



Herts Mental Health,
Learning Disability and
Neurodiversity Health
and Care Partnership



Memory Support
Hertfordshire

*Local connection, information and advice for
everyone affected by dementia and memory loss*

Dementia Friendly Hertfordshire

How You Can Get Involved



Working together
for a healthier future

Welcome



**Sally Symington, Deputy Leader of
Hertfordshire County Council and
Cabinet Member for Adult Care
Services**

**Helen Maneuf, Interim Executive
Director Adult Care Services**





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Dementia Strategy update

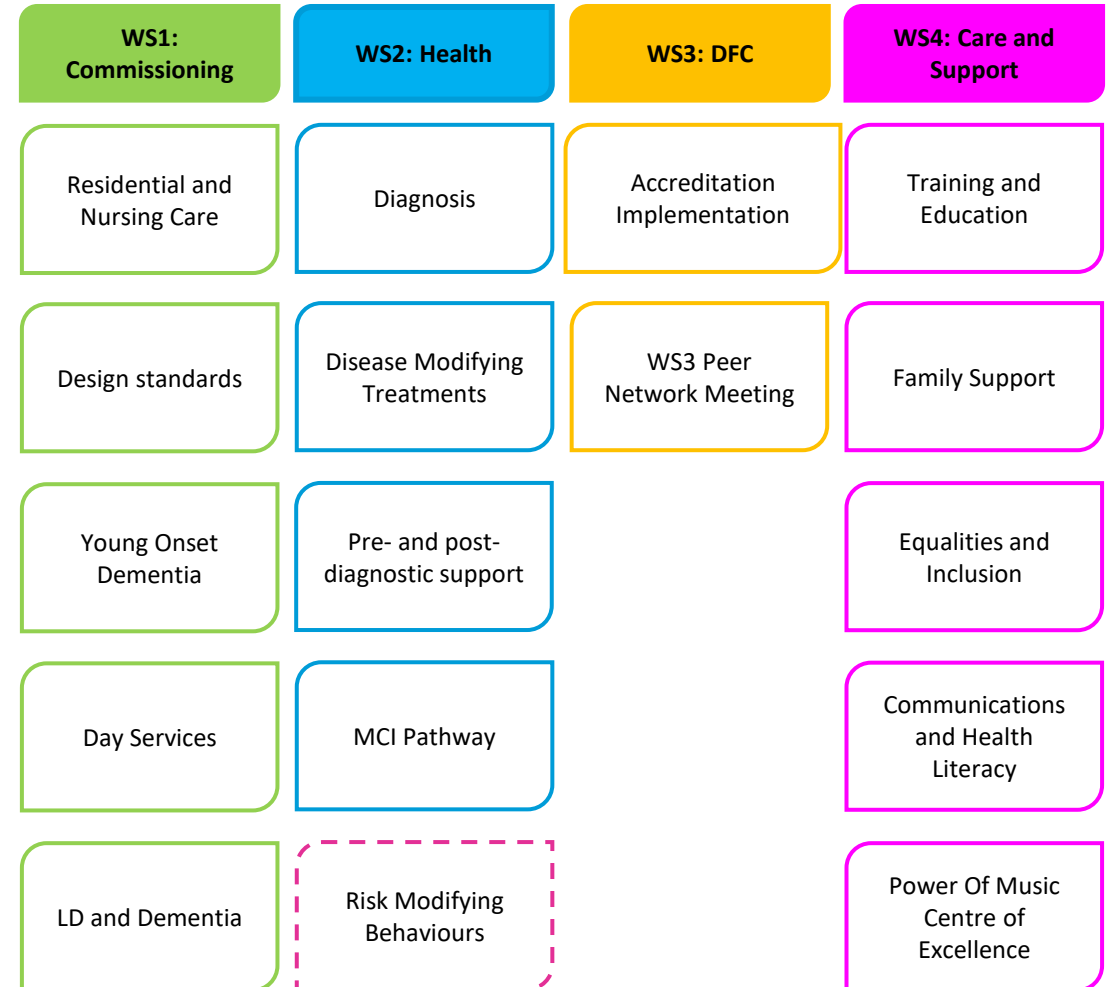
Alison Spalding, Programme Manager
Hertfordshire MHLDN Health and Care Partnership

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Dementia Strategy 2025/26

- Hertfordshire Dementia Delivery Programme—multi-agency and cross-sector, drawing on the lived experience of people living and working in the community, and academic, clinical and professional expertise in all the workstreams.
- Working groups are co-chaired by an officer of the council or NHS, and a member of the VCFSE or Expert by Experience.
- The Delivery Programme has been deliberately designed to support local community responses, and to reduce stigma and poor experiences in day-to-day life.
- New training standards and education outcomes have been collaboratively developed to provide common understanding of the needs of people with dementia in Hertfordshire.
- A joint collaborative Equalities Impact Assessment, led by Public Health across all workstreams has identified areas where inequalities may impact people’s ability to get the help and support they need, and work is underway to address these.
- Risk Modifying Behaviours Health Literacy campaign.





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Dementia Friendly Accreditation

Hollie Rauber, Dementia Friendly Co-ordinator
Memory Support Hertfordshire

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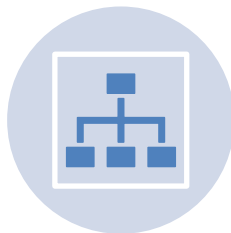
Dementia Friendly Accreditation



Practical tool to support businesses and organisations becoming dementia friendly



Encourages reflection, learning, and progress



Designed to start the journey, not every question or principle will apply to every organisation



Continues to build dementia friendly communities in Hertfordshire at local neighbourhood level



Dementia Friendly
Hertfordshire

How It Works

Developed with Mortar and co-designed with local stakeholders

Simple digital platform:

– Flexible and easy to complete

– Track progress over time. Insight into DF activity across Hertfordshire

Informed by Alzheimer's Society's People–Place–Process

Our emphasis is on community collaboration and inclusion

Accessible to individual organisations

Promotes awareness, inclusion, and supportive environments

Supports dignity and connection

Dementia recognised as a disability under the Equality Act 2010

Helps businesses and organisations make practical adjustments

Improves accessibility for all and recognises existing good practice

Gives recognition to amazing work already happening in Hertfordshire

Proof of Concept Areas



14 organisations



Positive feedback – clear,
flexible, easy to use



Framework which is effective
across diverse settings
(libraries, community groups,
retail, sport, pharmacies)



Staff reported greater
confidence and calmer
interactions



Pilot learning used to refine
accreditation before launch



Dave and Derek will share
their experiences and actions
resulting from the pilot



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Community Partner Experience

Derek Richards, CEO
The Red Shed

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Nov 10, 2025

Gold



Dementia Friendly Hertfordshire

December 2025



We're over the moon that our new activity shed is up and running — and doesn't it look fantastic! It's been amazing to see it all come together, and now the only big question left is... what colour shall we paint it? Watch this space!!

A massive thank you to everyone who helped make this happen. From planning and building to packing,











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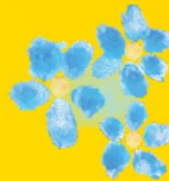
Community Partner Experience

Dave Messenger, EDI Lead
Watford Football Club

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Dementia Awareness at Watford FC



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Dementia Awareness at Watford FC



Sports venue

Physical environment
assessment tool



 **Alzheimer's Society**
Together we are help & hope
for everyone living with dementia



Dementia Awareness at Watford FC










Watford FC

The Vicarage Road Stadium is home to Watford FC, who currently play in the EFL Championship.

<http://www.watfordfc.com>

Features

[Hide details](#)

-  Supports Staff
-  Dementia-Friendly Opening Hours
-  Clear Signage
-  Step-Free Access
-  Quiet Area
-  Seating Provided
-  Accessible Website
-  Offers space for dementia groups
-  Hosts Dementia-Friendly Events





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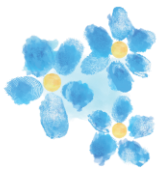
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Dementia Friendly Accreditation Next Steps

Hollie Rauber, Dementia Friendly Co-ordinator
Memory Support Hertfordshire

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Questions or support

- For general queries, please contact:
hollie.rauber@memorysupportherts.org.uk
- If you have any questions or concerns while completing your accreditation journey, contact:
dementiafriendly@memorysupportherts.org.uk

Support available

- Dementia Friendly Hertfordshire supports a growing network of dementia-friendly community groups across the county —get in touch.
- Dementia awareness sessions are available to support your organisation.

Using the portal

- Explore the Dementia Friendly Hertfordshire portal via the **Memory Support Hertfordshire** website:
<https://memorysupportherts.org.uk/dementia-friendly-hertfordshire>
- **Handbook** and **Framework** documents to guide you through the accreditation process. Q&A document.

Our Next Steps

- Collaborate with dementia-friendly networks, partners, and pilot areas to expand across Hertfordshire (Watford launch – Feb).
- Plan for long-term sustainability, operational delivery, and accountability.
- Learn from other counties — share best practice and assess long-term impact.
- Develop networking opportunities for accredited organisations (London, Bank of England Museum).

Questions and Answers



Final Thoughts



**Karen Taylor, CEO, Hertfordshire
Partnership University NHS
Foundation Trust**



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If you would like more
Information, please visit
The Dementia Friendly
Hertfordshire website:

[Dementia Friendly Hertfordshire](#)



Thank you!

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