The University of Manchester

Healthy Ageing and Technology Innovation Lab

February 2019

Report prepared by:

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Healthy Ageing and Technology Innovation Lab

Thursday 14th February 2019
12.00 – 17.30
Innovation Suite, Core Technology Facility, Grafton Street, Manchester, M13 9WU

The UK Government's Industrial Strategy identifies an 'Ageing Society' as one of the **four grand challenges** and identifies collaboration between academia and business as a key part of helping to combat this challenge. The Business Engagement and Knowledge Exchange team is leading the University's response to this challenge and preparing for the upcoming £98million Healthy Ageing Industrial Strategy Challenge Fund, due to be released in summer 2019.

> *'Innovation in age-related products and services can make a significant difference to UK productivity and individuals' wellbeing, and will find a growing global market. Ageing also presents significant challenges to the economy, including greater caring demands on those of working age and increased health and social care costs. Without action, an ageing population could reduce the size of our workforce and lead to lower productivity.'*
>
> *Innovate UK*

The University of Manchester has developed a mechanism for effective engagement between businesses & academics, and initiated the planning and delivery of a Healthy Ageing and Technology Innovation Lab based on the increased number of funding calls in this area of research, the University's known academic expertise and the UK's Industrial Strategy. This Innovation Lab is co-funded by The University of Manchester, ASPECT (a social sciences platform for entrepreneurship, commercialisation and transformation) and Greater Manchester Combined Authority (GMCA)

Our Innovation Labs initiate co-developed research projects that address a business need, and the main aims of the Healthy Ageing and Technology Innovation Lab was:

- To bring academia and business together in a structured environment to discover opportunities for mutual collaboration in Healthy Ageing and Technology.
- To provide an environment where business are able to bring their particular challenges to a varied academic audience, to facilitate effective knowledge transfer to help meet societal needs collaboratively. Encourage formation of multidisciplinary academic teams to address business challenges.
- To help fund scoping and feasibility research projects related to the Healthy Ageing Industrial Strategy Challenge Fund, so that the University is in the best position to respond to the funding call with existing relationships and possible projects already in place. Or further large scale funding opportunities.
- To help further ascertain the University's academic expertise and interest in this field of research, to understand our ability to respond to an increased number of funding calls in this area.
- Provide an environment to help strengthen existing or new industry relationships, through developing new networks and new relationship strands to discover further.
- Providing an environment for academics to engage with business and build new academic networks outside of their chosen research field or discipline. A particular a career development opportunity for PhD students and Early Career researchers.

What happened on the day?

Business participation

A total of five businesses were invited to the Innovation Lab and bring their business challenge associated to Healthy Ageing and Technology. Businesses attending were **Bupa, Samsung Healthcare, IBM, Unilever** and **Alertacall** (see Appendix A). Businesses were encouraged to bring a business challenge which is associated the Healthy Ageing Industrial Strategy Challenge Fund.

Academic participation

Academics with research expertise and/or interest in the area of Healthy Ageing and Technology attended event, and were paired with businesses according to their academic interest (declared prior to the event) and the most appropriate business challenge. (see Appendix B)

A total of 24 academic researchers attended the Innovation Lab, and there was a good range of academic representation across seven schools and the three faculties of the University, presented in the table below:

Faculty	School	Number of Academics	Total
Faculty of Humanities	School of Social Sciences	5	**11**
	AMBS	6	
Faculty of Science and Engineering	School of Electrical and Electronic Engineering	2	**5**
	School of Materials	1	
	School of Computer Science	2	
Faculty of Biology, Medicine and Health	School of Health Sciences	5	**8**
	School of Biological Sciences	3	

Support and further attendees

The Healthy Ageing and Technology Innovation Lab was supported by the Greater Manchester Ageing Hub and **Greater Manchester Combined Authority**, and **ASPECT**; a social sciences platform for entrepreneurship, commercialisation and transformation, of which The University of Manchester is a partner.

Steven Heales, Head of Innovation and Science Commercialisation represented Greater Manchester Combined Authority (GMCA) and Tim Bryant, Senior Commissioner for Greater Manchester Health and Social Care Partnership (GMHSC), attended the event and was a member of the judging panel for the prepared pitches. GMCA have also pledged funding support in the form of seed-funding.

University representatives from The University of Oxford and Cardiff University attended and observed, as part of the ASPECT partnership and to observe 'best practice' for this form of business engagement event. The University received funding from ASPECT to help fund running costs and seed funding.

Our Innovation Labs follow a facilitated process led by creative consultancy FutureEverything.

FutureEverything has expertise in designing and facilitating sessions, seminars and workshops using a range of creative tools to get participants exploring issues from unexpected angles and developing innovative solutions.

Tools to be applied include elements of FutureEverything's 'Open Prototyping' framework (Hemment, 2015). Drawing on over 20 years' experience of facilitating large scale participation in digital culture, the Open Prototyping framework enables the development of successful collaborative working between teams drawn from different disciplines and background.

Teams will work through a process to define the problem/question → Generate solutions & feasibility matrix → Identify optimal solution → Pitch project idea to expert panel for seed corn funding.

Seed Awards and next steps

By the end of the Innovation Lab, teams are asked to provide a 3 minute pitch to a panel of judges. The judges were:

- **Professor Andrew James** (The University of Manchester)
- Greater Manchester Combined Authority (GMCA) representative – **Tim Bryant, Senior Commissioner Greater Manchester Health and Care**
- **Dr Partha Mandel** (MICRA Management Board Co-Director)
- **Professor Jackie Carter** (Business Engagement Lead, Social Sciences)

Seed-Funding was awarded to the amount of £4,000 to all five teams and participating businesses agreed to match fund this amount.

The funds are awarded to develop an exploratory project working with the industry partner, with a view to developing this relationship and the area of research. The panel agreed that each project was well-designed, timely and a strategically important project, building on existing research, with clear aims and objectives, clear benefits to the external partners and academic team, and the potential for significant impact, representing good value for money. In brief the projects awarded seed funding were:

- Evaluation of the usage and content of a 'Mature Health Check' – **Bupa**

- Preventing slide into frailty following hospital discharge – **Alertacall**

- 'Cinder' – Tinder for Carers, providing a digital platform for carers and users – **IBM**

- Developing an innovation framework on how to keep people engaged beyond the experimental test phase – **Samsung Healthcare UK**

- Feeling good in your skin project – an analysis of psychological and social factors – **Unilever**

The next step is for each team to provide a project plan, to be agreed by the academic Principal Investigator (PI) and the industry partner, to include:

- A clear timeline and budget (to be spent by 31st July 2019).
- Clear pathway to impact for the business and research.
- Demonstration of good academic credibility – what are the research methods?
- A clear statement of future anticipated funding streams.
- Consideration of 'Access to people' – in terms of users and co-investigators.

Outcome

Projects will be monitored on a regular basis by the Business Engagement Team and the panel judges are to be 'critical friends' for the projects. Main emphasis will be on 'what's next'; both in terms of funding opportunities and for the relationship management between the business and the University.

Appendix A – Participating businesses

Bupa are one of the UK's leading healthcare specialists. Bupa's purpose is helping people live longer, healthier, happier lives. Bupa UK has over 22,000 employees supporting customers with their health, care and wellbeing needs, through a range of health and wellbeing services, care services and funding products.

Samsung Healthcare UK is enabling carers and their organisations to work smarter with mobiles and tablets. And Samsung technology is helping UK hospitals do more, be more effective and improve the patient experience.

IBM is a global cloud platform and cognitive solutions company, which has continually evolved over the past century to remain at the forefront of technological innovation. Our capabilities in data and analytics, cloud, mobile, social and security have helped the UK evolve to become one of the world's most digitally advanced nations. IBM are a Strategic Partner for The University of Manchester.

Unilever have been serving the UK for well over a century and our mission is to meet everyday needs for nutrition, home hygiene and personal care with brands that help people feel good, look good and get more out of life. Unilever are a Strategic Partner with The University of Manchester

Founded in 2004, Alertacall specialises in the development of technology to improve daily contact with independent people and drive meaningful outcomes. Alertacall employs team members from all across.