



# Sparko Pilot for carers

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# About us

Caring Together is a charity that provides information, runs services in our local communities and campaigns, so that carers have choices.

It is our mission that people know where to go for help before, during and after their caring role and get the practical support that matters.



**3 in 5**

of us will become a carer at some point in our lives.

**6,000**

Every minute four people in the UK take on a caring role. That's 6,000 people every day.



# Welcome to Sparko



**SPARKO TEAM**



**COMMUNITY**



**FAMILY**



**PERSON-CENTERED**



# Why this pilot?

- 🌸 We want to see if there is appetite for it amongst carers/their families
- 🌸 We want to be able to support carers who aren't confident with technology
- 🌸 We want to see what impact it has on carers who take part



# Sparko - Key Features

- Easy to use, interactive TV Platform
- Connection with family, friends and community via messaging, video calls and reminders
- Personalised content library for lifelong learning, healthy living and entertainment
- Increased accessibility to local services
- Virtual live classes & community-based events



## For the older adult: Sparko TV

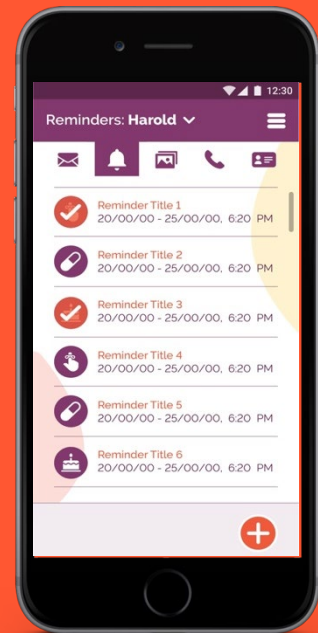
- A kit that connects to existing TV
- Converts any TV to be smart and interactive
- Large-button remote control
- Camera with built-in microphone



# Our Technology

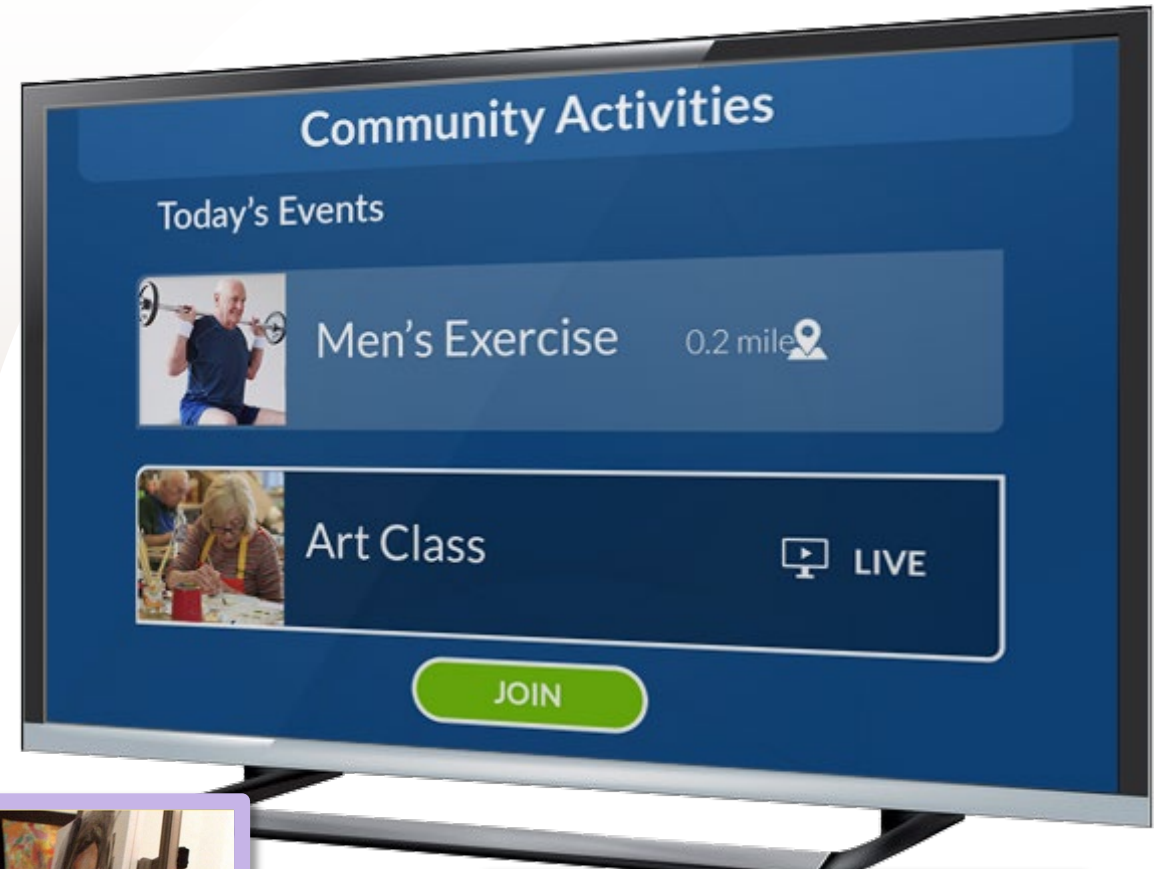
## For the Family & Team: Sparko Connect App

- Available for mobile/smart phone devices
- Secure and private connection to defined users
  - Diary reminders and messaging
  - Free video calling
  - Photo sharing



# Community

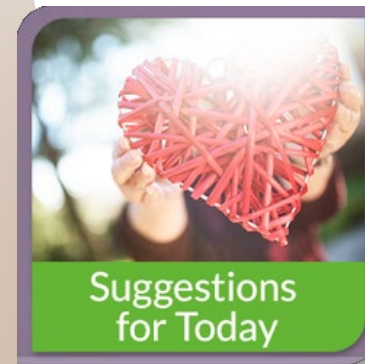
- Host of local programmes and activities
- Virtual live discussion groups, classes and lectures
- Outdoor activity signposting: make new friends in the local community





# Person-Centered

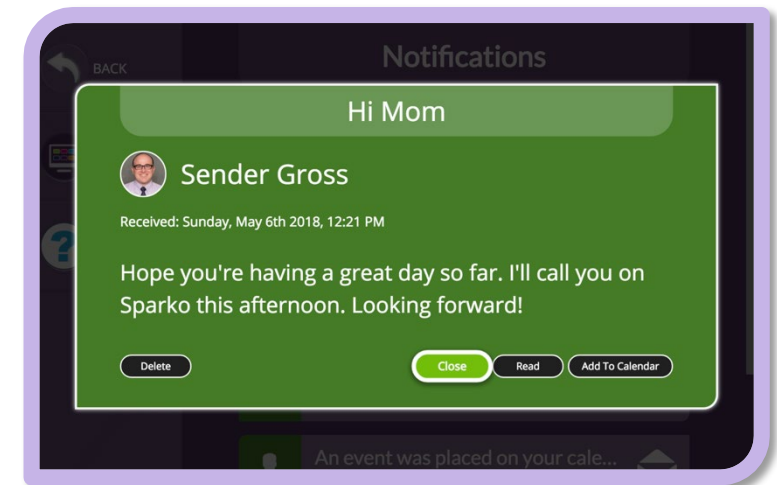
- Easy to use, interactive Sparko TV platform
- Messaging, video calls, and reminders
- **Personalised** content library for lifelong learning, healthy living tips, and entertainment
- Virtual **live classes** & community-based events
- Motivational tools
- **Access to services and outdoor activities** via the personal team





# Connect App

- Sparko **Connect App** facilitates communication between the older Sparko member with carers, family members and friends
- Free video calls, photo sharing and reminders
- The Trusted Contact will oversee and approve contacts



# Sparko in practice



# Designed with older people in mind

We take **privacy concerns** seriously:

- Camera activation only when the video calling feature is selected
- A sliding **camera cover** for added peace of mind
- **Authorisation** of Trusted Contacts: only those selected by the Sparko member will be given access; allowing them to send messages, photos, set reminders and to video call





# What do people say about SPARKO



**Professor Martin Green OBE,  
Chief Executive, Care England**

“Sparko is a user-friendly system that enables people to stay connected with their families, friends and local communities. The system also helps to connect people to a range of services that will enable them to stay independent as long as possible, and to maintain their health and well-being”



**Graham Gardiner, CEO, Age UK Lambeth**

“Sparko has the potential to revolutionise the lives of our most isolated citizens by helping them connect with their families, make friends and with our MYsocial service. Using Sparko, MYsocial can invite people to join in from home with events such as our Friday morning Chair Exercise sessions”.



**Financial Times**

"A small British company seems to be succeeding where US tech giants fail"



# Impact from previous Sparko projects

**63%**

had not attended an online live activity before Sparko

**100%**

report an increase in their confidence

**70%**

are exercising with Sparko as opposed to

**30%**

before Sparko



To see other Sparko members on the television screen was like meeting a club in my lounge.

I am now in contact as a one-to-one with one of the Sparko members, so we can speak to each other via the television. We text regularly and have met face to face on a local walk.

- Rita, Romford



# Our partners



# Challenges

- 🌸 **Reaching the target audience**
- 🌸 **Converting interest into sign-ups**
- 🌸 **Longer-term financial model**



Any questions???





# Thank you

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[caringtogether.org](https://caringtogether.org)



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