



DementiaUK
Helping families face dementia

Strategy 2025-30

How we bring about change



Underpinning our strategy for 2025-30 is the need to address the crisis in dementia care and support.

Our theory of change explains why our new strategy is so important in improving the current landscape so everyone affected by dementia receives the support they need.

THE PROBLEM WE'RE FACING

People affected by dementia aren't getting the specialist support they need at every stage of their condition.

The UK's health and social care systems aren't set up to best deliver for the needs of people affected by dementia, and there is a lack of funding.

Awareness and understanding of dementia remains low.

WHAT WE'LL DO TO CONFRONT THE PROBLEM

Provide specialist dementia support to everyone in the UK across the dementia pathway through our Admiral Nurses.

Influence public policy and service delivery and campaign for change.

Raise awareness and understanding of dementia and the impact of our Admiral Nurses.

Research, understand and champion the needs of people affected by dementia.

Inspire support for Dementia UK and grow our income.

Invest in our people, infrastructure and technology.

WHO WE'LL WORK WITH

People affected by dementia.

Health and social care organisations and professionals, including the NHS.

Governments and policy-makers at all levels throughout the UK.

Researchers, academics and other charities.

Donors, trusts, fundraisers, campaigners, corporate partners and volunteers.

WHAT WE NEED TO ACHIEVE

Everyone who needs it can turn to the specialist clinical support of Dementia UK and Admiral Nurses.

The needs of people affected by dementia are understood and are met without exception.

Dementia care is placed firmly on the policy agenda, from local to national level.

People affected by dementia and healthcare professionals are equipped with the knowledge and skills they need to access and provide the right care at the right time.

Deeper engagement with – and long-term commitment from – supporters of Dementia UK and our cause.

Our organisation is fit for the future, our services deliver value for money and we increase our impact for people affected by dementia.

THE WORLD WE WANT TO SEE

No one faces dementia alone – everyone gets the specialist support they need.

“I’m proud to be really making a difference in dementia care. It’s a challenge and there’s so much to do, but I’m never going to give up.”

Ruth Bradford, Admiral Nurse

Who we are

Dementia UK is the specialist dementia nursing charity that is there for the whole family.

Vision

A world where no one faces dementia alone – where everyone gets the specialist support they need.

Mission

Our life-changing support is there for everyone affected by dementia.

Our specialist dementia nurses, called Admiral Nurses, give expert and compassionate support and advice: on our Helpline, in clinics, in hospitals, in the community and other health and care settings, as well as through the information we provide.

We constantly work alongside people affected by dementia to improve the health and care systems they rely on. We use our clinical knowledge to influence public policy and service delivery, carry out vital research into dementia care, promote better awareness and understanding of dementia, and campaign for change across the UK.

Together, we can make sure no one faces dementia alone.

Our values

Collaboration

Compassion

Ambition

Integrity



A message from our Chief Admiral Nurse/CEO and Chair of Trustees



**Professor David
Croisdale-Appleby**
Chair of Trustees

Dr Hilda Hayo
Chief Admiral Nurse
and CEO

Today, nearly one million people in the UK are living with dementia. It's a huge and growing health crisis, and our biggest killer. And it doesn't just affect the person with the diagnosis – everyone around them also feels its impact.

The right support can be life-changing for families living with dementia – but far too many are left to cope alone with the relentless, ever-changing challenges. And with one in two of us facing dementia in our lifetime, this situation is only set to worsen.

This needs to change.

Throughout our 2020-25 strategy period, we have taken huge strides in our mission for our specialist support to be there for everyone who needs it.

We now have 479 dementia specialist Admiral Nurses supporting families across the UK compared to just 267 in 2020.

We have embedded Admiral Nurses in more communities, including in GP practices, hospitals, care homes and hospices.

We have increased the capacity of our Helpline and developed new and improved ways for people to access specialist support, including through virtual clinic appointments, our 'Dementia: what next?' online sessions and our website, leaflets and other resources.

We have developed new services to support people who face specific barriers to dementia care, such as people with

young onset dementia, those experiencing frailty and physical health issues, rural communities, and children and young people with a relative living with dementia. And through our Dementia at Work programme, more employers know how to create supportive workplaces for employees and customers with dementia and their family carers.

We have also become a strong influencing force. We use our clinical knowledge to drive improvements in public policy and service delivery, carry out vital research into dementia care and campaign for change in health and care systems

But there is still so much to do.

Awareness and understanding of dementia and its impact are poor, meaning the need for specialist support often goes unrecognised. Health and care services are under-funded and not set up to meet the complex needs of families living with dementia, with huge discrepancies in provision across the UK. Services are being closed down, leading to even bigger gaps in support.

By 2040, 1.4 million people in the UK will be living with dementia, and we want to be there for everyone who needs us. Our strategy for 2025-30 will guide us as we work together towards our vision: a world where no one faces dementia alone – where everyone gets the specialist support they need.

A message from our LEAP members

Dementia UK's Lived Experience Advisory Panel (LEAP) is formed of people living with dementia and their family carers and ensures that the voices of those affected by dementia are heard and represented throughout our work. Their experiences are instrumental in shaping our strategy for 2025-30.



George Rook, Chair of LEAP, who is living with young onset mixed dementia

“As a founder member and current Chair of LEAP, I know that people living with or affected by dementia have very little support. I want to make sure, as far as I possibly can, that this changes. LEAP is very closely integrated into Dementia UK, representing the voices of people who are affected by dementia. We are valued co-creators of the charity's work, and I am proud that we are involved in developing its new strategy.

“I believe that a priority for Dementia UK should be extending the coverage of Admiral Nurse services across all four nations of the UK. We also need to improve support for people with dementia who live alone, and for other groups that are often overlooked by the health and care system. Over the next five years and beyond, and with the involvement of LEAP, I want to see Dementia UK make significant steps in that direction.”



Lizzie Perry, whose dad, Rob, was diagnosed with dementia at the age of 58

“Having experienced dementia in my family, I've seen firsthand how crucial it is to receive support even before a formal diagnosis – which is often difficult to get, especially with young onset dementia, which affected my dad. We were fortunate to have an Admiral Nurse guiding us through the uncertainty of my dad's changing condition. She was a lifeline, calling or visiting every two weeks to check in on my mum and provide practical support. But during my dad's hospital stays, we became aware of a decline in standards of dementia care, with people's individual needs often overlooked.

“Dementia as a condition isn't one-size-fits-all, and the care people receive must reflect that. I'm excited about this new strategy and hopeful it will elevate Dementia UK, strengthening the charity as a beacon of expert support so every family has the care they need from the start.”



Derek Brown, who cares for his wife Margaret, who has Alzheimer's disease

“When Margaret was admitted to hospital following a fall in 2022, there was no dementia care and it was extremely stressful for both of us. If there had been an Admiral Nurse in the hospital – or if I had even been told about the Dementia UK Helpline – the whole experience would have been far easier to cope with.

“We now have a community Admiral Nurse, who is my lifeline. She visits monthly to talk through Margaret's needs and my own, and has arranged practical support from a district nurse and occupational therapist.

“Over the next five years, I believe Dementia UK should prioritise raising awareness of Admiral Nurses and increasing their numbers across the UK. LEAP's involvement in developing the strategy will support Dementia UK to continue implementing solutions based on the voices of people with dementia and carers.”

Strategic framework



Our 2025-30 strategy

Our new strategy is based around three pillars – the things we want to achieve – and three enablers, which will help make them happen.

Our pillars

Support

Influence

Inform

Our enablers

Inspire

Effectiveness

Culture

Over the next few pages you can learn more about how these pillars underpin everything we want to do as an organisation from 2025-30, and how we will put them into action.

Support

Providing inclusive, evidence-based, dementia specialist Admiral Nursing support to everyone affected by dementia.



2025-30 strategic objectives:

We will increase the number of Admiral Nurses to 1,000, supporting people living with dementia when and where they need it.

We will identify and address the health inequalities that currently exist in dementia care, working across our delivered and hosted Admiral Nursing services.

We will conduct and share findings of our research to increase the evidence base for Admiral Nursing through evaluation and co-production, in order to deliver the highest quality support.

We will develop innovative ways to support more people as demand for Dementia UK's services grows, including through our existing range of services and maximising our use of technology.

Influence

Campaigning to transform health and care systems and drive improvements to service delivery across the UK.



2025-30 strategic objectives:

We will push for Admiral Nursing to be widely and sustainably integrated into health and care systems, ensuring that specialist dementia support is recognised, valued and embedded within all pathways of care.

We will influence dementia care in the UK in partnership with people affected by dementia, providing the tools, opportunities and mechanisms to do so in a proactive and co-creative way.

We will use our influence to ensure that there is person-centred, evidence-based, sustainable care and support for people affected by dementia from before diagnosis to end of life care.

We will campaign for improvements to health and care systems so that people who face additional barriers to care have equal access to integrated, specialist and personalised dementia support

We will work to ensure that the needs of people affected by dementia are heard and acted upon across the four nations of the UK at both national and local level.

Inform

Making Dementia UK the go-to organisation for specialist information, education and support from our Admiral Nurses.



2025-30 strategic objectives:

We will share our expert advice and information in a compassionate, straightforward and easy to digest way, making it accessible to all.

Dementia UK will be seen as the centre of expertise for young onset dementia amongst people affected by the condition, and health and social care professionals.

We will educate non-specialist health and care professionals on dementia as a condition and the role of Dementia UK, so we can work together to support people affected by dementia.

We will increase awareness of Dementia UK and Admiral Nurses so that people know to turn to us for expert support and advice.

Inspire

Inspiring and energising a movement of supporters to give their time and money to support people affected by dementia.



2025-30 strategic objectives:

We will build long-term relationships with supporters, offering a wide range of opportunities to engage with us.

We will invest more in fundraising initiatives that deliver long-term, sustainable sources of income.

We will partner strategically with organisations and groups across the UK – at both a national and local level – who share our vision and can help us to achieve our goals.

We will strengthen our digital engagement, utilising the technology and tools available to reach new audiences, deliver exceptional experiences and build long-term support in a way that is efficient and effective.

We will inspire new audiences to support us, through innovation and using the strength of our brand.

Effectiveness

Growing an effective and sustainable organisation.



2025-30 strategic objectives:

We will maximise the involvement of lived experience in decision-making at all levels, and ensure that the impact on people affected by dementia is at the heart of everything we do.

We will put the right systems, tools and resources in place to help us manage projects, risks and priorities well, improve how we work, and grow in a sustainable and cost-effective way.

We will develop collaborative plans and cross-team initiatives, with aligned key performance indicators, to ensure the successful delivery of our strategy with a clear connection back to our vision.

We will create clear plans for how we use data and technology to support Dementia UK's long-term growth and make sure there are strong rules and oversight for all our digital tools, including AI.

Culture

Creating a great place to work for all – providing the right culture, learning, and development opportunities so we are empowered to do our best work to improve the lives of those affected by dementia.



2025-30 strategic objectives:

We will embed our values with our people, supporting everyone to demonstrate them throughout their work internally and externally, and continue to evolve our culture as we grow.

We will continue to develop and deliver on our ongoing long-term strategic plan for equity, diversity and inclusion, creating a culture that acknowledges and embraces everyone and better reflects the communities we serve.

We will help everyone feel connected to our purpose and each other and make it easier for people to work collaboratively.

We will support our people in reaching their full potential and shaping their career with us, through our learning culture and development opportunities.

We will fulfil our social and environmental responsibilities; and we will invest in the wellbeing of our people, ensuring our benefits, ways of working and physical environment support a healthy work-life balance.

Why our new strategy matters



Elliott's story



“

We didn't speak about Dad's dementia.

”

I was 12 years old when Dad's first signs of dementia began to show. I would wait at school to be picked up only to find he had forgotten to come. The front door would be left open when he went out. And packing his bag for work the next day began to take hours, not minutes.

The teen years are a confusing time for anyone, let alone when you throw dementia into the mix. I didn't talk to friends about what was going on – I just wanted to be treated normally.

Music was Dad's great passion. He travelled the world conducting choirs and taught private music lessons. But as his dementia got worse, his pupils began to drop off.

As a family, we didn't know much about Alzheimer's. We didn't really speak about it. But then Jody – our dementia specialist Admiral Nurse – came into our lives. She gave us practical

support like organising carers and navigating financial support.

Just as important was Jody's emotional support. When Dad went into care it was the hardest time, but she helped us work through that difficult decision.

“Jody was there in our darkest days.”

Music kept Dad going. When he was in hospital in his final weeks, we would play music for him, and although he couldn't communicate, we could see him light up.

Dad passed away in spring 2019. Jody even came to his funeral, which meant so much. She was with us through our darkest days, and still keeps in contact with Mum. I honestly can't see how any family could navigate dementia without an Admiral Nurse like Jody.



**Together we
will make sure
no one faces
dementia alone**

dementiauk.org

If you need support with any aspect of dementia, please contact our free Helpline on **0800 888 6678** or email **helpline@dementiauk.org**

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**Dementia UK is a registered
charity in England and Wales
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(SC 047429).**



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