

Who are we?

We are Approach Dementia Support, a charity dedicated to supporting people affected by dementia across North Staffordshire and Stoke-on-Trent.

Our vision... is to be recognised as the central provider of quality dementia services in our heartland

Our mission... is to provide quality services and advice, promoting positive wellbeing and tailored support for people affected by dementia.

Why are we here?

With the prevalence and impact of dementia increasing, more and more people in the local area will need quality, tailored dementia support. Dementia has now overtaken heart disease as the leading cause of death in the UK, and roughly a third of the population are expected to die with dementia. Over 850,000 people in the UK currently have dementia and this figure is expected to reach 1 million by 2025. In Staffordshire, over 12,000 people live with dementia and 4,000 of these are in Stoke-on-Trent alone. This pressing social issue requires a robust and effective strategy to ensure that those living with dementia in our local community have access to the right support at the right time and can live their life in the way that they choose.

What are we going to do?

Approach's strategy has been developed to ensure that it meets the need in the community. It details how Approach will rise to the challenge of providing quality dementia support head-on, focusing on three key organisational areas: Services, Income Generation and People. Through meeting targets in all three of these areas, Approach will be able to build upon its previous successes and meet its long-term vision of being recognised as the central provider of quality dementia services across our heartland.

To meet our vision and mission, the following strategic objectives have been prioritised:

Services

1. To regularly review our services to ensure that they are of appropriate quality and quantity to meet our vision and mission of person-centred tailored support whilst operating in a manner that is financially sustainable.
2. To increase our brand awareness and cease to be the "best kept secret" in North Staffordshire, ensuring that more people know about us and engage with our services.
3. To establish and grow a Dementia Advice Proposition, providing a central point for advice, information services and training in North Staffordshire for people living with dementia, their carers, families, and professionals.
4. To collaboratively work with our strategic partners to increase our impact on local dementia services for all those affected by dementia from diagnosis to end of life.

What are we going to do?

Income Generation

1. To achieve the financial stability needed to promote growth into our 40th year and beyond through establishing a multi-faceted income generation strategy, increasing our donated funds, implementing robust financial systems to ensure cost-effectiveness, and ensuring that our financial surplus is strategically managed to increase capital reserves and identify strategic development spend.

People

1. To implement our strategic plan, actively engaging with our people to move forward as one organisation with a positive value culture that our people are proud to be a part of.

These goals will be regularly reviewed in discussions to ensure that Approach is on course in meeting its objectives.

Our Strategic Alliance with Dougie Mac

In order to provide a cohesive, integrated dementia support offering, Approach Dementia Support and the Douglas Macmillan Hospice (Dougie Mac) have joined together to form a Strategic Alliance. This alliance has been established to ensure that local people affected by dementia are able to access the right support at the right time and live their life in the way that they choose. The shared ethos between Approach and Dougie Mac means that dignity, compassion, and care are at the heart of what we do. These values will drive forward our strategic alliance, and act as the foundation for our commitment to improving the wellbeing of local people affected by dementia with a seamless, cohesive, and tailored model of support. More information can be found in the Approach and the Douglas Macmillan Hospice's Strategic Alliance Executive Summary.

To conclude...

Dementia support will become increasingly vital in the coming years, with a pressing social and moral concern for ensuring that some of the most vulnerable in our communities are not left behind. Approach was founded upon this belief. By developing our organisation across its services, income generation, people, and its strategic alliance with Dougie Mac, Approach will strive to become recognised as a provider of quality dementia services across our heartland. Approach's 40th year will mark substantial change for the organisation, but its commitment to providing essential dementia support has remained constant. Now is the time to build back stronger, and to make an even greater difference to the wellbeing of some of the most vulnerable in our community.