



**Housing** - Rising to the  
Dementia Challenge

# Dementia friendly fun

Tuesday 19 May 16.00-17.15



**Housing LIN**

*Connecting people, ideas and resources*



# Tips for a successful webinar

- Please use the Q&A function throughout to ask your questions
- Please feel free to let us know who is on the webinar and where you are from by introducing yourself on the chat box
- You will automatically be placed on mute
- This webinar is being recorded and will be made available to those who have signed up
- Please complete the short survey at the end of this session
- Presenters - Please say “next slide” when you are ready to move on

# Ali Rogan

DHWG External Affairs Advisor  
founder of Hornsey Consulting  
Chair PMCG Dementia Friendly Technology group



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# Dementia & Housing Working Group

## Why are we here?



**Lack of understanding**  
of dementia friendly housing standards



**Inadequate conversations**  
around housing options post diagnosis



**Limited dementia training**  
for housing professionals



**No other national groups**  
taking this agenda forward

## Our aims:

- To improve outcomes
- To push up industry standards
- To act as a **problem solver**
- To **share knowledge**
- To support **dementia awareness training**

**Dementia Information Hub**  
<https://padlet.com/dementiaandhousingworkinggroup>

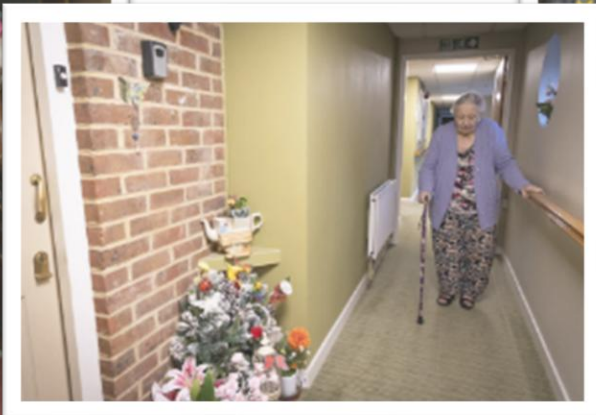


**NEW: Dementia-Friendly Housing Guide 2026**  
<https://www.housinglin.org.uk/Topics/type/Dementia-Friendly-Housing-Guide-2026/>

# Why dementia-friendly fun matters



# The role of housing as a place of connection, joy and belonging



# Agenda



- 16.00 **Sally Razey & Jeremy Porteus**, Housing LIN – intros
- 16.05 **Ali Rogan** – Chair’s opening remarks
- 16.10 **Dr Cate Pemble** - Enthusiasm has no expiration date: The Importance of planning for activity in age-inclusive design
- 16.20 **Mario Ambrosi** – How a children's detective novel explores themes of dementia within the trappings of a classic detective novel
- 16.30 **Asa Johnson** – Developing a dementia strategy with fun at the heart
- 16.40 **Joy Sumner** – How being mistaken for a landlady inspired a pub themed space
- 16.50 Q&A panel
- 17.15 End



## Dr Cate Pemble

Research Fellow, Dementia and Ageing, University of Stirling

Enthusiasm has no expiration date: The Importance of planning for activity in age-inclusive design



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Dementia Challenge

## Mario Ambrosi

Director of Communications and Marketing at Anchor

How a children's detective novel explores themes of dementia within the trappings of a classic detective novel



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# Gran's crossword



## Down

- 1: He won't help solve this mystery
- 2: Gran's dog
- 6: Scarlett never goes anywhere without hers

## Across

- 3: Bournemouth and Hercule Poirot both wear one
- 4: Treasures you can't hold in your hand
- 5: Something suspicious smells...
- 7: What Gran's trying to find

**Scarlett Buckling and the Case of the Missing Pictures** is a detective adventure for readers aged 9+ exploring dementia and family bonds. A heartwarming mystery about family, friendship and finding connections that matter.

"Sensitive and poignant. Funny, uplifting and a well-informed depiction of dementia and its impact" - Karen Harrison Denning, Professor of Research Nursing and Dementia UK's Head of Research

Featured on [www.schoolreadinglist.co.uk](http://www.schoolreadinglist.co.uk)

Available from all good bookshops now.

Scan the QR code for a link to the book on Amazon

[www.amazon.co.uk/dp/B08517](https://www.amazon.co.uk/dp/B08517)



## Asa Johnson

National Resident Experience Manager, Anchor

Developing a dementia strategy with fun at the heart



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## Joy Sumner

Care Home Manager, The Watermill, Housing21

How being mistaken for a landlady inspired a pub themed space



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# Welcome to The Watermill

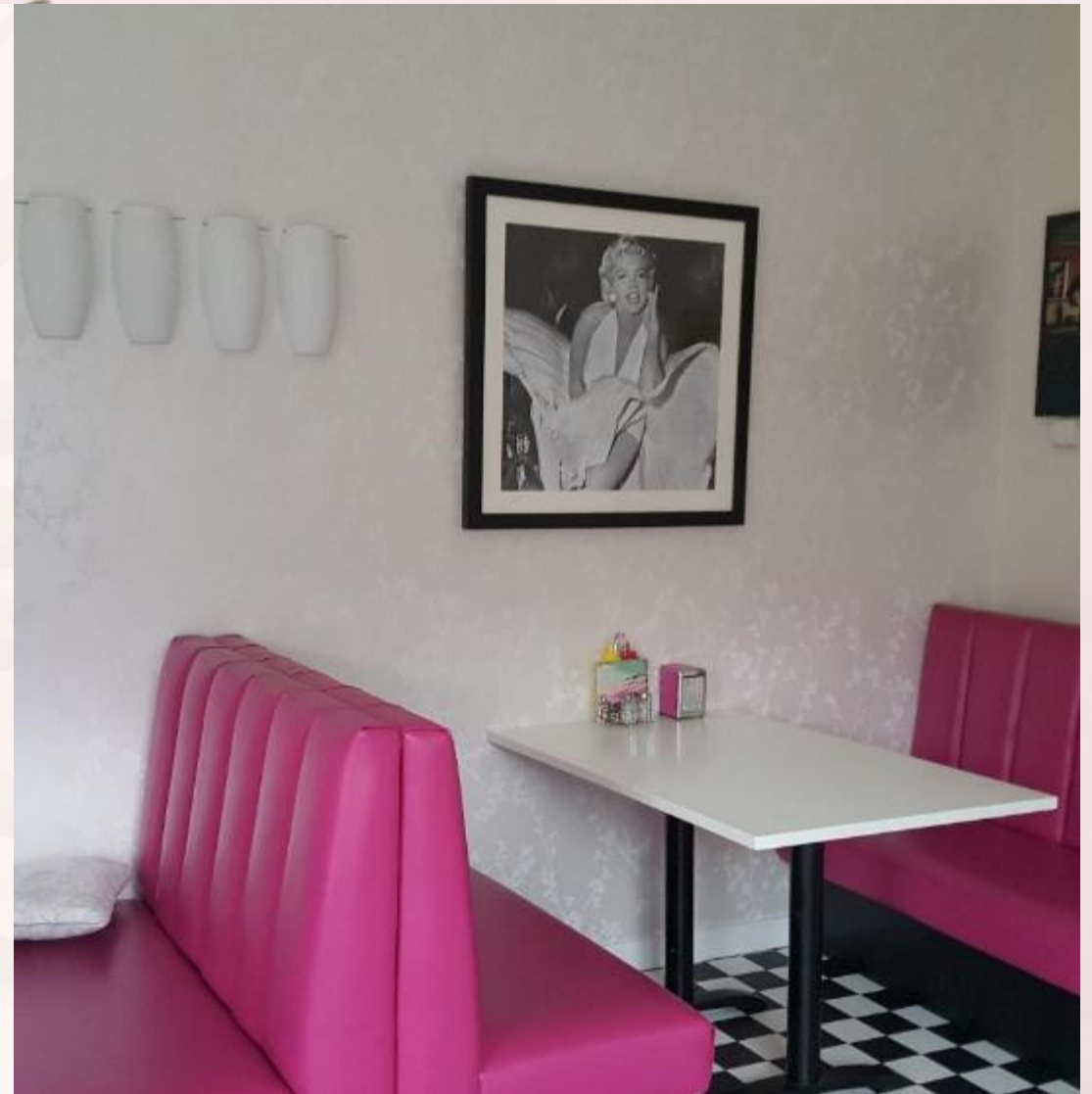


# The Watermill

The Watermill is a specialist Residential Care Home in Goscote, Walsall that supports older people of 65 years of age and above who live with Dementia

The home was rated Outstanding by the Care Quality Commission (CQC) in February 2019 making it the first residential care home for older people to achieve this in Walsall.

The home is set up into four individual houses, housing up to a maximum of ten residents per house, and each house comprises of a lounge area, dining room, kitchenette and quiet room and has it's own internal garden as well as external gardens.



# The Watermill Function rooms

- When The Watermill opened in 2011 it had several rooms that were available for residents to have visits from families or for resident activities.
- One gent that attended the daycentre would introduce the manager as “the Gaffer, she’s the landlady” and believed he was attending the pub each time he came, another lady who was a landlady of a pub would often say “I wish we could go to the pub”
- So after listening to many residents and daycare attendees who told us “we would like to visit the pub more often” the staff decided to grant their wish and changed one of our rooms into a pub which we have called The Water Mill Arms, now afternoons and evenings are often spent in the pub with a tippie of everyone’s favourite drink’, cheese and onion cobs, pork scratching’s, crisps along with a pub quiz, dominoes, darts and of course a few of the old pub songs such as ‘Down at the old Bull and Bush’. *\*we were filmed by a local news station; you can see the footage on two clips on YouTube (The Midland-The Watermill day-care pub and 2<sup>nd</sup> clip, The Midland-The Watermill patients).*

# The Watermill Arms

In around 2014 staff created The Watermill Arms, this was opened officially by the mayor Mrs Angela Upton and was well received by all residents



# The Reminiscence Room

This room was created as a comfort room that would be familiar to a lot of older residents, a room where reminiscing about the past could be encouraged with the stimulation of memorabilia all around and smells and different textures, there are sensory boxes, one contains items from the past with information cards for each item so staff who may not know what the items are can open up communication with residents. There is an old suitcase also with holiday memorabilia along with many other items to peruse



# The Cinema

In May 2016 we opened our very own Cinema; we play movies such as old-time classics/ musicals and any other movie clips of interest.

We enjoy popcorn and other treats

\*In this month we appeared on BBC Breakfast show – you can also see the clip-on YouTube (Big News – Dementia Awareness Week)



# Inside The Cinema





## Retro Hairdressing Salon

This is a fully functioning hairdressers that is used weekly, we also have pamper sessions such as foot spars and nail care, and nail painting, we have also had the privilege of helping the mother of a bride to get ready on the morning for her daughters very special day, we treated her to the works and of course a glass of bucks fizz (or two)



## And then there's the shop

This was opened for residents and families to be able to purchase goods or help out serving in the shop, giving residents a sense of purpose and social inclusion Aswell as activity (all the money raised goes towards resident's entertainments and events)



## The 1960's Diner

In 2020 just as Covid hit the UK staff on Summer House, decided they wanted to do something special for the residents here at The Watermill to add even more excitement and fun to their lives, so they decided to turn their quite room into a 1960's diner, they raised the funds themselves and sort from wide and far the items needed to create this amazing room

Reminiscence box, nappy pins, marbles, dawning mushroom, carbolic soap, ration books, postcards, and much more



# Panel discussion



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## Previous webinars

9 July 24

- Dementia friendly design

<https://www.housinglin.org.uk/Events/HAPPI-Hour-Housing-Still-Rising-to-the-Dementia-Challenge/>

24 Sept 24

- Diversity and Dementia

<https://www.housinglin.org.uk/Events/HAPPI-Hour-Diversity-Still-Rising-to-the-Dementia-Challenge/>

10 Dec 24

- Dementia friendly technology

<https://www.housinglin.org.uk/Events/HAPPI-Hour-Diversity-Still-Rising-to-the-Dementia-Challenge/>

22 May 25

- Dementia and enabling communities

<https://www.housinglin.org.uk/Events/HAPPI-Hour-Webinar-Dementia-Housing-and-Enabling-Communities/>

9 Dec 25

- Adapting homes for dementia-friendly living

<https://www.housinglin.org.uk/Events/HAPPI-Hour-Webinar-Exploring-designs-for-new-dementia-friendly-housing-and-services-to-adapt-our-existing-homes/>

We hope to see you again

[www.housinglin.org.uk/housing-networks/dementia-and-housing-working-group/](http://www.housinglin.org.uk/housing-networks/dementia-and-housing-working-group/)