

Addressing UK Health Inequalities— what does it mean for businesses and entrepreneurs?

Healthy Lives Community of Practice

11th November 2024

Welcome

Karen Wilkinson, Innovate UK Business Connect



Housekeeping

- Webinar format
- Chat function
- Events Manager – Michael Foster
- Q&A
- Event recording and slides will be available
- Remembrance Day – 2 minutes' silence at 11am

Agenda

- 10:00 Welcome – Innovate UK Business Connect
- 10:05 Introduction - Eric Kihlstrom, UK Ambassador, Aging2.0
- 10:10 Introducing the ILC Better Lives Index – Ben Franklin, Deputy CEO, ILC
- 10:20 Innovate UK Approach - Karen Wilkinson, Healthy Lives CoP Manager, Innovate UK Business Connect
- 10:25 NHS View, Christopher George, Health Economics Policy Advisor, NHS Confederation
- 10:35 The Innovators' Response – Stephen Johnston, Managing Director of Fordcastle
- 10:45 Panel Discussion (including pause for Remembrance Day at 11am)
- 11:15 Audience Q&A
- 11:30 Webinar Ends

Aging2.0 London Chapter – Assets for Entrepreneurs

Addressing UK Health
Inequalities– what does
it mean for businesses
and entrepreneurs
webinar



Aging2.0, Business Connect in Longevity Week

- Coming together to Celebrate Longevity Week
- ILC UK - The UK Better Lives Index is a major new ILC project exploring how well different areas across the UK support their populations to live longer, better lives
- Healthy Ageing Community of Practice – Where are the opportunities and how do companies access the opportunities
- Range of panellists to bring their different perspectives from, including Innovate UK, NHS Confederation, and Aging2.0.
- Aging2.0 - Stephen Johnston co-founder of Aging2.0 and now of Fordcastle will share his extensive and deep experience in guiding entrepreneurs to where opportunities may lie.
- Aging2.0 UK – Eric Kihlstrom will share assets for entrepreneurs, run the session and ask questions of the panel
- By the end of today's session, we hope that entrepreneurs will have a better sense of where opportunities lie and what resources are available to address the opportunities

Market Reports and Resources – UK

- [Healthy Ageing Community of Practice](#)
- [English Longitude Study of Ageing](#) – Publications, data, podcasts, resources
- Department for Work and Pensions [Family Resources Survey: financial year 2023 to 2024](#)
- Care Quality Commission - [The state of health care and adult social care in England 2024/25](#)
- [International longevity Centre UK](#) – evidence, solutions, networks
- [Institute of Healthy Inequality](#) – Lord Marmot Reports and Health Equity Network
- Centre for Ageing Better – [State of Ageing](#) and [other resources](#)
- [Kings Fund](#) – Publications, events, research, leadership and organisational development with health and care leaders.
- [Health Foundation](#) – Publications, Events, Grants
- Tony Blair Institute for Global Change [Prosperity Through Health: The Macroeconomic Case for Investing in Preventative Health Care in the UK](#)
- [Standard Life Centre for the Future of Retirement](#), Research, events on Financial wellbeing

Market Reports – UK

- [National Centre for Innovation in Ageing](#), We enable businesses to harness the opportunities related to the longevity economy through human experience, ethics, data, collaboration, emerging technologies & innovative business models. Associated with the [Internet of Caring Things](#)
- Royal Society for Public Health [The Government's 10 Year Plan is out. But what does it mean for public health?](#)
 - Neighbourhood and Community Care
 - Workforce Wellbeing and Safety
 - Health Promotion and Lifestyle
 - Screening, Vaccination and Genomics
 - Digital Empowerment
 - Wider Determinants and Integration
 - Children and Young People
 - Devolution, Choice, Accountability
 - Innovation for Prevention
- [National Centre for Social Research](#) - This Centre brings together our biomedical surveys, health policy and social care work, to inform and advance understanding of the nation's health

Market Reports by Theme – UK

Social finance

- [Good Finance](#)
- [ImpactVC](#)

Social Determinants

- [Social Behaviour Research Group](#) - how social connections and behaviours impact people's health
- [National Academy for Social Prescribing](#) - NASP is a national charity that champions social prescribing. We support and connect people, communities and organisations so that more people across the UK can enjoy better health and wellbeing.
- [National Centre for Creative Health](#)
- [National Arts in Hospitals Network](#)

Housing

- [Housing LIN](#) – Resources, research, events
- [Agile Ageing Alliance](#) and the [Smart Intergenerational Neighbourhoods ISO standard](#)
- Listen to locals – [Springfield](#) and [Aylesbury](#)

Funding Opportunities

UK - grants

- [live funding database](#) - The only comprehensive funding platform specifically for purpose-driven organisations.
- [Vivensa Foundation](#) (formerly Dunhill Medical Trust) - invest in improving the health and well-being of older people and in making the connections which can help them to flourish
- Alzheimer's Society [innovation programmes](#) - support individuals and businesses throughout their dementia product development journey. Find out which programme is right for you and your big idea.
- [Unltd](#) – For social entrepreneurs
- [Groundwork](#) – grants and funding opportunities in London
- [Innovate UK – Innovation Funding Service](#)
- [NIHR](#) - Clinical research
- [Wellcome Trust](#) – Clinical research

Funding Opportunities

UK – Equity

- [Big Issue Invest](#)
- [Social Tech Trust](#) (revamp coming soon)
- [Ada Ventures](#)
- [Ascension Ventures](#)
- [Bethnal Green Ventures](#)
- [Zinc VC](#) - building Science-for-Impact ventures in the UK

loans

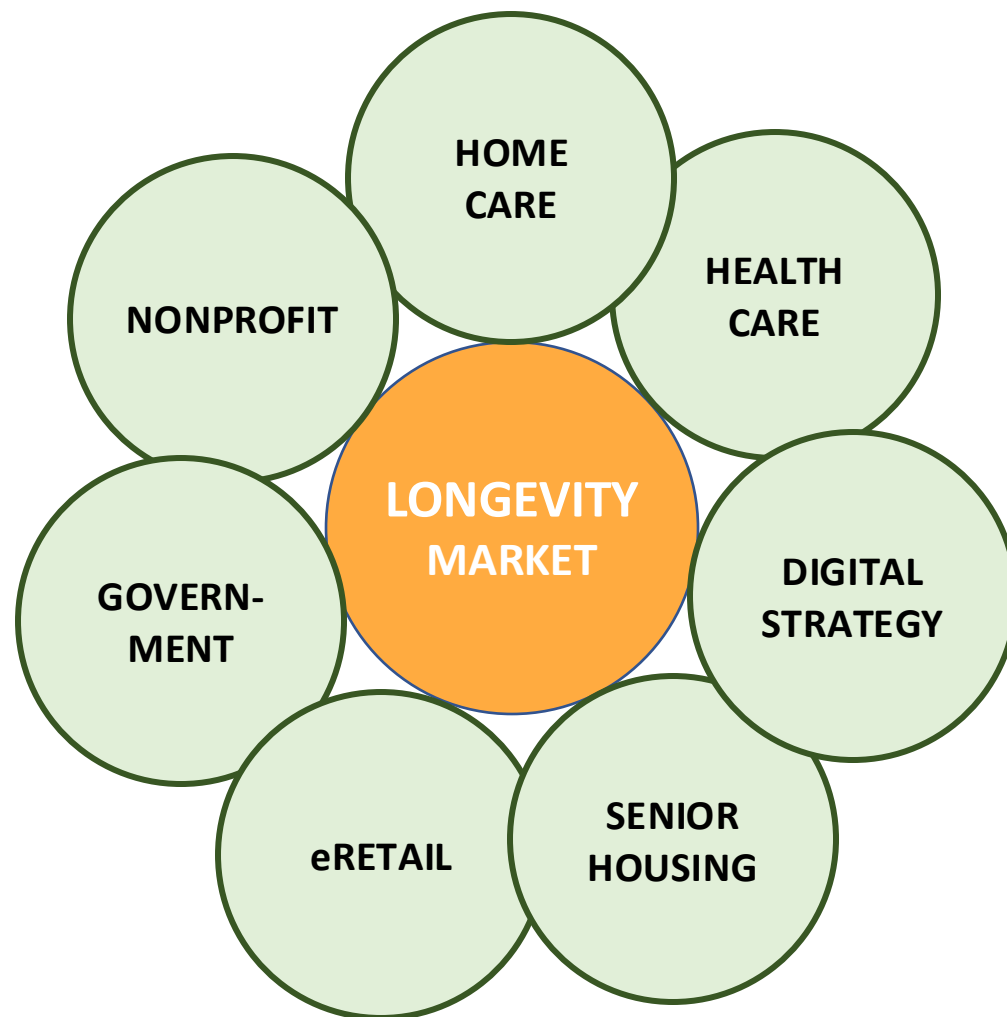
- Innovation Loans (Innovate UK) – [Round 24](#)
- [Start Up loans](#) (British Business Bank)
- [Big Issue Invest loans](#)

Market Reports – US

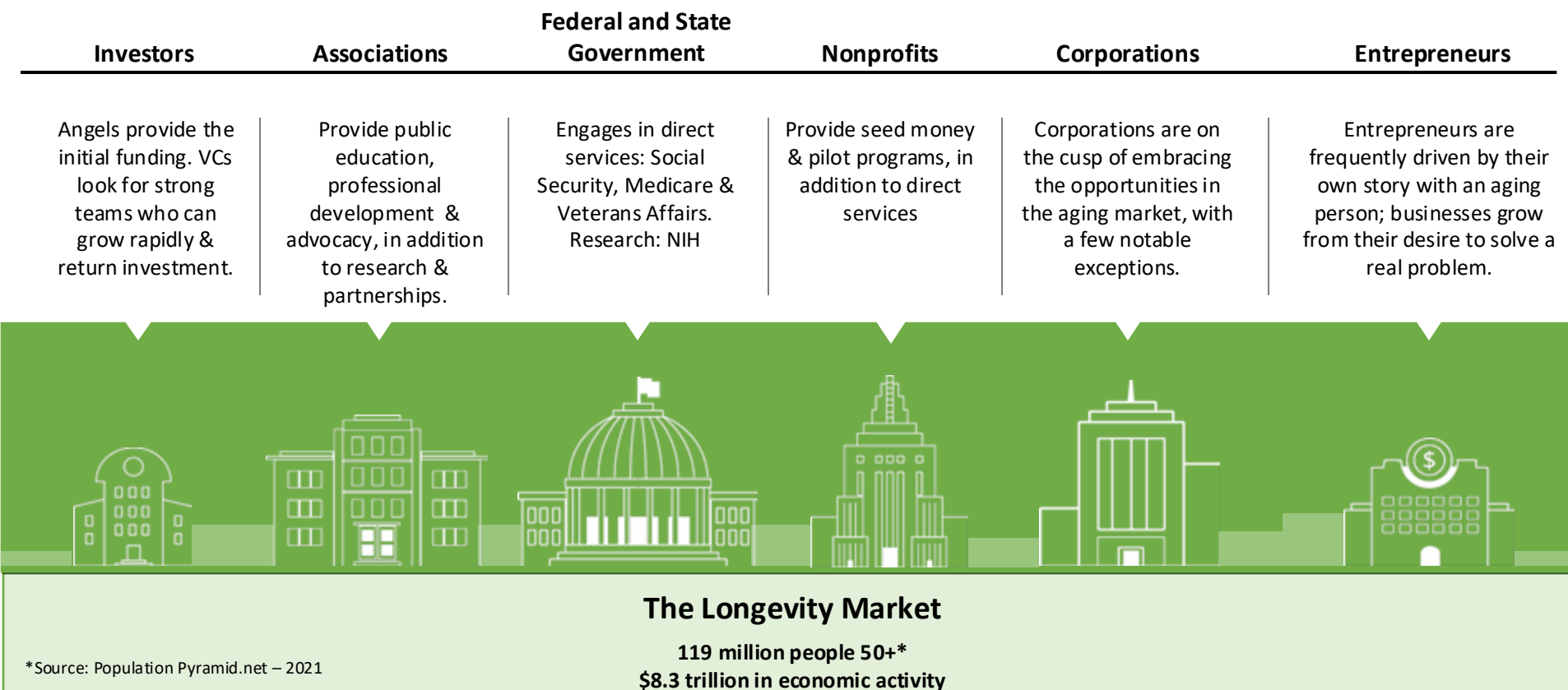
US

- [AARP AgeTech Collaborative](#) – Events, resources, Investors, start-up directory
- [National Institute on Aging](#) – Research, funding, events
- [Stanford Center on Longevity](#) – Publications, events, including [Longevity Project](#) and [Life Map](#)
- [Harvard Study of Adult Development](#)
- [MIT AgeLab](#) – Publications, blogs events
- MIT AgeLab and John Hancock [Longevity Preparedness Index How prepared are US adults for living longer, healthier, better lives?](#)
- [2025 HealthEdge Consumer Survey Report](#)
- [Milken Institute Health – Future of Aging](#) – Research, conferences
- [Mary Furlong and Associates](#) – Conferences, resources, market entry advisory services
- [AgeTech News](#)
- Cake Ventures – [Navigating the Silver Economy](#)
- The Holding Co. – [Investors Guide to the Care Economy](#)

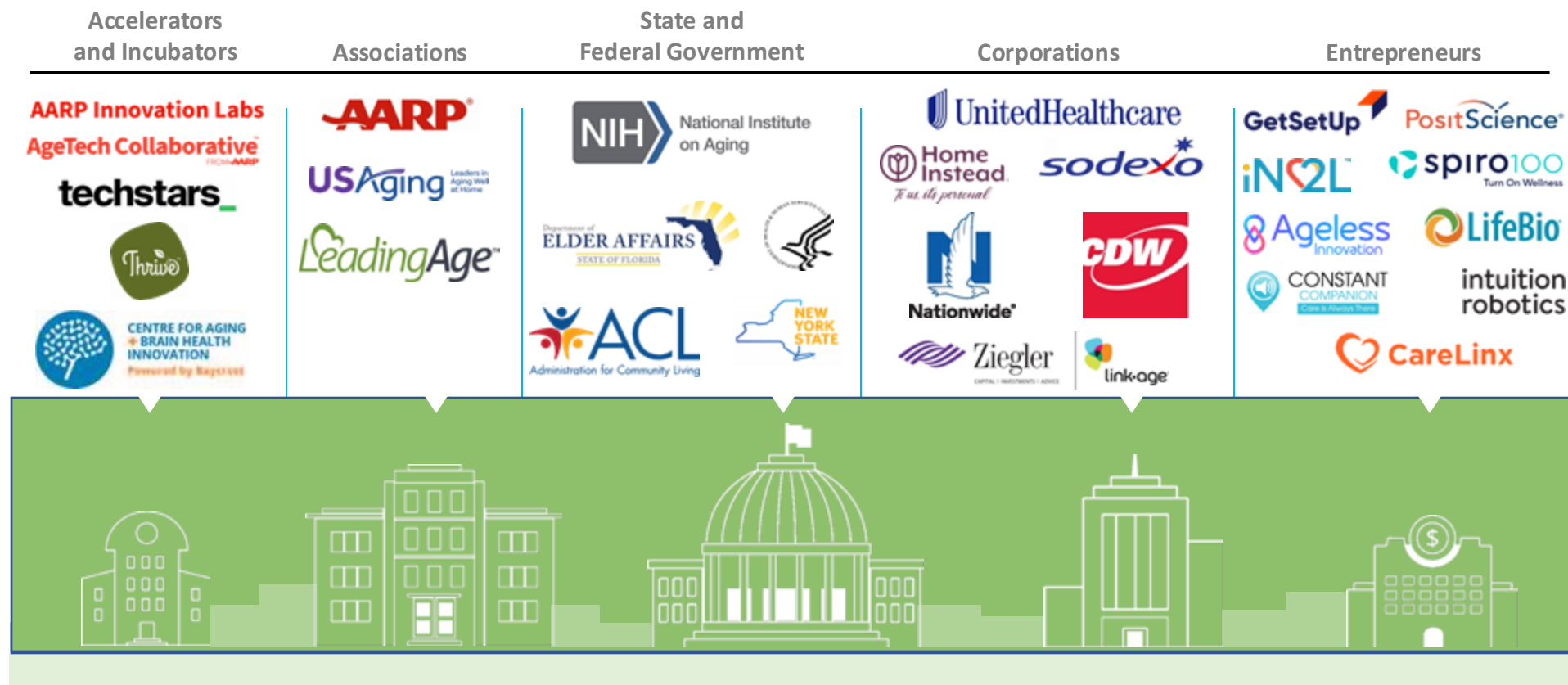
Channels into the Market



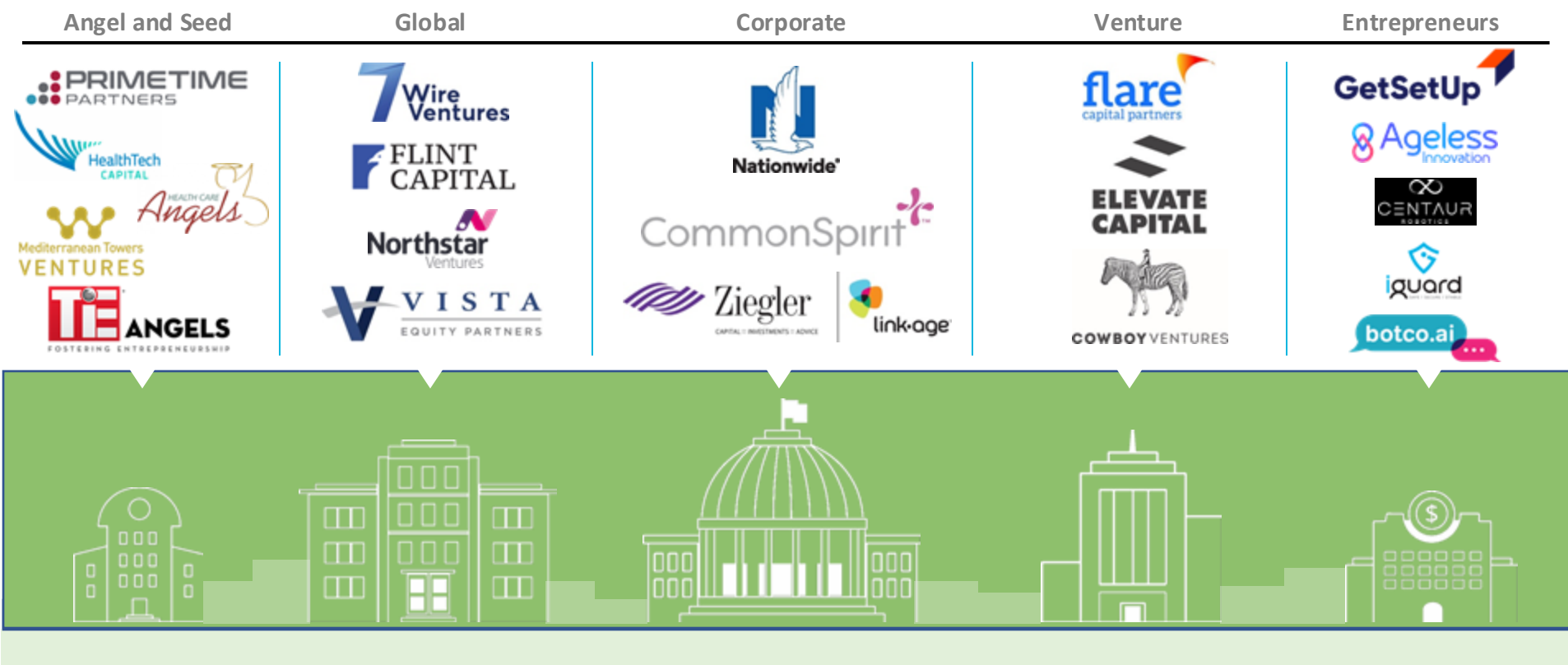
Longevity Market Ecosystem



Longevity Market Ecosystem - Resources



Investors & Entrepreneurs in the Longevity Economy



Market Reports by Geography

Global

- UN – [Decade of Healthy Ageing](#)
- Goldman Sachs [The path to 2075 — the positive story of global aging](#)
- McKinsey Health Institute – [Healthy Longevity](#)
- The Lancet – [Healthy Ageing](#)
- Nature – [Aging](#)
- Meta – [Data for Good](#)
- The Commonwealth Fund - [Mirror, Mirror 2024: A Portrait of the Failing U.S. Health System - Comparing Performance in 10 Nations](#)
- The Gerontechnologist – [Insights, reports and podcasts](#)

Canada

- [Age Well](#) – Canada's technology and aging network
- Centre for Brain Health and Innovation – Insights Report [Designing Inclusive Innovation for the 50+ Market](#)

Funding Opportunities

International

- [Birdhouse Ventures](#)
- [Microsoft Accessibility Innovation](#)
- [Horizon, Eureka, Eurostars](#)
- [AgeTech Funds/Accelerators](#)

The UK Better Lives Index

Ben Franklin (Deputy CEO)
International Longevity Centre UK

Where you're born, grow up and grow old matters

- Globally, the UK performs well on various health and economic measures
- Yet the benefits of longevity aren't shared equally
- Spatial inequalities in health, wealth and opportunity remain wide across the lifecourse
- Policymakers need evidence to plan for an ageing society that delivers longer, healthier, and more productive lives
- But previous health and deprivation indices neglect the whole of the UK

That's why we've created the UK Better Lives Index, which ranks 359 local authorities across the UK on nine metrics.

ilc...

International
Longevity Centre UK

How we measure better lives – the indicators

Better lives, at birth:

- Life expectancy at birth
- Child poverty rates
- Pollution

Better lives, as we grow up:

- Economic activity (16+)
- Income
- Housing costs

Better lives, as we grow old:

- Economic inactivity (50-64)
- Life expectancy at 65
- Avoidable mortality

How we measure better lives – the methods

1. Local authorities are categorised best to worst for each indicator
2. Life expectancy at birth and at 65 are combined into a single composite metric
3. Each area is assigned a numerical rank for that metric
4. We sum the ranks across the eight metrics to generate an overall score for each area
5. The sum of these component ranks is used to generate a rank of ranks for each area, producing the final UK Better Lives Index ranking. The lower the score, the higher (better performing) the rank

Data caveats

- Standardised UK-wide data can be challenging
 - There is no age-standardised avoidable mortality data for Northern Ireland or its local authorities, so we've modeled NI's numbers based on trends across Great British local authorities
 - Northern Ireland does not report household income at a local authority level, so these figures are based on national data
- Labour Force Survey data has faced challenges post pandemic
- Our rankings are nevertheless a useful guide to understanding spatial inequalities across the UK

Our Index aligns with established measures of inequality and deprivation

Figure 1. Correlation between UK Better Lives Index and English Indices of Multiple Deprivation

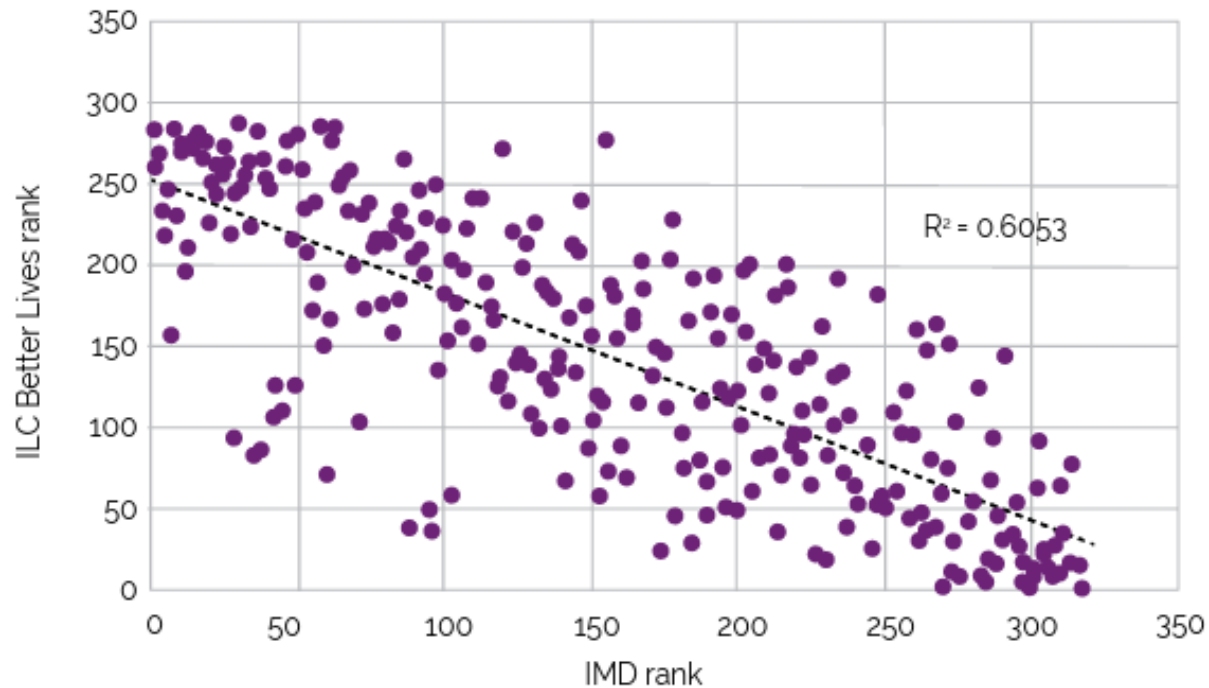
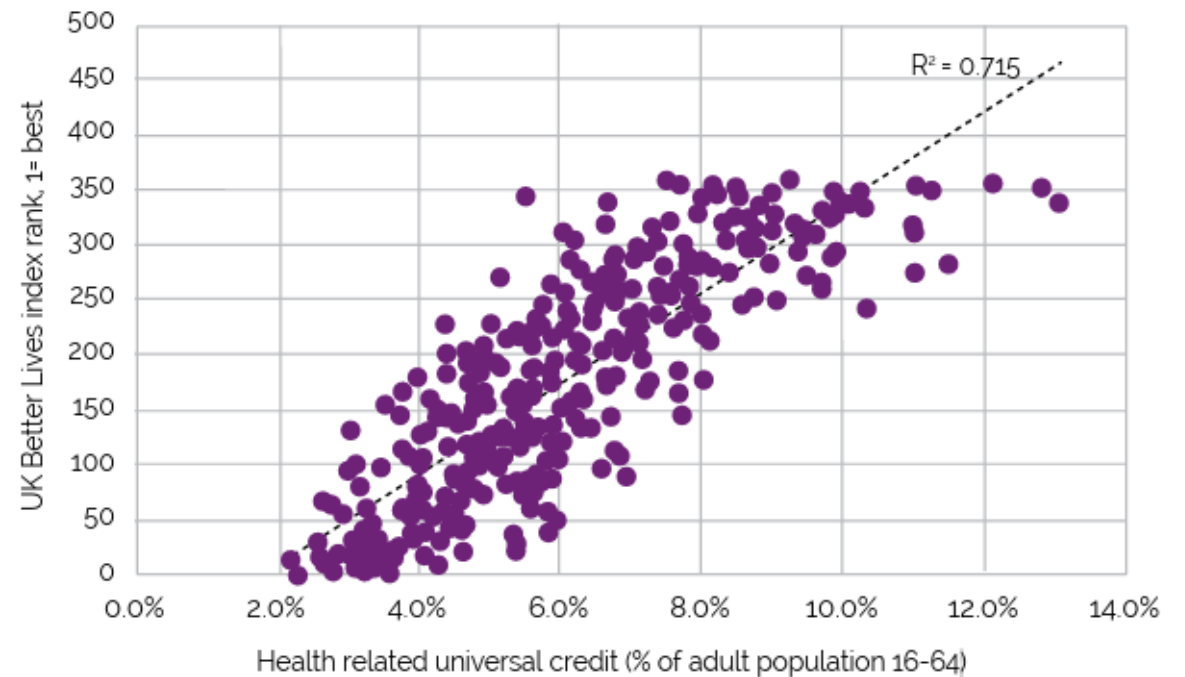


Figure 2. Correlation between UK Better Lives Index and Universal Credit health related benefits (Great Britain only)

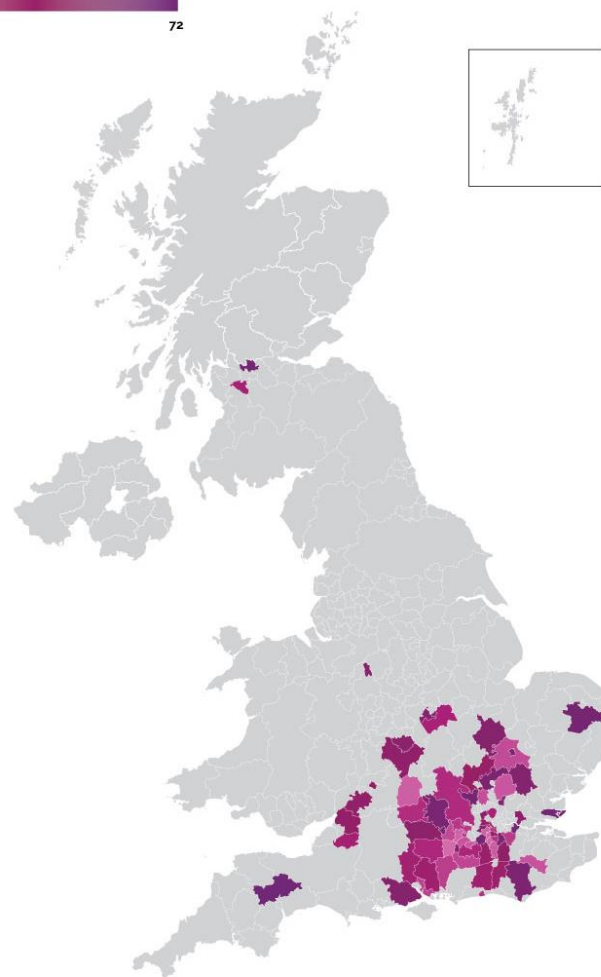


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International
Longevity Centre UK

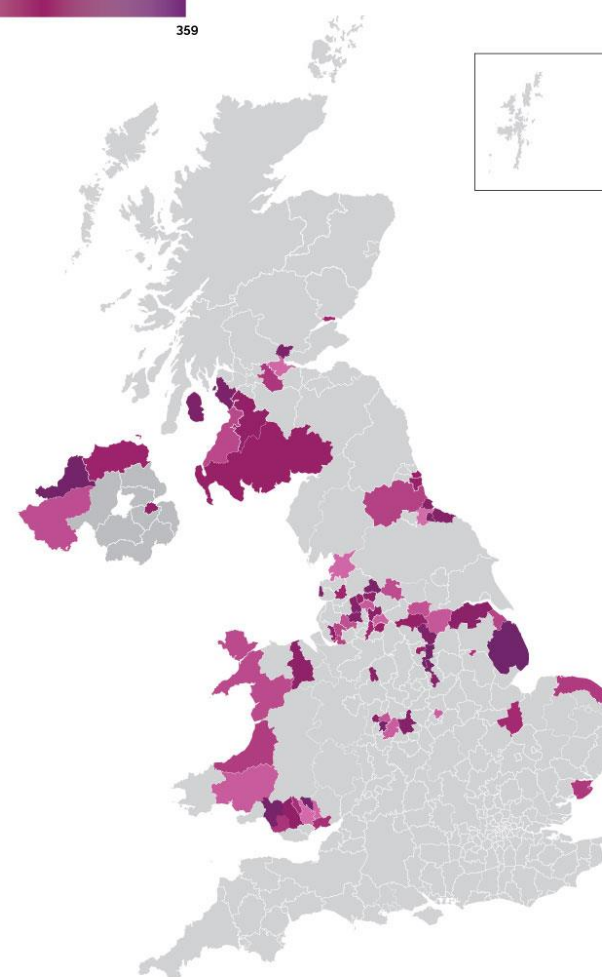
Key findings from the Index

Top 20%



Map data: © Crown copyright and database right 2023

Bottom 20%



Map data: © Crown copyright and database right 2023

Life outcomes vary dramatically across the UK

- Life expectancy at birth ranges from 85 years in Richmond upon Thames to 76 in Blackpool
- Child poverty averages 12% in top areas, but exceeds 40% in Oldham, Pendle, and Bradford
- Avoidable mortality is almost twice as high in the lowest-ranked areas as in the best-performing ones

Income and unemployment gaps persist

- Household disposable income in top areas is over £10,000 higher than in bottom areas
- Economic activity for those over 16 is on average 11 percentage points higher in better-ranked areas
- Economic inactivity among 50–64-year-olds averages 34.5% in the lowest-ranked areas compared with 21% in top areas
- Housing is much more affordable in lower-ranked areas

Applying it to questions on innovation and growth: industrial strategy

- Using Govt's IS8 sectors we can work out the approx. **share of employment in key sectors** and relate them to our Better Lives Index rankings.
- **Frontier industries underrepresented in poorer areas**, especially in creative, digital, and financial services.
- **Clean energy growth skews toward already advantaged regions** without targeted policy.
- **Foundational sectors** like steel and construction remain vital for local jobs and supply chains and are higher concentrated in worse ranked areas.

Table 2: Employment shares in industrial strategy sectors by local authority quintile

Quintile	Manu	Defence	Clean energy	Creative	Digital	Financial	Life sciences	Professional	Foundational
1	2.19	0.35	2.90	5.53	9.38	2.08	0.53	15.44	6.09
2	2.40	0.15	2.44	4.31	6.44	2.27	0.33	12.35	6.74
3	2.85	0.31	2.51	3.25	5.57	1.78	0.28	11.83	6.82
4	2.86	0.13	2.15	2.33	4.25	2.08	0.37	10.02	6.35
5	3.06	0.05	2.06	1.69	3.73	1.19	0.37	9.17	7.07

Applying it to policy questions: the economic potential for labour supply gains

- Economic inactivity among 50–64-year-olds varies sharply across the UK.
- **Reducing place-based barriers to longer working lives could unlock major growth.**
- If all areas **matched the best performers within their peer group**: +19% (£109bn) in output.
- If lagging areas **caught up to the average within their peer group**: +3% (£19.4bn) in output.
- **Supporting older workers everywhere** = a realistic path to supply-side growth.

Table 3. Total economic impact: catching up to the peer group average

Quintile	Absolute economic gains	Average proportionate change for local authorities
1	£4.4bn	3.8%
2	£4.5bn	3.5%
3	£4.0bn	4.6%
4	£3.6bn	3.5%
5	£3.1bn	5.1%

The Index shows who is thriving and who is left behind

- Evidence across the life course shows the scale of inequalities in health, income, and work
- Targeted investment and policy can unlock untapped potential for longer, healthier, more productive lives
- The Index provides an evidence base to guide long-term planning and inclusive growth supporting better lives across the life course.



International
Longevity Centre UK

Innovate UK Response

Karen Wilkinson
Innovate UK Business Connect



Innovate UK is the UK's innovation agency

As part of UK Research and Innovation (UKRI), **Innovate UK** is publicly funded to drive innovation and productivity across the UK.

It works to create a better future by inspiring, involving and investing in businesses that are developing life-changing innovations.



Products & Services Portfolio

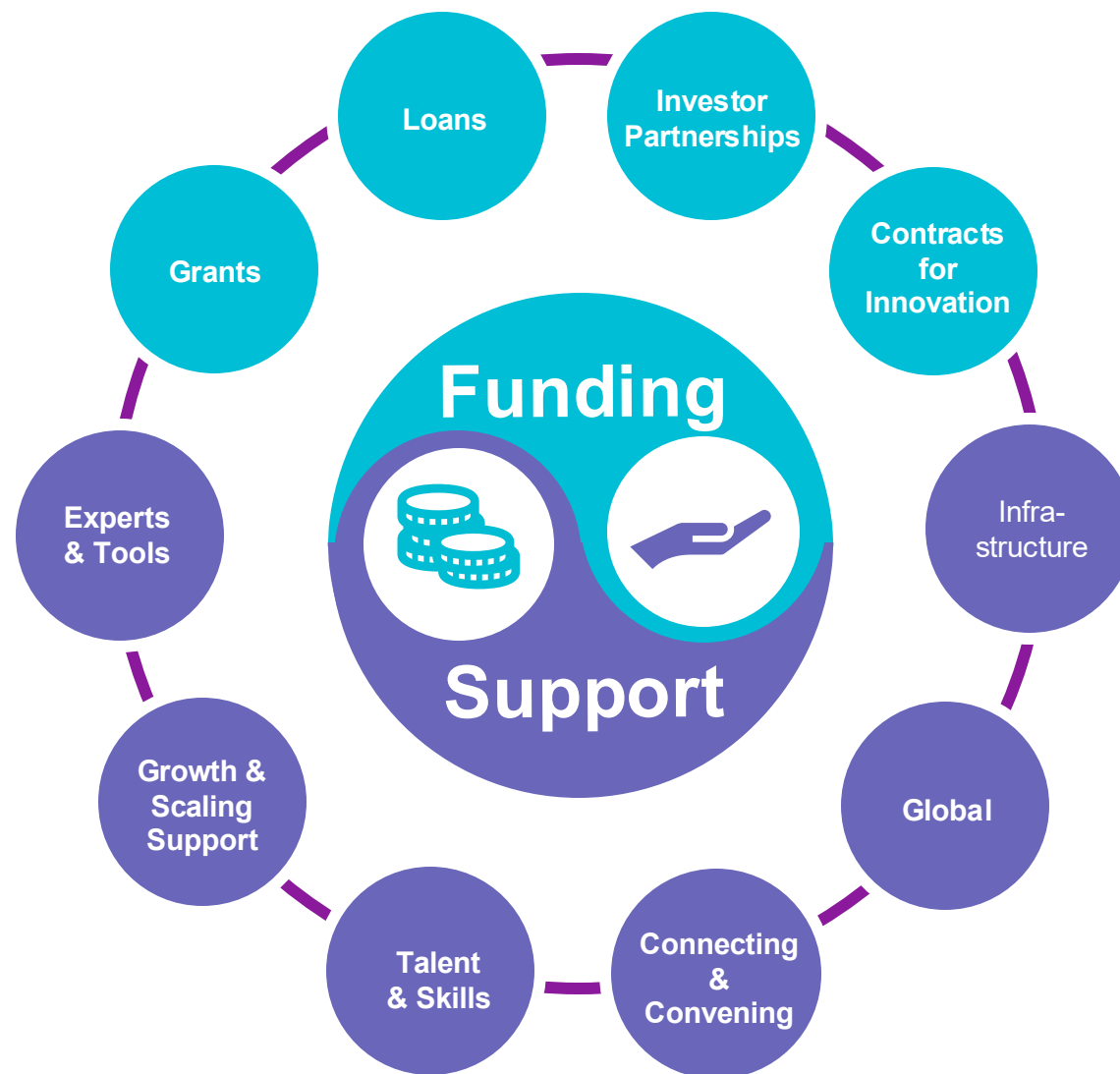
We support businesses at all stages

SPINOUT

STARTUP

SCALEUP

GROWTH



Innovate UK Strategy



Innovate
UK

Business
Connect

Thanks

Karen Wilkinson
Innovate UK Business Connect

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**Remembrance
Day**

2 minutes' silence

The NHS context

Christopher George – Health Economics Policy Advisor

The NHS Confederation

Our members employ over 1.5 million staff, care for more than 1 million patients a day and control £150 billion of public expenditure.



Representing all levels of the NHS

Community

Primary Care

Integrated Care Systems

Acute

Mental Health

Neighbourhood

Health Economics & Partnership Team

Role of Businesses...

Health Economics

Work & Health

Health on the High Street

Economic Impact of the NHS

Devolution

The NHS's direction of travel...

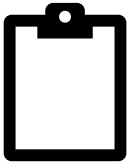


NHS as a partner

Neighbourhood health



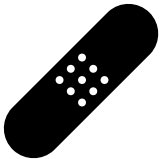
3 Shifts



Analog to Digital



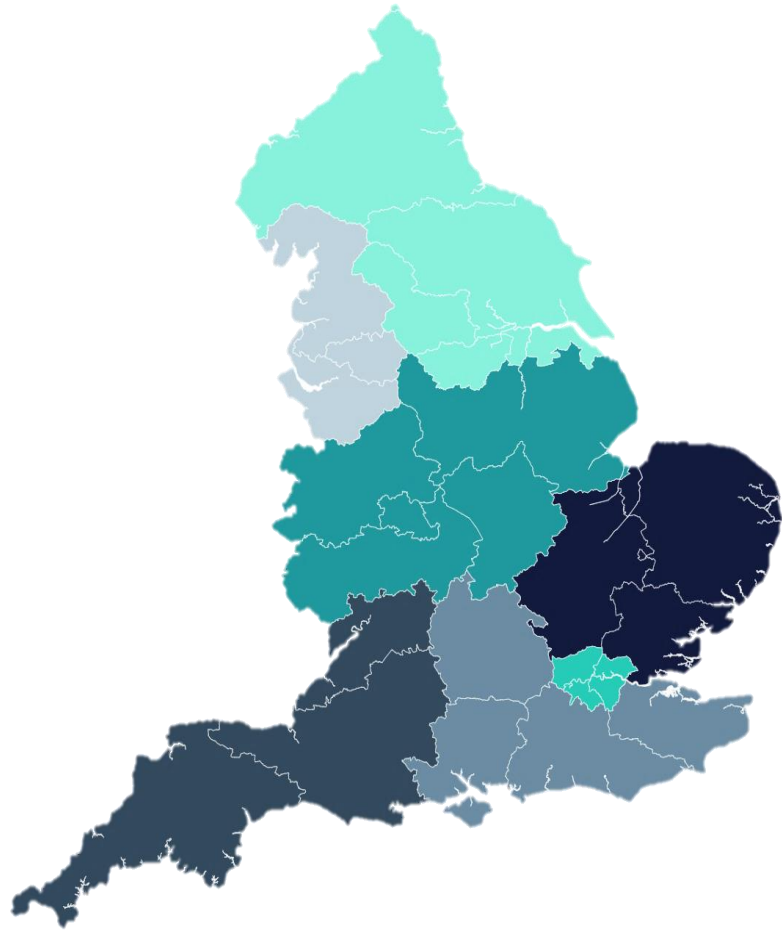
Hospital to Community



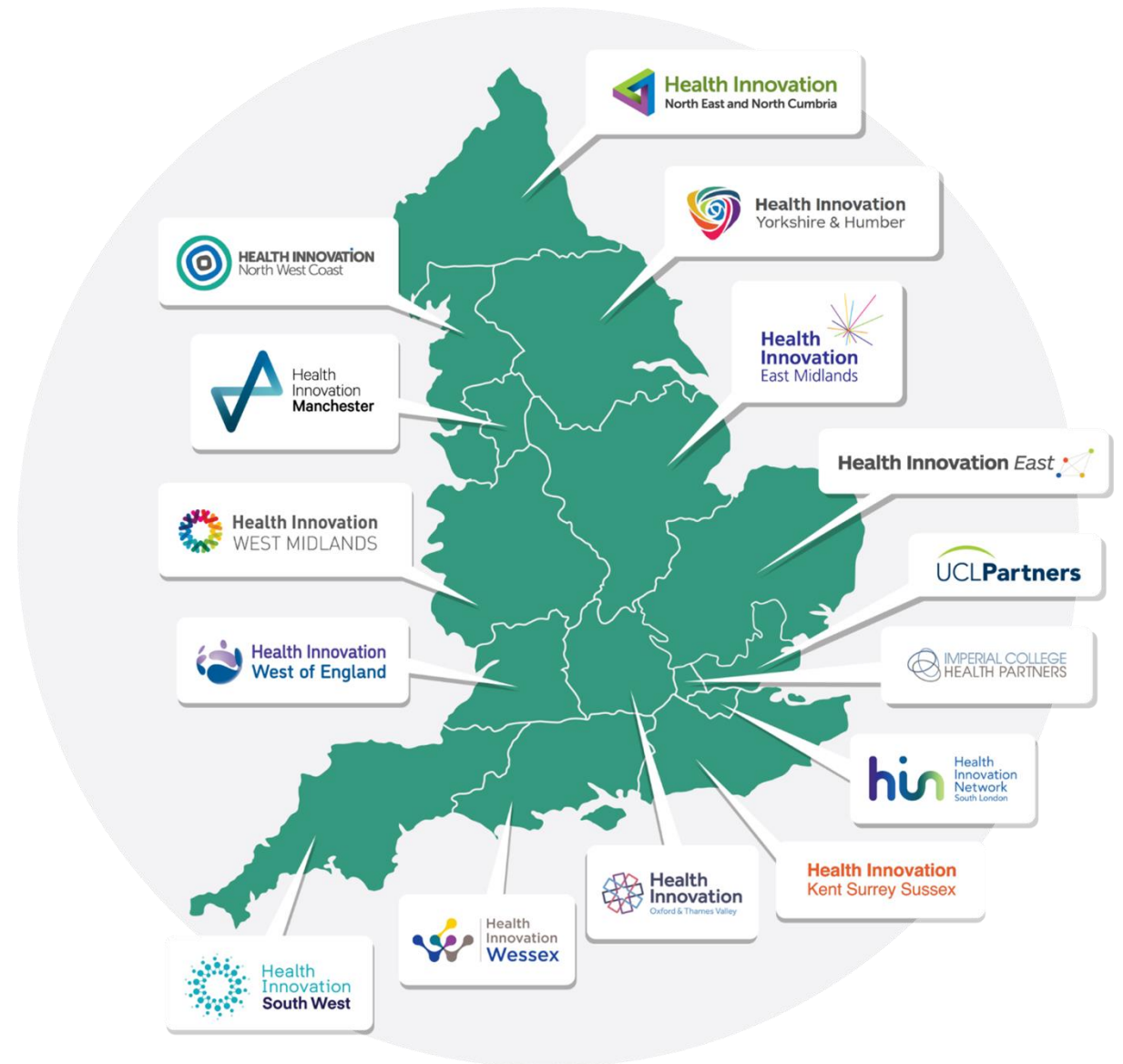
Treatment to Prevention



Key NHS structures...

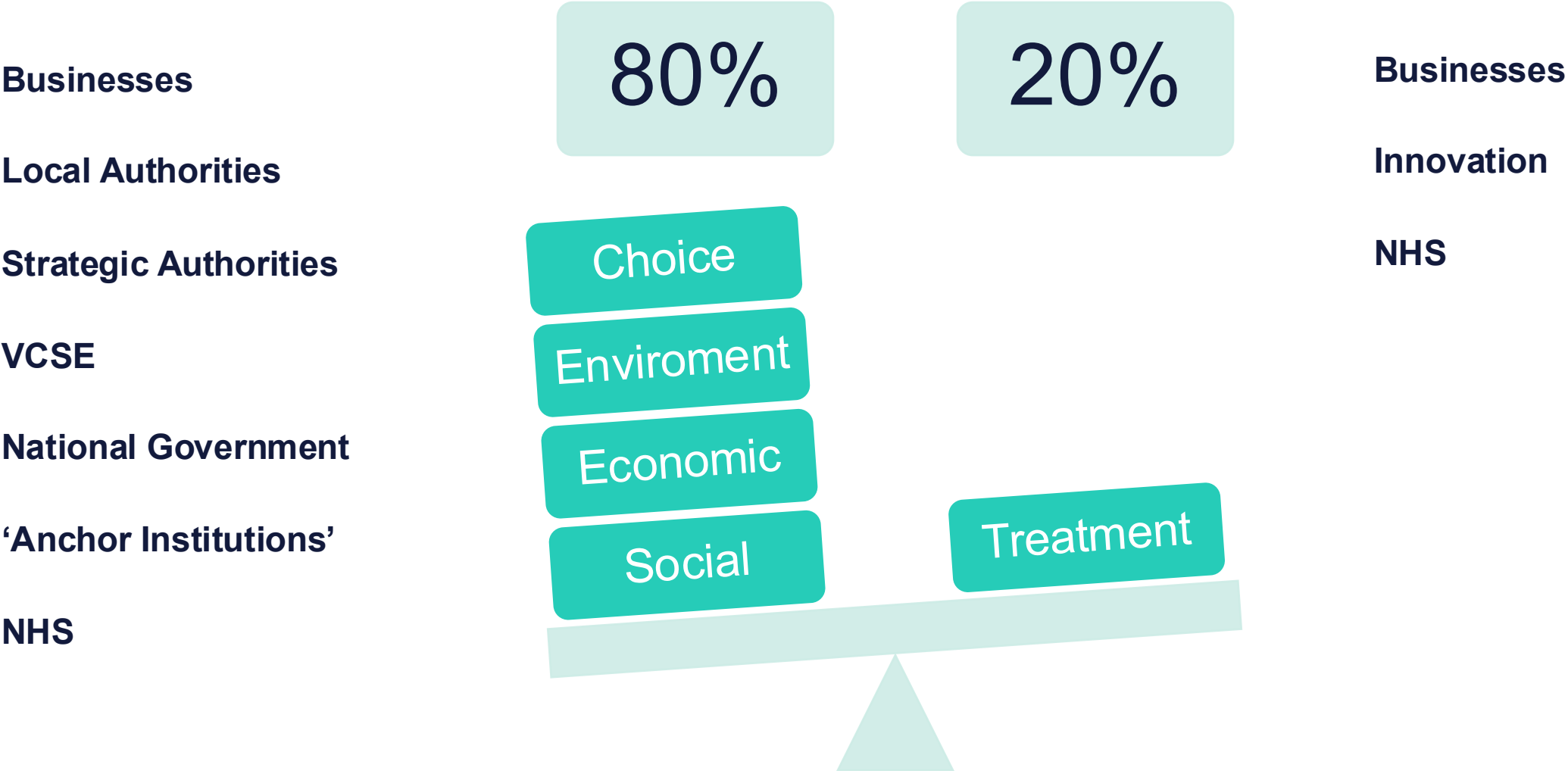


Integrated Care Boards (ICBs)



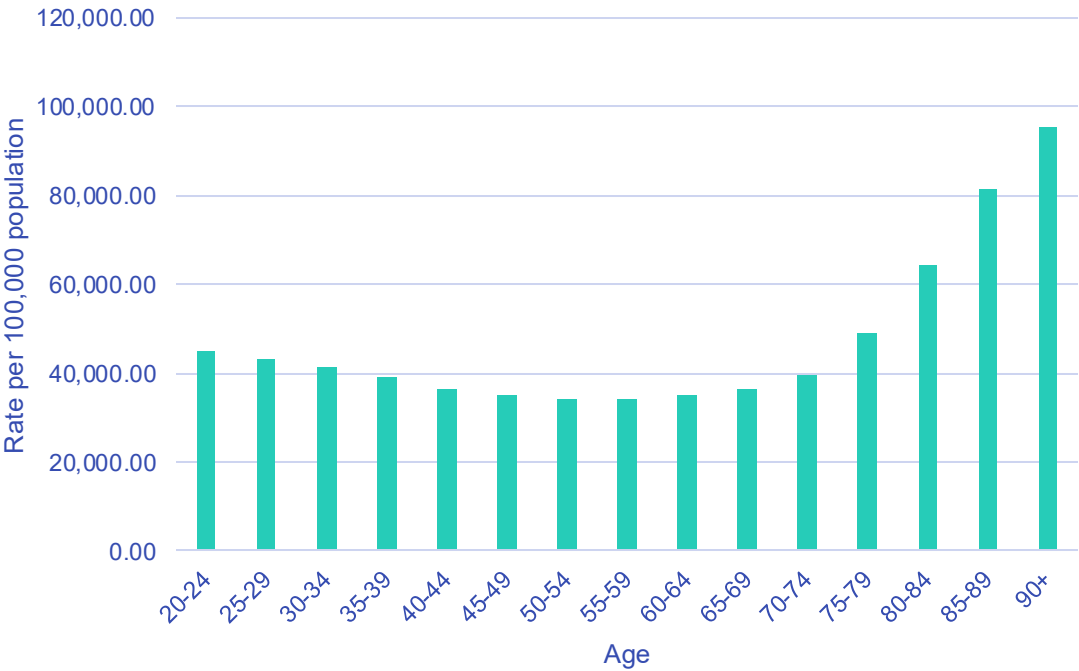
Health Innovation Networks (HINs)

Health is not just an 'NHS issue'

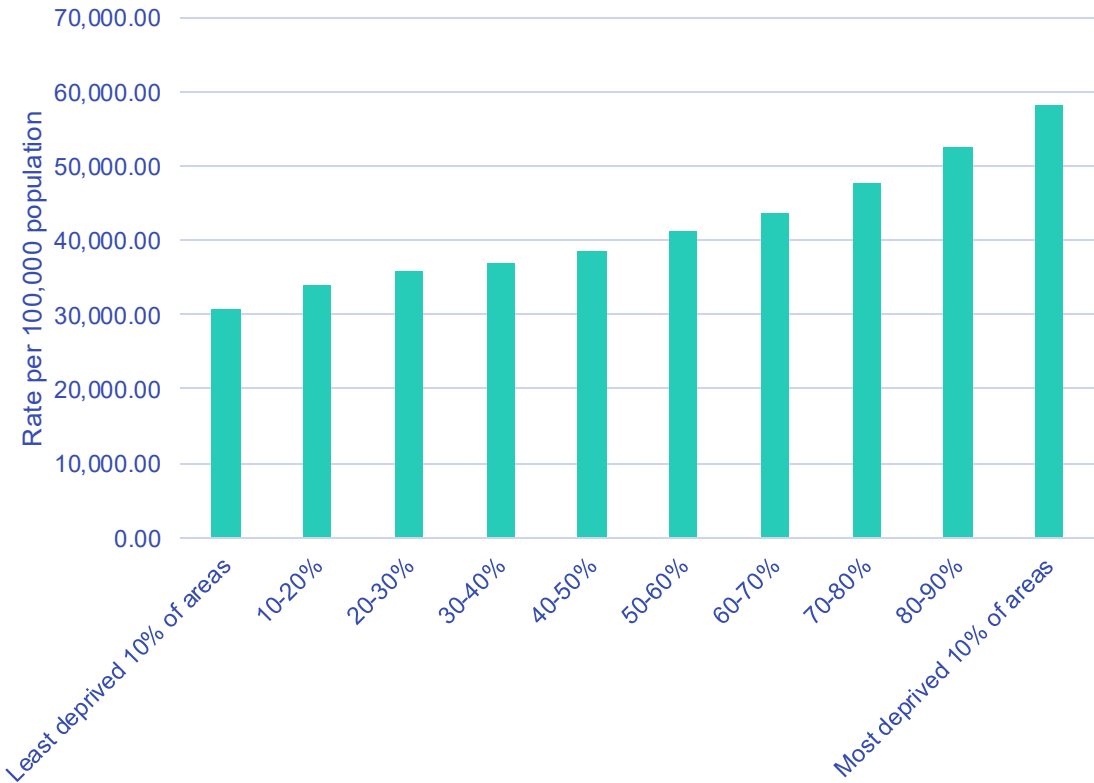


The pressure points for the NHS...

A&E Attendance Rate by **Age**

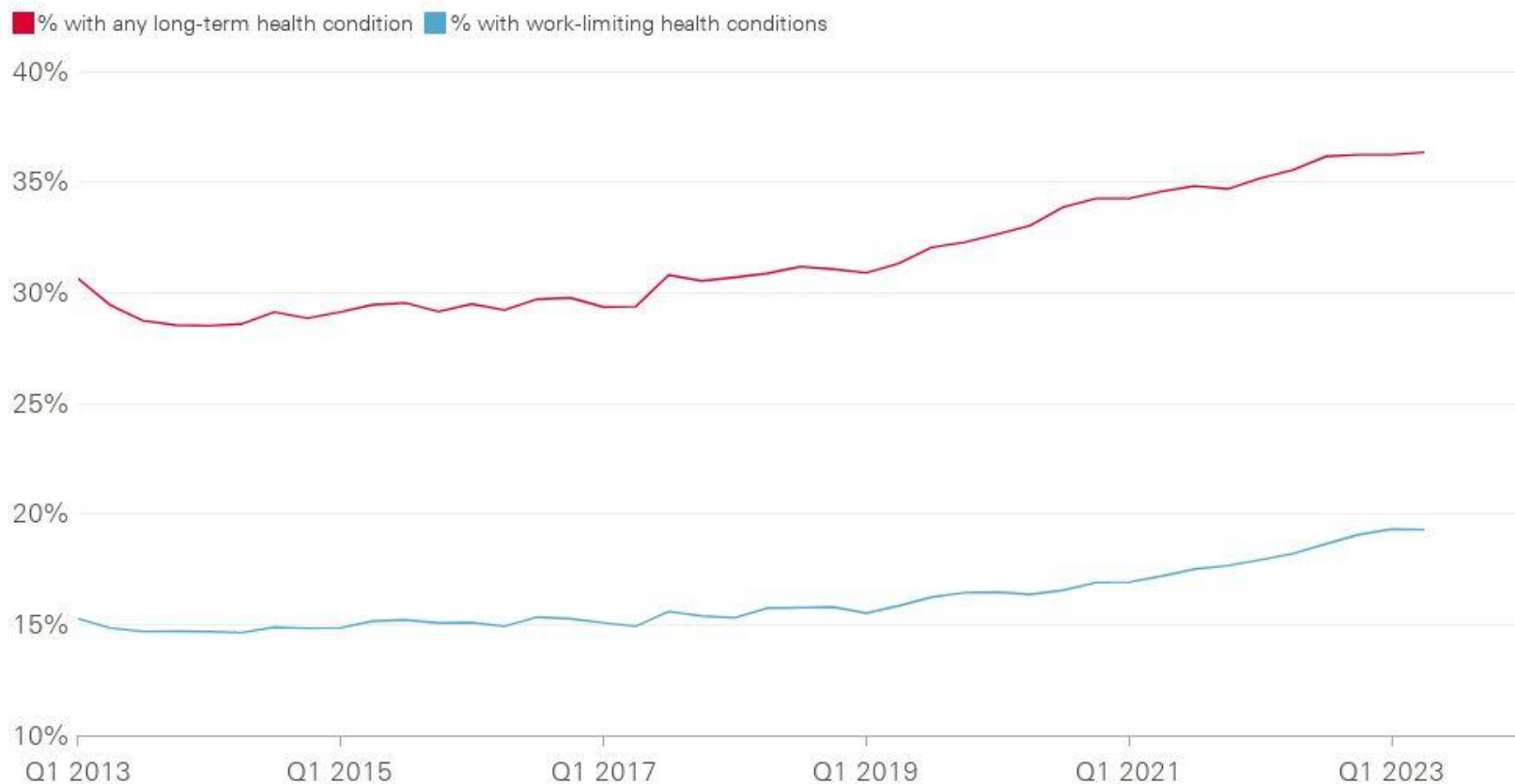


A&E Attendance Rate by **Deprivation**



Growing challenges...

The prevalence of long-term health conditions has risen for the working age population
Proportion of working age (16–64 years) population with long-term health conditions: UK, 2013–23

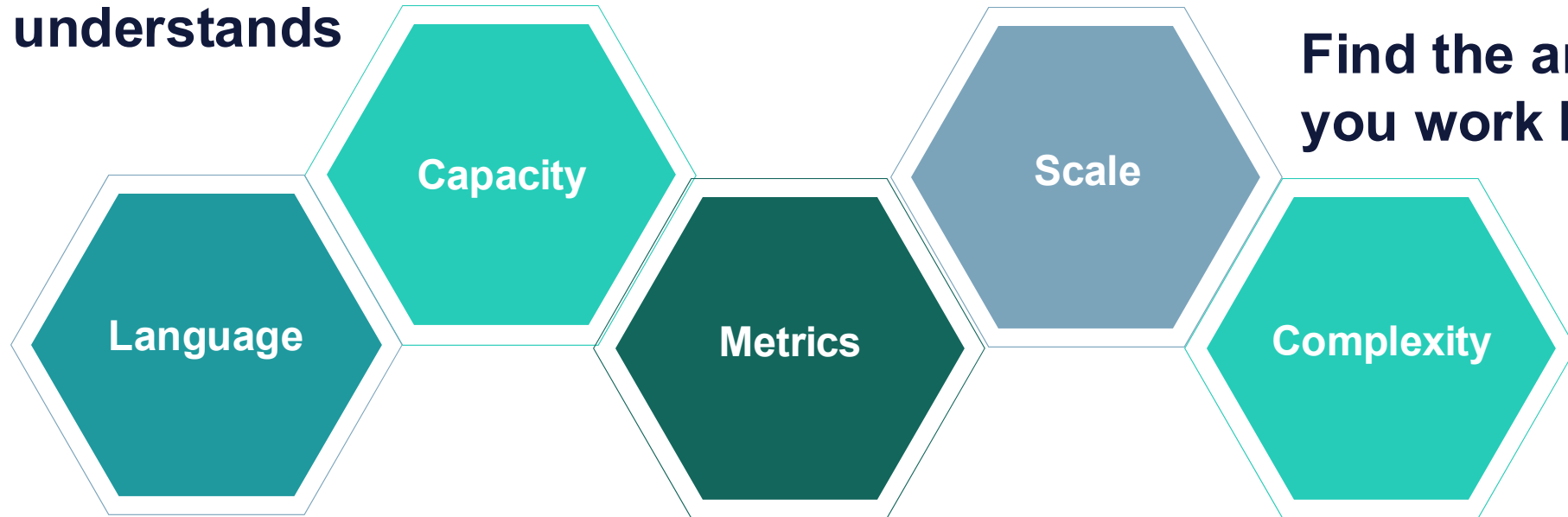


Barriers



Opportunities: Help the NHS to Help You

Speak in terms the NHS understands



Find the area that you work best in

Understand the problems & offer solutions

See how you fit into current initiatives

Thank you

Christopher George – Health Economics Policy Advisor

Christopher.george@nhsconfed.org

Holding out for a **HERO**

Innovation opportunities in healthy ageing

Stephen Johnston, Fordcastle, 5x5

Nov 11, 2025

fordcastle



Innovators follow the £££... which follows the numbers...



Innovation

Metrics

Money

For decades, we've been optimizing for the wrong things



Note: Success factors for healthy ageing not generally 'within' the health system: social connections, post code, inequality, stress, exposome....

Innovators connect the dots between actions and disease

- **What:** Water biosensor platform using engineered cell-free RNA sensors to detect environmental toxins, including pesticides, at the point of sample (field test).
- **How:** Rapid, affordable sensors for pesticides and neurotoxins in water/soil, real-time digitization, linking specific chemical exposure to health monitoring or alert systems.



Metrics → Innovators → Money

What if we developed a new set of indicators for healthspan?

H – Hidden

Signals buried in everyday life: unseen patterns of health, behaviour, or environment waiting to be revealed.



R – Revealed

AI, sensors, and citizen data expose blind spots, translating complex signals into measurable, local insights.

E – Externalities

Costs or benefits our markets ignore — from loneliness to pollution — shaping wellbeing without financial visibility.

O – Opportunities

Once visible, these indicators become investable — unlocking new incentives, business models, and aligned social value.

Some international examples are proving this playbook

ŌURA



SeedHealth[•]



Examples of white spaces for improving healthy ageing locally

'Neighborhood Vitality Index'

- Real-time walkability friction
- Anonymized social density
- Acoustic health / stress
- Thermal comfort & variance
- Access rhythm - time-to-reach

'Cumulative Neurotoxin Burden'

- Ambient air exposure index
- Water and soil contaminant score
- Personal biomarker blood panel
- Occupational medication risk
- Lifetime residential exposure

How could innovators capture these opportunities...?

- ❑ **Systems Investing** approach - systems change meets impact investing
- ❑ **Citizen scientists** - to surface and capture data
- ❑ **New business models** & blended funding that rewards novel indicators
- ❑ **AI-native coordinating infrastructure** / silo-buster (e.g. [Shapeable.ai](#))
- ❑ **Public policy**, regulations and PR / propaganda for good (e.g. Ed Bernays 2.0)



Healthy Ageing isn't
just a **Medical
Challenge;**
it's a **Measurement
Opportunity**

Go on, be a HERO
fordcastle 55



Thank you

