

# Our dementia strategy

2025-2030



# Our mission

Pendleside exists to enhance the quality of life for people living in our community with advancing long term and life limiting illnesses, through to end of life and in bereavement.



# Introduction

**Pendleside Hospice was founded as a charity in 1988** and is one of the principal providers of palliative and end of life care services to adults in Burnley and Pendle. The inpatient care service also covers the community of Rossendale. Since its inception, the Hospice has seen the demand for its services grow year on year. Furthermore, the environment in which the charity works and the people it supports have changed significantly. The Hospice is now caring for people with a more diverse range of needs and medical conditions including dementia.



There are approximately 2,322 people with a diagnosis of dementia across Burnley and Pendle which is predicted to rise to 3,425 by 2050. Dementia is recognised as a life limiting illness with people often experiencing complex problems in the later stages. Our Dementia Strategy for 2025-2030 outlines our commitment to enhancing the care and experience for people living with dementia\*.

\*'People living with dementia', a term used in this document, includes those people with a diagnosis of dementia and those people who are important to them (for example, family, friends, carers).



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Attending the music café has had a deeply positive effect on my dad. It brings him to life, makes him more receptive, and the benefits last for several days afterward.

Service User's Daughter.

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“

My wife used to sing in a choir, so hearing her sing along to the music fills me with such joy that it brings me to tears.

Service User's Husband

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This strategy has been developed by our Dementia Strategy Group, which includes; people with lived experience of dementia, employees, and volunteers of Pendleside Hospice.

The following people and groups have also been involved with its development:

- Service users of the Pendleside Dementia Groups
- Carers of the Pendleside Carers' Group
- Staff across various Pendleside Hospice departments
- Pendleside Together Group
- Social Prescriber
- District Nursing team

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**"I truly value the opportunity to assist Pendleside in enhancing their dementia services. As a caregiver for my husband Peter, who had Lewy Body Dementia, I believe I can provide valuable insights into what was important to me during that time."**

Christine, Carer

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## Our vision

Our vision is to create a community where people living with dementia receive compassionate holistic care that respects their dignity and enhances their quality of life.



## Our services

Pendleside Hospice provides a range of services to support people living with dementia, including the following:

- Health Wellbeing & Rehabilitation groups
- Carers groups
- Inpatient Unit
- Hospice at Home
- Family Support
- Admiral Nurse
- Medical Outpatient Clinics
- Complementary Therapy
- Meals on Wheels



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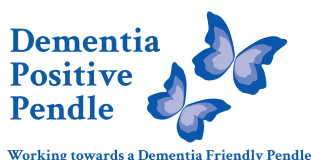
The Admiral Nurse role allows the Hospice to offer specialist support to the entire family when their needs become more complex. It has been an absolute honour and privilege to assist families, work alongside the Pendleside staff, and contribute to the development of the Dementia Strategy.”

Rachel Moroney, Admiral Nurse

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We also work closely with many external organisations, including:





# Our pledges & objectives

## Equity

### Pledge:

**We are committed to providing equitable access to our services for people living with dementia and those important to them.**

### Objectives:

- We will increase the number of people living with dementia accessing our services.
- We will improve our data quality to better understand how many people living with dementia are accessing our services.
- We will identify the sources of our referrals to effectively promote our services where needed.
- We will ensure that our services for people living with dementia are well defined with clear routes to access.
- We will promote our services to increase awareness, with a particular focus on under represented groups and localities.

## Partnership

### Pledge:

**We will work in partnership with people living with dementia and other key stakeholders to enhance and develop our dementia services.**

### Objectives:

- We will work in partnership with people who have experience of living with dementia.
- We will engage with people living with dementia and other stakeholders, in ways that suit their needs, such as focus groups, surveys, and direct feedback. We will use this information to inform service evaluation and development.
- We will ensure that individuals with lived experience of dementia have the opportunity to participate in our Compassionate Communities and Pendleside Together groups.
- We will ensure the Hospice is represented in local dementia groups and at public awareness events.

## Knowledge & skills

### Pledge:

**We will equip our staff and volunteers with the knowledge and skills needed to deliver high quality care and dementia support services.**

### Objectives:

- We will develop a training programme for Hospice staff and volunteers in line with the Dementia Training Standards Framework (NHS England).
- We will train Hospice Dementia Champions to ensure that people with enhanced knowledge are available across the organisation.



## Care delivery

## Environment

## Information

### Pledge:

**We will support people living with dementia to live well and die well.**

### Objectives:

- We will provide services to support people living with dementia at various stages of their life.
- We will ensure that people living with dementia are offered a holistic assessment to help plan their care.
- We will ensure that people living with dementia are offered individualised and appropriate advance care planning.
- We will provide information about the support available to families and carers, including specialist dementia and bereavement support as needed.
- We will measure the quality and effectiveness of our services to ensure we are meeting people's needs.

### Pledge:

**We will create a safe and welcoming dementia-friendly environment.**

### Objectives:

- We will audit our environments to identify areas of improvement.
- We will ensure that the needs of people living with dementia are included in the planning, redesign, and refurbishment of the Hospice environment.
- We will monitor and evaluate data related to adverse incidents for people living with dementia in our care.

### Pledge:

**We will ensure information about our dementia support services is up to date and accessible to all.**

### Objectives:

- We will ensure that our leaflets, posters and website are all appropriate and accessible.
- We will provide clear and relevant information about our services for people living with dementia.
- We will compile and provide a directory of services and organisations for people living with dementia.

We will regularly monitor our progress on this strategy and report it to the Executive Board. Each year, we will provide a summary of achievements, which will be shared with service users and throughout the Hospice.



# Would you like to be involved with our Dementia Strategy Group?

Please contact us on 01282 440 100  
and ask to speak to the Admiral Nurse.

Pendleside Hospice provides all of its services free of charge. We welcome donations of any size, which help us continue offering care, compassion, and support to our local community. If you would like to donate, we would be sincerely thankful. Charity No. 700993.



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