

# C1



## BETTER HOMES, BETTER LIVES



**RESEARCH 2017-2018**

**APPENDIX C1 - PROJECT WILLOW CHANGEMAKERS' DAY AGENDA  
AND INVITATION TO PARTICIPATE**

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**“Changemakers are people who can see the patterns around them, identify the problems in any situation, figure out ways to solve the problem, organise fluid teams, lead collective action and then continually adapt as situations change”**

**David Brooks, New York Times, 8 Feb 2018**

The Project Willow Changemakers' Day is about getting people together, from the public, private and voluntary sectors, to come up with great ideas which can then be taken forward with collective action.

**We set out to make Willow a project that is focussed on collaborative innovation, to stimulate the development of pilot projects that will build a brighter future for all older people in Cornwall. Willow is about joining hands to seize opportunities, not wringing our hands and waiting for others to provide solutions. And we believe that now is the perfect time to bring together a community of collaborators who want to make change.**

In Jeremy Hunt's speech on the 20th March, on the subject of social care, he talked about the importance of housing, the need for innovative thinking and assistive technologies, the scandal of social isolation, the need for more Extra Care facilities, the standard and availability of formal care services, relieving the burden carried by millions of family carers and many other topics that we will be touching upon on Changemakers' Day. The long awaited Green Paper addressing the social care crisis is due out before the summer of 2018. **This means that there is central Government focus and political will to make changes.**

The Government has also just announced that they are making a £98 million challenge fund available to help businesses and researchers to develop innovative products and services related to Healthy Ageing. We are also aware that large corporate investors and pension funds are showing a great deal of interest in retirement housing. There are also a number of other funds that are available to support the development of products and services to help enhance the lives of the elderly and vulnerable. **So, we are working on the principle that there will be available funding to take the best ideas forward. We just need some innovative and deserving ideas.**

That is where you come in. This day is about pooling the expertise and insights of people, like yourself, with diverse backgrounds related to this topic. **You have been invited because you have a valuable contribution to make.**

You will work in a team to generate ideas within three themes. These themes are

- A place to call home - housing choices, types and tenures for older people
- One and all - people, organisations and communities working together to support the vulnerable and build a more mutually supportive society
- Making the most of life - staying healthier and independent for longer

Each of these themes will be broken down into specific areas to be prioritised and worked on by the teams during the day.

The objective is to finish the day with at least six outlines for initiatives that can be developed into submissions for funding from an appropriate source. We will also be asking for a register of interest from collaborators to be involved in each of the business cases to develop a pitch for funding. We do understand that this may not be possible on the day and time will be given to go away and think a little more. Initially we will document all of the ideas generated as thoroughly as possible and make these available to all participants. We will also send them to other people and organisations who might be interested to collaborate.

## **Timings for the Day**

### Agenda

8:30 - 9:00 Registration (tea, coffee and breakfast available from 8:30)

9:00 - 9:45 - Welcome, briefing and scene setting including sharing some of the insights from our research and data mapping phases

10:00 - 11:30 - Idea Generation Team Discussion - Theme 1 - A place to call home

11.30 - 13:00 - Idea Generation Team Discussion - Theme 2 - One and all

13:00 - 13:30 - Working lunch ( all refreshments provided)

13:30 - 15:00 - Idea generation Team Discussion - Theme 3 - Making the most of life

15:00 - 16:00 - Team sharing of all ideas and selection of the most promising ideas to be developed

16:00 - Close

**We hope that you can come along and help us to make this day one that will be remembered as a key tipping point in the making of the positive changes that we all want to see for the lives of older people in Cornwall.**