Using home sensors and tablet computers Smartline is creating a digitally connected community amongst 300 households within Camborne, Pool, Redruth and Illogan.

Smartline brings together an interdisciplinary team of epidemiologists, economists, geographers, mathematicians and sociologists exploring the potential for business innovation to improve health and wellbeing.

The Smartline story
One of the businesses which has benefited from support from the In Residence Scheme is Inspire Cornwall, the Community Interest Company behind the DadPad, a practical guide designed to enable fathers of newborn children to gain the confidence and skills necessary to be the very best they can be.

Through the In Residence scheme, the company was able to talk to existing groups of customers to find out the improvements they wanted to see, identify outcome measures to evaluate effectiveness and a route to collect valuable novel data. As a result, they have introduced new features to enhance the original DadPad and are developing a new complimentary app.

Inspire Cornwall are now taking part in the Follow-on Research Project, working with the Smartline researchers to understand better how to meet the needs of existing and potential customers and identify future markets.

“The knowledge and research that Smartline has enabled us to access has meant we have learnt so much about our DadPad product and its audience. Crucially too, it has helped us expand and test our ideas extending our reach across the County and the UK”

Julian Bose, Director, Inspire Cornwall

Visit our website www.smartline.org.uk for more information and details on how to apply