



Laura Wood

Co-Founder & Marketing Director
at Invisible Creations

Agent of Change
NPWAwards Winner 2022



NORTHERN POWER WOMEN
PODCAST



HOW TO DRIVE POSITIVE CHANGE THROUGH PERSONAL EXPERIENCE

Laura's Story

- Laura is the co-founder and Director of Invisible Creations, an organisation that specialises in designing products that support people to live well and independently in their homes for longer.
- She has been working in the social housing sector for nearly ten years.
- Her vision is to create more environments that centre around universal design principles to improve people's physical and mental health, prolong independence, prevent falls and dramatically increase the amount of age-friendly and adapted homes.
- Through her role at Invisible Creations®, and Board positions for Women in Social Housing and the Chartered Institute of Housing in the North East, she's dedicated to improving lives and works hard to bring people together to tackle some of the biggest issues we face across the housing sector.

Why Invisible Creations was a personal journey for Laura

"So for me it was my Grandma who I was always really close to. We spent a lot of time together, and then I saw her life in a bit of a different light. I started to look at how was she using her home. What was she struggling with? and started to realise that she wasn't as stable on her feet.

And as we started to look at support and mobility aids that are available for older and disabled people, it became really obvious and really apparent that these are very clinical items. They have so much negative stigma attached to them that people would rather make dangerous decisions that could damage their health than get some of these things installed. So for me, it was really important to look ay how I give my Grandma that dignity back"

What's next for Laura as winner of Agent Of Change?

"So I felt a kind of pressure in a way after winning the award to really do something with this"

- Laura has taken the award on tour around the different housing associations: "I want all of you to carry this award and actually embed it across the sector and within your organisation"
- Laura set up a campaign which goes along with that to show that people in the social housing sector can all be Agents of Change for accessibility and Laura's mission for the next year is to go around the country with her award and help make that positive change

How it is important to Laura that she takes up Board positions

"It's always been about having influence. And I've got quite a loud voice, I've got quite strong opinions. And I've always wanted to be in a position where I can work with others to make a positive difference.

I always saw being on a board as an opportunity to have a bigger voice and a bigger influence. And I think for me, as a younger person, as a woman, you know, in the past, I've been told that I've been too young for senior roles, too young to be on a board. But I've always felt that there was so much more I could offer. So for me getting myself into a position of power of influence, and getting on a board was really important, because it then means I can represent other young people, other women and say, actually, you can do this, there space for us at the table."