

# Care Innovation Challenge

- A structured platform enabling entrepreneurs, innovators, care workers and those receiving care and support services, alongside experts from multiple industries that provide products and services to the sector, to come together to create sustainable solutions to key challenges facing care provision.



# Aims

- Three month programme
- Challenge Weekend
  - Kick-off event
- Five innovations selected to go forward for further mentorship and development
- Final
  - Care Show Birmingham
  - Finalists present innovations
  - Seek the public vote from delegation
  - Winner announced on stage



# Objectives



Create	Provide a platform to explore, design and develop ideas and innovations to create new viable solutions to address the challenges of the Adult Social Care Sector.
Educate	Share knowledge about the role of care workers, needs of those that receive care and support, founding startups, business functions, technology and digital trends.
Network	Facilitate connections between people with lived experience, care workers, investors, industry experts, and startup founders to accelerate innovations and solutions.
Collaborate	Build and grow a collaborative community of people with different experiences, expertise and industries.

# Co-production

- NCF 2022 - 2025
  - Four years of ideation and innovation
  - Introduced the voice of lived experience
  - Co-produced solutions











Find out more:  
<https://careinnovationhub.org.uk/>



# Innovation & Co-Production in Action





# How we hacked it together: The Team



**Paula Sardinha**

I've accessed health and social care for over 14 years due to long-term health conditions and a fluctuating, debilitating disability. My experiences have spurred my passion for co-producing change. Through my work I champion imaginative thinking, bottom-up leadership, and sharing knowledge. Embracing life fully, I've achieved adrenaline-fueled dreams like whitewater rafting, zip lining, and skydiving. With my faithful assistance dog by my side, I enjoy being creative through crafting and cooking.



**Jennifer Pearl**

By drawing on my lived experience, I can highlight the negatives as well as the positives. Some days I might be hosting a workshop and others, be on stage at a national conference. I love this variety and the process of co-production gives me confidence that we can implement changes for the better despite the challenges. Nothing is or should be insurmountable. After all, I've managed to fly an aeroplane and drive a racing car!



**Freya El Baz**

I work in the innovation and social research space across multiple sectors – from Health, the Arts, and Social Care through to Maternity and Women's Health. This always includes a strong focus on building meaningful and authentic relationships with stakeholders and working in a collaborative and co-creative way. I am Co-Vice Chair of the Women's Network at the RCOG and previously Chaired the Maternity Voices Partnership at the Royal Free London Hospital Trust for five years. I have recently discovered the joy of surfing and love spending time with my family, friends and exploring new places.



**think local  
act personal**

# TLAP's Innovation Hack Day

Welcome...  
to our 1st ever  
Hack Day!

Come & talk to us  
on camera... & tell us  
your thoughts on  
INNOVATIONS

Let's stretch our brains!  
- in different directions!

We are TLAP  
We're a national  
partnership of more than 50  
organisations, committed to  
transforming health & care  
through personalisation &  
community-based support.  
We believe that...  
Everyone should have the  
care & support they need  
to be able to live their  
life their way.

## Challenges...

Screw up your problem... & throw it to someone else to solve!

- Actively demonstrate how change can happen
- We can be creative with our budget
- Self-direction
- Focus down - be precise
- Tech can help with self-advocacy
- Be daring - take a calculated Risk!
- People may be more scared by what they know, rather than what they DON'T know!
- Getting people to believe differently
- When did we all stop being autonomous adults?!

## Design Challenge: Innovation Hub

### 5 Personas... Challenges... & Solutions

**Al Khan** - Retired Teacher with Local Education State Education LEAD - Local Authority.  
Challenges with mobility, maintaining his independence, staying connected.

**Mr Mitchell** - Adult Social Care Transformation LEAD - Local Authority.  
'Lost' landscape map of local for arrangements.

**Dr. Michael Davis** - Director of Adult Social Services - County Council.  
Balancing budgets with individual needs, ensuring services are person-centred for the service users.

**Emma Patel** - Project Manager at National UK Charity for Disabled People.

**Sarah Thompson** - Commissioner of Adult Social Care Services - Local Authority.  
Balancing budget constraints, navigating policy change, ensuring effective communication & collaboration.

**Challenges & Solutions:**

- Connect him to people who can help
- Needs videos from people like him
- Short & snappy, accessible products
- Enable him to do something to help!
- Short, sharp bullet points
- A range of formats - graphs, charts & interactive materials
- Partnering with others, but don't duplicate existing networks & forums
- Link innovation to current policy funding areas
- 'The Inspire Zone'
- Partnerships beyond... Build into charities & long term vision
- Share Best Practice - e.g. technology, 'Ask the Expert' pool of experts, legislation, social justice, 'enable speaking'
- Understanding & grant management up?
- Balancing unique needs & preferences, when implementing support programmes
- Help commissioners see & feel the difference their decisions can make
- 'ONE HUB' to break through hierarchy & narrow lines of communication
- Innovation is focused in production. Stories to inspire, not define!
- Exposure to the people he serves
- A peer support network. Examples from other transformation leads
- Stories of challenges overcome
- Most landscape map of local for arrangements

## In the Spotlight

**FOCUS** Social Care needs more on value... & less on cost

**Supporting more**

**Innovation... but not just for the sake of it**

- A common understanding
- A platform using unambiguous language
- A framework for prioritisation
- A cohesive delivery approach

**WE BELIEVE:**

- My right! Living where I choose
- My right! Making my own friends
- My right! No Bedtimes
- My right! Making my own decisions
- My right! Loving & being loved
- My right! Being valued for being me
- My right! A paid job
- My right! People who are happy to support me & who I've chosen to be in my life.

**EROBILITY**

Freedom, Independence, Focus & Clarity

We make the skies accessible!

It's a ripple effect...

There are limitations we have to accept... but this is liberating!

**EY** Building a better working world if I can fly... what else can I do?!

**Can Do!**

## GIG BUDDIES

A small but MIGHTY charity!

**STAY UP LATE**

**CHADICE** OPPORTUNITY

**WE FIGHT FOR THE RIGHT TO PARTY!**

**WE HELP PEOPLE find what's important in their lives...**

**WE BELIEVE:**

- My right! Living where I choose
- My right! Making my own friends
- My right! No Bedtimes
- My right! Making my own decisions
- My right! Loving & being loved
- My right! Being valued for being me
- My right! A paid job
- My right! People who are happy to support me & who I've chosen to be in my life.

**Friendship is a human right**

- A good night out has some of the most important things in life (friends, music, opportunity & dancing!)
- People should have someone who's not paid to be in their lives

**& now for A Zumba Energizer!**

Camley Street Natural Park

**DECEMBER 15th 2023**

## Mindset for Innovation

**IMPACT** Improving Adult Care Together

What do I do well now?

What could I do differently?

What needs to change?

We work across the UK to implement evidence of what works in the realities of local practice & people's lives

**Acknowledging & Engaging with Complexity**

**Risk Aversion...** Consider the harm caused by NOT doing something...

**ENGAGEMENT**

**CO-PRODUCTION** ...with people who use our services

**The Importance of EVIDENCE** for demonstrating efficacy & building demand

**Thank you for coming - for bringing your energy & enthusiasm & and there's more to come!**

inkythinking.com



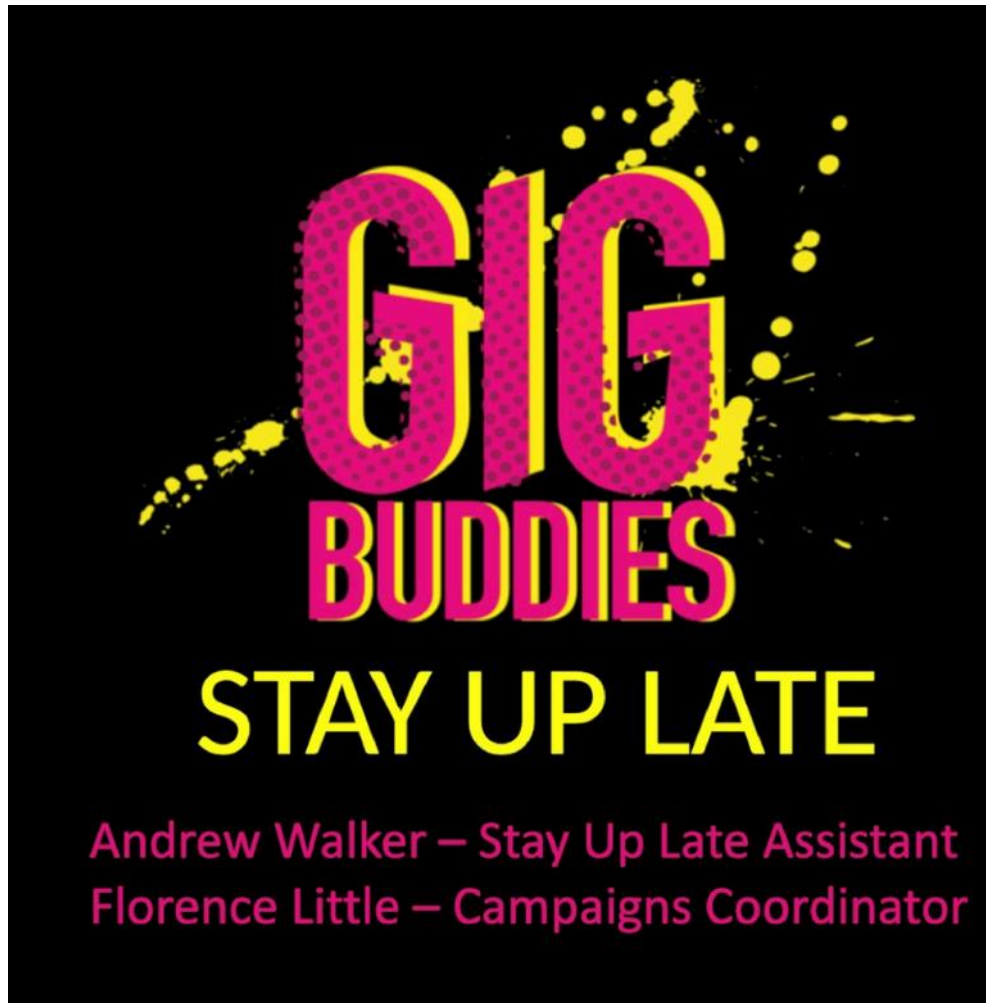
# How we hacked it together: the stories we shared



**Mike started his career training as a commercial pilot. After becoming disabled in his twenties, he subsequently entered the pharmaceutical and IT industries, holding senior marketing and management positions in global companies. Mike is now Chief Executive of Aerobility.**



# How we hacked it together: the stories we shared



**WHAT'S YOUR GIG?**

- It can be whatever you like!
- It's a great way to get back into your community
- Everyone has what it takes to be a good buddy

A poster for Gig Buddies Sports Buddies. It features the text "GIG BUDDIES" and "SPORTS BUDDIES" in pink and yellow. Below this, it says "WHAT'S YOUR GIG?" and "WHAT'S YOUR MOVE?". There is a photo of two people, one with a learning disability, holding a trophy. Text on the poster includes "VOL. UNTEER AS A BUDDY", "SHARE YOUR PASSIONS WITH SOMEONE", "WITH A LEARNING DISABILITY", "MAKE A NEW FRIEND", and the website "WWW.GIGBUDDIES.ORG.UK". At the bottom, it says "Gig Buddies and Sports Buddies matches up people with learning disabilities with a volunteer who shares the same interests in music, culture, gaming and travel together."



Florence and Andrew from Gig Buddies shared the brilliant work they do enabling people with learning disabilities to have people in their lives who aren't paid to be there. They do this through matching people up with a volunteer who commits to at least one gig per month.

# How we hacked it together: the stories we shared



Jennifer Pearl shared her own experiences of innovative solutions to her own care and support



## How we hacked it together



**Paula Sardinha**

*“This is one of the very few projects I have been involved with that has been 100% co-produced.”*



PLEASE JOIN US FOR THE INAUGURAL  
THINK LOCAL ACT PERSONAL

# INNOVATION HACKDAY

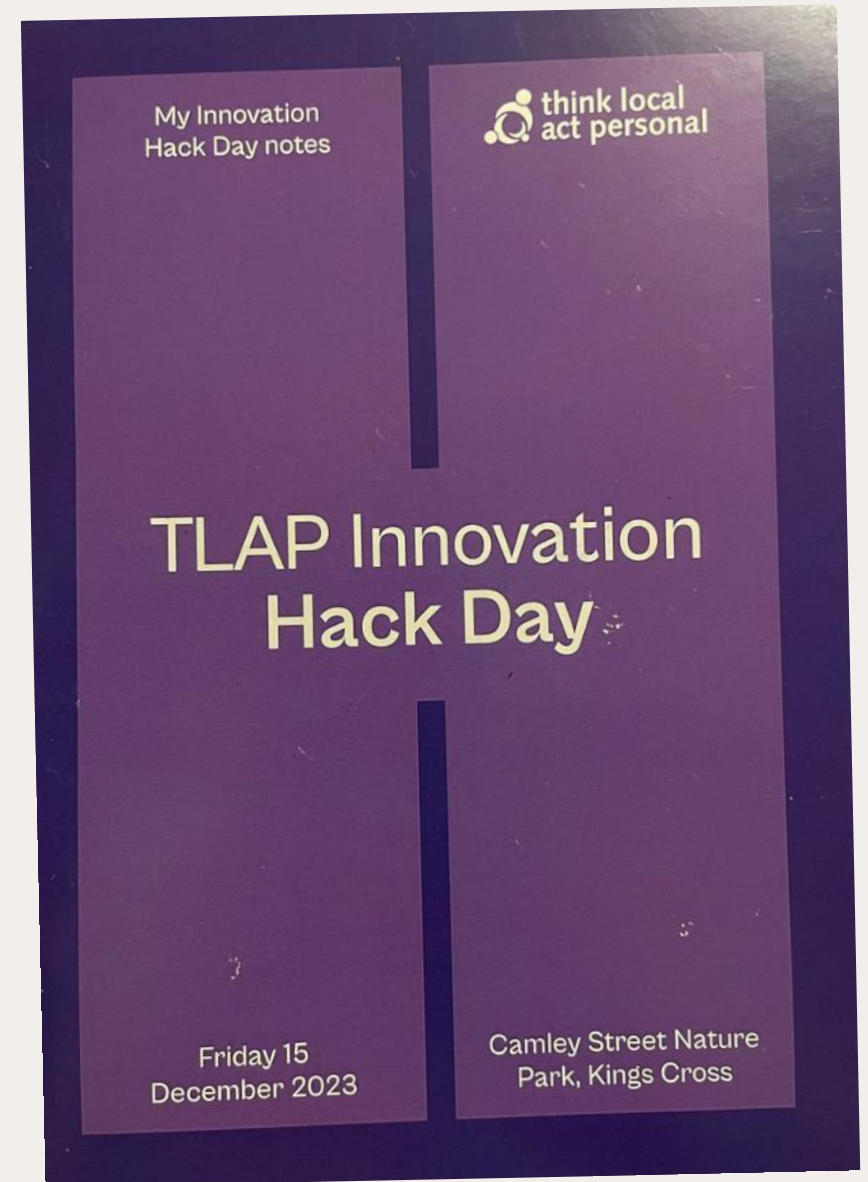
WE ARE LOOKING FORWARD TO SPENDING  
THE DAY WITH YOU THINKING,  
BRAINSTORMING, CREATING, MUSING AND  
IDEATING AROUND HOW TO FOSTER MORE  
INNOVATION WITHIN THE ADULT SOCIAL  
CARE SECTOR

When: 15th December, 10-4pm

Where: Camley Street Natural Park,  
12 Camley St, London N1C 4PW,  
London

ANY QUESTIONS CAN BE SENT TO:  
INFO@TLAP.ORG.UK

Our Hack Day invitation



Our co-created and co-produced Hack Day guest booklet including space for note, new contacts, innovation Bingo, challenges and provocations to accompany guests throughout the day.

















## How we hacked it together



***“Nothing about  
us, without us”***

**Paula Sardinha**





# Co-producing Innovation



**Jennifer Pearl**



**Freya El Baz**





**Hack your own  
challenge**



1. Co-production **is** innovation. Not a method tagged on or to be 'ticked off', but **a way of doing things differently** from the beginning.

2. The Hack Day wasn't *for* **people with lived experience** — it was ***with* and by** them.

3. Inviting people from outside the sector **challenged assumptions** and **unlocked fresh thinking**.

4. Real change is **messy**, experimental, non linear, takes us in directions we may feel uncomfortable with or challenged by — but **powerful**.





**Thank  
You!**