

1. Introduction

Background

The Healthy Ageing Challenge Fund is a £98M investment to stimulate economic growth in the UK by enabling business-led consortia to develop large-scale markets for products and services which maintain people's independence as they age and delay transition into higher levels of care. The Healthy Ageing Challenge supports the government's Ageing Society Grand Challenge mission for people to enjoy five more years of healthy, independent living by 2035 while narrowing the gap between the experience of the richest and the poorest.

The scope of the Challenge is broad and offers opportunities for a wide range of industries and established sectors. It encompasses, but is not limited to, seven themes which offer the greatest opportunities to tackle market failures and stimulate innovation: sustaining physical activity; maintaining health at work; designing for age-friendly homes; managing common complaints of ageing; living well with cognitive impairment; supporting social connections; and creating healthy and active places.

The themes draw on the [Healthy Ageing Challenge Framework](#) developed by the Centre for Ageing Better* which is intended to stimulate ideas and provide thinking points for the Challenge. The Framework is evidence-based and explores the current innovation landscape as well as providing inspiration for potential innovation opportunities. The Framework has received input from a range of stakeholders - developed in collaboration with UK Research and Innovation (UKRI) - and is not formal submission guidance.

The main focus of the Challenge is on taking to scale combinations of near to market innovations that address the opportunities offered by growing global populations of older people. It is envisaged that one part of this will be an opportunity for organisations who are able to integrate a range of existing products and services to provide solutions that support healthy independent living. The intention is to develop offerings that are complementary to formal health and care services and it is not envisaged that the Challenge would fund clinical research.

** The Centre for Ageing Better is an independent charitable foundation working for a society where everyone enjoys later life. We are a What Works Centre, working to promote evidence-based policy and practice in the field of ageing.*

Purpose of the survey

UKRI is now seeking input from potential bidders to inform the development of a portfolio of competitions that will deliver the Healthy Ageing Challenge. Through a series of engagements in 2018 our Challenge team is aware of significant interest in participation, with a number of potential consortia coming together. Some of the feedback has helped us to understand that the scale and scope of potential consortia proposals covers a broader range of initiatives than would be supported through three or four large 'Healthy Ageing Demonstrators' (as originally proposed). This request for information is to understand the current level of interest in the Challenge. The responses will be used to shape the design of the programme and a portfolio of competitions. We would like to hear from both established consortia and new partnerships, as well as those who have not already formed into consortia but would bring skills and expertise that could support the goals of the Challenge.

Our intention is to launch competitions later in 2019, informed by insight gained through this exercise. It is envisaged that bids to subsequent competitions will be industry-led, incorporate a wide range of partners and have a clear vision for how services will be

sustained. This survey will also help us to understand the time needed for successful delivery. The working assumption is that the funding will be available for projects taking up to 3 years to complete from the date the competitions are launched, and we are open to suggestions as to whether this time frame is appropriate.

The deadline for completion of this survey is 27 March 2019 at 16:00.

If you have any questions about completing the survey, please contact the Programme Team at healthyageing@innovateuk.ukri.org

Please note, we have enabled the 'save and continue' function in this survey so that respondents may open a submission to review the questions and then return to it later to complete them.

Your responses

The information that you provide on this form will only be used for the specific aims of this survey as stated above. Your information will not be used/shared for any other purpose without your specific consent. The information we are collecting in this survey may include commercially sensitive and confidential information. Although this information is not subject to the Data Protection Act or the General Data Protection Regulation (EU) 2016/679 (GDPR), we will treat it appropriately. The information will be viewed by UKRI staff and those who are developing the competitions under the Industrial Strategy Challenge Fund (ISCF) Healthy Ageing Challenge. UKRI reserves the right to publish and share anonymised aggregated information with stakeholders.

UKRI GDPR statement

UK Research and Innovation (UKRI) complies with the General Data Protection Regulation (EU) 2016/679 (GDPR). We process and handle personal information according to these regulations. The personal information that you provide on this form will only be used for the processing of your application or for the specific aims of this survey as stated. The information will be viewed by UKRI staff and those who are part of the decision-making process. Your information will not be used/shared for any other purpose without your specific consent. UKRI reserves the right to publish and share anonymised aggregated information with stakeholders. For further information on how your personal data is used, how we maintain the security of your information, and your rights to access the information we hold about you, please contact UKRI Data Protection: dataprotection@ukri.org

The UK Research and Innovation privacy notice can be found here: <https://www.ukri.org/privacy-notice/>

1. I confirm that I have read the information provided about the purpose of the survey and how UKRI will use and look after the information I provide. *

Please select to confirm

2. Respondent details

Please note, we request that only one survey is submitted per consortium/partnership and that it is submitted by the lead partner. If you are responding as a sole interested party, this does not apply to you.

2. Respondent details: *

Name: *

Organisation: *

Email address: *

3. Into which of the following categories does your organisation fall? Please respond from the perspective of your organisation even if responding on behalf of a consortium/partnership. If you are a Public Limited Company (PLC), Private Limited Company (LTD), Community Interest Company (CIC) etc., please use the response options that indicate the size of the company. Other organisations should use the range of categories as appropriate. *

- Large company (>250 staff)
- Medium-sized company (<250 staff)
- Small company (<50 staff)
- Micro company (<10 staff)
- Social Enterprise
- Academic
- Third sector / NGOs
- Central Government / Local Government / Arms length bodies
- NHS / Primary Care
- Other

4. To help with the development of the programme approach, the ISCF Healthy Ageing Challenge Programme Team may wish to speak to respondents to clarify their answers and to request additional information. Do you give your consent to be contacted for this purpose using the email address given above? *

Yes

No

5. Do you give your consent for us to send you details of the competitions when we launch them, using the email address given above? *

Yes

No

6. Are you responding on behalf of a consortium/partnership or as a sole interested party? For this survey we welcome responses from any interested parties. Responses will inform the eligibility criteria to be applied to competitions under the Challenge. *

- On behalf of a consortium/partnership
- As a sole interested party

7. If you are responding on behalf of a consortium/partnership, are you: *

- Responding as the lead of the consortium/partnership
- Responding as a prime contractor (may or may not have subcontracts)
- Not applicable (I am responding as a sole interested party)

8. If you are responding as a sole interested party, would you need to find new partners in order to be able to complete your proposed work? *

- Not applicable (I am responding on behalf of a consortium/partnership)
- No, we would not need to find new partners
- Yes, we would need to find (please list types of partners required):

3. Proposal details

9. What is the nature of your proposal? (Please tick all that apply.) *

- Proof of concept
- Early-stage collaborative research and development
- Late-stage collaborative research and development
- Service innovation utilising existing products
- Broad innovation ecosystem - place-based
- Broad innovation ecosystem - distributed
- Other (please specify):

10. The Healthy Ageing Challenge Framework identifies seven themes which offer the greatest opportunities to tackle market failures and stimulate innovation. Which, if any, of these seven themes does your proposal aim to impact? (Please tick all that apply.) *

- Sustaining physical activity
- Maintaining health at work
- Designing for age-friendly homes
- Managing common complaints of ageing
- Living well with cognitive impairment
- Supporting social connections
- Creating healthy and active places
- None of these / not yet identified (please expand as appropriate):

11. Which of the seven themes, if any, is the main focus for impact? *

- Sustaining physical activity
- Maintaining health at work
- Designing for age-friendly homes
- Managing common complaints of ageing
- Living well with cognitive impairment
- Supporting social connections
- Creating healthy and active places
- None of these seven themes

12. Briefly outline the objectives and scope of your proposal (4000 characters maximum, including spaces). This outline should include: the aims and objectives of the proposed work; which, if any, of the seven themes of the Healthy Ageing Challenge Framework the proposal relates to and in what way; the degree of innovation; the intended impact, including who will benefit from the proposed work and how they will access the products/services; and how the undertaking will be sustained. Please write in plain English that can be understood by a non-expert reader. Please note, you will be given space later in the survey to outline the partners involved and their contributions. *

13. Please briefly list the particular consumer market(s) you intend to target with the proposed work. *

14. Which of the following populations do you intend to impact? (Please tick all that apply.) *

- Urban
- Rural or remote
- Not yet known

15. Is your proposal likely to generate outcomes relevant to developing global markets? *

- Yes
- No
- Not yet known

16. What is the expected number of 'end users' that will have been accessed by the end of the project? (By 'end users' we mean the people who are expected to be the recipients of the products and/or services your proposal may produce.) *

- < 100
- 100 – 499
- 500 – 999
- 1000 – 3000
- > 3000
- Not yet known

17. If you will need to secure ethical approval to conduct the proposed work, please briefly summarise the status of applications to relevant competent authorities. If you believe this question does not apply to you, please type 'N/A'.

4. Delivery partners

18. On the next page we have some additional questions about potential partners for those who are responding on behalf of a consortium/partnership. So that we can direct you to the appropriate next page, please reconfirm whether you are responding on behalf of a consortium/partnership or as a sole interested party. *

- On behalf of a consortium/partnership
- As a sole interested party

5. Delivery partner details

19. Please indicate how many of the other partners from your consortium/partnership (excluding the lead partner) fall into each of the following categories (if none, please enter 0). If a partner is a Public Limited Company (PLC), Private Limited Company (LTD), Community Interest Company (CIC) etc., please use the response options that indicate the size of the company. Other partner organisations should be accounted for using the range of categories as appropriate. Each partner should only be accounted for under one category. *

Large company (>250 staff)	<input type="text"/>	*
Medium-sized company (<250 staff)	<input type="text"/>	*
Small company (<50 staff)	<input type="text"/>	*
Micro company (<10 staff)	<input type="text"/>	*
Social enterprise	<input type="text"/>	*
Academic	<input type="text"/>	*
Third sector / NGOs	<input type="text"/>	*
Central government / Local government / Arms-length bodies	<input type="text"/>	*
NHS / Primary Care	<input type="text"/>	*
Other	<input type="text"/>	*

20. Please indicate the nature of your current partnership agreement. *

- Informal agreement
- Non-Disclosure Agreement
- Memorandum of Understanding
- Letter of Collaboration
- Established sub-contract (respondent as prime contractor)
- Joint venture (separate legal entity)
- Other (please specify):

21. Please indicate the status of your current partnership agreement, as outlined above. If there is no option that exactly describes the status of your agreement, please select the nearest appropriate option. *

- None of the partners are yet signed up to the partnership agreement
- A minority of the partners are signed up to the partnership agreement
- A majority of the partners are signed up to the partnership agreement
- All of the partners are signed up to the partnership agreement

22. We would like to know more about the partners in your consortium/partnership. Please list the partners in order of the size of their contribution and give a brief (maximum 2 lines) description of each partners' role/contribution to the proposal. *

23. Would you need to find additional partners, beyond those detailed above, in order to be able to complete your proposed work? *

No

Yes, we would need to find (please list types of partners required):

6. Financial details

24. What is the total level of funding you will need to raise in order to make the proposed work viable (including in-kind contributions)? Please give your best current estimate. *

- £0.01m - £0.1m
- £0.1m - £0.5m
- £0.5m - £2.5m
- £2.5m - £7.5m
- £7.5m - £15.0m
- Not yet known

25. What proportion of this funding do you intend to seek from public funds? (By public funds we mean all public sources including, but not limited to, the ISCF Healthy Ageing Challenge.) Please give your best current estimate. *

- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100%
- Not yet known

26. How do you plan to raise the remaining funds? If the answer is not yet known, please state this. If this question does not apply to you, please type 'N/A'. *

27. Have you secured a commitment to provide the remaining funds (e.g., through partner co-funding, loans, venture capital, mixed sources including venture capital)? *

Not applicable

No, not yet

Yes (please specify source(s) and approximate %):

28. What is the status of your business case? *

- Concept only
- Approved in principle to enable bidding
- In draft
- Fully endorsed

• 7. Alternatives

We want to understand how the design of the Challenge may be altered to achieve a greater impact – in particular, whether projects of a different scale, scope or duration to that which was originally envisaged for the 'Healthy Ageing Demonstrators' would make participation more attractive to industry partners able to offer match funding and take services to scale. We expect that responses to this survey may provide evidence to support the definition of a broader range of competitions within an overall Challenge portfolio.

Accordingly, below we ask a number of questions about possible alternatives to the 'Healthy Ageing Demonstrators'. We recognise that some organisations have already optimised their proposals and responded accordingly in earlier questions. If this applies to you, please type 'no changes proposed' for each of the questions.

29. If the design of the Challenge was altered (i.e., it included projects of a different scale, scope or duration to that which was originally envisaged for the 'Healthy Ageing Demonstrators') what alternative design of project would you wish to propose? *

30. How would the alternative design of your project change your proposed partnerships (compared to that which you outlined previously)? *

31. How would the alternative design of your project change the impact you plan to achieve (compared to that which you outlined previously)? *

32. What is the minimum level of funding you would consider viable for the alternative design of your project? Please give your best current estimate. *

▼

- £0.01m - £0.1m
- £0.1m - £0.5m
- £0.5m - £2.5m
- £2.5m - £7.5m
- £7.5m - £15.0m
- Not yet known

33. Are there other ways that the Challenge Fund could overcome barriers in bringing healthy ageing products and services to market? *

8. Comments

34. If you have any further information that you wish to share with the ISCF Healthy Ageing Challenge Programme Team, please do so using the text box below. Please note that the Programme Team will be unable to respond to questions/comments made in this section of the survey. Contact details for the Programme Team are provided on the subsequent page.