



Case Study Cohort 1

Living Well at Home

June 2019

Business background

Living Well at Home was established by Emma Luddington.

As a RIBA Chartered Architect with over 25 years' experience of inclusive and accessible housing, Emma realised that people don't realise what's possible to enable them to continue living safely in their own home in later life, before a crisis or life-changing accident occurs. With a distinct lack of professional advice available, Emma set up Living Well at Home Ltd as both a social mission and a commercial tool to fill this gap in the market.



About the product or service

With 94% of people wanting to live independently in later life, but only 7% of homes having the most basic features to allow that to happen, there is a potential crisis on the horizon. Living Well at Home's 'HomeCheck' service aims to address this issue.

The service has been developed to give ageing households expert, personalised advice about the small adaptations they can make to enable them to stay in their home safely and conveniently for longer in later life. Small changes – which are often inexpensive or free – can reduce the risk of injuries in the home or crises that lead to a loss of independence, by nearly 40%.

The service follows a simple delivery path. Firstly, a HomeCheck assessor visits the client to carry out a thorough assessment of their home, and then the client gets a personalised magazine-style report outlining suggested interventions.

The magazine is packed full of tips and advice on the small changes to make and outlines what scope there is for larger adaptations if required in the future. Households are also signposted to other sources of advice and support regarding health, well-being, safety and handyperson services.

The HomeCheck is undertaken using an App which means the magazine report also comes digitally. That way, the household can easily share the report with friends, family and their professional health and social care team. Together, they can share in the planning of adjustments and adaptations to the home, in their own time.



Why did the business join the Bucks HSC Ventures programme?

Emma Luddington, Living Well at Home Managing Director, said: “When we did our business plan and strategy to determine which market segments we target and how, we put the health and social care sectors in our ‘greatest risk for the longest investment’ category. We felt it was right up there in the red zone due to the complexity of the organisations.”

“When the Bucks HSC Ventures opportunity came up we were very interested because we thought it would be a good vehicle to help us understand these organisations better and help us to move the dial a little bit.”

How has the Bucks HSC Ventures programme helped the business?

Emma Luddington said: “It’s been useful to understand the pains and gains of the health and social care providers, as well as the challenges they have in working together.

“The programme has given us a much stronger vocabulary and understanding of those challenges and it’s given us some names and faces that we should be working with. It’s also helped us to understand where and how HomeCheck could occupy a position within the health and social care space.

“We all know that relationships and opportunities can take some time to develop but we are hopeful that as a direct result of the Bucks HSC Ventures programme and the positive relationships we now have with the programme partners, that we will be able to work together soon.

“Our involvement in the programme has definitely helped in shifting our dial more towards the Health and Social Care market sectors. It has been great to be part of a programme that’s exposed the public sector authorities to start ups that are trying to do good things in health and social care, and for us to understand their challenges better.”

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