

# Future Community Connectivity for Ageing Well in Place

(co-designing technology and environments)



Royal College of Art  
Postgraduate Art & Design

THE HELEN HAMLYN  
CENTRE FOR DESIGN

Royal College of Art  
DESIGN AGE  
INSTITUTE

the  
guinness  
partnership



Remarkable research  
for healthy ageing  
THE DUNHILL MEDICAL TRUST

**Chris McGinley**

Senior Research Fellow | Research Lead

Helen Hamlyn Centre for Design  
Design Age Institute

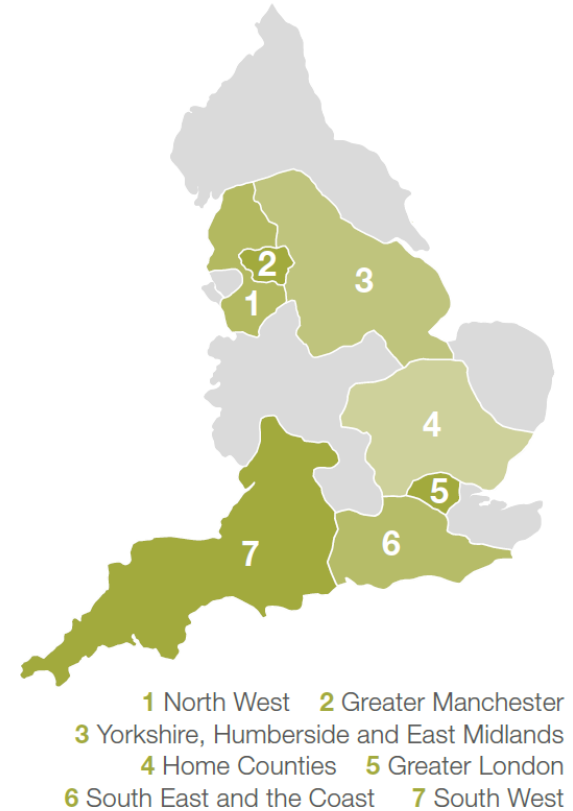


The voice of technology  
enabled care

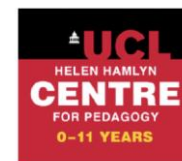
In partnership with: **appello**

## The Guinness Partnership

- A 64,000 home housing association operating in around 130 local authorities across England.
- More than 7,500 homes for older people.
- Dementia-friendly organisation.
- Invest over £2m annually to support our communities.
- Our homes for social rent are around 45% cheaper than market rent in the same area.
- 79% of our homes are EPC C and above with 100% target by 2030.
- 99.9% Decent Homes compliance (2022).
- £143m invested in existing homes (2022).
- >£100m on building safety over five years.
- 5,500 new affordable homes by 2025.



# The HHCD has partnered with over 200 organizations...



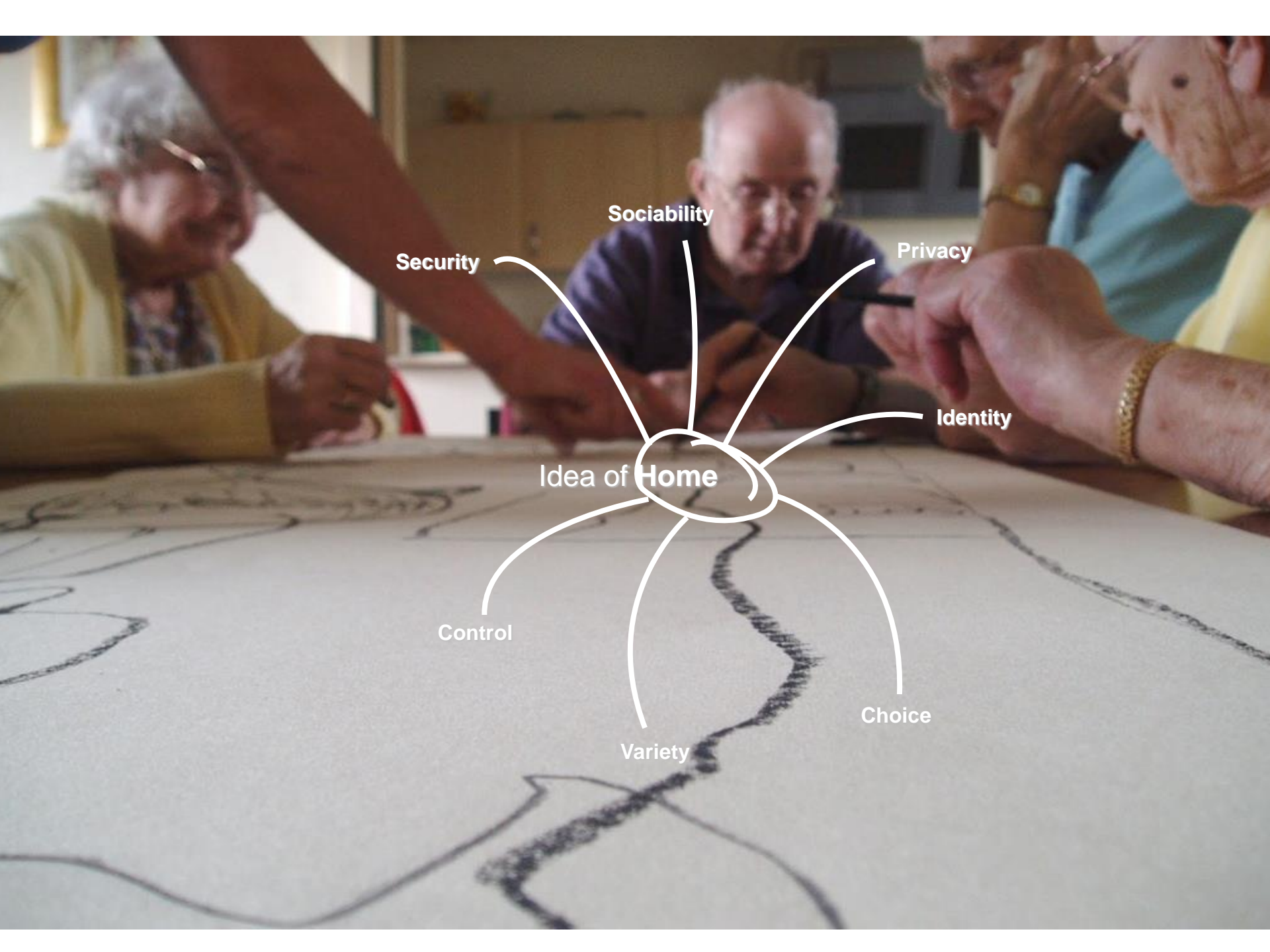
...on over 300 projects.



People are  
**EXPERTS**  
of their own  
**LIVED**  
**EXPERIENCES**



Idea of Home



Idea of Home

Security

Sociability

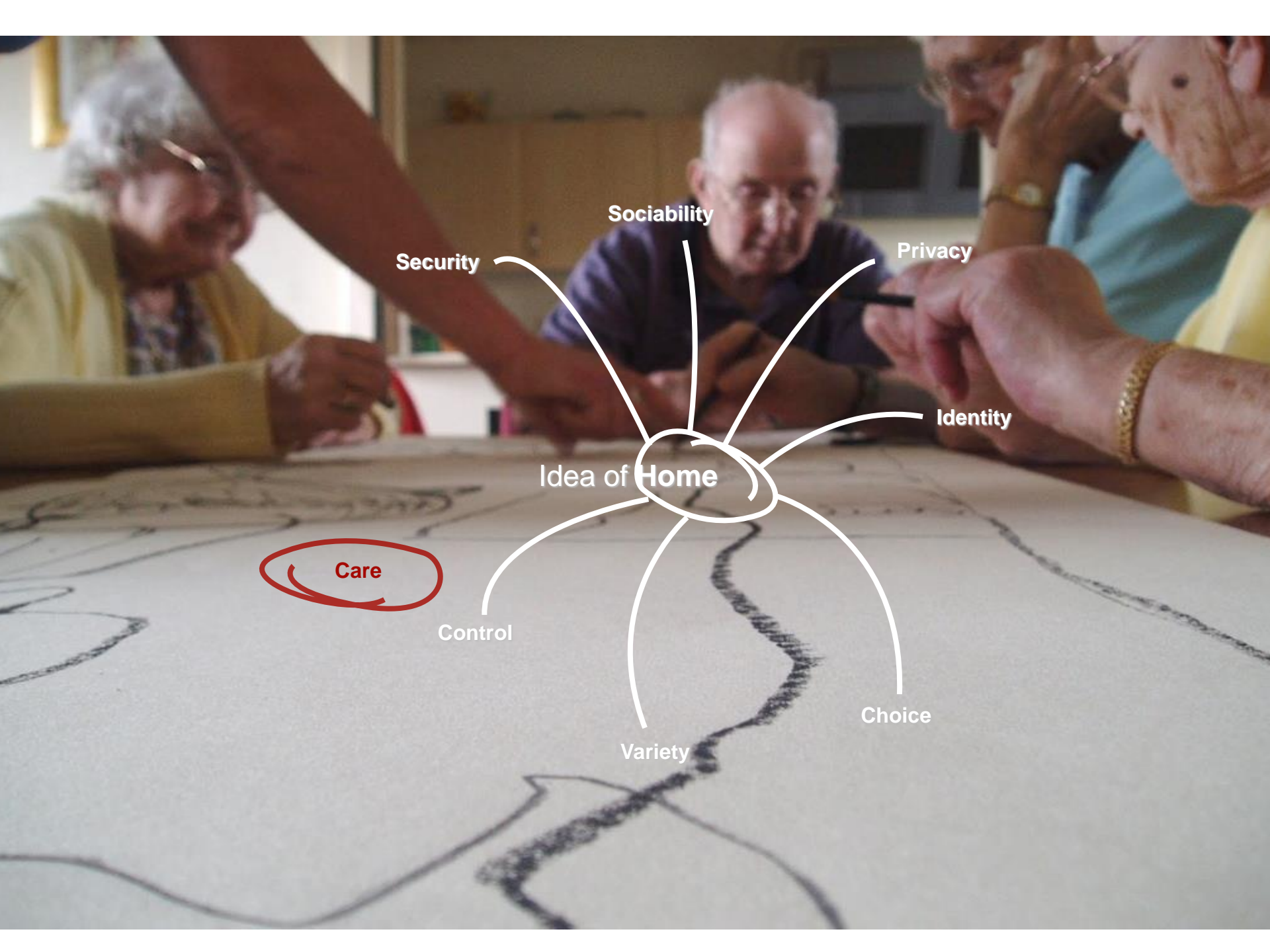
Privacy

Identity

Choice

Variety

Control



Idea of Home

Sociability

Privacy

Identity

Choice

Variety

Control

Security

Care



**FROM...** engaging  
individuals for insights

**TOWARDS... using  
design to engage citizens  
and communities to  
author their own futures**

# Background:

- Technology and ageing in place: smart home solutions for safety, security and health monitoring
- Focus on technologies for staying connected and to alleviate social isolation and loneliness
- Community building + diversity require connectivity that builds on interest and activities and goes beyond physical locations

- Building on findings from the 'CommuniTree' project:
  - creating community cohesion
  - enabling residents to have a voice to hold their landlord accountable

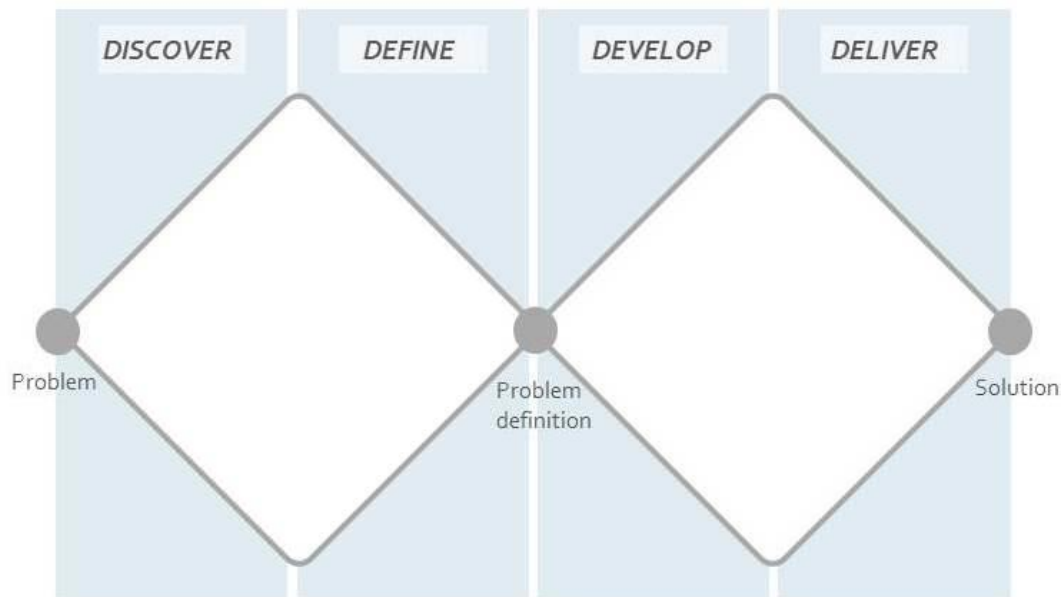
## COMMUNITREE

The Helen Hamlyn Centre for Design X The Guinness Partnership  
CommuniTree | 19/20



# Approach:

- **DISCOVER:** Co-developing the study with the Guinness Partnership, including **identifying sites, resident groups** and **potential technology companies**.
- **DEFINE:** In-depth design **ethnographic research** with older resident groups, including user observations and initial co-design studies.
- **DEVELOP:** **Opportunities for design and technology interventions** in relation to key research vectors, including possible **design concepts**.
- **DELIVER:** Design **guidelines and policy recommendations**, including potential **design routes and new communication narratives**.



# Enhancing Future Community Connectivity for Ageing Well in Place



Social Environment



Physical Environment



Technological Environment

**Community Connectivity**

*Thanks for listening*

e: [chris.mcginley@rca.ac.uk](mailto:chris.mcginley@rca.ac.uk)  
t: [@drchrismcginley](https://twitter.com/drchrismcginley)