



Healthy Ageing Challenge
Social, Behavioural and
Design Research

UNIVERSITY of
STIRLING



Impact Report

Staying Active

Social Behavioural and Design Research Programme

Staying Active

ENLIVEN

The ENLIVEN project partnered with businesses to help them develop and implement innovations in their businesses. This work was implemented during the term of the research award and will have ongoing impact on the services they provide to older people and carers. The businesses they supported include:

Beamish Museum

This project involved a 10-week photography course celebrating the connection between nature and art, culminating in an exhibition of participants' work which is now permanently on display at the museum.

Kew Gardens

The project used reminiscence as a tool to engage people with dementia from diverse backgrounds with plants and nature, connecting people with experiences from their past through the international plant collections. The project was co-developed with an African-Caribbean community group of people with dementia through an initial series of consultations and art workshops.



National Coal Mining Museum

A series of co-production sessions provided fruitful ideas about developing the museum's nature trail and making it more accessible. An artist and the local Wakefield dementia group planted trees to form an accessible woodland area within the museum grounds and developed a banner in the 'Unfurlings' series of banners for hope and change (theunfurlings.org.uk) portraying the importance and value of nature for people with dementia

Seaton Tramway

Seaton Tramway provided a series of nature-themed events in partnership with the East Devon Wetlands Rangers team. Events included watercolour painting, bird watching, photography and well-being activities.

Watch the video
**ENLIVEN working with
Seaton Tramway**



Strawberry Hill House and Garden

The work at Strawberry Hill House and Garden focused on making the 'Feel Good Garden' more inclusive and co-creating a sensory trail through the gardens. As part of the project the Strawberry Hill team co-created a map of the trail, redeveloped their website, and made a film to serve as an access guide.

Tower of London (Historic Royal Palaces)

The Tower team co-developed a nature, storytelling and memory box event focused on the recently rewilded moat area and ran this for three dementia groups. This was very well-received, with the visits managed successfully in this most challenging of sites.

GOALD

GOALD has provided evidence of the commercial and wider societal benefits to be gained from partnership working between businesses and academia. Businesses without the skills and resources to do so themselves have been able to leverage academic expertise and experience in accessing groups of older people, working with diverse populations, and analysing data from user-engaged co-production to improve their digital products. All these factors contribute to enhance the chances of sustained commercial success. Policymakers need to create and maintain the funding environment in which successful partnerships such as those established during GOALD can thrive.

GOALD has illuminated some of the wider challenges to successful development of digital resources to support older people's health and well-being, including lack of access and opportunities for digital education. Policymakers must continue to work towards reducing digital inequality and increasing digital literacy across all of society.

Examples drawn from sports-based reminiscence highlight the need for suitable community-based venues and support in using digital resources. Policymakers must recognise the importance of people and place in fully delivering digital benefits and invest in the community locations and organisations that facilitate the use of digital resources.

GOALD has used the findings from co-production activities based around specific digital resources to produce 'toolkits' that can guide the designers and developers of future generations of digital products and services targeting ageing populations. These toolkits highlight potential issues to be addressed, but also provide valuable insight into the diversity of these populations in terms of their ability and desire to engage with new digital resources. They help to bridge the potential generational gap between designers and end-users and to break down ageist stereotypes of later life.

Watch the video
Project case study:
GOALD





Connecting Through Culture as we Age

Tabletop Travel: immersive dining experiences to improve wellbeing and nutrition for older adults

Connecting through Culture as we Age explored how and why people take part in arts and culture as they get older. The project was interested in how participation in all forms of arts and culture, particularly those accessed digitally, can influence wellbeing and feelings of social connection as we age.

Tabletop Travel emerged from the Connecting Through Culture as We Age project through a process of co-design with older adults. A prototype has been built which pairs a meal kit with food stories from India through a technology-enhanced meal box containing visual, audio, and tactile interactions. With funding from the Catalyst Award they will further develop the concept, iterate the prototype, and develop a scalable framework for delivery within existing care services.

Tabletop Travels aims to improve both the wellbeing and nutrition for older adults who are housebound or living in care settings. Tabletop Travels is an immersive dining experience focusing on diverse food cultures and places. It aims to both stimulate storytelling and widen the experiential possibilities for those with limited access to other cultures.



Jeanne Ellin
Concept originator

Watch the **Tabletop Travels** case study





Learn more about the Social Behavioural and Design Research Programme and the projects we funded by visiting our webpage:

ageing-sbdrp.co.uk

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UKRI Healthy Ageing Challenge



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