

Dementia Friendly Sports Clubs and Venues

The importance of an accessible and
inclusive sport and physical activity sector

Agenda

- The dementia challenge and the role of sport
- Implementing dementia friendly changes at clubs and venues
- What role can councils play?

What's the challenge?

944,000 people living with dementia in the UK

Nearly 1.6 million people will be living with dementia in 2040

1 in 3 people born in the UK will develop dementia in their lifetime

257,745 people without a diagnosis

Diagnosis rates in local areas range from 82.9% to 41.3%



What's the appeal?

Economic growth

Unparalleled reach

Lasting connections

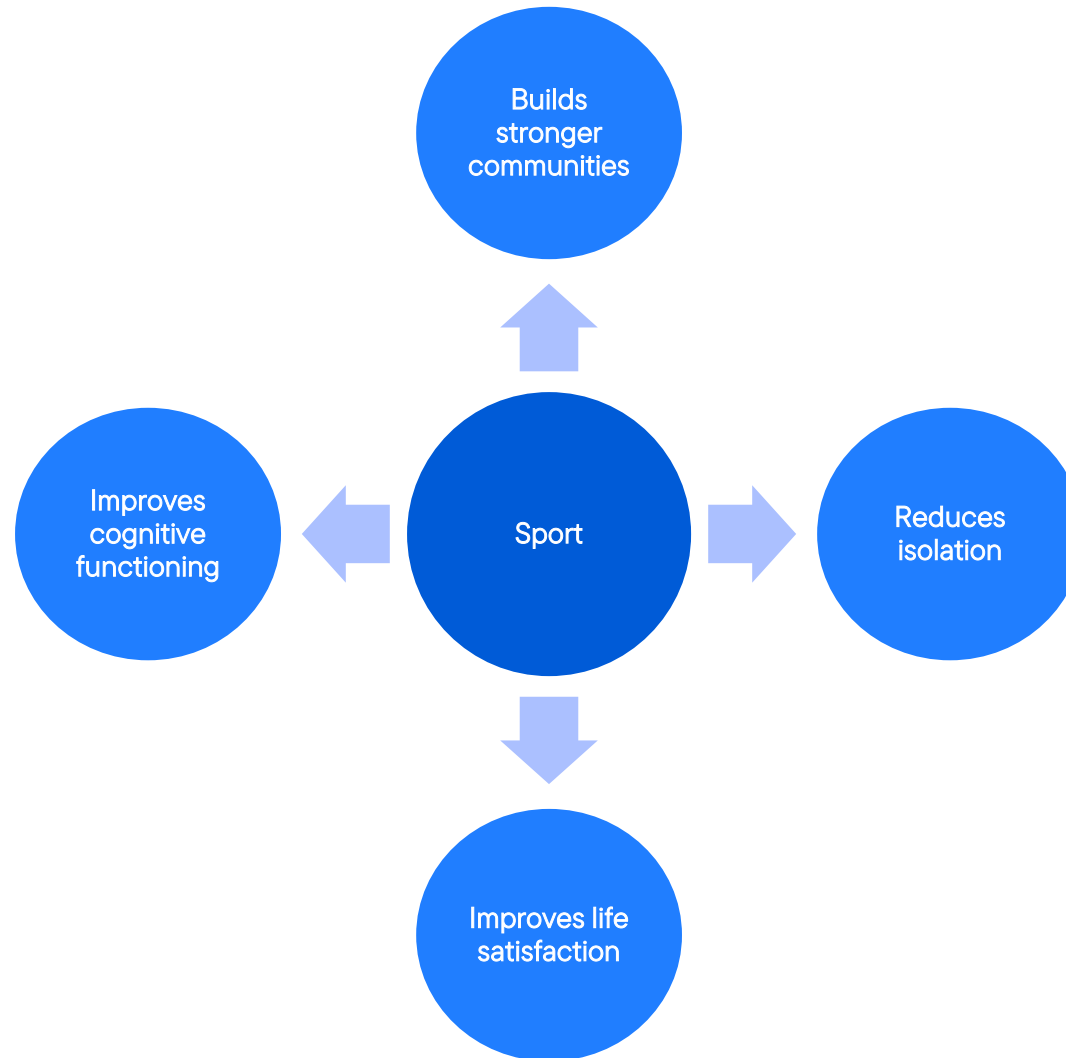
Social outcomes



What role does sport play?



What role does sport play... for dementia?



Sport United Against Dementia



Awareness



Support



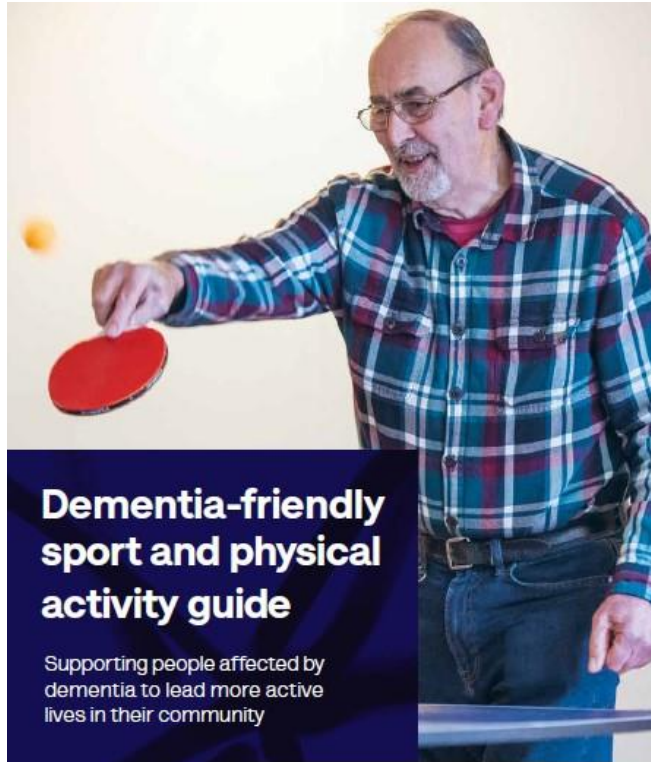
Research



Accessibility



Supporting sport, leisure and physical activity



Dementia-friendly sport and physical activity guide

Supporting people affected by dementia to lead more active lives in their community



Dementia friendly sports clubs and venues guide

A practical guide for organisations to support people affected by dementia



United Against Dementia



What should sport and physical activity consider?

- **People** – upskilling and raising awareness among staff, alongside creating support mechanisms for staff affected by dementia
- **Programme** – engaging with people affected by dementia and developing community activities to support them
- **Place** – ensuring the best ‘sofa-to-seat’ experience for people affected by dementia, sourcing information, getting there, and the physical environment



Example barriers

- Staff awareness (scale, understanding, benefits)
- Limited sport-specific learning
- Stewards – attitude and mentality
- Support and mechanisms for internal staff



People



Identify the needs
of your workforce



Increase awareness
of dementia



Develop staff
initiatives and
policies



Signpost staff to
the right services



Communicate the
message across
your organisation

Example barriers

- Lack of variety, adaptation, and planning
- Limited development with people affected by dementia
- Limited or no promotion/engagement within community
- Nothing offered!



Programme



Create a plan and outcomes



Involve people affected by dementia



Adapt your existing activities



Deliver your activity effectively



Promote your activity locally



Engage and support the community

Example barriers

- Digital accessibility – ticketing, websites, QR tickets etc.
- Getting there – navigation, signage, and support
- Turnstiles and other major entry issues
- Overwhelming environments and lack of safe spaces



Place



Develop a user friendly website



Make ticketing straightforward



Improve the journey to your venue



Review the physical environment

The role of councils

- Involvement and engaging with people affected by dementia
- Shared learning and promotion through partnerships
- Driving strategic change across the local sector
- Looking inward – what are we doing?



Involvement and engaging with people affected by dementia



Shared learning and promotion through partnerships



Driving strategic change across the local sector



Looking inward – what are we doing?



Thank you!

alzheimers.org.uk/unforgettable-sport

Any questions?