

Design For Dignity™



INISIBLE®
CREATIONS



Contents

04

Introduction

08

Our Products

14

Social Impact

06

Sheila's story

12

Why is it important?





We all get older, it's inevitable. But something we don't expect is that the older we get the poorer the quality and range of products and services available to us are. **Why is this?**

One minute we're in our 30s with so much choice we're struggling to even make a decision, and the next we're in our 70s or 80s and have a stock choice of ugly and clinical products that make us feel old, make us look vulnerable and that we simply don't want.

The ageing population deserve better and we can give them better.

Invisible Creations®

Invisible Creations® was born from a desire to design products that don't define us by our age. Older people have been poorly served for too long with products that are stigmatising, clinical and downright ugly.

We're here to end it.

Our aim is to completely disrupt a market that fosters negative stereotypes and makes people feel vulnerable.

Invisible Creations® is a business start up founded to design for dignity™, to produce products that are inclusive and aid mobility.

Invisible Creations® is producing attractive, dual-purpose and discreet adaptations, strategically placed around the home to help reduce decline in health and make daily living even easier.

The key driver is prevention; they will be installed into homes as early as possible to enable people to use them as their needs change.

By adopting this approach, Invisible Creations® aims to delay the need for formal care, reduce the financial burden on the NHS and help housing associations improve tenancy sustainment.



Sheila's Story

Sheila is one of the main reasons we came up with this idea in the first place. She's a very classy, trendy, proud lady and she was refusing to have adaptations fitted, even though she really needed them, and she was hiding her pendant alarm, even though she really needed it, because in her words,

'They're hideous, they make me feel old, they're embarrassing, and they don't go with my home or my outfits...'

She especially did not want the external grab rail, she was worried people would target her house because they knew someone 'vulnerable' lived there.

Sheila, and from the research we conducted many others do this too, also reduced her food and drink intake to limit her trips to the bathroom, as that's one of the most likely places to fall. The reality is people would rather put their health at risk than get the current adaptations installed.

Unfortunately, Sheila's house is now filled with the very things she fought so hard to prevent.

Sheila was extremely ill and ended up in hospital for a long period of time, but thankfully she is home now and doing much better. One of the conditions of her coming home was to get grab rails installed, and she had no choice in what she was given.



She came home to find the plastic, ugly grab rails outside her front door and in her bathroom, and as much as she was pleased to be home she was devastated that she had to compromise her standards and her dignity to do so.

She struggles a lot more to move around now, to go out as much as she would like, so spends a lot of time in her home and she wants it to feel like a home, not a hospital.

She wants a better option, and she deserves it.

This isn't unique to Sheila. Millions of people across the country are making dangerous decisions that damage their health, rather than using the current products available to them.

So, we thought the solution was simple, design better, give Sheila and the rapidly ageing population products they actually want, not just ones they need.

Our Design for Dignity™ product range

Good design should reflect the diversity of people who use it and not impose barriers of any kind. The current adaptations market lacks choice, fosters negative attitudes towards ageing and disability, and fails to meet the diverse needs and aspirations of the people in our communities.

By taking a more inclusive approach to the design and management of the built environment, the frustration and hardship experienced by many – including disabled people, older people and families with young children – can be overcome.

We all benefit from an environment designed in line with inclusive principles.

Delivered in partnership with PROCare.



The External

A dual-purpose product that incorporates all of the support of a grab rail with the style and subtlety of a decorative plant feature.

The inspiration behind this product came from the need to produce an adaptation that supports someone to get in and out of their home, but that doesn't label them as vulnerable, elderly or disabled.

Research shows that grab rails outside people's homes can make them a target for door step crime, and can have a negative impact on mental health – making the occupier feel vulnerable and unsafe. This product removes the negative stigma associated with external grab rails. It provides a solution that is functional, discreet and attractive.

The Shower Shelf

A dual-purpose product that incorporates all of the support of a grab rail with the style and functionality of a bathroom shelf.

This product provides support when bathing or showering, and has the built in function of a shelf to store toiletries.

A common problem we've come across is that in some bathrooms there is often a compromise between having a shelf or a grab rail due to limited space. We have combined both to provide extra safety and prevent the need to bend down to pick up shower gels and shampoos which can result in a fall.



The Mirror

A dual-purpose product that incorporates all of the support of a grab rail with the style and functionality of a mirror.

This product provides support to steady yourself when brushing teeth, shaving or washing your face at the bathroom sink.

We received feedback from clients and occupational therapists that people would often hold onto the sink / basin for support, which can be dangerous.

By producing a product that is built to support and steady someone whilst they are at the sink, we offer a solution that is not only stylish but fit for purpose. This mirror can be strategically placed anywhere in the bathroom that meets your needs.



The Toilet Roll Holder

A dual-purpose product that incorporates all of the support of a grab rail with the style and functionality of a toilet roll holder.

Getting from a seating position to standing can become more difficult when our mobility decreases, so we have added strength and style into our toilet roll holder to offer extra support when getting up off the toilet.

Raised Push Button



The raised push button is compact and lightweight. It doesn't require any excess strength or dexterity; designed to help make flushing even easier.

Shower Riser



It's not just any shower, it's a dual-purpose shower!

This shower has built in support that you can hold onto if you need a little bit of extra help to stay balanced whilst bathing.

Why is it important?

There are millions of people just like Sheila who don't want the stigmatising, clinical adaptations in their homes. We all deserve to live in homes that make us feel safe, support our health and wellbeing and ultimately meet our needs as they change.

We all deserve a great place to live!

We're asking you to ditch the depressing plastic grab rails and invest in products that place dignity at the heart of design.

By providing more attractive, dual-purpose adaptations, that are desirable rather than off-putting, we aim to get these installed in homes earlier, therefore preventing falls sooner and supporting people to live independently for longer. In addition to aiding mobility, this also has the potential to succeed in keeping people out of residential care, help sustain tenancies, and ultimately better support people as they age.

All of our products are designed with prevention and early intervention at their core.

We're currently working on our next generation of products and increasing the range of options in our existing offer.

We're delighted that we will also be working in partnership with the Royal College of Art's Helen Hamlyn Centre to ensure inclusive design remains at the forefront of our product development.



Social Impact

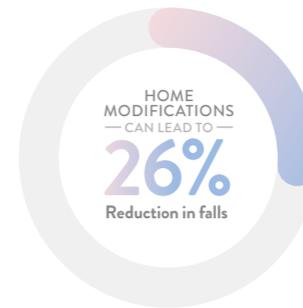
Invisible Creations® isn't just about providing products; it was born out of a desire to do more... to improve lives, to prolong independence, to design for dignity™ and to combat the stigma associated with ageing.

At its core, Invisible Creations® is about people, collaboration and creativity.

Our vision sets social value and social purpose at the heart of what we are trying to achieve. Invisible Creations® recognise the significant social impact providing universally designed, attractive, dual-purpose home adaptations can make on both individuals and communities.

For those that feel adaptations signal vulnerability and incapacity, reminding them of lost mobility, Invisible Creations® aim to promote and encourage the view that adaptations signify increased movement and freedom.

For individuals who feel that they lack control and choice over their home as they age, Invisible Creations® aim to restore some control over home adaptations and in doing so **generating a social value of £16,427 per individual**, in accordance with the HACT Social Value Bank.*



Evidence shows that delays in installing adaptations can reduce their effectiveness.*

Invisible Creations®' key driving force is prevention.

By designing better and more discreet adaptations, that remove the stigma, Invisible Creations® will be installed into homes sooner, helping people live healthier and happier for longer.

For the wider community Invisible Creations® want to reduce the impact of poor housing on the NHS. **Research shows that relatively low cost home modifications can lead to a 26% reduction in falls that need medical treatment and savings of £500m each year to the NHS and social care services in the UK.***

For housing associations we aim to prevent the need to remove home modifications when new tenants move in. We want to provide lifetime, future-proofed products that support tenants to live in their homes better and for longer.

*Key sources:

1. HACT Social Value Bank [<https://www.hact.org.uk/social-value-bankuser-community>]
2. Centre for Ageing Better: Adapting for ageing: Good practice and innovation in home adaptations, 2018.
3. Centre for Ageing Better: Home and dry: The need for decent homes in later life, 2020

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