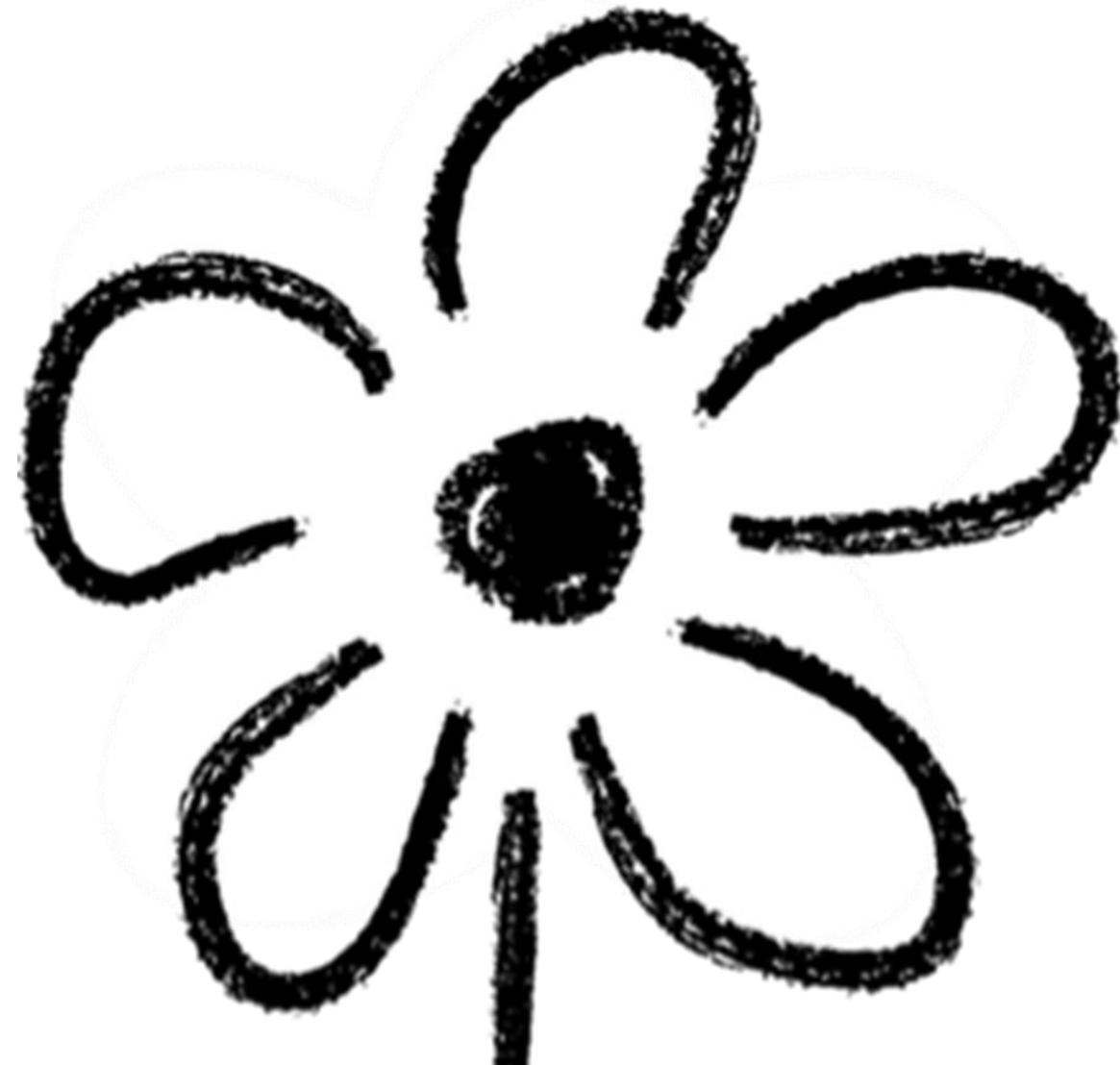


AN ENTREPRENEURIAL APPROACH

- UKRI Healthy Ageing Challenge Catalyst Award
- Explore the potential to develop and market discretely packaged bold products and services
- One avenue of exploration as we look towards the future sustainability of bold

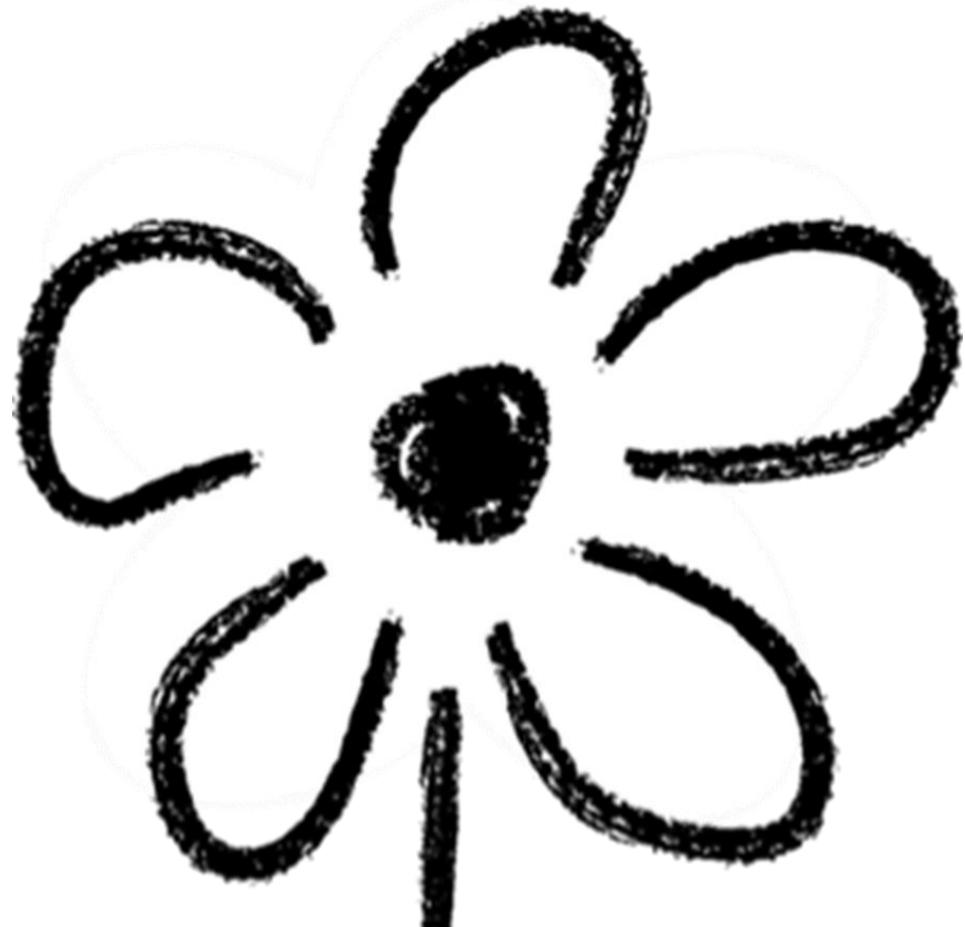
BOLD PARTNER SURVEY

- Designed for partners who have taken part in at least one aspect of the **bold** project
- To understand the impact that **bold** has made on them as social leaders in dementia
- Which aspects of the project had made the most impact on them
- Are they interested in paying for different aspects



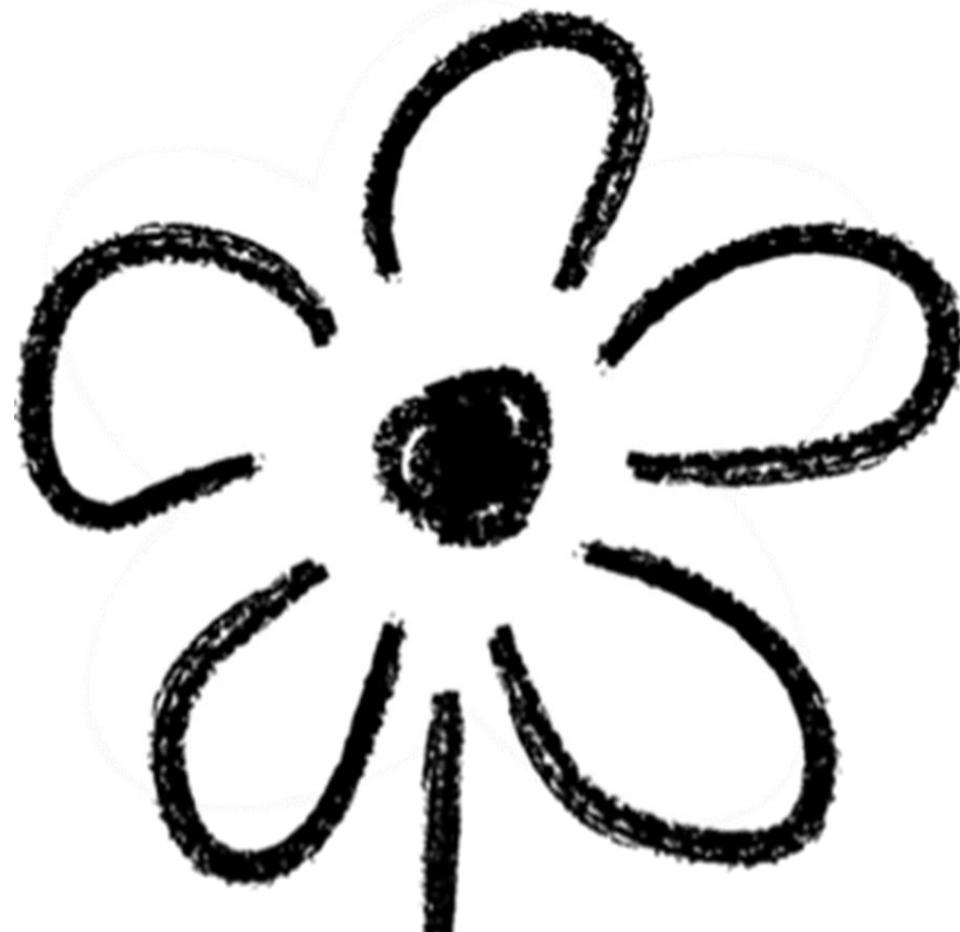
Sample Survey Questions

- In terms of your connection with people living with dementia what are the most pressing challenges that you face?
- Is there any one aspect of the **bold** project that has been or is particularly meaningful to you?
- If there was a charge for the **bold** Online Social Leadership Programme (including the box of creative materials) how much would you pay as an individual or per person if you were sending staff or volunteers.



Methodology and Data Collection

- Online survey (17 mins)
- 35 participants (out of 121)
- 3 have diagnosis of dementia

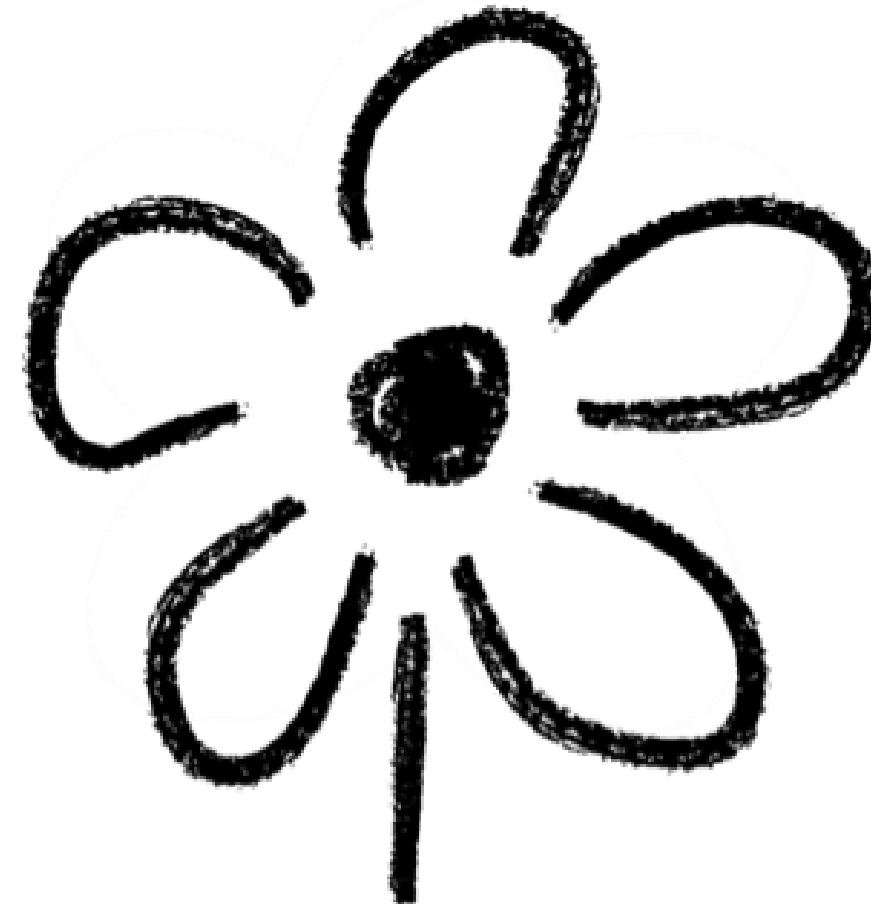


Goals and Challenges in terms of connection with people living with dementia

Most meaningful aspect of the **bold** programme

New ideas that partners would like to see developed through **bold**

Willingness to pay for **bold** project



Challenges

1. Reaching people who will use the activities

“Reaching as many people as possible including those in remote areas” - creative artist

2. Flexibly Creating the right activities for Person Living with Dementia

“Developing meaningful, positive accessible and enjoyable activities for people living with dementia” - RA

3. Stigma/not noticing the whole person living with dementia

“Societal perception about assumed abilities or cognitive levels.” - RA

Goals

1. Accessibility for Person Living with Dementia

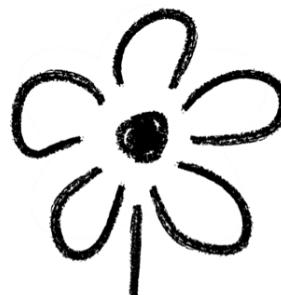
“Partner to receive the services he wants” - carer

2. Flourishing for Person Living with Dementia

“Keep Person Living with Dementia occupied and happy” - PWD

2. Dementia awareness and destigmatise

“Society is educated about dementia” – works in care



Challenges

4. Government/health care structures

“Getting Services to listen” - PWD

5. Funding

“Funding to continue to provide meeting centres” - RA

6. Providing and obtaining the right care/support for Person Living with Dementia

“Understanding what their experience of dementia is and how I can support them” - works in care

Goals

4. Meaningful activities and connections with Person Living with Dementia

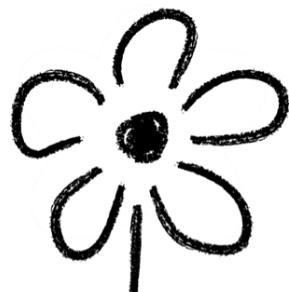
“Make every activity interesting, accessible, talk provoking, meaningful and joyous” – RA

5. Safely supporting Person Living with Dementia

“Take away worries” - PWD

6. Build networks of support

“Provide services for Person Living with Dementia, family and those at-risk due to isolation and loneliness to connect for events and share memories” – RA



Challenges

7. Carers stress and need for support

“Coping with own sense of loss as health and life of Person Living with Dementia fades” – carer

8. Time and workloads

“Giving of time due to competing demands on time” – work in care

9. Day to day functioning with dementia

“Squirreling food and forgetting about it”- PWD

Goals

7. Carer support

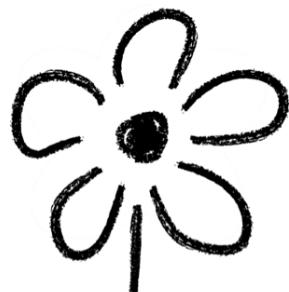
“Make more supports to increase carer health and wellbeing and allow breaks from caring”- Person who works in care

8. Person Living with Dementia leading

“Person Living with Dementia truly lead in what services they are provided” - PWD

9. To Develop own leadership skills

“Widen number of (Person Living with Dementia) involved in activism” - PWD



Things that make it difficult for partners to participate in the bold project

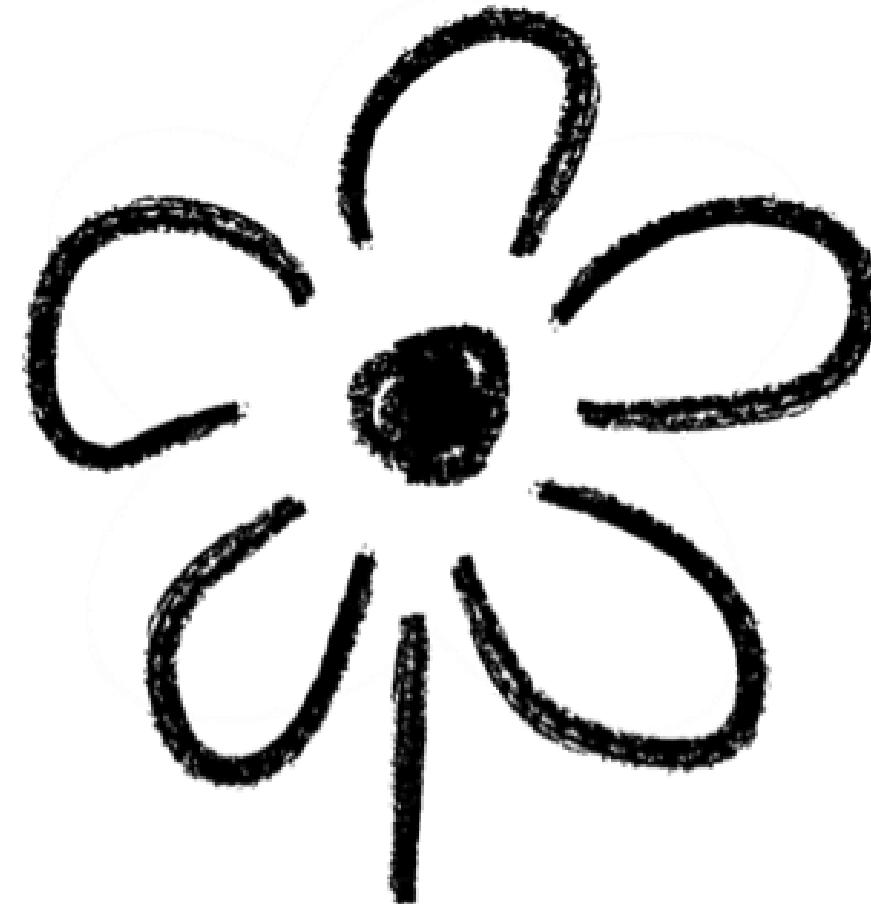
Time commitment (31)

Location of events (9)

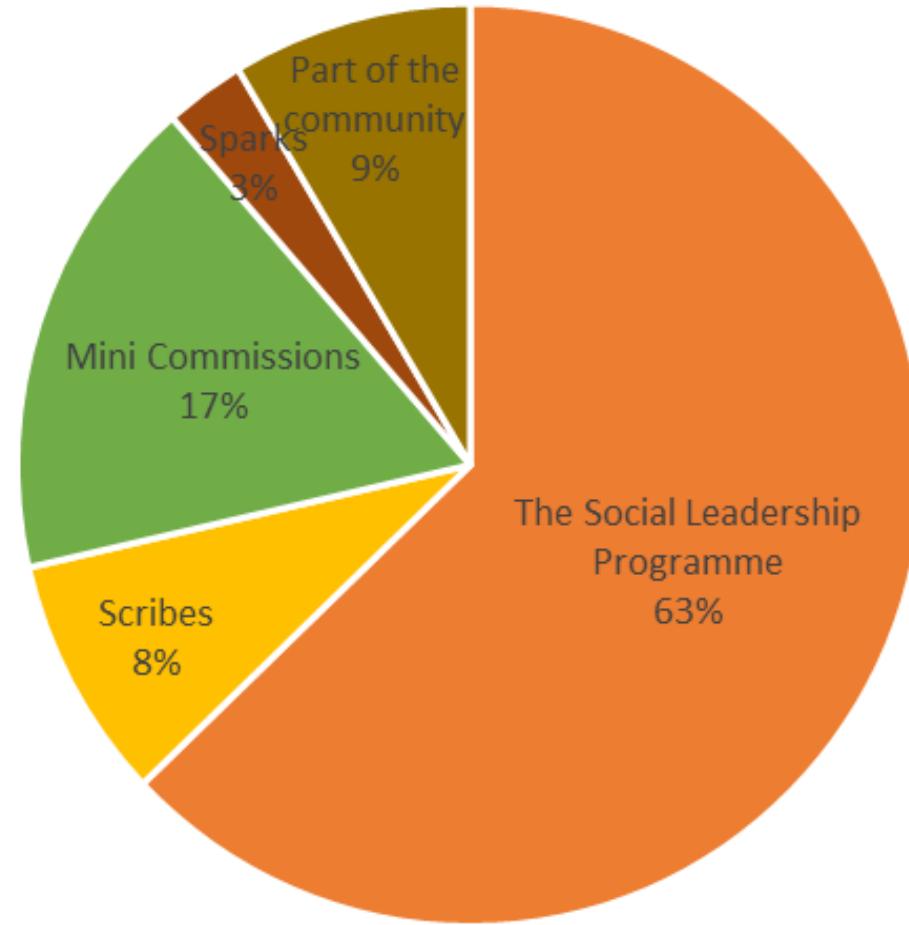
Burnout (8)

Online learning (1)

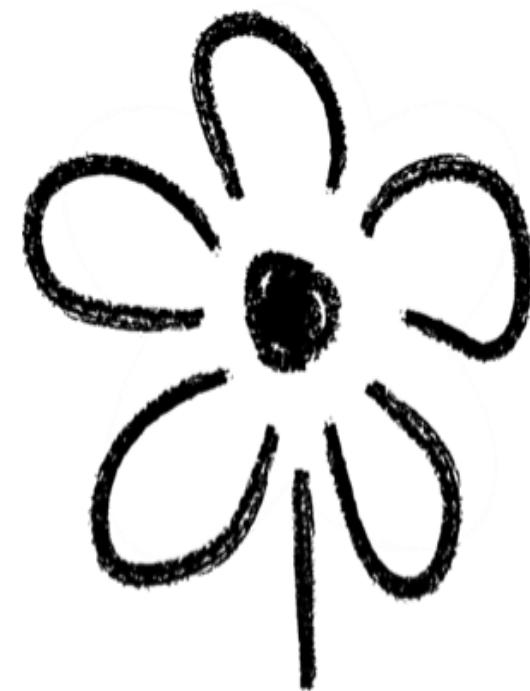
Job Uncertainty (1)



Meaningful aspect



■ The Social Leadership Programme ■ Scribes ■ Mini Commissions ■ Sparks ■ Part of the community



WHAT PARTNERS TOLD US ABOUT WHY ASPECTS OF BOLD WERE MEANINGFUL

Joy and inspiration

“It was such a joy” - carer, **“a real treat”** – Person who runs activities (RA)

Creativity

“Creating beautiful things has been amazing”, “created a book of wee poems” – RA

Support

“found it particularly therapeutic” – other

Self-worth

“Fulfilling a dream” – PWD

Self-discovery

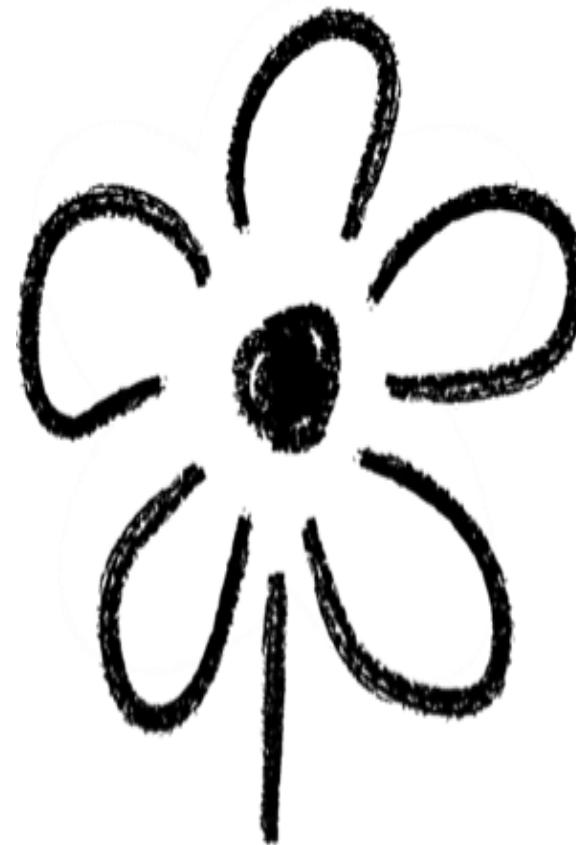
“Helped me discovering more about myself/ explore being me again” – RA

Networking

“help connecting with other people” – Academic

Educational

“It gave me some great tools” – Person who works in care



Activities to be developed further and new ideas

Training and resources

“further consideration of aspects what it means to live with brain disease” – carer

Networking

“local communities”, “collaborative commissions” - carer

Activities and in-person events

“Photography classes + trips” – PWD

Support

“Informal sections to talk about their weeks or anything difficult” – RA



Activities to be developed further and new ideas

Public Engagement

“Tasty bites of bold” – carer

Creative activities

“song writing and visual art” – PWD

Direction from Persons Living with Dementia

“more input from people living with dementia” – PWD

Funding

“joint funding bids” – RA



Benefiting from the **bold** project

empowering you to make a difference in the dementia world

7.43

social interaction and engagement

8.11

using creativity to get to know yourself and to support others living with dementia

8.09

learning more about living with dementia

6.92



Partners were asked to score between 1-10 how much **bold** benefited them in different aspects.
1 being not at all and 10 being highly benefited.

Disappointment if a programme/aspect didn't exist

bold Online Social Leadership programme

8.91

bold Blethers

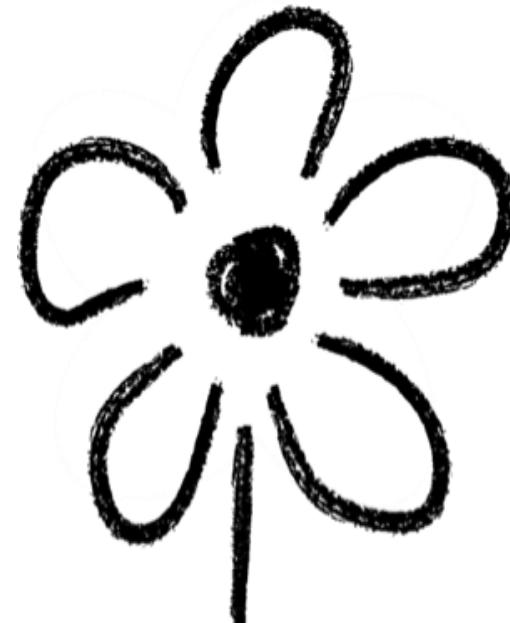
7.58

bold Mini Commissions

8.5

bold Community

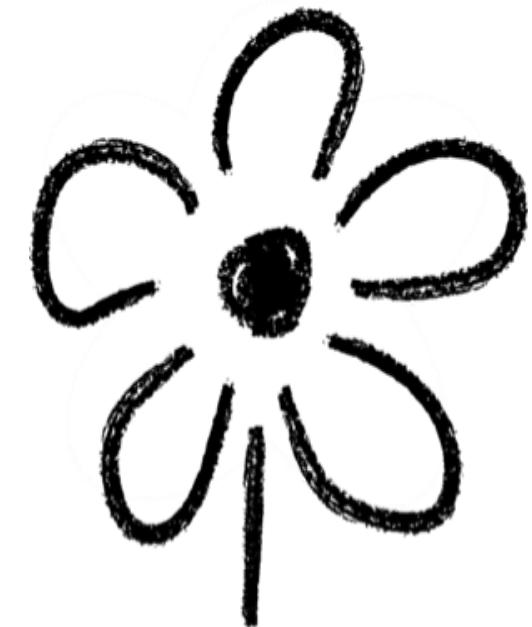
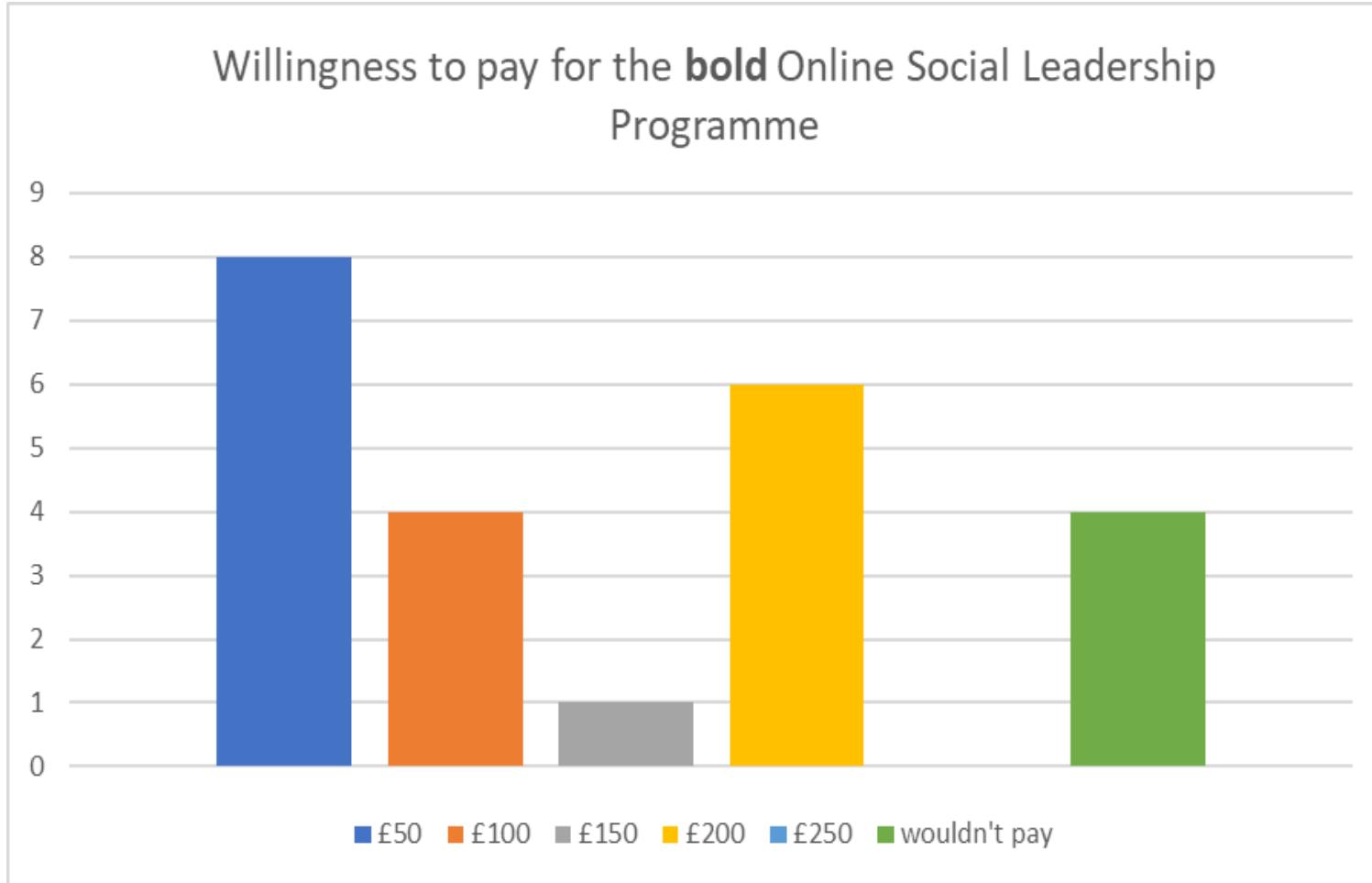
8.6



Partners were asked to score between 1-10 how disappointed they would be if different aspects of the **bold** project didn't exist.

1 being not disappointed at all and 10 being highly disappointed.

Willingness to pay



Next Steps

- Build a picture of whether **bold** could meet the needs of people living with dementia in different ways across the UK
- Interviews and focus groups with care home managers, creative artists across, and other potential users across UK
- Development and distribution of a newsletter for non-partners to increase the visibility and impact of **bold**
- Start to explore different models of taking **bold** forward; Social Enterprise, Charity, Accreditation etc.

