



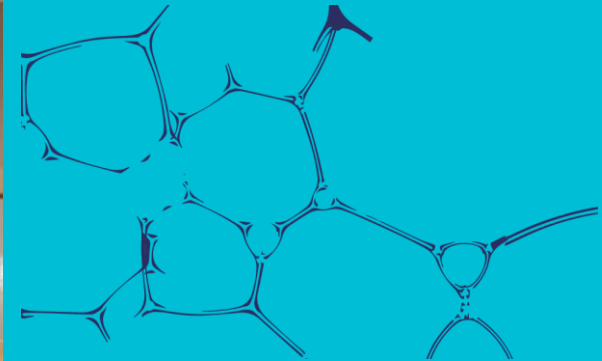
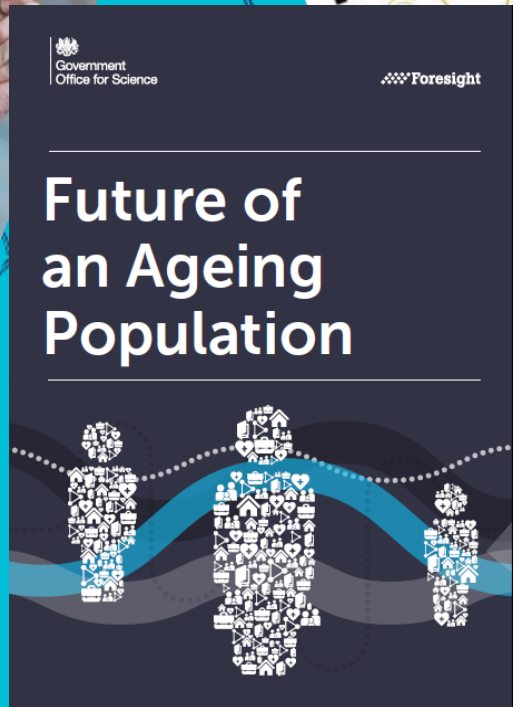
UK Research
and Innovation



Healthy Ageing Challenge

8th February 2024
George MacGinnis
Challenge Director
UKRI Healthy Ageing Challenge

The world around us is changing



Healthy Ageing Challenge

Ageing Society Grand 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

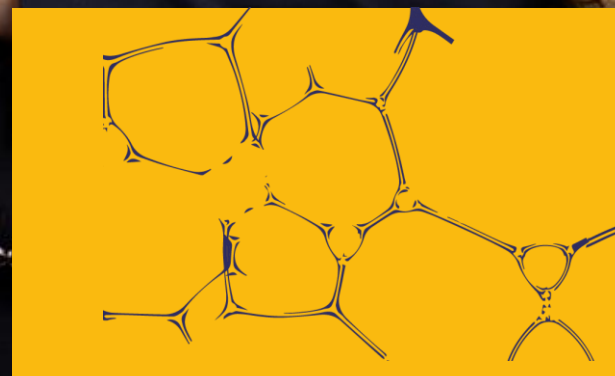
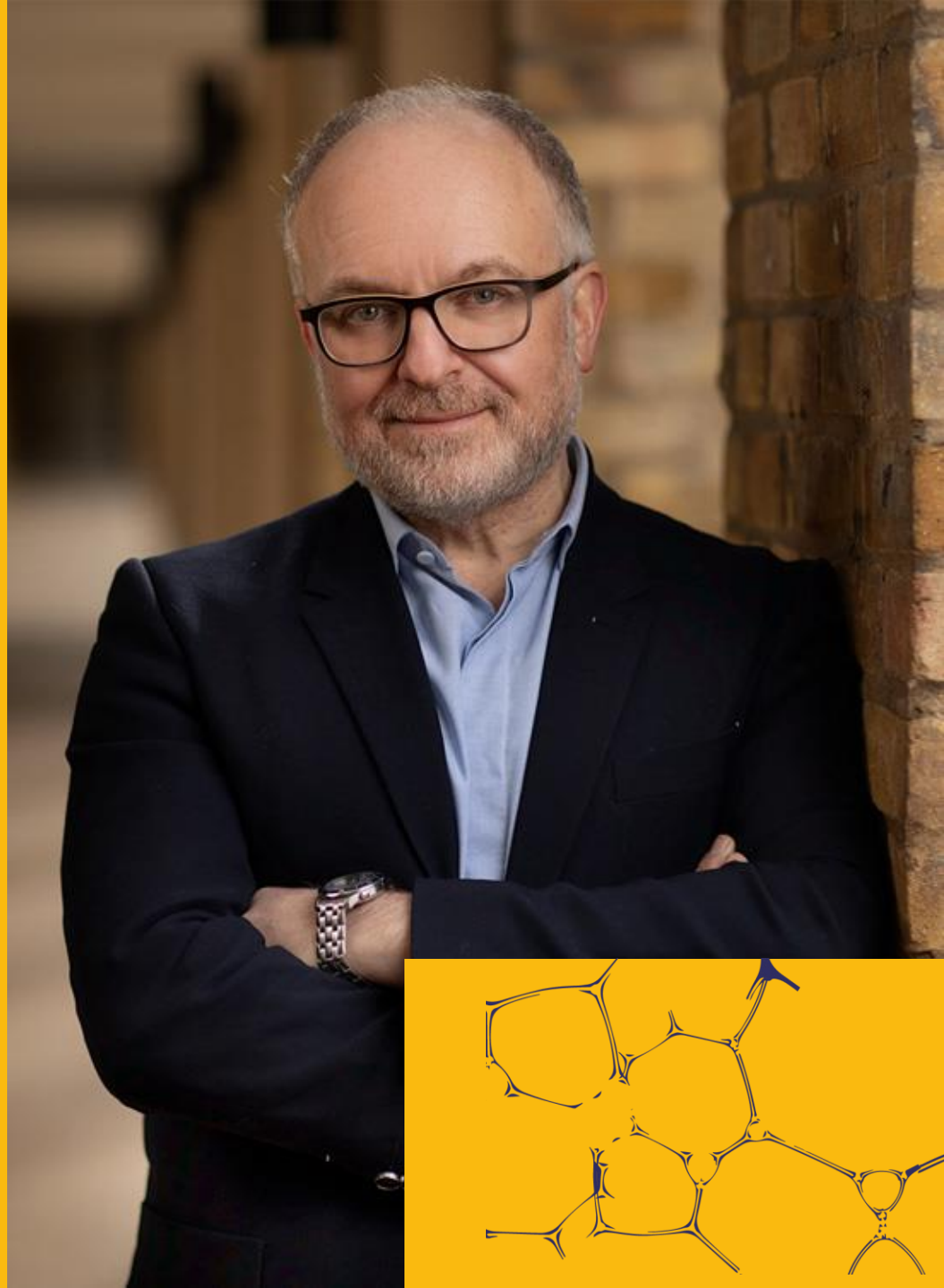


Innovate UK
and ESRC

The Economic Value of Targeting Ageing

“If we could improve how we age so that we live for another year in better health, that is worth, in present value terms, around £5 trillion to the UK economy”

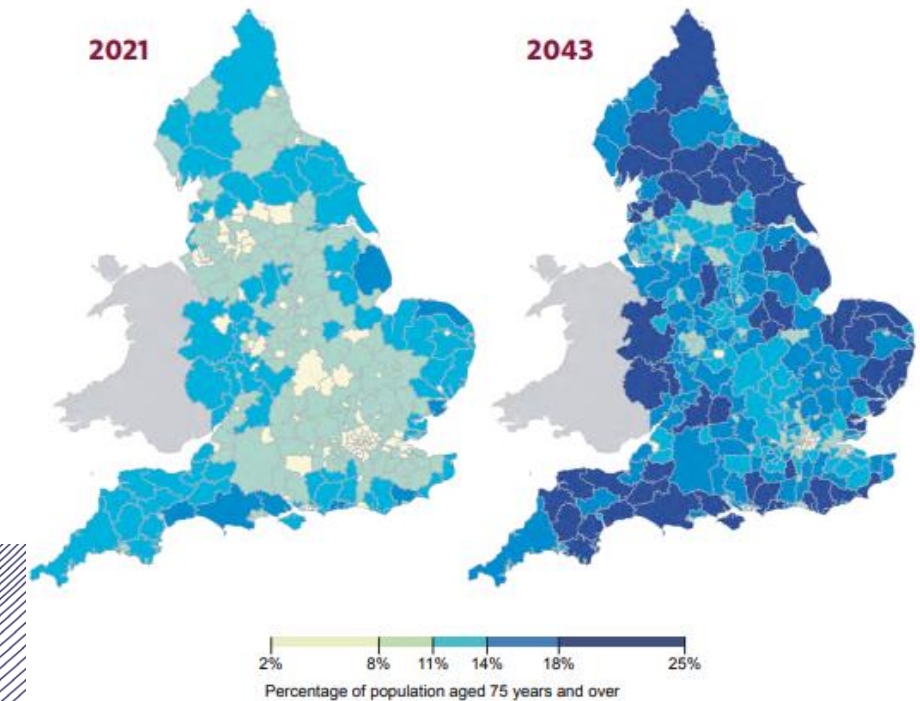
Prof Andrew Scott



Key Messages

- Improving quality of life rather than longevity
- Ill health and disability is not inevitable
- Peripheral areas are where the increase in need will be seen

Chief Medical Officer's Annual Report 2023 Health in an Ageing Society



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



Managing common complaints of ageing



Supporting social connections



Healthy Ageing Challenge



Innovate UK and ESRC

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

Our story so far

£98 MILLION

total Challenge investment

240 PROJECTS

funded from 1000+ applications

1st

integrated programme
to focus research from social
science on business impact

£43m

co-investments
from industry

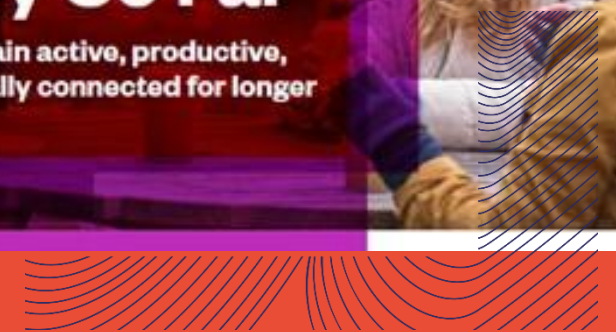
48

universities
engaged

7

investor partners

Including a first with charities











Further information

- Healthy Ageing Challenge ‘Our Story So Far’
<https://www.ukri.org/wp-content/uploads/2022/07/UKRI-050722-OurStorySoFarHACImpactReport2022.pdf>
- Our story so far video: [\(1429\) Healthy Ageing Challenge 2022 - YouTube](#)
- UKRI www.ukri.org – search ‘Healthy Ageing’
- Community of Practice www.ktn-uk.org/programme/healthy-ageing-community
- www.linkedin.com/groups/12471695/



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Thank You

Healthy Ageing Challenge

