

Annex 3 - Proposed Indicative Measures

Outcomes		Metric	Data Gatherer(s)	Data Source	Aligned Benefit
O-01	Adoption newly developed affordable, attractive integrated product and service at scale	Number of new or repurposed goods, services, products or widgets to the marketplace	Monitoring Officers (MO)	Customer sales	HA01 HA02
		Affordability testing with customer data profiling and Registrar General's Social Class or other more appropriate measure	Tested by Project (P) (with Challenge Evaluator (CE))	Registrar General's Social Class or other Segmentation Index)	HA01 HA02
		Attractiveness measures from market segmentation and 'Choice' or 'Utility' Theory	Test by Project (with CE)	Market testing via Focus Groups	HA01

					HA02
O-02	New markets for ageing publics created	Number of new or repurposed goods, services, products or widgets to the marketplace	MO/P/CE	Customer sales Geodemographic and Local Economic Partnerships	HA01
O-03	Broaden existing markets to include disadvantaged/marginalised communities	Market value analysis Measures of deprivation	MO/P/CE	Customer sales postcode data matched to Output Area Classification (OAC) or other geodemographics Index of Multiple Deprivation	HA01 HA03 HA04

O-04	A cohort of investors with an interest in investing in HA tech, services, products and business models. catalysing Increased investment into businesses.	Number of investors	MO	Project	HA03 HA04 HA05
O-05	Ecosystem of Start Ups expanded or formed	Number of Ecosystems and their parts	MO?/P?/CE	Ecosystem Theory or Structures? (CE)	HA03 HA04
O-06	New research funded	New research Number of new papers	KTN	KTN Data	H05
O-07	Increased demand for HA domain researchers	Number of posts	ERSC, KTN		HA05 HA06
O-08	Increased citations on publications of HA domain research	Number of citations Literature review	KTN, CE	Peer Journals	HA05 HA06

O-09	New knowledge used by sectors and business	Numbers using new knowledge	KTN	KTN Data	HA06
O-10	Capacity -Increased co-production and inclusive design skills	Number of co-production collaborations	Insights Team ERSC		HA06