

Success Story

The Boosting Life Sciences Social Economy Programme event, in partnership with Lambeth Council, brought together 15 local businesses and 10 residents to tackle ageing well and physical activity challenges in the borough.

EXECUTIVE SUMMARY

The Boosting Life Sciences Social Economy Programme's event, in collaboration with Lambeth Council, brought together 7 businesses, 8 charities, and 10 residents with 72 registrations. Focused on physical activities and ageing well, the event aimed to engage local social businesses and entrepreneurs to develop innovative solutions.

THE RESULTS

15

Local Businesses Attended

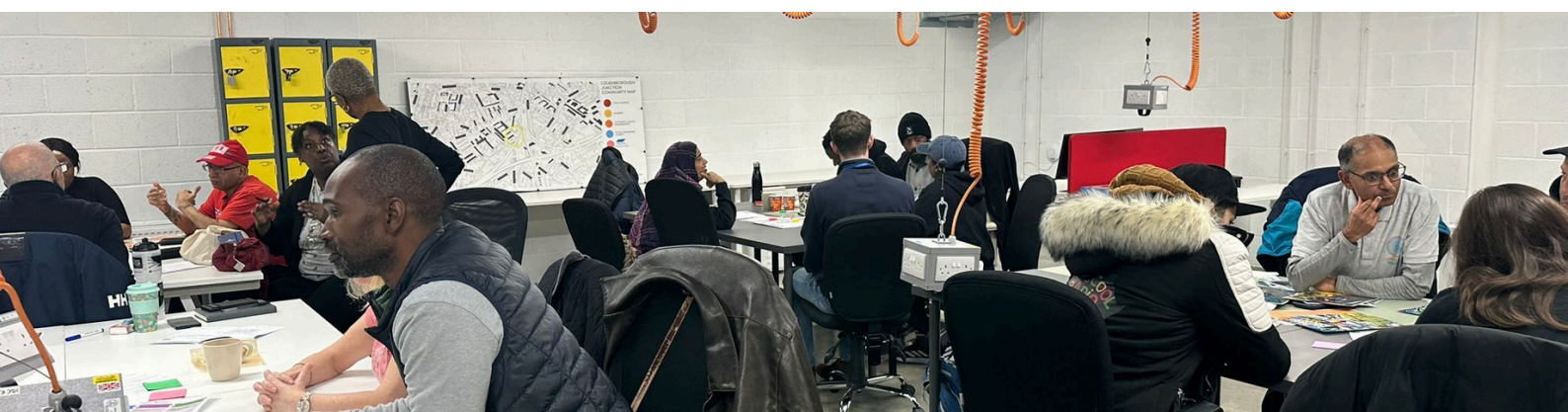
72

Event Registrations

ABOUT SOCIAL INNOVATION EVENTS

The Boosting Life Sciences Social Economy programme is delivered through a partnership between the London Boroughs of Lambeth, Hackney, Hammersmith and Fulham, Islington, Camden, Southwark, Tower Hamlets, and MedCity. This partnership works together to boost diversity in the growing health and life sciences social economy.

The Social Innovation Events, part of this programme, bring together social entrepreneurs, businesses, and community stakeholders to address public health challenges. The event in Lambeth Borough focused on promoting physical activity and aging well in the community, engaging local social businesses and entrepreneurs to address the challenges faced by an aging population. Lambeth Council's support was instrumental in driving community involvement and raising awareness of the importance of staying active to improve well-being and reduce isolation in older residents.





CHALLENGE

The challenge was to engage local businesses in addressing physical activities and ageing well, ensuring 60% female participation and 50% representation from various ethnic backgrounds. This aimed to foster inclusive solutions that reflect Lambeth's diverse community and promote social innovation in physical health.

SOLUTION

The Social Innovation Events, in partnership with Digipac Consultancy, successfully identified and engaged local businesses in Lambeth to address physical activities and ageing well. Through targeted social media campaigns, Eventbrite ads, and direct outreach, we connected with businesses that were not only locally rooted but also aligned with the physical activity needs of the community. These efforts ensured meaningful participation and collaboration towards innovative solutions.

OUTCOME

- **60% Female Attendees:** The campaign engaged 15 local businesses and hit the goal of 60% female participation, creating valuable connections and collaboration within the community.
- **50% Different Ethnicities:** With a targeted strategy, the events ensured representation from diverse backgrounds, achieving 50% participation from entrepreneurs or social business leaders of different ethnicities and broadening awareness among the right audience.

60%

Female Attendees

50%

Different Ethnicities



Jack Gerrard ★★★★★

Ageing Well Link Worker, Age UK

It was an honor to be a judge at the social innovation event focused on physical activity and ageing well in Lambeth. Bringing together local businesses, charities, and residents fostered great collaboration. With 60% female attendees and strong ethnic diversity, the event showcased the power of community-driven solutions to improve well-being. Thanks to Digipac, as Age UK, we will gain valuable insights from local businesses.