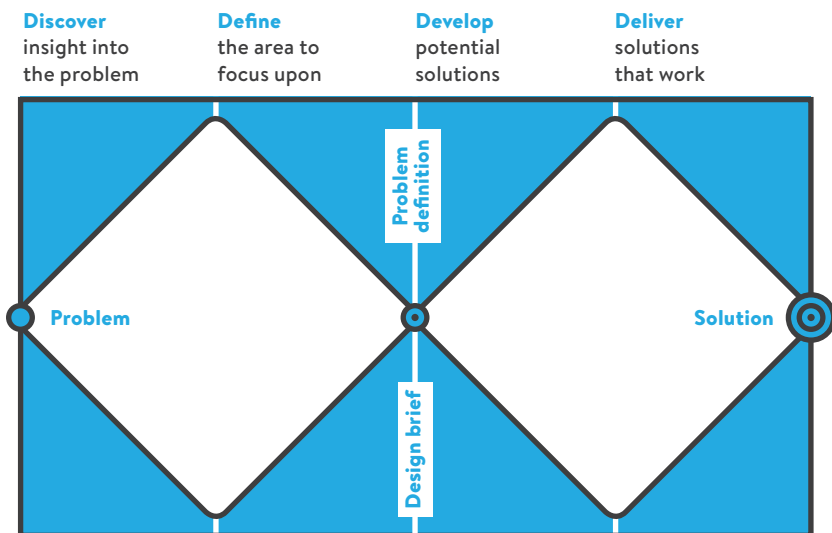
How might we support
people to prepare for
life changes?

06.

Making connections

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

Every design specialism has a different approach and ways of working, but there are some commonalities to the creative process. At the Design Council we like to illustrate this with our Double Diamond model.



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Divided into four distinct phases – Discover, Define, Develop and Deliver – the Double Diamond is a simple visual map of the design process.

In all creative processes a number of possible ideas are created ('divergent thinking') before refining and narrowing down to the best idea

('convergent thinking'), and this can be represented by a diamond shape. But the Double Diamond indicates that this happens twice – once to confirm the problem definition and once to create the solution. One of the greatest mistakes is to omit the left-hand diamond and end up solving the wrong problem.

In order to discover which ideas are best, the creative process is iterative. This means that ideas are developed, tested and refined a number of times, with weak ideas dropped in the process. This cycle is an essential part of good design.

Practical design methods – like user diaries, journey mapping and character profiles – move a project through the four phases of the Double Diamond.

Discover

The first quarter of the Double Diamond model covers the start of the project. Designers try to look at the world in a fresh way, notice new things and gather insights.

Define

The second quarter represents the definition stage, in which designers try to make sense of all the possibilities identified in the Discover phase. Which matters most? Which should we act on first? What is feasible? The goal here is to develop a clear creative brief that frames the fundamental design challenge.

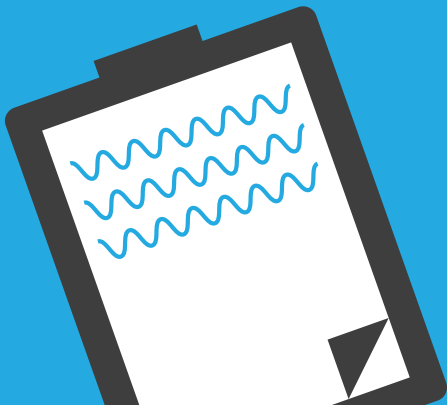
Develop

The third quarter marks a period of development where solutions or concepts are created, prototyped, tested and iterated. This process of trial and error helps designers to improve and refine their ideas.

Deliver

The final quarter of the double diamond model is the delivery stage, where the resulting project (a product, service or environment, for example) is finalised, produced and launched.

The creative process is complicated, making it difficult to capture simply, but this sort of explanation can at least help make it appear a little less mysterious.



Transform Ageing

Guiding principles

Seven concepts applicants were asked to be mindful of when proposing solutions.

Rurality

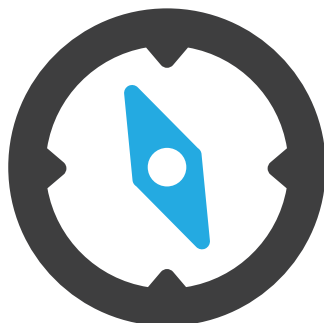
The south-west region is largely rural, made up of small towns and villages. When designing products and services there is a need to understand the challenges and opportunities people in later life living in these communities face.

Technology

The word ‘technology’ encompasses a vast range of products and services and means different things to different people. Articulating any use of technology, by showing an understanding of what it could mean to those who could benefit from your product or service was important.

Diversity

People in later life are not one homogenous group – for this purpose we refer to anyone over the age of 50. Age creates some widespread commonalities but people in later life have diverse needs, tastes and abilities. The programme was careful to consider how products or services could be adaptable and personalised, and whether different solutions were needed for different age groups.



Displacement

We have tried to consider the effect any solutions might have on other organisations providing products and services. We wanted to build on what already exists, rather than replicate or replace it.

Strength and resources

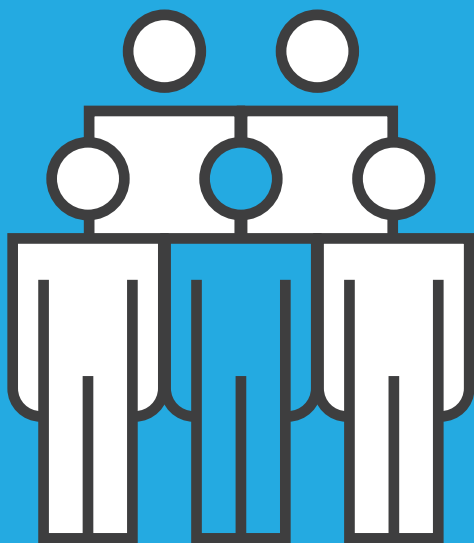
Everyone has differing goals, motivation, strengths and resources to draw upon. These qualities are often overlooked by services or products which focus upon deficits and needs. Our interest was in solutions that saw the capabilities in everyone, to increase ambition and build confidence.

Reaching out

Not all of those who might benefit from new products or services would be forthcoming or easily accessible. Delivery partners and developing local connections made have been critical in beginning to reach out into areas not traditionally considered.

Prevention

The programme is interested in solutions that promote preventative approaches to maintain and sustain connections, tackle causes rather than symptoms. To help people be better prepared for both the opportunities and challenges of later life we needed to consider the advantages of prevention as well as solving real, current or perceived problems.



Innovation Briefs

What did we look for

We wanted to hear about great ideas from social entrepreneurs that will help transform the experience of ageing.

The ideas could be new or an expansion of an existing successful idea that responded to one of our innovation briefs.

We wanted to ensure that the best innovations would enhance the lives of people in later life and reach them as quickly as possible.

Ideas that address the innovation briefs

Take time to thoroughly read the six innovation briefs, **which begin on page 11 and the additional material produced by the Transform Ageing participants at page 41.**



The social entrepreneurs were encouraged to think about how their idea would...

Create social impact

We wanted to clearly understand the social impact social entrepreneurs would have or were already having with their product or service and how they were measuring their impact. We wanted them think about both the immediate and direct impact of their solution as well as how it might have a wider effect on people and communities.

Ensure growth

Our investment is might have been the start of an idea, or may have had a more specific role in developing and refining a solution.

Whatever stage entrepreneurs were at, it was about understanding their plans for growth, both operationally and in terms of social impact, and building on these together.

Be deliverable

It wasn't important every stage was worked out, however we wanted to be confident that entrepreneurs understood the context in which they would implement their idea and that they had the capability to deliver it.

Be innovative

The idea didn't have to be one no-one had seen or heard of before. It might have been working on a solution that already existed but making changes and trying to improve it. We wanted to see ideas which met needs in a different way and stimulated further positive solutions.



Steps to a positive future

Innovation
brief —01

People in later life have positive experiences of ageing.

How might we...

- encourage people in later life to take the first step to becoming more physically and mentally active?
- break down barriers to enable people in later life to have positive experiences of ageing in their communities?
- ensure that services and activities are communicated in a way that helps and encourages people in later life to take the first step to becoming involved?
- build confidence in people in later life to take the first step to use technology that they want to use?
- link the skills, experience and wisdom of people in later life with others in the community (individuals or organisations) to break down the barriers experienced by the socially isolated or lonely?

What's current

What's possible

I feel frightened to go out.

I feel able to leave my home and welcome others in.

I don't feel useful anymore.

Others value my skills and talents.

There are too many barriers to have meaningful relationships with others.

I have meaningful relationships with others.

After my stroke I had to re-learn how to write. The will to practise was essential

Our research shows that particularly for those that are isolated, taking a first step – be it leaving the home, allowing others into their life, or trying out a new activity for the first time – can be a difficult, isolating and fearful experience.

Barriers can include lack of confidence, fear of the unknown, limited provision or access to information, poor health, affordability, mobility or transport restrictions and lack of connection to the community. We see opportunities to enable people in later life to make one or many ‘first steps’ that will improve their experience of ageing.

Outcomes we are looking for

- People in later life feel more confident and able to try something new, or re-engage with former interests.
- People in later life have increased physical and emotional wellbeing through becoming more active or engaged in their community.
- People in later life feel better enabled to take steps to participate in everyday informal and community based interaction.

- An increase in reciprocal skills, and knowledge sharing between people in later life and communities.
- People in later life feel their skills, knowledge and experience is recognised and valued.

Things people told us were important

- Often, it's the first step that feels so daunting.
- People can often see steps they want to take, but for many reasons don't take them.
- “Just because I don't want to get involved in clubs, activities and coffee mornings doesn't mean you can write me off.”
- A small step can have an immediate impact, or make a significant difference to people lives.
- It's not just about individuals, “as a couple people don't think we need help, but we do not cope well and find it difficult to ask for help.”

Mobility and transport

Innovation
brief —02

Enhancing independence and wellbeing through improved mobility.

How might we...

- help people in later life stay actively engaged with the community as their mobility changes?
- create opportunities for social interaction through the journeys people make?
- remove mobility or transport as a barrier to independence?
- improve information about travel options that is relevant to an individual's needs?

What's current

What's possible

Services are out of my reach.

Services are now accessible.

I am reluctant to go out.

I am confident leaving my home.

I feel I've lost my independence and my spontaneity.

Good mobility and transport gives me freedom.

Reduced mobility means doing simple tasks is a challenge.

It's easier to do things for myself.

Mobility is my issue... I can't do anything on my own anymore

Loss of mobility has a huge impact on people's lives. Having a fall or experiencing reduced mobility can leave people in later life feeling afraid or unable to go out and do things on their own terms. Simple tasks that others take for granted, for some become impossible.

Our research shows that people in later life are significant users of public transport, but it can be unaffordable, infrequent, inaccessible and often absent, particularly in rural areas, where the distances travelled to access services can be significant.

We were told about the impact this loss of independence had on their lives, both emotionally and practically. For many it was the cause of social isolation.

We see opportunities to provide people in later life with products and services they want and need, that reduce either the impact of reduced or poor mobility or the challenges posed by transport constraints.

Outcomes we are looking for

- People in later life with reduced mobility experience an improved quality of life.
- People in later life are able to remain independent and carry out their daily activities.
- People in later life feel more confident to make spontaneous decisions to leave their home.
- People in later life feel that transport or mobility is less of a barrier to accessing the places, products and services they need or want.
- People in later life have more opportunity for social connection through journeys they make.

Things people told us were important

- "It is the gaps that matter – if I can't get to the bus stop I can't catch the bus."
- Barriers to mobility take many forms from physical access to worry or concern about making a journey.
- New solutions need to build on and not replicate what already exists.
- People value the social connection they find while using public transport.

Life Transitions

Innovation
brief —03

Supporting people to prepare for life changes.

How might we...

- help people in later life to remain active as their minds and bodies change?
- help people in later life to more confidently transition from finishing work into new stages in their life?
- help people in later life and their families with planning for and adapting to significant life transitions, including death, dying and bereavement.

What's current

What's possible

I feel isolated and alone when
I experience life changes.

I feel secure and supported in the
life changes I am experiencing.

I feel unprepared for significant
life transitions.

I feel equipped to deal with
significant life transitions.

I feel dependent on others.

I am as self-reliant and connected
as I want to be.

I am unhappy with who I am now.

I am happy with who I am now.

Transition is often more about unlearning than learning

Life transitions are an inevitable part of ageing and they take many forms. For some this creates more free time, resource or opportunities. For others transitions may be a negative experience such as the loss of a driver's license, the end of fulfilling employment, a new medical condition or the loss of a loved one.

Our research shows that everyone experiences life transitions differently – something that is a small change for some can be a significant change for others.

The nature of life transitions means that sometimes they are anticipated, such as retirement, while at other times they are unexpected, such as sudden ill-health. They may also happen at any age.

We see opportunities to enable people in later life to be better prepared to cope with these changes.

Outcomes we are looking for

- People in later life have improved networks and connections to support them with changes in their life.

- People in later life have improved confidence and resilience in dealing with life transitions.
- People in later life have better support following sudden or significant life changes.

Things people told us were important

- It is often difficult to talk about preferences for care or death, dying or bereavement.
- When leaving hospital or a service, people in later life need to feel better supported with this transition.
- People in later life want to stay active, in both mind and body, during and following life transitions.
- People in later life do not want to lose important connections during or following life transitions.

Caring about carers

Innovation
brief —04

Supporting, valuing and celebrating carers.

How might we...

- better support carers on their journeys?
- build help and support from friends, family and the community (individuals or organisations) to better support carers?
- work with carers, and the cared for, to avoid reaching crisis?
- better support carers to sustain their personal and /or professional interests and social networks?

What's current What's possible

I am lonely and isolated.

I feel supported and have connections.

I don't have the information I need.

I am able to access information readily.

I am overwhelmed by responsibility.

I feel confident in the care I am providing.

I have no support.

I know where to find, and how to access support if I need it.

Whatever happens, he wants to stay at home and won't have anyone else.

A vast number of people provide informal care and caring is increasingly becoming a long-term commitment, with 60% of carers providing care for over five years.

For some people taking on a caring role is a gradual process and a number of people told us they did not identify themselves with being a carer as it happened over time. By comparison, some people become carers almost overnight due to a sudden health issue.

Many carers told us they did not have the information, support or training they need. Carers felt they are often just left to get on with it and sometimes experience financial hardship and social isolation as a result.

We heard from many people about the huge personal sacrifices they had made which left them suffering from exhaustion, illness and depression. The impact on their relationship with the loved one that they care for was also in some cases negatively affected. The loss of opportunities to maintain social connections and a life outside the home can also be severely curtailed.

Many carers told us of the void in their lives when the person they cared for had died. They had lost the strands of their previous life and personal identity and encountered huge barriers in re-building their life, due to loss of confidence and connections.

We see opportunities to support, celebrate and value carers.

Outcomes we are looking for

- Carers have improved health and wellbeing.
- Carers have increased access to products and services which support them in their caring roles.
- Carers have improved access to mutual support and peer learning
- Carers have an increased sense of identity and self-worth.
- Carers are better prepared for life after a caring role.

Things people told us were important

- Connecting with carers when they first take on the role.
- Carers all have different circumstances, not all live with the cared for and some share the role with other family members or paid carers.
- Many carers have health problems themselves.
- Consideration needs to be given to the cared for as well as the carer.

Right information, right time

Innovation
brief —05

Making information accessible, relevant and meaningful.

How might we...

- present information in formats (written, digital, face to face) that makes it accessible and useful?
- make sure that the information which matters most to someone is available when they need it?
- unlock and share information that is currently hidden in the heads, experiences and data-sets of others?
- enable those with previous experience and knowledge to share it with others?

What's current What's possible

Services are confusing and difficult to navigate.

Services are clear and easy to navigate.

Activities are difficult to find out about.
Activities are communicated in an accessible way.

Individuals feel excluded from what's happening in their community.
Individuals feel equipped to participate in their community.

I don't know what I need to know.
I have the information I need.

If you don't know what to look for how can you find it?

Poor information can result in misunderstandings, delays in service provision and negative experiences.

Many people told us of their frustration in not knowing “what is available and out there.”

Whether it is better information when leaving hospital, accessing local transport or trying out a new activity, not knowing what is available – or finding out at the wrong time – often causes considerable concern or anxiety.

For those supporting their loved ones, a lack of clarity over what is on offer can be frustrating, costly and can leave people feeling powerless to offer their support or access help.

Not knowing what skills and assets exist in communities leaves some people unaware of the opportunities and support that exists locally.

We see opportunities to put the right information in the hands of those who need it, at the right time, enabling the right support to reach individuals, families and communities.

Outcomes we are looking for

- People in later life feel supported at the right time with the right information.
- People in later life have the support they need earlier to make the decisions they need or want to.
- People in later life know how to readily access information that is relevant to them.
- People in later life have the right information to enable them to participate in community activities.

Things people told us were important

- Not everyone wants to, or is able to, access information online.
- The impact of poor, misleading or even absent information is confusing, frustrating and can be isolating.
- People don't know what they don't know!
- People need to be given positive proactive information to support their health and wellbeing before reaching crisis point.

Making connections

Innovation
brief —06

Creating opportunities for people in later life to connect with other people, communities and activities.

How might we...

- enable people to feel confident, safe and inspired to make new connections in their daily life?
- design new and creative ways to connect people with one another that meet their individual needs and interests?
- create connected communities, enabling different generations to understand, enjoy and support one another?
- enable people to make meaningful contributions to their community?

What's current What's possible

I don't have the confidence to join in.
I can choose when I want to have company.

I feel unable to contribute.
I contribute to community life.

I have no idea what is going on locally.
I am informed and enjoy being part of my community.

I don't know where to start with making new friends.
I am confident making new friends.

I don't have proper conversations anymore. Does shouting at the telly count?

The impact of social isolation and loneliness on physical and mental health is well established. That social isolation has the equivalent health impact to smoking 15 cigarettes a day* is an often-quoted statistic.

While age itself does not directly increase levels of loneliness, our community research showed that people in later life often felt isolated, anxious and even depressed because of loneliness.

Others did not necessarily convey that they were lonely but were simply unsure of how to make connections or lacked the confidence to do so.

We found that people in later life were often keen to be active in their community by engaging and sharing their skills and life experience but they didn't know how or where to start.

We see opportunities to support people in later life to make the meaningful connections they need and want.

Outcomes we are looking for

- People in later life have choices about who to reach out to if they feel lonely or need support or connection.
- People in later life are more confident to use technology that can help them connect with others.
- People in later life feel more able to contribute and have an active role in their community.
- People in later life experience more opportunities for casual and informal interactions in their day-to-day life.

Things people told us were important

- Acting before people become isolated.
- Communities of interest create a focus for connecting.
- Technology can help but not everyone will use it.
- Maintaining connections and re-connecting is important.
- It takes confidence to connect.

Supporting social entrepreneurs

The social entrepreneurs accepted onto the programme received a package of both financial and non-financial support from UnLtd, the foundation for social entrepreneurs. This support is designed to increase the sustainability, growth and ultimately the impact generated by the entrepreneur's social venture.

The non-financial support was tailored to the needs of each entrepreneur and their stage of growth. Support has been provided on business planning, replication, design thinking, network building, financial modelling, legal support, sales coaching, investment raising, prototyping, branding and marketing.

The support aimed to develop social entrepreneurs' confidence and skills to act for social good, to develop their social venture, as well as enabling them to work with their beneficiaries to co-design and test better solutions to transform ageing.



In total £822,500 in funding was available to social entrepreneurs. The funding was designed to meet the needs at each stage of the social ventures' growth journey.

Scale it awards

Offered funding of up to £50,000 into relatively established social ventures. This funding was designed to help replicate or scale the venture with the funding often used to leverage in additional external investment.

Grow it awards

Offered funding of up to £15,000 to social ventures in the first three years of growth, looking for additional funding to further develop their business, enabling it to grow to a local, regional or national scale.

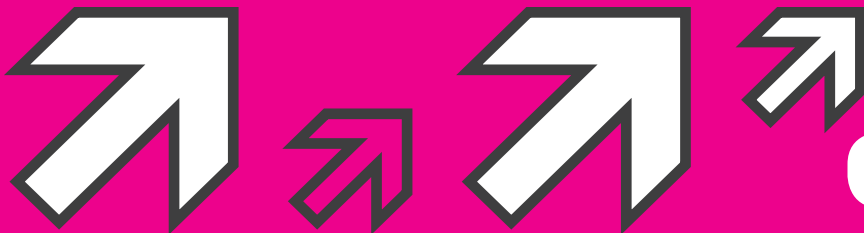
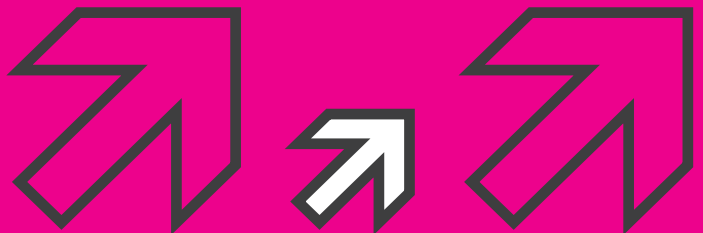
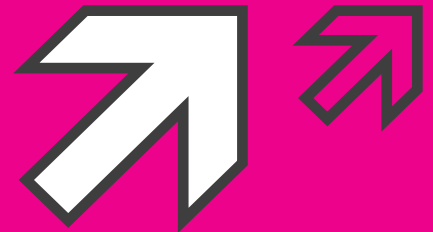
Do It awards

Offered funding of up to £5,000, with the average award size approximately £2,000. This award was for social entrepreneurs at the early stage of their development looking to deliver and develop a tested product or service.

Inspire Awards

Were small grants aimed at enabling a good seed of an idea, rooted in the community to begin to grow and develop.

Some social ventures progressed through the support over the course of the programme, accessing funding at more than one level. Others will be eligible and encouraged to apply to UnLtd for further support once the programme ends.



Phase 1:

Explore the challenge workshops

Key achievements

01.

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

02.

Social Entrepreneurs who attended were able to test and validate their concept and better understand the journey through later life

03.

Social Entrepreneurs had the chance to build relationships and networks with people in later life, public sector leaders, and the delivery organisations to help them grow their venture

Key learnings

01.

Commissioners enjoyed stepping out of their usual routine and engaging with stakeholders

02.

Commissioning and health sector businesses aren't set up to encourage innovation, which limits the impact of engaging individuals

03.

People in later life felt listened to. We now need to make sure their ideas are reflected in the products and services on offer

Iterations for future programmes

01.

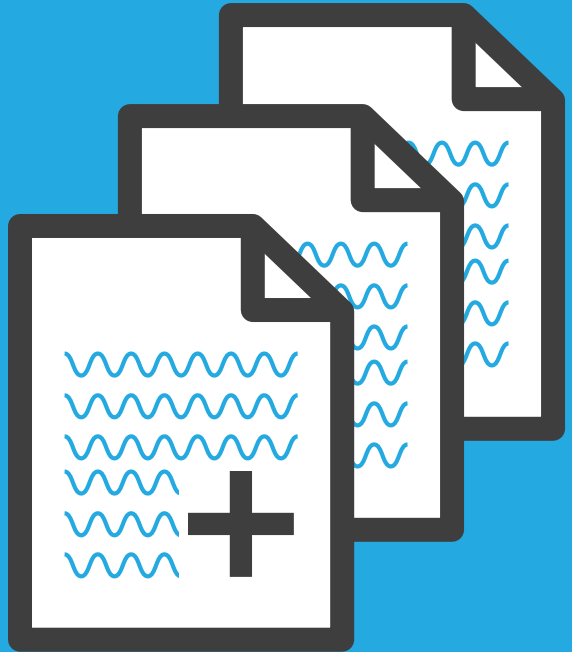
Strive for an even more diverse community of participants than we have already achieved

02.

Seed funding or support for all other brilliant ideas that emerged from the process

03.

Social entrepreneurs had the chance to build relationships and networks with people in later life, public sector leaders, and the delivery organisations to help them grow their venture



Phase 2:

Supporting Social Entrepreneurs

Key achievements

01.

We have supported 49 social entrepreneurs to deliver products and services to people in later life in the south west reaching 100s of people

02.

Delivery organisations have provided social entrepreneurs with access to people in later life and routes to market

03.

All delivery organisations agreed that the programme had achieved its aim on reaching those hard to reach audiences

04.

Strong partnerships have been built with strategic partners; invitations to sit on programme boards have been sent to bring in further expertise



Key learnings

01.

Because we involved such a broad range of participants, the needs of local people that were raised are very broad. It's important to find solutions that fit as many challenges as possible

02.

Actively involving People in Later Life in the design and delivery of programmes or using the evaluation toolkit to develop a theory of change were most useful in understanding the needs of people

03.

Due to the popularity of the programme, we need to make it more accessible for people who live further away in order to maximise participation and diversity

Iterations for future programmes

01.

Brainstorm ways to maintain energy and enthusiasm that was so strong at different points throughout the programme

02.

Support social entrepreneurs to find further ways of responding to the needs of people in later life that we were able to define

03.

Further training for the delivery organisations to ensure that they can add maximum value throughout the programme

Other emerging outcomes

01.

Delivery organisations have a better understanding of the design process and are able to apply design-led approaches to their work. The design workshops and Tool Kit workshop in particular were highly productive.

02.

Two activities in particular gave a sense of working towards the common goal of improving people's experience of ageing: Inspire Awards which involved people unable to participate in workshops, and Tool Kit workshops, enabling delivery organisations to take what they have learnt back out to the community.

「TRANSFORM」
「AGEING」

Designing a better
experience for later life.

LET'S TRANSFORM AGEING TOGETHER.



Transform Ageing is delivered by:



The Partners

Transform Ageing is delivered through a partnership to encourage new ways of thinking and working and to develop new behaviours.

Delivered by Design Council, in partnership with UnLtd – The Foundation for Social Entrepreneurs, the South West Academic Health Science Network (SW AHSN) and the Centre for Ageing Better, we collectively bring a unique blend of expertise, knowledge and experience to the delivery of collaborative ageing programmes.

The programme is also being supported to deliver locally in the south-west by the following Voluntary, Community and Social Enterprise (VCSE) organisations - Volunteer Cornwall, Devon Communities Together, Community Council for Somerset and Torbay Community Development Trust.

Design Council

Design Council's purpose is to make life better by design. We are an independent charity and the government's advisor on design. Our vision is a world where the role and value of design is recognised as a fundamental creator of value, enabling happier, healthier and safer lives for all. Through the power of design, we make better places, better products, better processes and better performance.

designcouncil.org.uk

UnLtd

UnLtd is the foundation for social entrepreneurs – people with vision, drive, commitment and passion who are coming up with solutions which can change the world for the better. Social ventures have a big role

to play in tackling some of the monumental challenges we face today. Challenges like a UK population ageing so fast, that by 2040 close to one in four of us will be aged 65 and over. Social entrepreneurs establish enterprises with the aim of solving problems or effecting change in communities of all sizes. They balance financial return and sustainability with the delivery of social impact. UnLtd supports over 500 early-stage social entrepreneurs every year to start and grow their organisation. Additionally, UnLtd provides a blend of funding, advice, mentoring, training and connections to 30 more developed social ventures each year to get to major scale, with more intensive business planning and support to raise capital.

unltd.org.uk

South West Academic Health Science Network

South West Academic Health Science Network (SWAHSN) is dedicated to improving health and care, spreading innovation across the region. Part of a national network of 15 AHSNs, set up by NHS England to identify, adopt and disseminate innovative health and care, the organisation's mission is 'to enable a sustainable health and care system for the south-west by supporting and accelerating innovation and quality improvement'.

swahsn.com

The Centre for Ageing Better

The Centre for Ageing Better aims to bring about changes in society that enable more people to enjoy later life. They do this by commissioning others to bring together the evidence on a topic, evaluate current practice and develop and test new approaches, influencing national and local decision makers. This is achieved by communicating the changes that are needed to the system in order to improve later life and sharing knowledge on the best evidence and ways of implementing it, including collaborative learning.

ageing-better.org.uk

Delivery organisations

Torbay Community Development Trust

Torbay Community Development Trust empowers communities, building on strengths and skills through Asset-Based Community Development. Creating better communication across the Bay, actively encouraging local involvement and decision making in improving the region, as well as developing and supporting volunteering opportunities of the highest standards.

Devon Communities Together

Devon Communities Together (DCT) is a charity that visualises dynamic Devon communities shaping their own futures. The work of DCT is focused on inspiring, upskilling, training, supporting and advising groups and individuals to meet the challenges they face and achieve positive outcomes. Working with a broad range of people, from rural and coastal communities to more urban centres, work is always designed with the mission “to help communities to help themselves”.

Community Council for Somerset

Community Council for Somerset supports people who live and work in Somerset communities through a range of diverse projects bringing together people who care about local community life in Somerset.

Volunteer Cornwall

Volunteer Cornwall is dedicated to building social capital and developing the wellbeing of individuals and communities in Cornwall. By working in collaboration with a wide range of organisations to promote and support active citizenship and voluntary action covering the emotional, social, environmental and economic needs and opportunities in Cornwall.

Notes

Transform Ageing



Design Council
Angel Building
407 St John St
London
EC1V 4AB



transformageing@designcouncil.org.uk



+44 (0) 20 7420 5200



designcouncil.org.uk/transformageing

Transform Ageing
is supported by:



Social Enterprise Groups Index

ADI Access - RoomMate

Cornwall
www.adiaccess.co.uk

Ageing Well Without Children (AWWOC)

Somerset
www.awwoc.org

Aquafolium

Devon, Torbay
www.aquafolium.co.uk

Atlas Respite and Therapy

Devon, Torbay
www.atlas.care

AWOCA: A woman of a certain age

Cornwall
www.awoca.co.uk

Book of You

Devon
www.bookofyou.co.uk

CareCalls

Devon, Somerset, Torbay, Cornwall
www.carecalls.co.uk

Caremunity

Cornwall
www.carefreespace.org

Crediton Community Bookshop

Devon
www.creditoncommunitybookshop.co.uk

Estuary ARNI Stroke Rehab Club

Devon
www.arni.co.uk

Find Your Voice

Devon, Torbay
www.findyourvoice.org.uk

Foxhole Community Garden

Devon
www.foxholecommunitygarden.org.uk

Good Boost

Devon
www.goodboost.org

Great Parks

Torbay
Facebook: /GreatParksCC

Green Space at Stokehill

Somerset
www.stokehill.com/green-space-at-stokehill

Little Bird Music - Chorus Connections

Cornwall
www.littlebirdmusic.co.uk

Local Spark:

Torbay Community Supported Enterprise

Torbay
www.localsparktorbay.org

Local Treasures

Devon, Somerset, Torbay, Cornwall
www.localtreasures.me

Longe Cote UK

Cornwall
Facebook: /longecoteuk

Made Open

Devon, Somerset, Torbay, Cornwall
www.weare.madeopen.co.uk

Make It Better CIC

Cornwall
www.mitber.com

Moments Café and Hub

Devon
www.moments-cafe.com

Move It or Lose It

Devon, Somerset, Torbay, Cornwall
www.moveitorloseit.co.uk

NEDCare

Devon
www.nedcare.org

Oakford Community Support project

Devon

One Stop Advocacy

Devon

www.onestopadvocacy.com

Par Track: Run, Ride, Relax, Repeat

Cornwall

www.partrack.org.uk

Pass the pressure

Cornwall

www.passthepressure.co.uk

Peaceful Pups

Somerset

www.peacefulpups.co.uk

Personal Alarm Watches

Devon, Somerset, Torbay, Cornwall

www.personalalarmwatch.com

Remarkable Lives

Devon

www.remarkablelives.co.uk

Renew Personal Training

Devon

www.renewpt.co.uk

Rusty Road to Recovery

Somerset

www.rustyroad2recovery.co.uk

Sense Ability Therapy CIC

Devon

www.senseabilitytherapy.co.uk

Sporting Memories

Devon, Somerset, Torbay, Cornwall

www.thesmf.co.uk

Step in Time

Torbay and Somerset

Tea Dance Club

Devon

www.teadance.club

The CHAOS group

Cornwall

www.chaosgroupcornwall.co.uk

The Family Foraging Kitchen - Our Grandparent's Secrets

Cornwall

www.familyforagingkitchen.co.uk

The Filo Project

Devon, Torbay, Somerset

www.thefiloproject.co.uk

The Hut in the Field

Cornwall

www.mindfulmonkeez.co.uk

The Sewing Rooms

Torbay

www.the-sewing-rooms.co.uk

Virtue Health

Devon, Torbay

www.virtue.io

Walking Fit - Quit Camp Project

Cornwall

We Are Stories - Digital Storytelling Workshops

Cornwall

www.wearestories.org.uk

Inspire awards

These were small grants aimed at helping people develop the seed of a good idea, rooted in the community to begin to grow.

Celebration of International Older People's Day

Coffin clubs

Tea and memories reminiscence groups

Co-housing exploration (two projects)

Intergenerational IT support

Falls prevention survey

Intergenerational drumming workshops

Singing for health

ADi Access – RoomMate

**We create audio way-finding technology
for both the visually impaired and
dementia sufferers, preserving their
dignity and independence whilst using
a toilet when away from home.**

Location
Cornwall

Website
adiaccess.co.uk

Twitter
@adiaccess

Facebook
/adiaccess

Instagram
@adiaccess



「We are constantly met
with ignorance of such
a simple problem.」

RoomMate makes the room accessible by replacing the need for another person to be present whilst someone who is visually impaired, or who suffers from dementia, visits a public bathroom.

On entry, RoomMate offers its services, if the user doesn't need it they simply carry on and RoomMate resets; if they do, however, then a simple wave of the hand triggers a detailed description of the room. No technology is needed on behalf of the user to interact with RoomMate.



Social
Enterprise

Aquafolium

**We are a social enterprise on
a mission to rewire society
with nature.**

Location

Devon and Torbay

Website

aquafolium.co.uk

Twitter

[@aqua_folium](https://twitter.com/aqua_folium)

Facebook

[/aquafolium](https://facebook.com/aquafolium)

Instagram

[@aquafolium](https://instagram.com/aquafolium)



**I found my smile
in the forest**

Aquafolium reconnects people with nature, helping vulnerable and socially isolated groups to improve their wellbeing and lead healthier lives.

We design and run nature-based interventions, experiences and activities, including forest bathing and nature therapy. Physical, mental, emotional and spiritual wellbeing is supported by the natural environment and our relationship with it.

Atlas Respite & Therapy

Our tailored dementia meeting centres use a Dutch model to offer families support, respite, and courses to enable people to remain at home longer and improve their quality of life.

Location
Devon, Torbay

Website
atlas.care

Twitter
@NessCentre

Facebook
The Ness Centre



Our mission is to innovate in community day care enabling individuals living with dementia to have the highest quality of life while supporting families through courses, respite and information.

The Ness Centre is a specialist activity centre based on the Dutch model of Dementia Meeting Centres.

The centre helps to engage individuals at all stages of the disease, keeping them mentally and physically active, socially connected and independent in the community, whilst also supporting families through respite, courses and emotional support. We are hopeful that we can replicate the dementia meeting centre model creating more opportunities and ways to manage a life with dementia.



Social
Enterprise

AWOCA: A Woman of a Certain Age

**Transforming attitudes and
lifestyle practices for women
entering the menopause.**

Location
Cornwall

Website
awoca.co.uk

The aim of AWOCA is to raise the individual and the social conscious of our attitude towards ageing as in my experience the right information and attitude can transform anything!

A new website of information and inspiration. This site is not product-based and is not aiming to sell you anything other than the positive action that you can take to transform your ageing process. Like its author, it is a work in progress. In the weekly blog there are sometimes thought provoking reflections or factual information from reliable sources and of course that all important humour.

The term AWOCA stands for A WOMAN OF A CERTAIN AGE and to me age is just a number. I have felt old in my thirties and younger in my forties, depending on my lifestyle and how I take care, and of course how I have perceived myself. In our culture, society is riddled with clichés about women and ageing and not always in a positive light.

Ageing Well Without Children (AWWOC)

AWWOC brings together those who are ageing without children – providing a firm base for discussion and support.

Location
Somerset

Website
awwoc.org

Email
info@awwoc.org

Twitter
@AWOCUK



The number of people over 65 without adult children is set to double from 1.2 million at the present time to 2 million by 2030.

We are dedicated to campaigning and creating awareness of people over fifty who are ageing without children. Whether through choice, circumstance, infertility, bereavement, estrangement, or for any other reasons, we provide the right training and resources to help connect those people experiencing just this.

Book of You

**We apply the proven benefits of
reminiscence therapy using a digital
app to encourage people in later life
and people with dementia to share
their stories.**

Location
Devon, North Wales and the UK

Website
bookofyou.co.uk

Twitter
[@bookofyou](https://twitter.com/bookofyou)

Facebook
[/bookofyou](https://facebook.com/bookofyou)

Instagram
[@bookofyoucic](https://instagram.com/bookofyoucic)



「Book of You helps show who a person was and who they are now.」

Using words, pictures, music and film, our app brings families, friends and carers together sharing life's special moments.

Using Book of You, individuals can look back into their past to stimulate thoughts and memories, names and details of events at a touch of a button. Benefits include improved wellbeing, person-centred care, reduced social isolation and overall confidence in using IT and tablet computers.

CareCalls

CareCalls helps vulnerable people remember to do important things and checks that they are ok throughout the day.

Location

Devon, Somerset, Torbay, Cornwall

Website

carecalls.co.uk

Facebook

/CareCalls

Case studies

blog.carecalls.co.uk



carecalls



**COMMUNITY
FUND**

Now I never forget to take medication

CareCalls helps those who are frail, have learning or physical disabilities and those with complex medical needs. It also helps those who are just a bit forgetful.

CareCalls works by delivering reminders and check-ins via landline or mobile. We can deliver as many phone calls as are needed 24 hours a day 7 days a week. When a call is answered we play a message reminding the listener to do important tasks, such as taking medication. If they don't answer the phone at any time, other people can be informed.

Caremunity

Carefree, the charity provider of short breaks for unpaid carers, is researching the creation of ‘Caremunity’, an online platform designed to enrich and enliven the lives of carers through the delivery of useful, engaging and uplifting content.

Location
Cornwall

Website
www.carefreespace.org

「We are seeking to improve the wellbeing of unpaid carers.」

Unpaid home caring is an act of kindness, but one that can be physically demanding, financially challenging and socially isolating. Short carefree breaks to improve carer wellbeing could be one of several services offered through a 'Caremunity' portal focused on carers' health, wealth and social inclusion. Our site could highlight local services, support groups and events, in one place.

The Caremunity portal will be focused on carers' health, wealth and social inclusion.

Our website will be geo-specific so that relevant and local services, as well as support groups and events, are all highlighted in one place.

Crediton Community Bookshop

**We are a social enterprise
committed to finding creative
ways to support community-
led projects that help to reduce
social isolation.**

Location
Devon

Website
creditoncommunitybookshop.co.uk

Twitter
@Credbooks

Facebook
/CreditonCommunityBookshop

**Every book we sell
contributes to the
success of our mission.**

Crediton Community Bookshop is a social enterprise set up by a group of volunteers who want to retain a bookshop in the town and to make a difference in the community.

Staffed by employees and volunteers, the bookshop has gone from strength to strength. In 2016, it moved to larger premises in the centre of the High Street, to continue to build up book and reading activities.

Volunteering is a key aspect of the enterprise, enabling people to learn new skills, become more integrated in the community and contribute to the development of the organisation. Many volunteers are over 50 years of age, and some are recently retired, bringing a lifetime of skills and experience to develop areas of the enterprise. These can include marketing and design, schools outreach programs, and providing local information for visitors and tourists.

Estuary ARNI Stroke Rehab Club

**Taking the right steps to
a more positive future, the
Estuary ARNI Club empowers
its members to live a more
positive and connected
lifestyle after stroke.**

Location

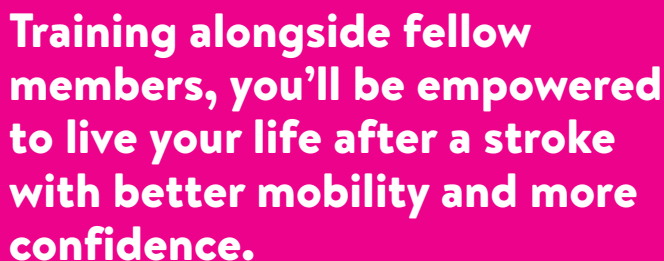
Devon

Website

arni.uk.com

Facebook

/EDevStrokeRehab



Training alongside fellow members, you'll be empowered to live your life after a stroke with better mobility and more confidence.

The Estuary ARNI Stroke Rehab Club specialises in the recovery and rehabilitation for stroke survivors by making the right connections for a positive life transition.

The club gives just the support its members need to make their best recovery, from providing the mobility and transport to the right information. As a result, members can experience much greater independence.

The Filo Project

Too many socially isolated people with early to moderate dementia live in the community; this equals symptom exacerbation and an increased challenge faced by carers.

Location
Devon, Torbay, Somerset

Website
thefiloproject.co.uk

Twitter
[@FiloProject](https://twitter.com/FiloProject)

Facebook
[/FiloProject](https://www.facebook.com/FiloProject)

Instagram
[@filoproject12](https://www.instagram.com/filoproject12)



A different kind of day care

「We liken a day with the Filo Project to a day spent with friends.」

The Filo Project provides high-quality, small group day care designed to benefit those with early to moderate dementia. Individuals are picked up from home and taken to the host's home, where they spend the day and form friendships.

Each group differs and is bespoke to the capacities, preferences and personalities of its members. Over time clients gain in confidence and begin to flourish. Even those rurally located can be supported and we frequently see significant improvements in symptoms and well-being, with regained confidence for everyone to flourish. The Filo Project also benefits people with other conditions such as Parkinson's, Stroke, or sensory loss, and our intimate group sizes give people the time and space to feel at ease, as well as catering for those who have no formal diagnosis but are experiencing issues with their memory. Our intimate group sizes give people the time and space to feel at ease.



Find Your Voice: Momentum

Using singing to promote health and wellbeing through learning, the Momentum music and movement programme brings together adults and carers to positively challenge and enable growth in confidence, stamina and cultural participation.

Location

Devon, Torbay

Website

findyourvoice.org.uk

Facebook

[/findyourvoiceuk](https://www.facebook.com/findyourvoiceuk)



The whole idea of learning is that it takes adults away from the idea of reminiscence; it takes them into something new and promotes health and wellbeing through that.

At Find Your Voice, we believe everyone should have the opportunity to experience the health and wellbeing benefits of learning something new, bringing together communities who previously haven't engaged with art or culture. We are the only organisation in the UK specifically working within adult social care centres to deliver singing-specific programmes of learning.

Our bespoke 10-week Momentum programme is aimed at adults living with either physical or learning-based disabilities, or adults in later life. We mould the programme to fit around each individual group, using instruments and multi-sensory equipment to engage them in learning a new skill to a high standard, often for the first time in fifty years or more. Working with the carers and the wider community is a vital part of the programme, enabling learners to feel connected and ensuring sustainability once the programme has ended.



**Social
Enterprise**

Good Boost

Therapeutic exercises and aquatic rehabilitation are clinically effective in reducing pain and stiffness – we use specially designed technology to help improve physical function and mobility.

Location
Devon and Somerset

Website
goodboost.org



Feedback is collected after each session, so that we can develop tailored rehabilitation exercises.

At Good Boost, we use technology to create tailored musculoskeletal rehabilitation exercise sessions in local swimming pools.

We've developed artificial intelligence that's embedded in our software which uses post-exercise feedback from Good Boost participants to individually progress therapeutic aquatic exercises. Our programmes improve people's mobility alongside reducing stiffness and pain. Everything we do has been built upon published research and clinical best-practice. We work with public pools to make Good Boost locally accessible, affordable and social for people in later life.

Our Grandparent's Secrets

We provide people in later life with the opportunity to share their life skills and traditional crafts, to inspire younger generations, and to become more engaged in the community.

Location
Cornwall

Website
familyforagingkitchen.co.uk

Twitter
@FamilyForaging

Facebook
/FamilyForaging

Instagram
@thefamilyforagingkitchen



This is a project where your knowledge and wisdom will be recorded as a legacy gift.

The Family Foraging Kitchen presents Our Grandparent's Secrets; a new and exciting local project that encourages people in later life to share their skills, knowledge and advice with the wider community. The project is a great way for people over fifty to re-engage with their community, become inspired by younger generations, and for them to try something new and reignite former interests.



Green Space at Stokehill

Green Space sessions connect people with nature, engaging them in new skills and keeping them connected and active for a healthier future.

Location
Somerset

Website
stokehill.com/green-space-at-stokehill

Twitter
@FarmStokehill



Beautiful, uplifting, relaxing... A real sense of wellbeing and time to stop

Green Space at Stokehill helps people in later life, and others facing life changes, to remain active, valued and connected. We hold walks, workshops and longer courses covering food, farming and countryside themes, offering a blend of physical exercise, new learning and a chance to spend time with others.



Social
Enterprise

The Hut in the Field

**The Hut in the Field is an
intergenerational community
project designed to bring people
together to alleviate anxiety,
depression and loneliness.**

Location
Cornwall

Website
mindfulmonkeez.co.uk

Twitter
[@mindfulkerry](https://twitter.com/mindfulkerry)



Emotional, mental and physical wellbeing... naturally.

Helping people across the generations, our mindfulness workshops facilitate changes in perspective – promoting good mental health, emotional and physical wellbeing. Activities include gardening, woodwork and craft helping people in later life to explore their own creativity, as well as promoting comradery and confidence. Participants have the opportunity to become involved in projects through sharing their life skills, volunteering to aid the smooth running of the project, and becoming members of a steering group to help shape this exciting project.

Little Bird Music: Chorus Connections

Chorus Connections is an intergenerational programme that brings young and older people together in their communities to enjoy singing and music.

Location
Cornwall

Website
littlebirdmusic.co.uk

Facebook
[/littlebirdmusic.co.uk](https://www.facebook.com/littlebirdmusic.co.uk)



**Chorus Connection aims to
bridge the gap... to increase
intergenerational interactions.**

Chorus Connections aims to give everyone the opportunity to make meaningful relationships and to benefit from the joy of learning and making music.

Our weekly music workshops incorporate singing and percussion, which help build stronger and more connected communities across different generations. With the need to address increasing loneliness in older generations, Chorus Connections raises awareness and understanding of this throughout the community.

Local Spark: Torbay Community Supported Enterprise

We look to connect people in later life with younger entrepreneurs; encouraging a collaboration of skills and knowledge to start up and grow new enterprises for the community.

Location

Torbay

Website

localsparktorbay.org

Twitter

@localsparktrbay

Facebook

/localsparktorbay



Imagine a place where useful new businesses are sparked into life when local people come together.

Local Spark aims to provide solutions for both young and older generations in Torbay, by bringing people together to thrive and succeed.

We've pioneered a new way of thinking that can open doors to funding, networking, practical means and expertise for

entrepreneurs in the area. We have noticed that people in later life who have taken the plunge and moved to the English Riviera can be left feeling isolated and undervalued, which can impact on their health and wellbeing. There is already a fantastic network of expertise and knowledge, plus a huge well of energy and creativity, just waiting to be tapped into when the people of Torbay come together for the Local Entrepreneur's Forum.



Local Treasures

**We are an experienced and
trusted team of over 50s
providing a wide range of
local services for homes
and businesses.**

Location
Somerset, Devon, Torbay, Cornwall

Website
localtreasures.me

Facebook
/localtreasures.me

Instagram
@localtreasures.me

Local Treasures

**We believe that continuing
to work well into later life
keeps people healthy,
financially independent
and socially included.**

Local Treasures provides all sorts of jobs in and around the homes, gardens and businesses of the local community.

All the work is done by people in later life (Treasures), who have a range of skills and experiences which they can put to good use by doing gardening, housekeeping, DIY, admin, dog walking, childcare and much more. The key to our success is in giving the Treasures the opportunity to work flexibly so they can fit work around their daily lives.

Longe Cote UK

**Longe Cote UK uses the calming
nature of the sea with gentle
exercises to support the
community.**

Location
Cornwall

Twitter
@longecoteuk

Facebook
/longecoteuk



**My aim is to help those
with low mood or who
may be isolated**

Longe Cote UK offers an inclusive and fun group session, where clients can enjoy the natural environment with gentle exercises. “The main impact for myself, as well as my clients, is on mental health,” says founder, Jo Radcliffe. Classes attract many over 50s with low fitness levels and who want a low impact, non-competitive forty-five minutes in the sea. Longe Cote UK is looking to train instructors and run more classes across new venues.



**Social
Enterprise**

Made Open

Made Open is an online platform that gives communities a trusted place to exchange information and services for good causes.

Location

Torbay, Cornwall

Website

weare.madeopen.co.uk

Twitter

[@made_open](https://twitter.com/made_open)

「If you have a community project that you'd like to share, why not give us a try?」

Made Open is an online platform that connects people to their community.

The platform can be customised to suit any community of purpose or place – providing a means for members to access volunteering opportunities, find local services and social groups or exchange their skills for time credits among other things. Our platform adds value to community organisations who wish to support and report on community development initiatives, sponsor campaigns, receive and manage referrals, or guide people away from clinical services towards community resources.

Make It Better CIC

**By providing access to the arts,
we support vulnerable people
in care and help communities
to live well.**

Location
Cornwall

Website
mitber.com

Twitter
@hurdygurdypurdy

Facebook
/mitber

Instagram
@ruth.purdy

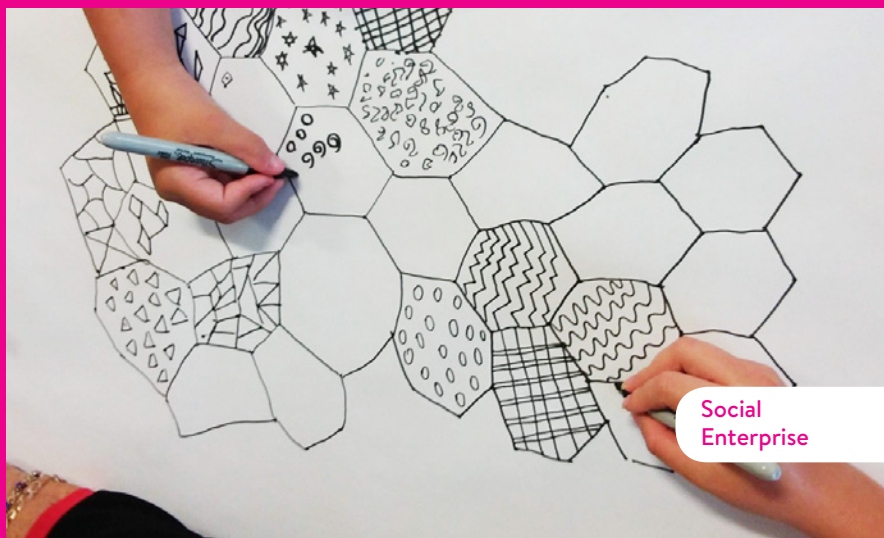
**make it
better**

We understand that creativity helps people live well and independently. It allows us to contribute, make connections and look after our culture.

By providing access to the arts, Make It Better CIC support communities to live well. Offering visual arts, performance and digital sessions in the care and housing sectors, for voluntary groups and schools.

Helping professionals and community groups deliver creativity, provide outstanding care and as such protect individuals human rights. Mitber.com offers subscribing members:

- forums to develop and share projects
- activities by email
- boxes with materials and instructions for activities



**Social
Enterprise**

Moments Café and Hub

Moments Café and Hub is an innovative and exciting place where communities come together and support people living with dementia.

Location

Devon

Website

moments-cafe.com

Twitter

@MomentsPlym

Facebook

/MomentsPlym

Instagram

@momentsplym



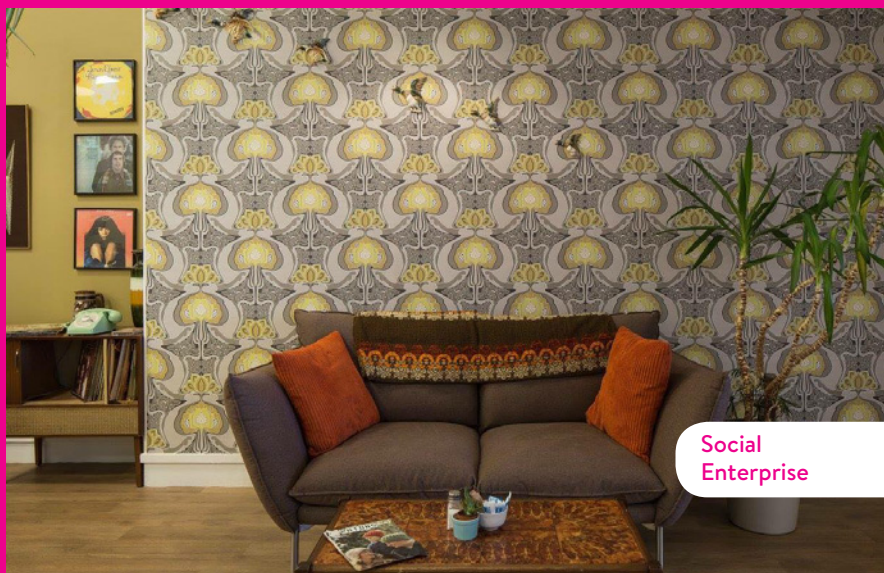
moments
good food cafe

**The Café is a place that is fun to be in...
where every customer contributes to
their community by supporting people
living with dementia.**

Open to the public, Moments Café enables a trip down memory lane for all. Themed in different decades to delight visitors at any age.

Moments Café and Hub work in synergy – profits from the Café and beautiful hire-out spaces support a dementia information centre, where those living with dementia and their carers, can receive on the spot support when they need it. The Hub collaborates with other VCS organisations to provide health and wellbeing activities to support the community.

A unique place run by unique innovative nurses passionate about making a difference to people's lives.



Move It or Lose It

**We improve physical and mental
health through revitalising
exercise classes for those
in later life.**

Location
Devon, Torbay, Somerset, Cornwall

Website
moveitorloseit.co.uk

Twitter
[@moveitorloseit1](https://twitter.com/moveitorloseit1)

Facebook
[/MoveItOrLoseIt1](https://www.facebook.com/MoveItOrLoseIt1)

Instagram
[@mioliteam](https://www.instagram.com/mioliteam)



Our aim is to help older people enjoy more active, healthier and happier lives.

We train specialist instructors to deliver fun exercise classes for more vulnerable people in later life to reduce loneliness and improve wellbeing. Our exercise sessions focus on bringing people together and to promote community cohesion. Accessible to all, our members can train to become activity instructors, providing a positive future and improve overall quality of life. By empowering people to be more active, our sessions lead to greater confidence and can help people to maintain their independence.



Social
Enterprise

NEDCare

NEDCare is a not-for-profit social enterprise providing support and personal care to people in later life – especially vital for those living in secluded rural areas.

Location
Devon

Website
nedcare.org

Twitter
@NEDCare

Facebook
/NEDCare1



There are care matches that we made back then that are still running three or four years later.

NEDCare began as a small community project determined to tackle a chronic lack of social care for rural communities living in north-east Dartmoor.

We are now a regulated home-care agency and we employ our very own team. Because we knew how costly and long-winded a process it is to set up a regulated agency, we developed a quick and cost-effective solution; a Carer Introduction Service. With this, we match people in need of care to local, self-employed carers. On the Caring Connections Project, we are also working with three project partners, supporting them to establish their own Carer Introduction Services.

One Stop Advocacy

One Stop Advocacy is a social enterprise providing advice and services, whilst drawing experience and skills from people in later life.

Location

Devon

Website

onestopadvocacy.com

I ask clients to look ahead to a year's time and what they wish to do, then I help them to put in the building blocks to achieve this.

OSA's strap line is 'where any problem can be tackled', helping people to obtain information on benefits, activities, health checks, volunteering and many more.

Working in Plymouth and Tavistock soon, OSA helps with benefits, opening post, loneliness, moving house, etc. Now working to recruit retired people to share their wealth of experience and knowledge to help others.



Pass the Pressure

Pass the Pressure looks to reduce the isolation and loneliness that people in later life experience, making sure they remain independent and with the right support.

Location
Cornwall

Website
passthepressure.co.uk

**Independence, continuity
and flexibility are the
values we strive to achieve.**

We give encouragement and guidance to individuals to live as independently as possible in their home environment, whilst making their own choices and lifestyle. We look to 'fill in the gaps' that may hinder everyday life for older people, and because everyone has their own needs, a structured plan is agreed for each person.

Personal Alarm Watch

The discreet Personal Alarm Watch brings more freedom to those wearing it at home and outdoors with access to a 24/7 care team at the press of a button.

Location

Devon, Torbay, Somerset, Cornwall

Website

personalalarmwatch.com



For 36 years, we've had to put up with the traditional pendant alarm and people hate them.

We have worked closely with people in later life to identify the underlying problems with traditional pendant alarms – they find the red button stigmatising and because they only work at home, there's hesitation in going outdoors.

Our aim is to help them keep their independence, and so that's why we developed the Personal Alarm Watch; a discreet watch that works anywhere in the country. At a simple press of a button, people in later life have access to our 24/7 care team and can speak to them directly through the watch. Through Transform Ageing, we worked closely with hundreds of people to design and launch the best alarm.



**Social
Enterprise**

Remarkable Lives

**We are improving the quality of life,
wellbeing and care for an ageing
population with our product,
Remarkable Lives: a memory-sharing
app and care passport all in one.**

Location

Devon

Website

remarkablelives.co.uk

Twitter

@RemarkableAge

Facebook

/RemarkableLivesUK

Instagram

@remarkablelives

Remarkable Lives is a private social network: a place to celebrate the life stories of older people and change perceptions of our ageing population.

First, we provide the public with a free to use app – a digital scrapbook to help older people tell their life story, saving their memories on an interactive, chronological timeline that's enriched with photos, audio and written stories. It brings families, friends and carers together through private sharing, allowing everyone to contribute their own memories.

Second, working with care staff and community groups we've co-designed a platform that puts these human stories and lived experience together with current needs and preferences at the heart of care. Our Care Dashboard has a range of features to help save organisations time and money by digitizing information and tasks. But most importantly, it provides a way to deliver better care and support by getting to know the whole person.



Renew Personal Training

**Renew Personal Training
specialises in delivering simple,
physical exercises to improve
quality of life and wellbeing
for the community.**

Location
Devon

Website
renewpt.co.uk

Facebook
/renewpersonaltraining

Instagram
@renewpersonaltraining



I can offer more targeted help and support, in surroundings more familiar to them.

Many people in later life lose their mobility through injury or illness. Renew Personal Training provides exercises that can improve their balance, co-ordination, confidence, strength and energy levels; all of which shows them just what they are capable of achieving. Without this, they could quickly lose their independence and ultimately their homes.



**Social
Enterprise**

Rusty Road 2 Recovery

We support people in later life and those living with mental health problems, training them on how to restore classic cars. Participants gain new skills whilst feeling socially connected through a process of learning and self-development.

Location
Somerset

Website
rustyroad2recovery.co.uk

Twitter
@rustyroad2

Facebook
/rustyroad2recovery

Instagram
@rustyroad2recovery



No two people are the same, and there are all sorts of friendships made that would never have happened.

Rusty Road 2 Recovery is a unique social enterprise that keeps people working together in restoring classic cars back to their former glory.

Our aim is to help people live a satisfying and hopeful life, with a sense of achievement through contribution. We work with people in later life who have fallen into isolation, or those with mental health problems, to improve their wellbeing. People benefit from learning new skills and meeting new people; all of which help to improve their mental health. What's more, participants only move on when they are ready to, as opposed to when a project comes to an end. Restored cars are auctioned off and any money that comes back helps to kickstart new projects. We are looking to incorporate intergenerational programmes, too, for people in later life to intermix with young adults.

Photo credit: classicallypress.co.uk



**Social
Enterprise**

Sense Ability Therapy C.I.C.

**We are a physiotherapy
rehabilitation company, providing
the community with specialist
support to improve mobility
and function.**

Location
South Devon

Website
senseabilitytherapy.co.uk

Twitter
@senseability1

Facebook
/@senseabilitytherapy



To champion the right of every individual, regardless of age, to access rehabilitation.

We focus on people in later life and those with long-term conditions to improve their quality of life and social participation. This need has grown exponentially over the last decade with increasing pressures on the NHS and more people being discharged home with significant levels of disability. We support and improve the health, mobility and wellness of the community through education, physiotherapy, exercise classes and innovative technologies.



Social
Enterprise

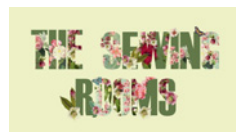
The Sewing Rooms

The Sewing Rooms is an established women-led social enterprise supporting vulnerable people and creating meaningful opportunities for personal and professional development.

Location
Torbay

Website
the-sewing-rooms.co.uk

Twitter
[@SewFabAcademy](https://twitter.com/SewFabAcademy)



The magic happens when they sit and sew – it brings people together.

Our goal is to improve the health and wellbeing of the individuals we work with using a combination of sewing and creative activities, confidence building and skills training.

Our vision is a world in which vulnerable people feel supported and cared for. The Sewing Rooms have developed a theory of change which is focused on the idea that by providing individuals with opportunities for development, we can change the environment in which they live. We use sewing as a mechanism to support the people we work with, moving them from negative emotional states to a positive wellbeing.



Social
Enterprise

Sporting Memories

Sporting Memories helps to provide a welcoming social setting where friendships can develop and flourish, supporting those who live with dementia and depression.

Location
Somerset, Devon, Cornwall, Torbay

Website
Thesmf.co.uk

Twitter
[@SportsMemNet](https://twitter.com/SportsMemNet)

Facebook
[/Sporting Memories Foundation](https://www.facebook.com/SportingMemoriesFoundation)

Instagram
[@thesmf](https://www.instagram.com/thesmf)



We help people to regain their identity and make friends through a common love of sport and to help re-build their confidence and resilience to live happier, more independent lives.

At Sporting Memories, we use the power of sport to engage people in later life living with conditions such as dementia and depression.

For those experiencing loneliness and isolation, weekly reminiscence, social and inclusive physical activities have been designed to instil confidence, help improve mental and physical wellbeing, and build personal resilience.

Once established, clubs use the same common interest in sport to host and take part in multigenerational activities, helping to foster greater feelings of community and connections between generations.



Social
Enterprise

Step in Time

Step in Time is a community dance programme that helps to bring together people in later life who are at risk of having a fall or living in isolation.

Location
Torbay and Somerset

**Our participants tell us
that the social and dance
elements make all the
difference to their
wellbeing.**

Step in Time offers group community dance classes that focus on improving the strength and balance of people in later life, and ultimately building up their confidence and independence.

We offer the social and expressive elements of a range of dance styles within the FaME evidence-based exercise framework for falls prevention. Our classes engage people in creative and social activities, in which their contributions and presence are valued. Our Paignton sessions involve regular progress assessments, tasters and one-to-one introductory sessions.

Tea Dance Club

Tea Dance Club is a socially engaging afternoon club that is focused on addressing inactivity and social isolation in people in later life.

Location
Devon

Website
teadance.club

Facebook
/teadanceclub



**「We have a great time dancing,
and there is afternoon tea with
sandwiches, cakes and a good
old- fashioned chin wag.」**

Tea Dance Club holds weekly meet-ups where people can join in and become connected with the community whilst staying active and healthy.

We are looking to help and support communities in setting up their own tea dance clubs in local halls, and in doing so develop an understanding as to why we become inactive and isolated as we grow older. Supported through volunteer dancers and helpers, we provide a happy sociable occasion that everyone enjoys.



**Social
Enterprise**

Virtue Health

Virtue develops digital therapies for age-related conditions. Its first platform, LookBack, is a Virtual Reality therapeutic platform to improve the mental health and social engagement of older adults and people with dementia.

Location
Devon, Torbay

Website
virtue.io

Twitter
@virtue_io

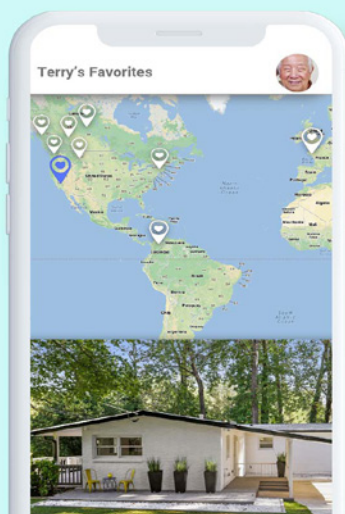
Facebook
/virtue.io



There's often a bias against older people in the assumption that they cannot use or benefit from new technology. We are changing that perception by working closely with our target users and developing solutions with a human-centred approach so our platforms address our users' needs.

LookBack uses VR to virtually transport people to places and experiences of significance to stimulate memories.

Using technology, LookBack brings the benefits of reminiscence to more people in an immersive, accessible, and engaging way. The platform is being tested in the NHS and this approach has shown to be beneficial in helping manage the psychological impact of dementia which can include anxiety, loneliness and stress.



We Are Stories – Digital Storytelling Workshops

**We create a more connected and
compassionate society using the
power of personal stories, with
our exciting Digital Storytelling
Workshops.**

Location
Cornwall

Website
wearestories.org.uk

Twitter
[@wearestoriesuk](https://twitter.com/wearestoriesuk)

The stories that emerge may be a catalyst for change, both for the storyteller and those who hear the story.

Our Digital Storytelling Workshops enable people with communication or cognitive difficulties to find, create and share stories that make them who they are. The final product is a short video clip made up of photos and a spoken narrative that captures something important to the individual. Through this process, people develop a deeper understanding of themselves, and as a result grow in confidence as well as finding connections with others.