Strength in Community: the future of UK Dementia Care

A research report to mark the launch of a new specialist UK dementia village.

Richmond Villages Willaston

May 2021
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Foreword

Deciding on the right care for our elderly loved ones can be an incredibly emotive and personal journey, particularly if they are living with dementia.

While it’s vital to consider what’s best for the individual at that moment in time, it also requires long-term considerations. In many cases this means making choices driven both by emotion and practicality.

Dementia is one of the major causes of disability and dependency among older people worldwide. At present, there are over 920,000 people in the UK living with dementia, including one in six over the age of 80.

Our ageing population means that this number is set to grow – by one estimation, 1.6 million people in the UK will be living with dementia by 2040.

These factors contribute towards a ‘perfect storm’ in the health and social care of the elderly in the UK, putting increasing pressure on families and carers to support their loved ones in their later years.

Addressing the future of dementia care in this country is critical if the UK is going to be able to meet increasing demand over the next 40 years. We have to act now.

This is highlighted clearly in this new study. We spoke with more than 1,000 carers to understand their experiences of dementia care – and their insights confirm the need for innovation in the sector.

As such, I am proud to say that Richmond Villages is one of the first providers to be bringing a new concept of dementia care to the UK, with the opening of Richmond Villages Willaston – a specialist dementia community in Cheshire.

Based on the Dutch ‘household’ model, Richmond Villages Willaston champions community living for those with dementia. The household model for care has shown brilliant results in the Netherlands and is an exciting step forward for dementia care here in the UK.

It comes at a vital time. Our report shows that we must make dementia care an issue for community and society, rather than let it continue to ride on the shoulders of carers.

Now is the time to shape a better future for dementia care in the UK.

Philippa Fieldhouse

Philippa Fieldhouse,
Managing Director of Richmond Villages
Executive summary

Within this report, Richmond Villages explores the experiences and feelings of 1,071 people who are currently providing, or have previously provided at-home care for a loved one living with dementia. It explores what these insights mean for the future provision of dementia care in the UK.

Grouped across four key themes, the report opens conversations about:

- The challenges faced by carers providing care at-home for loved ones.
- Aspects of daily life and community living that are impacted by a dementia diagnosis.
- Current attitudes and perceptions around access to care.

Aspirations and hopes for the future of dementia care in the UK.

Key insights include the strong practical and emotional factors impacting carers’ attitudes towards caring for those living with dementia, as well as collaborative solutions for the future of dementia care in the UK.

Confidence in care

Carers have low-levels of confidence in their ability to care at-home, with levels decreasing further as a loved one’s condition advances.

In many cases this crisis in confidence stems from the challenges in keeping loved ones safe from harm and adapting the home environment to make it safe.

Other challenges arise from carers not feeling equipped to meet the emotional and medical needs of those living with dementia, finding the balance between doing too much or too little, and administering medication correctly.

Together with juggling other commitments alongside caring and challenges finding alternative full-time support, low levels of confidence contribute to increasing stress, worry and anxiety.

Solutions to the future provision of dementia care

While acknowledging the struggles and challenges being a carer presents, the report identifies some welcome areas where healthcare and community service providers can play an active role in building the future shape of UK dementia care.

Carers feel there is a gap in the market for something new in dementia care. They also recognise that it’s critical to put people’s independence at the heart of care, if they are going to live well with dementia. Full-time care that helps give a sense of structure and routine is favoured by those considering support.

But greater awareness is required for carers to feel they have the long-term support of local communities. This isn’t just about dementia as a condition, but how people can make society more inclusive.

The report posits that UK dementia care should involve society, be it through education, volunteer programmes or dementia friendly services to actively reposition how we support those living with dementia in the UK moving forward.

The following chapters analyse these key findings in more detail with commentary from The University of Stirling’s Dementia Services Development Centre and experts from Richmond Villages.

89% of carers say it is important for people with dementia to maintain independence

66% feel this independence helps people get joy from everyday life

57% believe that remaining independent helps people with dementia live a longer, happier life
Challenges facing dementia carers in the UK

Carers across the UK are doing a commendable job caring for loved ones at-home with dementia. However, they have also told us about the challenges they face, with anxieties around the provision of safe care playing heavy on their minds.

In fact, half of those we spoke to told us that at the time of diagnosis, they did not feel confident that they could meet their loved one’s emotional and medical needs, while caring for them at home.

As the condition advances, that worry grows with less than a quarter feeling confident in their abilities to provide at-home care for someone with later stage dementia.

Caring for someone living with dementia can be challenging, especially when the condition prompts changes in their behaviour and personality.

Those living with dementia can become more agitated, distressed and anxious, which can in turn manifest itself in frustration towards those that are closest to them. Increasing memory loss may also mean they lose the ability to recognise loved ones, which can be difficult for carers.

As these factors combine it can be increasingly challenging, both for those living with dementia and their loved ones. This is often one of the key triggers to seeking professional support.

“The changing nature of dementia can make life unpredictable and just when carers think they’re providing the care required, a change in the condition can throw that all into question again,” says Versha Sood, dementia lead for Richmond Villages.

“It’s important that carers recognise the changing needs of dementia and don’t place pressure, guilt or blame on themselves for not foreseeing the next step in care required for their loved one.”

While carers acknowledge they have learnt new skills through caring and it has made them more resilient, their primary worry is keeping their loved
“Whether working with local dementia charities or considering full-time care, there’s no shame in seeking help.”

attitudes towards care
While at-home care was the preferred choice by almost half of carers surveyed, the majority felt full-time support — such as a care home — was the most suitable option.

Traditional care home settings allow people with dementia to have access to planned activities and have the adaptations already in place to offer a safe and supportive caring environment for all stages of dementia.

Versha Sood concludes: “Everyone’s experience of dementia will be different, so it’s important that people find the right support that works for them.

“As a society, we need to ensure that people feel comfortable in reaching out for this support. Whether that’s working with local dementia charities or considering full-time care, there’s no shame in seeking help and it can have a tangible impact on the lives of everyone involved.

“When you consider that some people live with the condition for over 20 years, it’s vital that we find ways of offering care to extend and improve their quality of life.”
Dementia and community

Connections with our local community play an important part in everyday life for us all, and this is no different for those living with dementia. However, engaging with the local community can become more challenging for those with the condition.

Routine trips out of the house increasingly require supervision, demanding more time of carers. Of those we spoke to, shopping (72%) and day trips out (71%) became the most challenging for their loved ones, followed by meeting friends (67%).

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Shopping</td>
<td>72%</td>
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<tr>
<td>Days out/visits</td>
<td>71%</td>
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<tr>
<td>Meeting/visiting friends</td>
<td>67%</td>
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<tr>
<td>Going to the doctors</td>
<td>59%</td>
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<tr>
<td>Eating out</td>
<td>57%</td>
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<tr>
<td>Going for a haircut/beauty appointments</td>
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<tr>
<td>Exercising</td>
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<tr>
<td>Days out/visits</td>
<td>43%</td>
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<tr>
<td>Working</td>
<td>22%</td>
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<tr>
<td>Volunteering</td>
<td>14%</td>
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The value of routine

Despite these challenges, maintaining links with the community for those living with dementia encourages cognitive stimulation and interaction with others. Visiting shops, restaurants and other local amenities can form part of a regular routine that keeps the mind active and engaged. It also exposes communities to dementia, helping people understand more about the condition and what they can do to help.

“Routine is especially helpful for many individuals living with dementia as it helps to reinforce long held skills. Having a routine also provides comfort with the knowledge of ‘what happens next’, which can be so important in times of disorientation and confusion” explains Wendy Perry from The University of Stirling’s Dementia Services Development Centre.

It is therefore important that those living with dementia are encouraged to retain as normal a routine as possible, whilst maintaining their links with community life.
The potential benefits that community living can offer older people has long been observed. Studies have shown that dementia and age-friendly initiatives help create supportive, inclusive and enabling environments. These best maximise people’s independence when collaborating with the wider community.¹

These initiatives also help shift the narrative around dementia, shifting from it being perceived as a deficit or a burden, to positioning it as an opportunity, where people with dementia can make valuable contributions. This also helps mitigate against stigma, prejudice and discrimination.²

This was echoed by carers. When considering longer-term care for their loved ones, nearly eight in 10 agree they would prioritise care environments that had direct links to the local community.

Both on a practical and emotional level, the evidence tells us that those living with dementia should not feel confined or restricted in how they choose to live their life. Instead they should be supported as much as possible to adapt to a new way of living.

Strength in numbers

Similarly, carers should not feel alone in helping their loved ones adapt to a new way of living. Some external care providers and charities offer volunteer programmes to help facilitate regular trips out for their loved one.

Versha Sood says: “When it comes to keeping people with dementia connected with their communities, everyone has a role to play. It’s about creating safe and accessible spaces where people can come together.”

“At Richmond Villages Willaston we’re creating a hub for the local community, which is open to everyone from local schools to dementia support charities. On top of this, the household assistants will plan events and activities around residents’ personal interests, to help make sure they’re getting out into the community too.”

But UK communities must play a bigger role too – behaving and operating with a more dementia-friendly ethos – to make more people living with the condition feel welcome and supported.

Collectively, retailers, businesses and service providers in the UK have the power to help create more dementia-friendly spaces and support networks for those living with the condition and their carers.

Communities in action

In recent years there has been some evidence of this in action. A dementia-friendly shopping centre in Glasgow rolled out training for employees and improved lighting and signage to support visitors. Elsewhere, a group of schools in Billericay committed to educating pupils to break down the stigma around dementia, whilst encouraging them volunteer within their community.

In Hertfordshire, a partnership between West Herts College and Watford Borough Council launched ‘Forget Me Not’ – a restaurant designed to create a safe space for people with dementia – as part of the town’s commitment to become more inclusive for people with the condition.

In a similar vein, leading health and business initiatives are proving to be a success in Motherwell, [see case study on page 10], demonstrating the success of collaborative efforts. While such initiatives are certainly encouraging, they are still far from the norm.

“Efforts are being made to create more dementia friendly services so the work of educating the public about the impact of dementia has begun. But there is still much more to be accomplished around creating a broader understanding of dementia beyond a condition causing memory problems,” continues Wendy Perry.

“We need to focus on helping business and services to understand better communication strategies and dementia friendly environments. This will support independence for those who have dementia as a way of facilitating people living with dementia in the community to retain their autonomy and encourage their full participation in community life.”

¹Turner & Morken, 2016
²Swaffer, 2014
Case study: Motherwell’s dementia friendly community

Emphasising the importance of citizenship and community connections for those living with dementia, specialists from Alzheimer Scotland, Lanarkshire NHS and Council set out to develop and test a dementia-friendly community model in 2012.

20 shops, businesses and organisations within the city centre were approached to spearhead an award-winning dementia friendly community movement: ‘Dementia Is Everyone’s Business.’ When agreeing to participate in the initiative, each business was asked to make a commitment. At a minimum this included giving each member of their staff information about dementia and committing to treat their customers with dementia with understanding, dignity and respect.

Other significant projects involved the support of local health centres and football club. Each business was given a Dementia Friendly Community badge to display in their shop or office window as well as a Certificate of Achievement. Its success showed the depth of commitment from the partnership to support this work and recognise its importance.

Meanwhile, across the UK, pioneering volunteer programmes such as ‘Dementia Friends’ have helped pave the way for citizens and businesses to support people with dementia, and change perceptions within their local communities.

Versha Sood explains: “There are over three million Dementia Friends in the UK, who have built a network of over 350 dementia friendly communities where people with dementia are understood and supported. Becoming a dementia friend offers baseline information to anyone within the community and signposts to a wide range of help that is available within the community.”

The nationwide volunteer programme is a primary example of how individuals and organisations can work together to help make a difference. Dementia Friends welcomes volunteer champions to help specifically train other volunteers – running information sessions in their communities and inspiring others to help those living with dementia, live well. It also invites organisations to get involved and access resources aimed at helping their members understand dementia and how it may affect people.

While the programme has seen success, carers are keen to see this grow further. Half of those we spoke to wanted to see further investment in these initiatives to ensure they were promoted more widely.
This is not something that can be driven by organic growth alone, and national campaigns to promote Dementia Friends would be beneficial. Similarly, it is not a task that should fall entirely upon individuals – business and organisations must lead the charge by proactively encouraging colleagues or members to sign up.

Understanding dementia

While we are seeing improvements in the UK, there is still a lack of understanding around dementia and its diagnosis. Further education about dementia as a condition is needed and this is backed by carers, with 62 per cent wanting to see more done to raise awareness of the condition amongst those not directly impacted by it.

This was also demonstrated by reflections on their knowledge. Only a quarter agreed they had a good knowledge of dementia prior to their loved one’s diagnosis, while 74 per cent said their knowledge was limited or they didn’t know anything at all.

Wendy Perry explains: “If community has an understanding of the impact of dementia and how to support someone who is living with symptoms of dementia, it can encourage more engagement, stronger social networks and alleviate some of the concern that families experience when their loved one is out in the community.”

When considering the current challenges of community living with dementia, over two thirds of carers feel they would benefit from a helping hand when out in the community to assist them with their loved one. The current struggles of assisting loved ones while out in the community shows that more needs to be done to help people with dementia stay integrated with their communities.

Versha Sood adds: “Regular respite is often needed when providing around the clock care for someone living with dementia. It helps alleviate stress and exhaustion and lets carers unselfishly take time for themselves.

“Help and support from within the community can provide carers with increased levels of knowledge and new approaches to how they care for their loved one though networking with like-minded people.”

As part of this, dedicated programmes to recruit more people to work in adult social care are fundamental to support increases in education and awareness. If rates of diagnosis are set to continue, a collective, community responsibility informing more people how to support people living with dementia is needed.

“The Government needs to put forward a social care workforce plan, as it does with the NHS. We cannot solely rely on individual healthcare providers and charities to make a difference. Recruitment drives need to actively celebrate care as a fulfilling career choice, inclusive and welcoming of candidates from all backgrounds, who have a passion and aptitude to care” explains Philippa Fieldhouse, Managing Director for Richmond Villages.
Like-minded and independent dementia living

As with links to the community, friends and relationships closer to home play a huge role in the wellbeing of those living with dementia.

This is also true between people living with dementia. Being able to interact and engage with others living with the same condition provides comfort and normality, whilst also reducing feelings of loneliness or isolation.

“Family carers, particularly those who provide care from a distance, often worry about their loved one and how they are managing while living in the community. Research has shown that loneliness is a common experience of people living with dementia,” explains Wendy Perry.  

Inspired by a Dutch ‘household’ care model, Richmond Villages Willaston, in Cheshire, is one of the UK’s first retirement villages that champions community living for those with dementia. Residents live together in small households, where they are encouraged to continue day-to-day activities in a safe and social environment.

Loneliness is reported to effect nearly 40 per cent of people, according to the Alzheimer’s Society. This problem becomes even more pronounced amongst those living alone, with 62 per cent experiencing loneliness or isolation.

Building like-minded communities is important to establish a good sense of companionship and wellbeing.

“The ability to interact in the comfort of a safe yet highly engaged, like-minded community can be an enormous comfort to both those living with the condition and their families,” adds Versha Sood.

“Richmond’s specialist dementia village provides a welcome space for those living with dementia to come together, socialise and explore the local community, within a safe and supportive care setting.”

The value of independence

Our research with carers also highlighted the importance of retaining independence to help manage their loved one’s condition – supporting improvements in choice and access to smaller, independent-led care settings, here in the UK.

Nearly nine in ten would choose a care environment for their loved one that encouraged active and independent community living, while 57 per cent said retaining independence helps those with dementia live a longer and happier life. Over 40 per cent of carers also agreed that promoting independence has had a positive and tangible impact on their loved one’s condition.

Access to pioneering new care facilities, such as Richmond Villages Willaston, support this notion of independent, active living – designed to help people living with dementia carry out common household tasks independently for themselves.

While being cared for at-home, only a quarter of those living with dementia were still involved in cooking their own meals, and around a fifth take part in laundry or cleaning. However, carers are eager to see loved ones participate in more household tasks and to retain independence and normality.

57% of carers said retaining independence helps those with dementia live a longer and happier life

42% of carers also agreed that promoting independence has had a positive and tangible impact on their loved one’s condition
Building on this feedback, household assistants support households at Richmond Villages Willaston. Replacing traditional ancillary services – such as chefs or cleaners, which can have limited interaction with residents – household assistants become a trusted point of contact, helping residents with everything from meal-planning and cooking, to cleaning and gardening.

Following early diagnosis, people living with dementia at-home still enjoy doing things such as seeing their friends and family (54%), going shopping (40%), walking (35%) and gardening (28%). Again the household model supports this. By getting to know residents on a personal level, household assistants will also organise events and activities designed around their personal needs and interests, to encourage their independence.

Research also suggests that providing appropriate support, for small groups of people in homelike environments can help reduce negative outcomes associated with their dementia.

A Japanese study noted that residents’ quality of life was improved by living in a group environment. It found this not only minimised the likelihood of negative behaviours, but also encouraged residents to interact with their surroundings and express themselves more freely.

“These are really promising results and build on the successes seen in the Netherlands, where household dementia care has really taken off,” says Versha. “We’re really excited for its progress here in the UK.”

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What activities do people with early-stage dementia still like to undertake?
The future of UK dementia care

There is an appetite for change with a third of the carers we spoke to feeling there is a gap for something new in dementia care in the UK.
A new approach to care

Increasing access to the Dutch household model of care is a pivotal step forward in how we change the shape of dementia care offered, here in the UK. 59 per cent of carers are keen to see further progress on how we care for those living with dementia, while a similar number would feel better about putting a loved one into full-time care if they knew it was a new specialist dementia facility.

“Dementia villages have grown in popularity worldwide, as they offer increased choices and high levels of autonomy for their residents. As the UK seeks to identify new models of support, such villages provide a look at potential new ways of supporting wellbeing and independence in a care environment,” comments Wendy Perry.

Specialist dementia villages, such as Richmond Villages Willaston, are leading the charge in creating like-minded communities that encourage those living with dementia to live a normal life, where practical and emotional needs are well-considered.

Versha Sood adds: “The new model helps people lead a continuation of their past lifestyle, keeping the control in their hands.

“It is important that people with dementia can continue to be themselves, contributing to the decisions of what they do with their days. Dementia care does not just mean support for physical care, it means connecting with the person through the elements of what their pastimes and hobbies are – what makes them happy.

“Studies suggest this can reduce the behaviour and psychological symptoms of dementia, such as stress or anxiety, and can prevent the worsening of symptoms. This proactive, intuitive approach to care is the ultimate growth opportunity for future dementia care provision.”
Turning to technology
In addition to new concepts of dementia care, innovative technology has the capability to bring fundamental change to how people live with dementia on a day-to-day basis.

Over half of the carers we spoke to have never used technology or other dementia friendly tools available to help manage their loved one’s condition. However, it is expected that this number will fall as technologies advance and our education and aptitude to turn to digital capabilities increases.

“Care providers are embracing the use of technology to enhance independence and wellbeing for their residents and provide peace of mind for families. One of the advantages of technology-based interventions is that they provide benefit for people at all stages in their dementia journey. Technology based aids also challenge our preconceptions of what someone with dementia is capable of with the right support,” explains Wendy Perry.

Assistive technology, such as smart home systems or apps, can help those with dementia maintain their independence for longer, as well as keep them safe.

My Carer, a new dedicated Alexa Skill, specialises in voice assistance, to help restore independence to people living with early-stage dementia.

By tuning into their daily routine, the Alexa skill app reminds them what to do and gives them step-by-step guidance through their daily tasks – from taking their medication, preparing lunch and remembering birthdays; the skill connects them with the world around them. This is an early app, and we can expect to see an increasing number of tools available in the years ahead.

Innovation in care facilities
Another piece of technology changing the way we care for those living with dementia is audio-monitoring, a new concept reaching care homes and retirement villages.

Rather than carrying out routine checks on residents or loved ones whilst they are sleeping, people can be ‘acoustically monitored’ instead, to allow those living with dementia to sleep without being disturbed. This has been implemented at Richmond Villages Willaston.

Versha Sood, explains: “This is a subtle change for residents, but ultimately means they can benefit from undisturbed sleep, whilst still allowing carers to check on their wellbeing.”

Looking forward
With Richmond Villages Willaston offering the latest in dementia care, currently available in the UK, what can be said for care in the future?

In recognition that dementia diagnosis is set to roughly double over the course of the next 20 years, three quarters of our carers acknowledged society needs to do more to recognise it as a growing health and community issue as opposed to a hidden problem in the UK.

The answer lies in a cohesive, rallying call to action. We need to quickly adopt a clear pathway to help recruit more volunteers and carers into the social care sector. Doing so can help educate more local businesses and services to increase work alongside charities and care providers to promote community-led dementia care.

The UK community really has the strength and power to create positive change for dementia and support the increasing rate of diagnosis – carrying it upon collective shoulders as opposed to carers carrying it on theirs.

“With the anticipated rise in the number of people with dementia living in the UK, not only is there a need for more services, but a need for more options of support. If our goal within the UK is to provide personalised support to each individual, it will require us to become more innovative in our approaches to care and flexible in the way those services are funded,” concludes Wendy.
Assistive technology, such as smart home systems or apps, can help those with dementia maintain their independence for longer, as well as keep them safe.
Concluding thoughts

Dementia has a physical, psychological and social impact, not only on people with dementia, but also on carers, families and society at large.

This report has highlighted that much more can be done to improve the lives of people with dementia and their carers and families.

Optimising independent and community-led activity for people living with dementia must be at the forefront of conversations about how we expand the options for dementia care here in the UK.

The role of community, education, volunteering programmes and dedicated recruitment drives to encourage more people to apply for a job in adult social care will also help pave the way for a more proactive, collaborative approach to dementia care in the future.

People who care for loved ones with the condition should not carry the weight on their shoulders alone. Society needs to work together with a common goal to bring about more progressive change in the sector.

If care providers can offer more choice for people living with dementia, it will help carers make a more informed decision as to what type of care their loved one would benefit from most, helping them live longer, happier and healthier lives while living with the condition.

“...the introduction of the household model marks a significant and positive change in the way we offer dementia care.”

Philippa Fieldhouse, Managing Director of Richmond Villages, concludes: “Carers have spoken honestly about the pressures they face, and also what they want to see from the future of dementia care – whether that’s from care providers, or society at large.

“While there is important work to do, this is an exciting time for dementia care in the UK. Drawing on scientific evidence, alongside successful experiences in the Netherlands and the views of carers here in the UK, the introduction of the household model marks a significant and positive change in the way we offer dementia care.

“We’re proud to be at the forefront of this through Richmond Villages Willaston and look forward to creating an active community, working with community partners and networks to inspire the next generation of dementia care.”
About Richmond Villages

One of the pioneers in bringing the retirement village concept to the UK, Richmond Villages has been designing, building and operating its own villages for 25 years. Part of Bupa, the company operates ten luxury retirement villages located in Cheshire, Derbyshire, Gloucestershire, Oxfordshire, Northampton, Worcestershire and Warwickshire.

Richmond Villages is one of the leaders in the retirement living sector and has an established reputation for the provision of quality service and care and has won numerous awards.

For further information about Richmond Villages, please visit richmond-villages.com or telephone 0800 0987 094.

About the University of Stirling

The University of Stirling is ranked fifth in Scotland and 40th in the UK for research intensity in the 2014 Research Excellence Framework. Stirling is committed to providing education with a purpose and carrying out research which has a positive impact on communities across the globe – addressing real issues, providing solutions and helping to shape society.

Interdisciplinary in its approach, Stirling’s research informs its teaching curriculum and facilitates opportunities for knowledge exchange and collaboration between staff, students, industry partners and the wider community.

The University’s scenic central Scotland campus – complete with a loch, castle and golf course – is home to more than 14,000 students and 1500 staff representing around 120 nationalities. This includes an ever-expanding base for postgraduate study.

The University received a Queen’s Anniversary Prize in the latest round of awards, in recognition of the quality and innovation exhibited by its Institute of Aquaculture. The University is the UK Sports University of the Year 2020, as conferred by The Times / Sunday Times Good University Guide.

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Research

Richmond Villages commissioned a 20-question survey working alongside YouGov, in April 2021, ahead of compiling this report. 1,071 people who are currently caring at-home or have previously provided at-home care for those living with dementia were surveyed.
Further support

If you require further support with dementia or aged care, the following organisations may be able to help.

**Bupa Dementia Hub**  
(bupa.co.uk/dementia)  
Free and practical advice around dementia, including what it is, how to live well with dementia and how to care for others.

**Alzheimer’s UK**  
(alzheimers.org.uk)  
The UK’s leading dementia charity provides support for all areas of dementia care, including daily living, and legal and financial advice. The charity’s Dementia Connect support line is available seven days a week on 0333 150 3456.

**Dementia Friends**  
(dementiafriends.org.uk)  
For more information on how to become a Dementia Friend, or to find dementia friendly communities near you, visit the Dementia Friends website.

**Trusted Care**  
(trustedcare.co.uk)  
Trusted Care provides free help and advice to people looking for care for themselves or a loved one. Their advisors can be reached seven days a week and can help with topics including dementia and funding options.

**Bupa Buddy**  
(bupa.co.uk/care-services)  
Bupa Buddy is a befriending service for older people who are facing loneliness. You don’t have to live in a Bupa care home or be Bupa customer to talk to a Bupa Buddy.

Call us on 0808 271 3679 to speak to a friendly member of our team. We’re here to talk 8am to 6:30pm, Monday to Friday and 9am to 12.30pm on Saturdays.

As well as providing someone to talk to, we’ll do our best to help find a local service that can help you with any questions or issues you’re facing.

If you would like more information on Richmond Villages Willaston, or to discuss how we could support you or a loved one, please contact us on 01270 895842 or willaston@richmond-villages.com.

Details of our other retirement villages across England can be found at www.richmond-villages.com.
This publication provides an overview and discussion of the subjects dealt with and is not a substitute for taking professional advice where required. If you would like further support, please contact one of the organisations listed above (or other specialist organisation) who may be able to help. Richmond Villages Operations Limited is unable to accept responsibility for any actions taken or not taken on the basis of this publication.