



UK Research
and Innovation

Healthy Ageing Challenge

26th March 2025

HousinLin's Annual Conference

Dr Cynthia Bullock

Deputy Director

Innovate UK Healthy Lives


The world around us is changing



Innovate UK
and ESRC



Healthy Ageing Challenge



*People will enjoy **five more years of healthy, independent life** by 2035, whilst narrowing the gap between the experience of the richest and poorest*

Healthy Ageing Challenge Vision

To enable people as they age
to remain active, productive,
independent and socially
connected across generations
for as long as possible





Maintaining
health at work



Sustaining
physical activity



Creating healthy
active places



Design for age-
friendly homes



Living well with
cognitive
impairment



Supporting social
connections



Managing common
complaints of
ageing



Healthy Ageing Challenge

Catalysing a Healthy Ageing Innovation Pipeline

Research

Social, Behavioural and Design Research
with a focus on supporting businesses to improve their impact

From spin out..

Helping entrepreneurial researchers develop spin-outs – particularly from the arts, humanities & social sciences

.. Helping entrepreneurs on their journey..

Attracting private investors, setting challenge prizes and supporting social ventures alongside for-profit enterprises

.. to scale up

Larger 'service integration' collaborations aiming for impact at scale

Community of Practice

Supporting active learning and linking to over 40 UK research centres with an interest in ageing including The National Innovation Centre for Ageing and the DesignAge Institute

Adding Life to Years

£161 MILLION
total investment

£63 MILLION
Co-investment from industry

£98 MILLION
Challenge investment

51
universities
engaged

242 Projects funded

80% of projects
inclusive of lower income
groups

126
SME's funded of which

2,200 Community of
Practice members

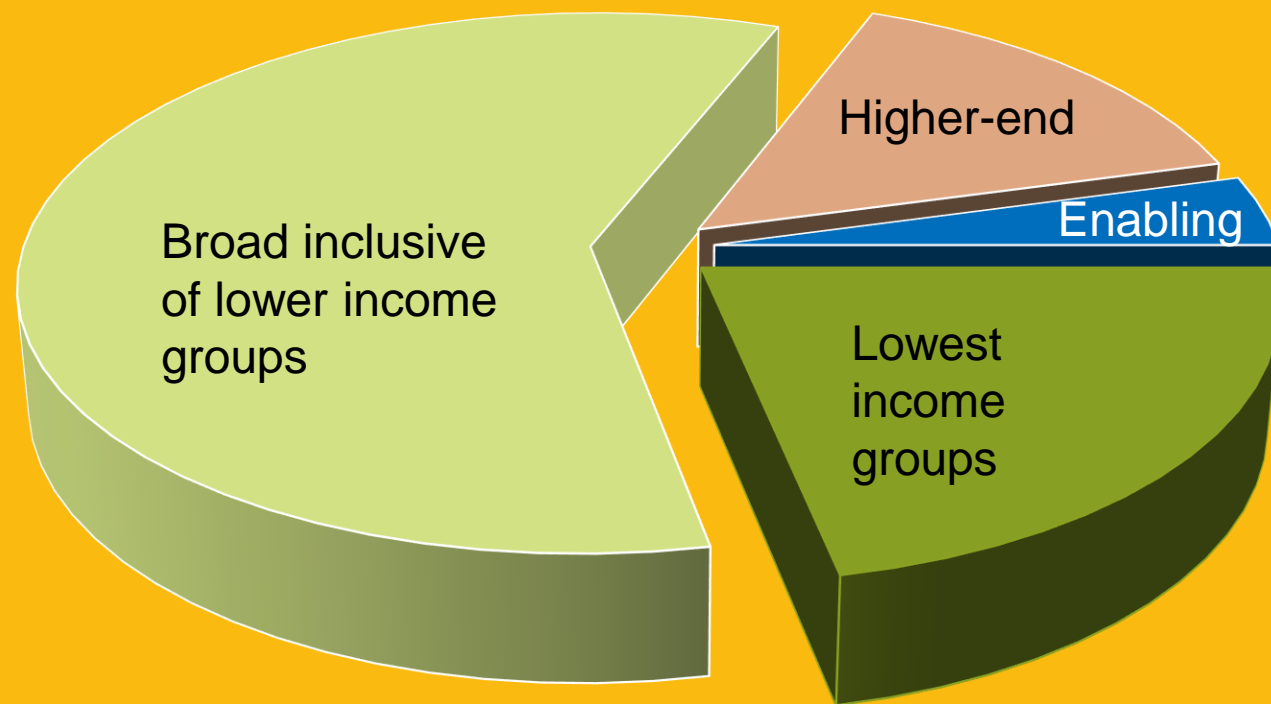
43
Social enterprises



Healthy Ageing Challenge

Social Gradient of Investments

by value of grants







Peoplehood

Co-creating beautiful places for independent living that offer what people need to live healthier and happier for longer



Research - DESCHA

Designing Homes for healthy Cognitive Ageing: co-production for impact and scale



InCommon Foundation

Connecting groups of young people with their older neighbours in retirement




Accenture / Hafod Housing

Home care - Caring for older people with an innovative housing warden approach enabled by tech



E.ON

Delivering home improvements and adaptations as an extension of their energy efficiency services to enable people to remain independent and living in their own homes for longer



*Healthy Lives Programme: Helping people to **live well** throughout the **life-course** in **mind & body***



Innovate UK
and ESRC

Further information

- Healthy Ageing Challenge 'Adding life to Years'
<https://www.ukri.org/wp-content/uploads/2024/04/UKRI-300424-AddingLifeToYears-ImpactReport.pdf>
- Healthy Ageing Challenge 'Our Story So Far'
<https://www.ukri.org/wp-content/uploads/2022/07/UKRI-050722-OurStorySoFarHACImpactReport2022.pdf>
- Community of Practice www.ktn-uk.org/programme/healthy-ageing-community
- UKRI www.ukri.org – search 'Healthy Ageing'





UK Research
and Innovation

Thank You

Healthy Ageing Challenge

