

Introducing **Ageing intelligence**[®]

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@nipalm

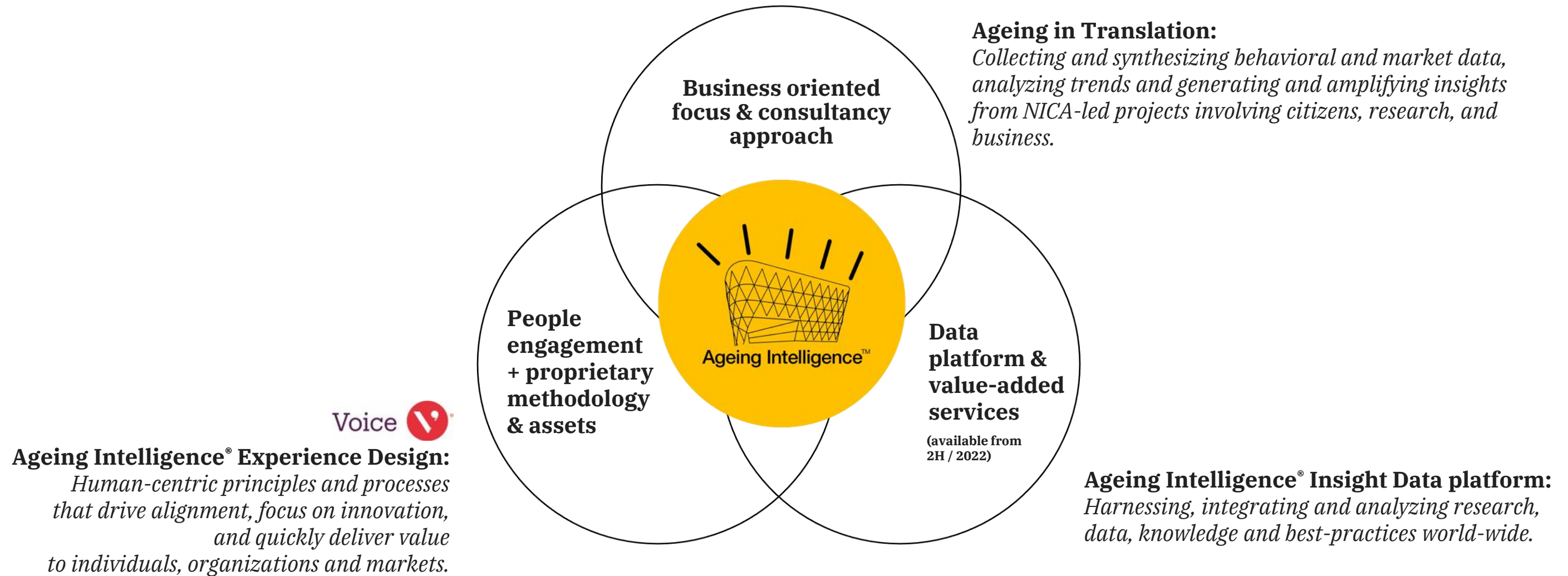
Our mission

**Adding Intelligence
to ageing and longevity.**



“ harnessing the business opportunities related to longevity economies through **human experience, ethics, data, collaboration, emerging technologies & innovative business models.** ”

Introducing Ageing Intelligence[®]



What we do / with whom

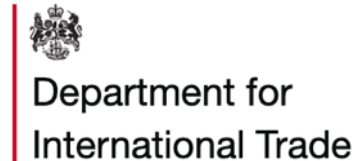
We design and develop **with** older adults and their stakeholders & (not only) for older adults

We help organization **develop** new business, products and services

We welcome innovative ideas & techs, **connect** them with business and help them to thrive

We merge human + machines providing powered **insights**

We partner with global organization to **change** the narrative



Hamilton



What we have done in 2021 / doing in 2022

Be the trend (instead of following them)

NICA has been quoted as one of the trends of 2022 by TrendWatching, the world's leading observatory of applied business trends.



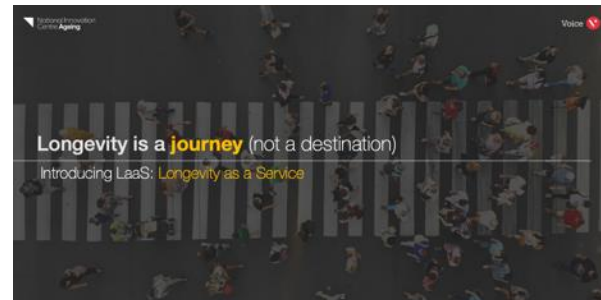
UK-China

In 2020, NICA has been awarded a **£3m 3-year** project funded via Innovate UK to Jan 2024. We operationally started in 2021 developing a demonstrator of innovations to help UK and China citizens to live healthier, longer lives.

NORTH
OF TYNE
COMBINED
AUTHORITY

Internet of Caring Things

NICA has been awarded with a **£5.6M 5-year** project funded via North of Tyne Combined Authority till 2026 to help drive strategic change in the NTCA economy



Longevity as a Service™

In May we launched our flagship mission to democratize longevity - bring it out of the labs, out of the sphere of recommendations and complex scientific narrative - and directly into people's daily lives.

City of Longevity

NICA was nominated as one of the 4 finalists in the urban development category (among 6,000 entries) for the Newcastle, City of Longevity project.



Digitising the human experience

The reopening of The Catalyst meant we could finalise our human data driven approach, collecting implicit data on top of explicit ones.



Horizoning® Reports

In April 2021 we opened our first international VOICE® citizen chapter in the USA, followed - in November by the Canada chapter.





Merci/Thank you

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VOICE: Harnessing Human Experience.

RESEARCH |
INNOVATION | POLICY

 National Innovation
Centre **Ageing**

Voice 

Our mission?

To **empower** citizens to influence
the future.

RESEARCH | INNOVATION | POLICY

VOICE BACKGROUND.

From regional panel to international organisation



EST 2007

15 years of running a successful citizen involvement network & digital platform



PROMOTING DIALOGUE

VOICE promotes & facilitates dialogue & debate between researchers, industry & patients/public



A DEDICATED MEMBERSHIP

Anyone can become a member of VOICE – it's free of commitment and cost. We all have valuable experience which can help shape research & innovation



EARLY INPUT INTO IDEA DEVELOPMENT

Our members work with researchers & businesses from concept to implementation, having a genuine impact on the direction, design & adoption of the project outputs, products & services

Involving the public in health & social care research

VOICE is a thriving community of public, patients & carers who are passionate about working with researchers.

Find out how VOICE can help you with your research projects. From recruitment of patients & public for involvement workshops and lay representatives for project steering groups to live streaming events & facilitating online discussions - we're here to help.

[Supporting your research](#)

What is **PPIE**?



PARTICIPATION.

Where people take part in a research study.



ENGAGEMENT.

Where information and knowledge about research is provided and disseminated.



INVOLVEMENT.

Research being carried out 'with' or 'by' members of the public rather than 'to', 'about' or 'for' them.

Inspiration for **innovators**

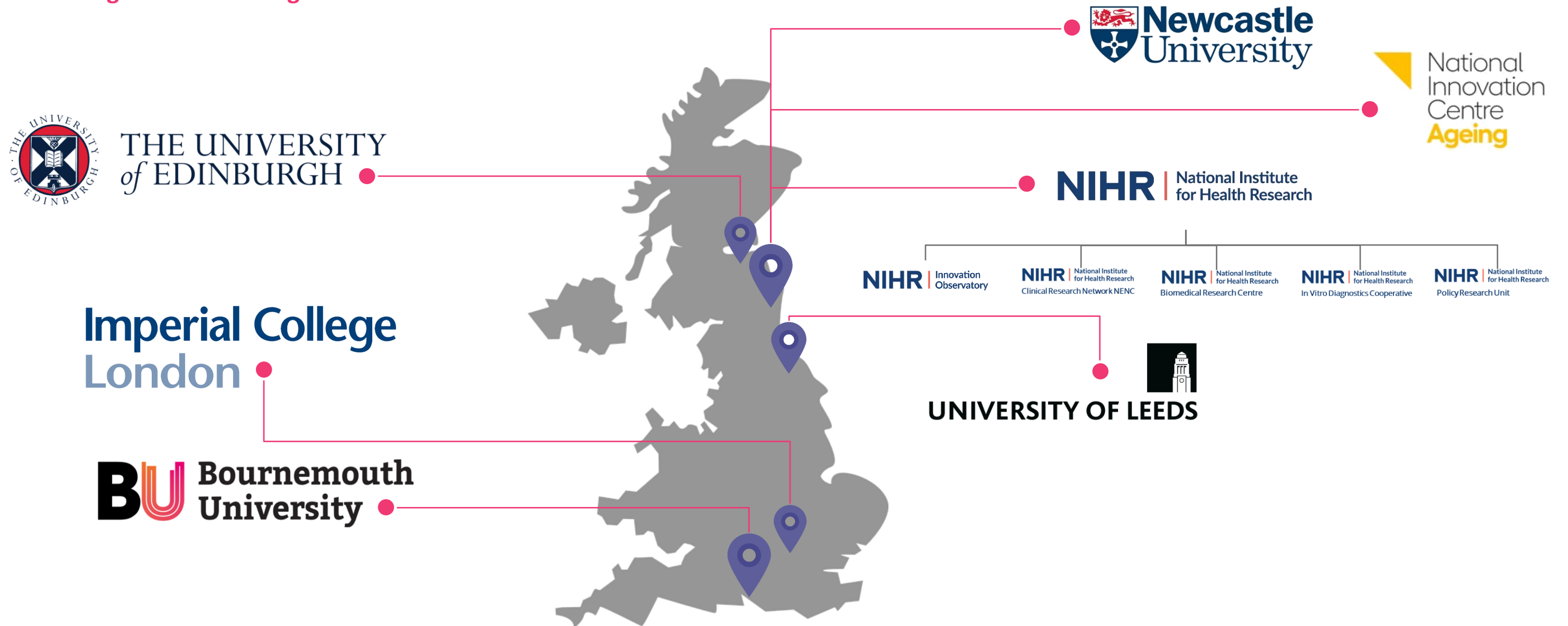
VOICE is based in the UK's National Innovation Centre for Ageing (NICA), a world leading organisation created with a £40 million investment from UK Government & Newcastle University.

NICA and VOICE are leading dialogue with citizens on what is needed for healthy ageing. We co-design, co-develop and, with our business partners, get to market desirable products and services intended to transform lives.

Create the future of ageing with us

VOICE Collaboration Network-UK.

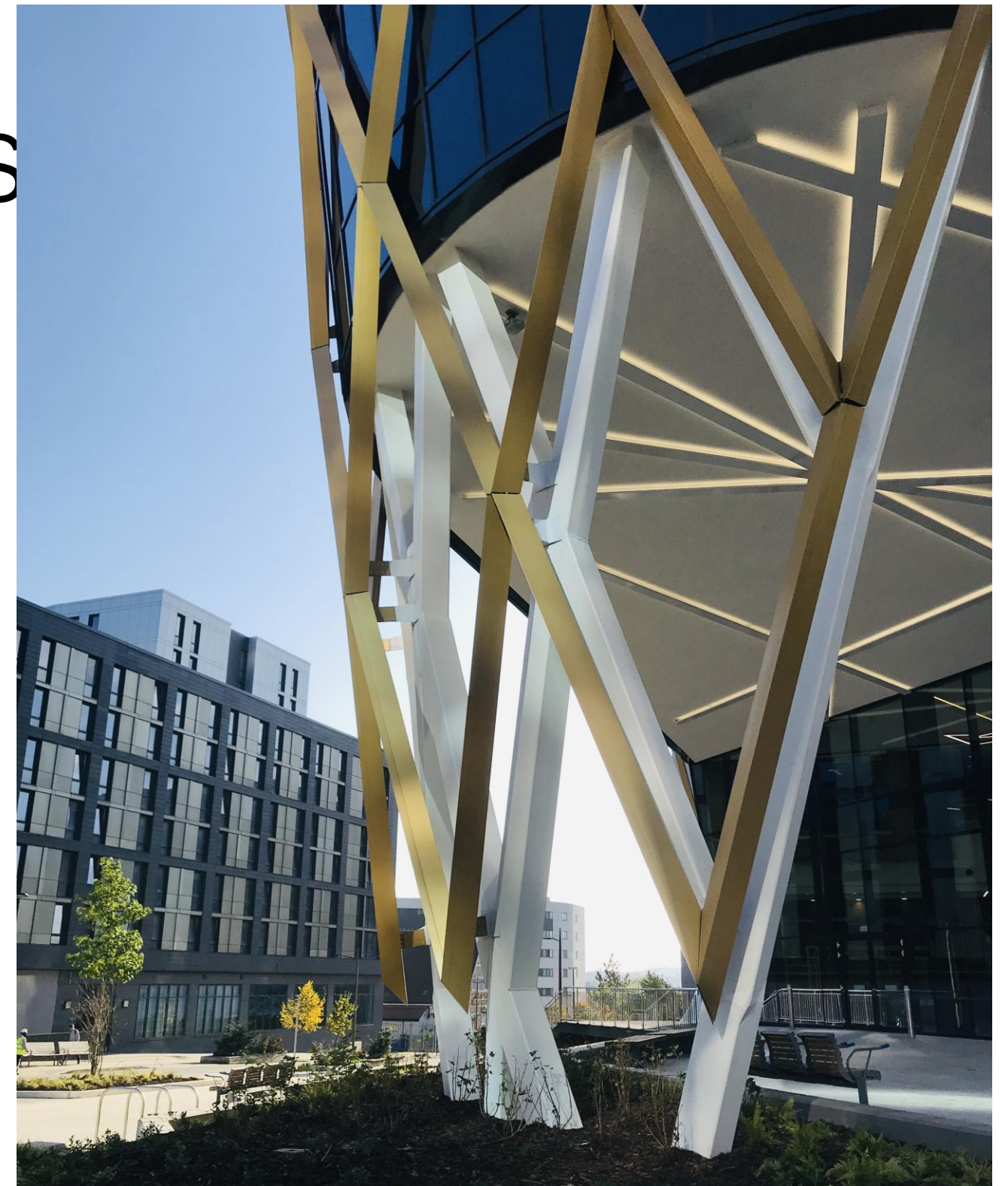
Connecting & creating citizen communities



And more in the pipeline!

Improving our Railways

April - November 2019



Overview

Objectives

1. To explore tensions/challenges experienced by those who rarely use or never use Newcastle Central Station and discuss what would alleviate said tensions, thereby encouraging these 'hard to reach' consumers to use the station more frequently.
2. To explore the concept of producing a Digital Twin Demonstrator of Central Station and to establish which of the four options for interaction with the Digital Twin, provided by TIGERX, these consumers felt most comfortable with.

VOICE

The workshops consisted of those who:

had not used or been in the station for over ten years

found the station intimidating but had 'passed through' when using other modes of transport

use the station infrequently and find it challenging when doing so (including a wheelchair user and a partially sighted individual).



Phase 1

Key tensions associated with Newcastle Central Station

Insights:

Two prominent concerns emerged. They were emotive, consistent and fundamental because it became clear that alleviating either would encourage this group to frequent the station more regularly:

1. An impersonal service

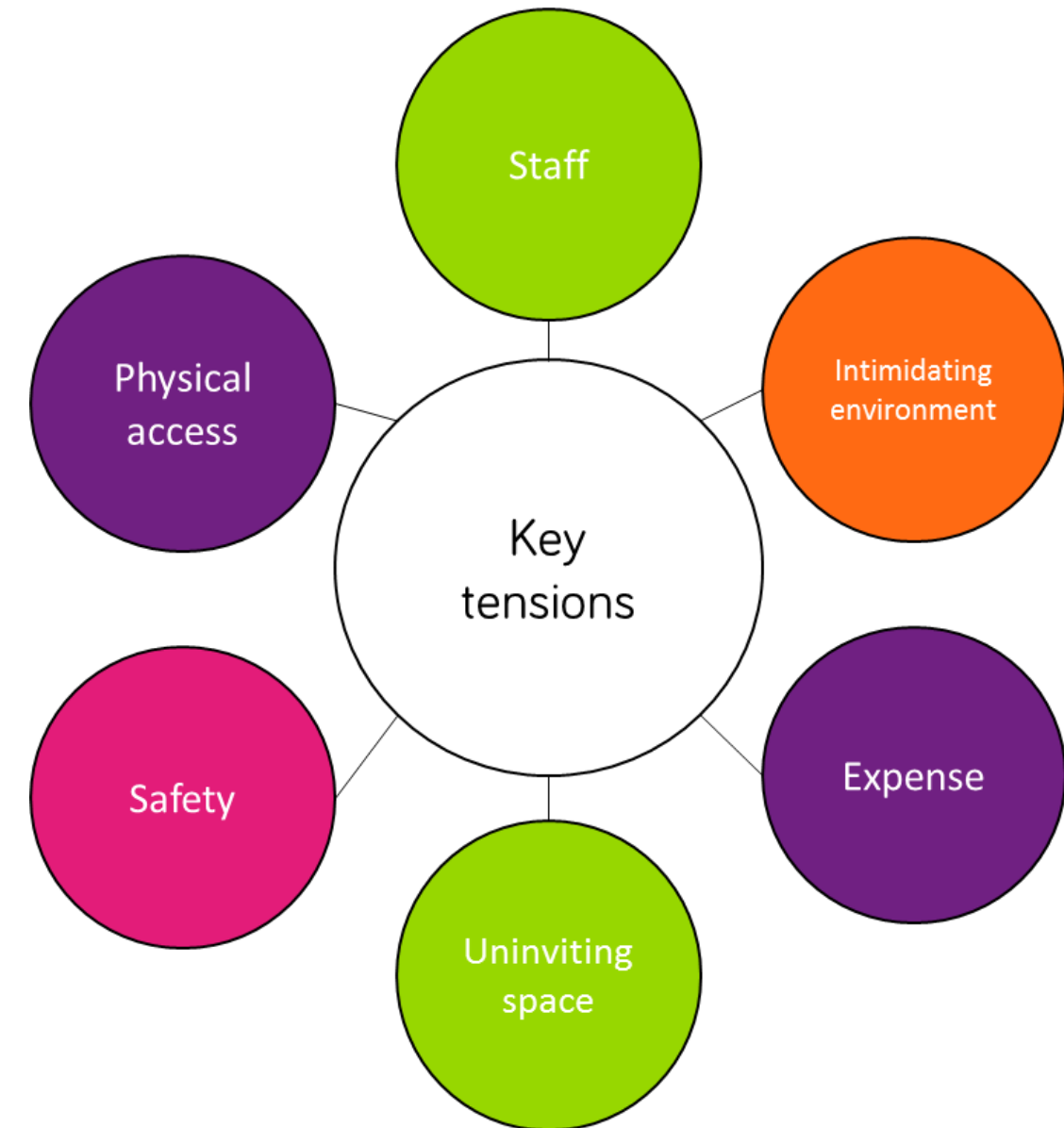
'we have lost out on service...it's very impersonal' C.

'it's about a personal touch, a human being' H.

2. **An unfamiliar environment** - navigating an unfamiliar environment was key to the anxiety associated with using Newcastle Central station and the railway more generally.

'getting older it's that self-doubt, am I even going to be able to find the platform?...when you're not using it it's just unfamiliar to you' S.

'I'm frightened of the unknown' N.



Phase 2

Engaging with the Digital Twin Demonstrator

How would you prefer to interact with the Digital Twin Demonstrator?

- 53% said they would prefer to interact with the Digital Twin via VR and a native controller - *'it might be fun' C.*
- 46% said they would prefer to engage via a computer and mouse because it was *'familiar'* and *'accessible'* but would be willing to engage with VR if support when doing so was provided.
- 100% said they would value a Digital Twin Demonstrator of the station and would like to engage with the project during the next two phases.



Phase 3

Engaging with the product



VOICE were impressed by the accuracy of the Digital Twin Demonstrator and were keen to engage with the technology



VOICE were able to engage with the VR headset and native controller with ease; some received verbal support from TIGERX but were able to engage alone after minimal instructions



VOICE supported the user interface proposed by TIGERX and offered suggestions for development such as: clearer navigational arrow when using the controller and guidance to 'assisted travel'.

Engaging with the Digital Twin via VR

Strengths

Those who engaged with the equipment were hugely enthusiastic

'As soon as I felt confident I was so in the zone' pp1

'A wonderful experience...this gave me confidence' pp5.

In the main, this group thought the VR headset was comfortable and easy to use once adjustments had been made and an understanding of how the native controller operated was achieved

'I thought I would experience disorientation...this was not so' pp1

'The headband was light and comfortable to wear' pp4

'I found it easy to use after a minute or two' pp8

The immersive nature of this technology was particularly well received by a wheelchair user

'It will make such a difference to your feelings about arriving there' pp9 [in reference to Newcastle Station]

'I'm as good as you are when I've got that thing on...your wheelchair disappears!'
pp9.



Engaging with the Digital Twin via VR

Challenges

Despite being very well received, three member of the group expressed concerns regarding the clarity of the 'arrow', visible when using the native controller. Those who mentioned this wore glasses - this could be something to consider when engaged in further developments

'The arrow needs to be more clear...maybe a bit bigger' pp6

'Arrow needs to be more prominent – different colour?' pp7

'The arrow point was hard to see at times' pp9.

One member mentioned challenges relating to the movement of the native controller and another to clicking the device but this was after familiarisation with the device for less than five minutes, so this tension might be alleviated with practice

'Being limited in movement to the distance of the 'fishing rod' was challenging' pp1

'Thumb control a little awkward but just get used to it' p9.

Phase 4

Final Feedback

VOICE provided hugely positive feedback on all elements of the Digital Twin Demonstrator:

“This would change my life” E.

All but one individual said they had visited the station since participating in this series of workshops (*NB: the one individual had been out of the country*).

Project objectives were met.

All of the VOICE members asked expressed feeling:

More familiar with Newcastle Central station [enhanced knowledge] (100%)

Empowered to navigate the station (100%)

More equipped to engage with the station as a direct result of this product (100%)

Reintroducing the Digital Twin Demonst

VOICE were hugely enthusiastic about the latest version of the Digital Twin; emphasising how much the product had progressed and how realistic the graphics were.

100% of those asked said that the quality of the product was very good and that they enjoyed the experience.

“You feel like you’re in the station, it’s bang on, that background noise!”
E

“Do you know when you see something and think: god that’s brilliant” C

“It’s incredible” E

“The potential for this version, with add-ons, is tremendous” C



Verbal Feedback

Familiarisation with Central station

100% of those asked said they felt their knowledge of Central station had been enhanced after engaging with the Digital Twin.

[I have enhanced knowledge of the station – 10 being strongly agree, average score 9.9]

“If you’d used that
at home, your
brain would
remember this” R

“Just knowing what
you’re going to have
to do when you get
in there is
invaluable” R

“I think if you were
using this to
familiarise yourself
with the place it’s
great” F

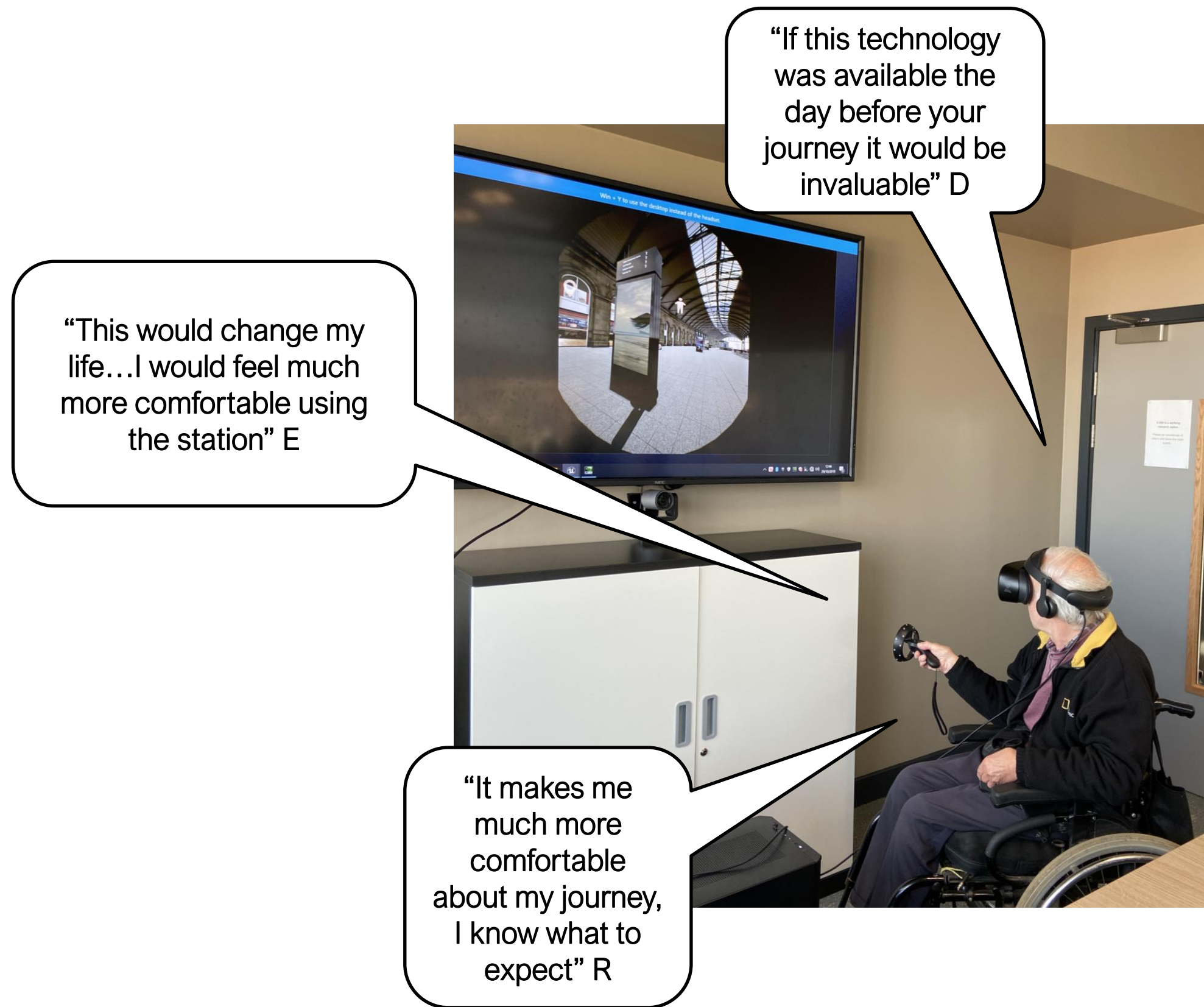
“This offers everyone
so much by helping
them visualise a new
place. It would be of
huge value to those
who are anxious” F

Verbal Feedback

Empowering the user

100% of those asked said they felt empowered to navigate Central station.

[I feel empowered to navigate the station – 10 being strongly agree, average score 9.7]



Verbal Feedback

Engaging with the rail network

100% of those asked said they felt able to engage with the station.

[I feel able to use the station as a direct result of this system – 10 being strongly agree, average score 9.4]

“I saw the station and the facilities in a new light. I was happier with where things were” D



“If I hadn’t visited the station yet I might be tempted to go and visit” G

Investment in this product

