



Healthy Ageing Challenge
Social, Behavioural and
Design Research

Healthy Ageing Challenge

Ageing and Place: Pandemic Recovery and Action on Climate
CHange

(APPROACH)

Call

Healthy Ageing Challenge APPROACH Call

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1. Background

The Healthy Ageing Challenge, enables businesses, including social enterprises, to design, and develop products, services, systems and business models that will be adopted at scale in order to support people as they age. The aim is to allow people to remain active, productive, independent and socially connected across generations for longer. A portfolio of activities is being delivered under the Healthy Ageing Challenge, with academic research playing a crucial role in understanding the key issues facing, and opportunities offered by, an ageing population, and the ways in which innovative ideas, products, services and systems can support healthy ageing.

Priority areas identified under the Healthy Ageing Challenge are:

- Sustaining physical activity
- Maintaining health at work
- Design for age-friendly homes
- Creating healthy active places
- Supporting social connections
- Living well with cognitive impairment
- Managing common complaints of ageing

The **Social, Behavioural and Design Research Programme** (SBD RP, www.ageing-sbd rp.co.uk), as part of the Healthy Ageing Challenge, comprises 7 interdisciplinary academic-led teams, working in partnership with a range of stakeholders, to develop the research base and understanding of the needs of the ageing population, informing innovators and influencing market behaviours. The projects address: healthy ageing at work; art and technology to support healthy ageing; connectivity and digital design for promoting health and wellbeing across generations, places and spaces; designing homes for healthy cognitive ageing through co-production and scale; innovations in the visitor economy of the natural environment to extend active life for people with cognitive impairment; healthier working lives and ageing for residential care workers and exploring how where we live affects dementia and brain health as we get older.

We are now focusing on gaps in the SBD RP portfolio and have identified two areas related to Ageing and Place which we are particularly interested in seeing addressed: Pandemic Recovery: Creating sustainable and resilient neighbourhoods/communities and Healthy Ageing and Climate Change.

2. The call specification

The Social, Behavioural and Design Research Programme (SBD RP) as part of the Healthy Ageing Challenge (HAC) is inviting proposals for research grants. Researchers can apply for up to £125k (100% full economic cost (fEC)) of which we will pay £100k (80% fEC) for a period of 12 months.

Research areas:

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Pandemic Recovery:

Creating sustainable and resilient neighbourhoods/ communities to enhance – age and place

We particularly encourage projects under this theme to focus on one or more of the following place-based issues:

- The retail sector in pandemic recovery (for example, how changes in the retail landscape have impacted on older people; how and what can older people contribute to retail environments; how do we design sustainable retail environments for healthy ageing?)
- Raising awareness, driving change and delivering impact in the sectors engaged in town centre placemaking (for example, retail, transport, planning, design) around healthy ageing
- Ageing in rural, seaside and remote areas (for example, what solutions can be adopted to enable people to live well in later life)

Healthy Ageing and Climate Change

We particularly encourage projects under this research area to focus on one or more of the following place-based issues related to climate change:

- Effects of climate change on environments of ageing and wellbeing of older people and of the places where they live (e.g., working across disciplines and sectors to look at the impact of a rise in sea levels on coastal areas populated by older people or the greater frequency of floods for those living on inland waterways)
- Older people as agents of change in actions for the climate – such as contribution to, and behaviour towards climate change including mitigations (e.g., patterns of behaviour to reduce carbon emissions)
- Mitigating actions through design for ageing (e.g., how products and service design can mitigate the impact of climate related threats on older people and accommodate ambitions to net zero)
- Intergenerational attitudes to climate change (e.g., solidarity between generations, ambivalence and conflict)

Projects should show an understanding of, and engagement with, how social, behavioural and design aspects of healthy ageing affect individuals and communities in very different ways. This could include, but is not limited to, individual diversity in terms of age, class, disability, ethnicity and gender; and community diversity in terms of community resources to address these issues (e.g. average income, age distribution, main industries). We want projects to take an intersectional approach, accounting for the set of factors which affect later life outcomes and community capacities to foster healthy ageing.

The rapid response projects in both of these themes require that successful projects address meaningful engagement with older people; work with business; work across disciplines to meet the aims of the project, include a compelling and well-designed impact, knowledge exchange and communication strategy and demonstrate how the project will contribute to the aims of the SBDRP.

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Due to time constraints projects will not need to bring in business at this stage but will need to identify potential business links at application stage; the SBDRP Research Director (Prof. Judith Phillips) will work with projects to identify suitable business links with the successful projects.

We will support projects that run for a 12-month duration, which meet new research or innovation with a clear impact pathway that has the potential (within the period of the grant) to deliver a significant contribution to the understanding of, and response to, environments of ageing as we recover from the pandemic. Although public engagement can be part of a project it cannot be the sole activity.

Each project will automatically be a member of the HAC Community of Practice and will liaise with other SBDRP projects.

3. Eligibility: Who should apply?

Proposals will be accepted from anyone who is normally eligible to apply for ESRC funding. We are keen to receive proposals from researchers spanning the academic career spectrum. We are particularly interested in applications where this is the first opportunity as Principal Investigator.

We will be looking for evidence of a strong commitment to support the development of researchers at early stages of their career and where capacity-building and increased opportunities for professional development are an integral part of the project. Examples of building capacity include:

- Support and mentoring for all members of the team
- Building networks within and beyond academia

Please note, due to the length of funding available, we do not expect to fund associated studentships.

An individual as Principal Investigator can lead on only one bid at any one time. You may support others as a co-investigator, if you have the capacity to do so without detriment to the project you lead. Joint applications are permitted. You may be asked to become part of wider consortia or join with already existing efforts under the SBDRP. Please note this call is specifically for proposals that will deliver within 12 months.

Applications previously submitted to the Healthy Ageing Challenge SBDRP earlier calls and the ESRC's Inclusive Ageing call cannot be resubmitted to this SBDRP open call.

4. How much funding is available?

Grants will be awarded at 80% of the fEC for research council funding. Individual awards will be funded up to £100k (80% fEC, £125k at 100% fEC). In line with other projects in the SBDRP, APPROACH projects will report quarterly to ESRC and the Research Director. The funding for the call will be run through the University of Stirling.

5. Key dates

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Competition pre-announcement:	April 15 th 2022
Opening date:	May 9 th 2022
Closing date:	5pm on June 13 th 2022
Panel date:	July 5 th 2022
Decisions announced:	mid-July 2022
Latest start date:	October 1st 2022
Latest end date:	12 months after start date or September 30th 2023, whichever is sooner

The start date of this Grant is expected to be no later than four weeks of the award notification email date, therefore awards are likely to have a fixed latest start date applied.

As this is a rapid response project, grant extensions will not be considered.

We reserve the right to ask projects to become part of wider consortia or join with already existing efforts.

6. How to apply

6.1 Download the Application Pack

Download the application pack from our website www.ageing-sbdrp.co.uk/how-to-apply. The Application Pack includes the following:

- HAC SBDRP APPROACH Application Form
- HAC SBDRP APPROACH Call Specification
- ESRC Research Funding Guide
- EDI Monitoring Form

6.2 Read all guidance and fill in application clearly and thoroughly

Guidance on how the Healthy Ageing Challenge, APPROACH Call is contained within this Call Specification document and on our website www.ageing-sbdrp.co.uk/rapid-response-call including Frequently Asked Questions that are updated frequently www.ageing-sbdrp.co.uk/FAQs.

If you have any questions that are not answered via the Call Specification, our website or FAQs, then please email us on sbdrpenquiries@stir.ac.uk and we will get back to you shortly.

6.3. Complete the application checklist

Application Checklist

Your application will consist of the following documents saved as .pdfs:

Document	Done?
Application Form saved as .pdf and attached to email?	✓

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CVs (as requested)	✓
Project timeline e.g. Gantt Chart or logic model (if used)	✓
EDI saved as .pdf and attached to email?	✓

6.4 Submit your application by email to sbdrpsubmissions@stir.ac.uk

Check that you have included all documents highlighted in the Checklist (see 6.3) and then email this to sbdrpsubmissions@stir.ac.uk before 5pm on June 13th 2022.

7. How will we assess your proposal?

Applications will be assessed by expert review and will be considered by a subject-focused panel.

Decisions will be communicated as soon as possible thereafter. Where applicants are invited to provide a response to the expert review comments on their proposal this must be submitted within five working days and should follow standard ESRC guidelines.

- Originality and potential contribution to knowledge
 - Are the **research questions** important, novel, timely and likely to lead to significant new understanding?
 - Does the proposal address healthy ageing across or within suitable **environments of ageing** to meet the project aims? Does the proposal demonstrate an understanding of the influence of social structures and how social, behavioural and design aspects of healthy ageing affect individuals and communities in very different ways, taking on board where appropriate the impact of climate change?
 - Does the research address either **COVID-19 Pandemic Recovery** and/or **Climate Change** in the context of ageing? (See Section 3)
 - Does the proposal address the development of healthy ageing for **diverse individuals and communities**?
 - Does the proposal include appropriate **expertise** for undertaking the research?
 - Does the proposal demonstrate **strong leadership** and plans for cross-team working?
- Research design and methods
 - Is it **clear** what the proposal is seeking to achieve, and does it provide a realistic scheme of work to do so within the funded period?
 - Are the proposed **methods** suitable to the aims and objectives of the research? Are they clearly defined, rigorous and feasible?
 - Does the proposal encompass the appropriate and relevant **combination of expertise** needed to address the proposed research question?
- Value for money
 - Does the proposal represent **value for money**?
- Outputs, dissemination and impact
 - Does the proposal include a compelling and well-designed **knowledge exchange, impact and communication** strategy?

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- Does the proposal include appropriate **expertise** for undertaking the stakeholder engagement, knowledge exchange, communications, project management and reporting?
- Does the proposal include a realistic and meaningful plan to **engage with older people** from a range of backgrounds throughout the life of the project?
- Does the proposal include a realistic and meaningful plan to **engage with business** and the innovation sector, including social enterprises, throughout the life of the project?
- Does the proposal demonstrate a robust plan for **capacity building**, including, but not limited to, the development of early career academics and the building and maintaining networks within and beyond academia?
- Fit with the Healthy Ageing Challenge (scheme specific)
 - Does the proposal **fit** with the Healthy Ageing Challenge themes (listed in the background section of the call specification)?

8. Terms and Conditions

This call is being conducted by the University of Stirling, as part of the Social Behavioural & Design Research Programme. This call is subject to [ESRC Terms and Conditions](#) and [additional Terms and Conditions](#).

9. Further Information

Please refer to our website www.ageing-sbdrp.co.uk and FAQs www.ageing-sbdrp.co.uk/FAQs for further information.

10. Contacts

If you have any questions or would like further information that is not available on this call specification or on our website, then please contact us on sbdrpenquiries@stir.ac.uk.