

Volunteer for the Dementia Support National Ambition Programme [NAP]

Context

Dementia Support was the vision of several people who had experienced dementia within their families and felt passionately that those affected deserved better. Founded in 2014, the vision of the charity at that time was to bring together different local dementia services into one dementia-friendly community hub. A fundraising campaign was initiated with a target to raise £1.7 million to set up the hub and provide the initial running costs.

Sage House opened in May 2018 and is the first of its kind in the UK. It delivers a range of integrated support services for people living with dementia and their families from pre-diagnosis through to end of life. Its aim is to create a wider dementia-friendly community through raising awareness, to challenge stigma, provide practical advice and emotional support through its flagship Wayfinder service and to work in partnership with others.

Dementia is a devastating, constantly evolving condition which has a huge impact on everyone it touches, including carers, family and friends. It is now the leading cause of death in the UK.

The outcomes for those accessing the Sage House services are incredibly positive. The integrated model of care has now been developed and piloted demonstrating benefits to people living with dementia, the health and social care economy and the wider community in terms of de-stigmatising the condition and raising awareness. Alongside the development of this has been the design and implementation of a successful mixed fundraising and income generation approach to support the ongoing sustainability of the model.

Given these facts, the Dementia Support Trustees now consider that this provides a complete toolkit which can be used to replicate better dementia care services elsewhere in the UK, utilising the expertise gained by the Charity.

Requirements

Various initial workstreams have been identified in regard to NAP (see figure 1). An external Environment Analysis is one of those areas and the charity is seeking volunteers to help with researching and gathering this information utilising the PEST Market Analysis Tool.

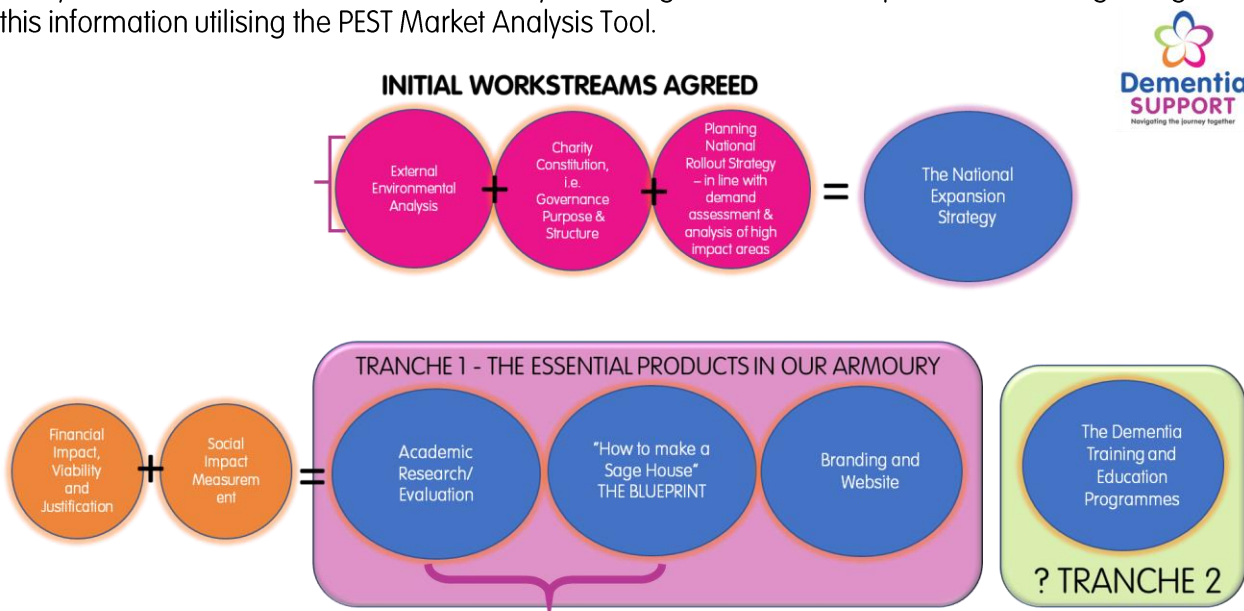


Figure 1 - Initial Workstreams of NAP

The purpose of the PEST analysis is to measure the market potential and situation relative to growing the charity, particularly indicating growth or decline in various external factors which will thereby identify the attractiveness and business potential including suitability of access and route to market. The PEST will specifically look at the following areas:

Political

- ecological/environmental issues
- current legislation home market
- future legislation
- pertinent international legislation
- regulatory bodies and processes
- government policies
- government term and change
- funding, grants and initiatives
- home market lobbying/pressure groups
- international pressure groups
- conflicts

Economic

- home economy situation
- home economy trends
- general taxation issues
- taxation specific to services
- seasonality issues
- market and trade cycles
- specific industry factors
- market routes and trends
- customer/end-user drivers

Social

- lifestyle trends
- demographics
- customer attitudes and opinions
- media views
- law changes affecting social factors
- brand, company, technology image
- customer uptake patterns
- role models
- major events and influences
- ethnic/religious factors
- advertising and publicity
- ethical issues

Technological

- competing technology development
- associated/dependent technologies
- replacement technology/solutions
- maturity of technology
- information and communications
- consumer buying mechanisms /technology
- innovation potential
- intellectual property issues

A helpful start to this work in terms of the external environment affecting all voluntary sector organisations can be found [here](#).

Volunteers are sought to support the programme work involved for this growing charity at what is a very exciting time. You will use your unique skills and hard-earned business knowledge to help it develop much needed dementia services across the UK and be part of a new social movement to change the face of dementia care forever.