

Part funded by



**European Union**  
European Regional  
Development Fund

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

### Enterprises

Smartline is working with Cornish enterprises to **develop** the next generation of smart technology to **improve wellbeing** in the homes of the future, based on the **needs** of the households and the data collected from Smartline participants.

### Community



### Research

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

VOLUNTEER CORNWALL  
UNIVERSITY OF EXETER  
COASTLINE HOUSING

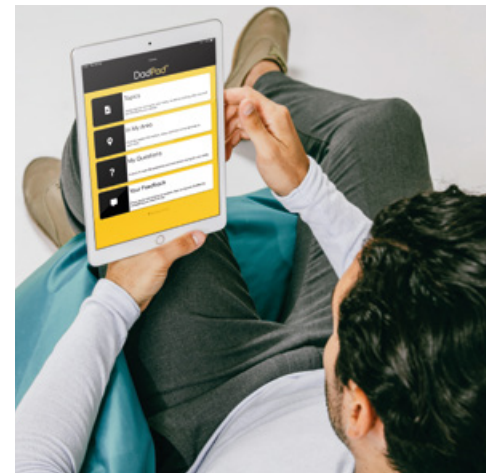
CORNWALL COUNCIL

# The Smartline story

# Inspire Cornwall (DadPad) – Research driving business development

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](http://www.smartline.org.uk) for more information and details on how to apply

