



# DALLAS - Delivering Assisted Living Lifestyles at Scale

SBRI Competition for development contracts  
June 2011

## Summary >

A total investment of up to £23 million is being made in the UK-wide DALLAS programme – Delivering Assisted Living Lifestyles at Scale. This comprises an £18m investment by the Technology Strategy Board and the National Institute for Health Research, with a further £5m contribution from the Scottish Government, Highlands and Islands Enterprise and Scottish Enterprise.

DALLAS will establish three to five communities of 10,000 people each or more across the UK, of which one will be in Scotland. These will show how assisted living technologies and services can be used to promote wellbeing, and provide top quality health and care, enabling people to live independently – including a preventative approach.

We aim to unlock new markets in social innovation, service innovation and wellness, enabled by technology, and show that technologies and services can be made available at a sufficient scale and cost to enable independent living. The competition will help to grow the assisted living sector and position UK companies to take advantage of increasing global demand for assisted living goods and services.

This is an open competition commencing on 7 June 2011, with successful projects attracting 100% of public funding and lasting up to 36 months. Applicants must register by 20 July 2011 with a first stage submission deadline of 27 July 2011.

We invite applications from all types and sizes of organisation – public, private and third sectors, including charities and social enterprises.

## Background >

Over the next 20 years all industrialised and developing countries will experience a demographic shift from predominantly younger populations to older ones. As a result, current care models are unsustainable and inadequate in terms of efficiency and effectiveness. Change is a necessity and innovative approaches are needed to improve quality of life and provide better health and social care for people as they age, as well as those with long term conditions (LTCs).

In the UK, the number of people aged 65+ will rise from 10.1m to 16.7m over the next 25 years. Estimates state that public spending on social care will need to triple over the next 20 years to keep pace with ageing, and there are concerns that the UK's public services are not well-placed to cope.

The Assisted Living Innovation Platform (ALIP) is responding to this radical and unprecedented demographic shift – promoting independent living and improved quality of life in the widest sense. It aims to drive innovation to meet the demand for independent living of our future population.

## Challenge >

To deliver innovative and cost-effective services at scale in the UK, to improve quality of life and enable people to live independently for longer.

## Scope >

DALLAS is the next step towards the aspiration of providing assisted living services for millions of people across the UK. We want to explore new models of service to progress a sector that has previously been dominated by pilots and demonstrators. We will establish up to five new communities to address lifestyle needs enabled by technology which can work together (ie, it is interoperable). The programme will include evaluation, networking and knowledge sharing activities.

We encourage applicants to be creative and inventive in their vision for a DALLAS community, and to take a holistic approach in considering how technology can be applied (products, services and systems) to allow people to live independently for longer with a better quality of life.

DALLAS communities should develop methods of connecting the different types of markets and lifestyles to promote health and wellbeing:

**Market** – public through to private

Exploring opportunities for delivery and support connecting the public, private and third sectors, including social enterprises, looking beyond public sector provision of health and care services.

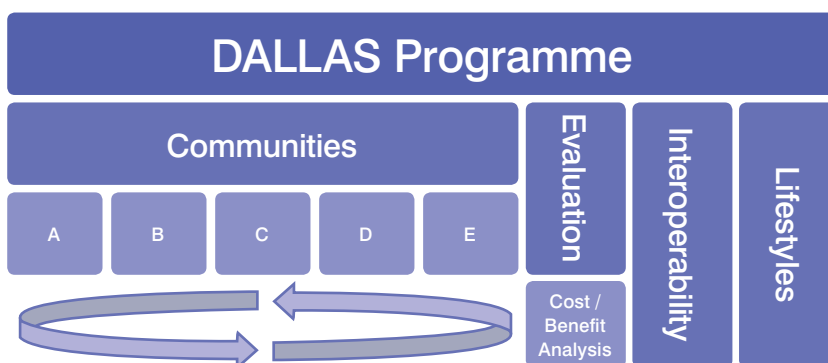
**Health and wellbeing** – both illness and wellness

Widening the debate and considering how we can help people to stay well and live independently for longer in a range of circumstances.

**Lifestyles** – from technical to social

Exploring social, business and technology innovation to overcome issues that undermine or impact negatively on health, wellbeing, and the independent living capability of people with long-term conditions and/or older adults.

To be successful, DALLAS proposals **must** show significant advances towards interoperability.



Overview of the DALLAS programme

Applications for the evaluation and networking of the selected communities are **not** in scope for this stage of the competition. These aspects will be subject to a procurement process and more information will be made available by July 2011.

If you have any specific queries about the scope of this competition please email your questions to: [competitions@tsb.gov.uk](mailto:competitions@tsb.gov.uk)

For the latest updates and to link to other interested parties, visit the DALLAS section of our knowledge sharing portal **\_connect** at <https://ktn.innovateuk.org/web/dallas>

## Funding allocation and project details >

A total of £23m is allocated to this competition, in partnership with Scottish Government, Highlands and Islands Enterprise, Scottish Enterprise and the National Institute for Health Research. Proposals for DALLAS communities that are ultimately successful will be 100% funded for an anticipated 36 months maximum duration. One of the communities will be in Scotland, to reflect their funding contributions as partners, however it is anticipated that organisations from outside of Scotland will also be involved with this community.

The Technology Strategy Board will offer SBRI development contracts with significant financial backing to private, public and third sector organisations (all applicants must be a legal entity). Universities may not apply directly, but could form part of a final proposal (via sub-contract) if the developing communities decide that academic input is required.

**Any involvement by statutory public sector organisations in Scotland must be agreed with the Scottish Government.** This applies to Health Boards, Community Health (and Care) Partnerships, or Local Authorities from Scotland, who should not submit an application to the Technology Strategy Board at this stage. The Scottish Government is running a parallel activity to identify a suitable geographic focus for the DALLAS community with these statutory organisations, which will join the defined process from Stage 2.

Applications from other types of organisation from Scotland are welcomed through the process described, which applies to all other applicants.

Further details can be found in the *Guidance for Applicants* for this competition (available from our website after you have registered for this competition).



### Assisted living

A lifestyle design that enables an individual, carer and/or significant others to optimise their ability to exercise independence; to enhance and maintain a quality of life and a sense of wellbeing that is acceptable to all. It encompasses the use of ICT based products, goods and services to support the physiological, psychological, psycho-social and socio-cultural components of daily living.

### Community

This could be geographically-based or describe a distributed network that addresses the structural and business changes that are required in order to promote independence. Communities will be enabled by technology and social innovation and scalable to the size of a 'natural care community' – a size that is suitable for delivery of services in the local, regional or distributed area. A DALLAS community will promote, support and sustain the health, wellbeing and quality of life of individuals (with and without long-term conditions or disabilities), their family, friends, carers and significant others. Each community will develop and provide innovative products, systems and services to a minimum of 10,000 people founded on their particular social, economic, technological and lifestyle.

### Independence

Self-determination, dignity, choice and control are afforded to individuals regardless of age, levels of ability (physical and mental), health or socio-economic status. We see this as the basis for innovation (technology, business and social) to address the challenges inherent to the demographic imperative and the expected increase in the number of people who will have a long-term condition.

### Interoperability

Technology solutions that work together. Interoperability, or rather its absence, is a market failure and a major barrier to roll-out at scale.

### Lifestyles

How a person goes about their daily life individually and as part of a group. This concerns work and leisure behaviour patterns, activities, choices, attitudes, interests, opinions, values, aspirations and allocation of income. Importantly, it reflects the way people see themselves and believe they are seen by the others. Lifestyle is a combination of motivations, needs, aspirations and wants and is influenced by factors such as culture, family, reference groups, and social class.

## Application process >

We are inviting applications to this open competition from organisations that are interested in leading or being part of a DALLAS community. At the initial stage applicants should outline their background, vision for the future and what they could bring to a community, and should not describe a pre-formed DALLAS community.

This is a three stage process that opens on **7 June 2011**. Website registration must be completed by **20 July 2011 noon** and first stage open applications must be submitted by **27 July 2011**.

Applicants are recommended to note the dates of all of the compulsory workshops and meetings.

**Stage 1:** Applicant submits their interest, background, capability and vision for assessment by a panel of independent experts using a portfolio approach to ensure inclusion of a wide range of relevant organisations.

**Stage 2:** Successful applicants attend Stage 2 workshop and follow on meeting to identify core consortia groups. Applicants submit Stage 2 report and Expressions of Interest for Stage 3.

**Stage 3:** Successful applicants attend Stage 3 workshop. Shortlisted candidate communities submit a full proposal and presentation.

Further information is available in the *Guidance for Applicants* (available from our website after you have registered for this competition) and via a webinar briefing that will be held on **22 June 2011**. Other events will also be held around the country; more information is available via the Knowledge Transfer Network **\_connect** site – see 'More information'.

## Key dates >

Stage 1	
Process opens	7 June 2011
Briefing webinar	22 June 2011
Registration deadline	20 July 2011 noon
Open application deadline	27 July 2011 noon
Applicants informed	26 August 2011

Stage 2	
Compulsory workshop (for invited applicants)	12 September 2011 (evening) to 15 September 2011 (afternoon)
Candidate communities selected	20 September 2011
Compulsory one day follow-up meeting	10 November 2011
Candidate communities report submission	23 November 2011 noon
Applicants invited to Stage 3 workshop	16 December 2011

Stage 3	
Compulsory workshop (for invited applicants)	9 January 2012 (evening) to 12 January 2012 (afternoon)
Full proposals invited	20 January 2012
Full proposal deadline	4 April 2012 noon
Presentations to panel	18 and 19 April 2012
DALLAS communities selected	30 April 2012

**Note that ALL deadlines are at 12 noon.**

## More information >

To apply for funding through this competition and to get further details you will need to register your interest via the Competitions section of our website at

**[www.innovateuk.org](http://www.innovateuk.org)**

It is important to allow enough time to register, to read the important *Guidance for Applicants* and prepare your application. Note that registration can take 48 hours.

For further information, the latest updates and to link to other interested parties, visit the DALLAS section of our knowledge sharing portal **\_connect** at **<https://ktn.innovateuk.org/web/dallas>**

For more information about SBRI see **[www.innovateuk.org/sbri](http://www.innovateuk.org/sbri)**

**Competition Helpline:**  
0300 321 4357

**Email:**  
[competitions@tsb.gov.uk](mailto:competitions@tsb.gov.uk)

## Publicity >

The Technology Strategy Board frequently publicises the results of competitions and this includes engagement with the media. Applicants will be asked to provide an agreed form of words for use in publicity material. E-mail [pressoffice@tsb.gov.uk](mailto:pressoffice@tsb.gov.uk) with any queries.

### Technology Strategy Board

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The SBRI scheme is one of the tools that the Technology Strategy Board uses to drive innovation. The Technology Strategy Board is a business-led executive non-departmental public body, established by the government. Its role is to promote and support research into, and development and exploitation of, technology and innovation for the benefit of UK business, in order to increase economic growth and improve quality of life.