



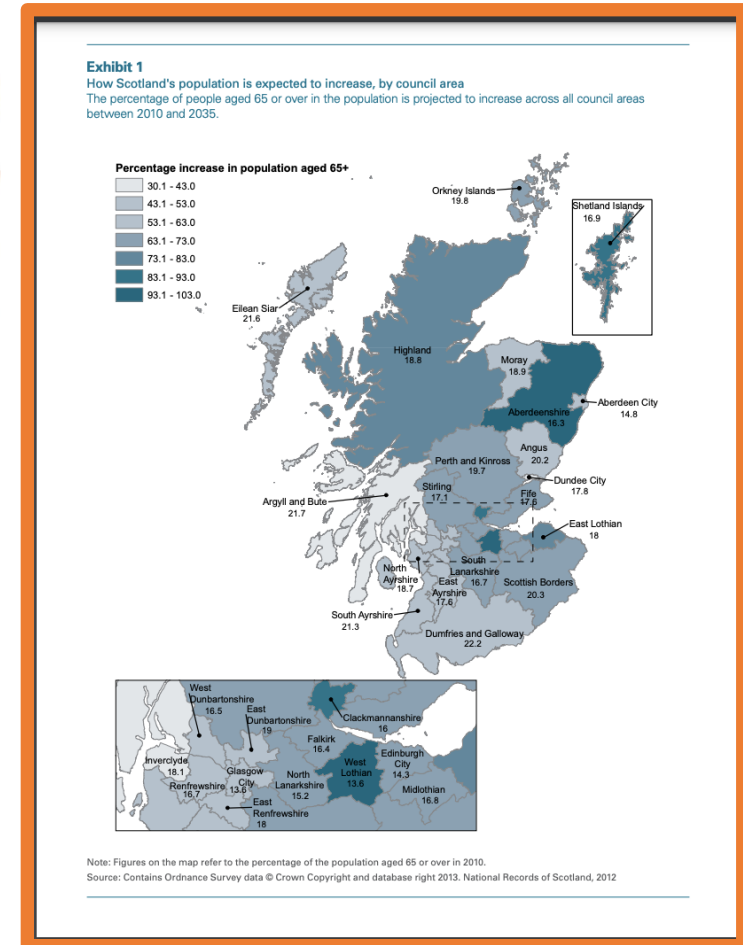
# Personalisation in Action: TAPPI

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Chief Executive



# Bield Housing & Care- Who are we?

## Our services



## Our current customers?

- We have more women (65%) than men (35%)
- The average age 76.1 years
- The average age a tenants moves to Bield is 70.46 Years
- 66% of tenants do not live in one of Scotland's areas of deprivation
- 69.7% think that Bield services and support allow them to live independently
- 64.3% think that Bield services and support improve quality of life



# Ambition & Deliverables

## Vision & Ambition

Bield will be at the forefront of providing digital solutions to enable older people sustain their tenancies and age in place.

We are excited to be moving forward with this funding to add to the body of knowledge in this area and co-produce our future offer with our customers.

## Challenges



Digital literacy in older population



How do we support /engage tenants earlier in their tenancy



Co-produce what people need to improve independence and QOL



Contribute to the wider debate about new models Nationally