Dementia Together Wirral

Trustee Recruitment 2026

Applications closing date: 4 September 2026



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A WELCOME

Friends and volunteers together at a summer celebration

01 Welcome from the Chair

Dear Potential Applicant

Thank you for your interest in becoming a trustee of Dementia Together Wirral.

This is an exciting and important time to join our charity. Since our founding in 2017, we have grown from about 100 to more than 700 members today, with new members still joining at a rate of one per day. We are now a well-known Wirral charity supporting people living with dementia, those experiencing memory loss, carers and former carers.

We are still a young charity, proud of what has been achieved, but more needs to be done to meet growing demand. The next stage of our development will require strong governance, thoughtful strategic leadership, and a continued commitment to the people and communities we serve.

We are seeking two or three new trustees, including a Treasurer, who share our values and can bring relevant experience, insight, energy and constructive challenge. As a trustee, you will have a genuine opportunity to influence our direction and see the difference your contribution makes.

We particularly welcome first-time trustees and those whose backgrounds and experiences are currently under-represented on our Board. We would also value experience in digital, fundraising, research, legal work and finance.

I hope this pack encourages you to start a conversation with us. You are welcome to attend one of our events or contact me informally before applying.



John Rowson
Chair of Trustees

Why join us?

- Help shape the next stage of a growing charity
- Make a visible difference in the local community
- Contribute your experience and perspective
- Develop governance and strategic leadership skills
- Join a welcoming and committed board

02 About us and our impact

Our history

Dementia Together Wirral was formed in 2017, following the sudden closure of a national dementia charity, when a group of 20 volunteers stepped forward to ensure that support for local people with dementia wasn't lost. It began with 100 members and was registered as a Charitable Incorporated Organisation in 2018.

Our details

We have:

- ✓ a Board of five trustees;
- ✓ a Charity Manager;
- ✓ a small paid team of five staff;
- ✓ fundraising consultancy support;
- ✓ a committed volunteer team of over 60 lead volunteers and other volunteers (two-thirds of whom have lived experience of caring for someone with dementia);
- ✓ a wide network of relationships with local community organisations, health partners, churches, social prescribers, charities, companies and local dementia networks; and
- ✓ our annual income has grown from c.£22,000 in 2020/21 to c.£196k in 2025/26.



Musical fun at Parkgate — one of more than a dozen groups meeting every month



WHO WE SUPPORT

A regular Friends session

Who we support

We support people living with dementia, those experiencing memory loss, carers and former carers across the Wirral Peninsula and into Ellesmere Port.

People do not need to have received a formal dementia diagnosis to join us. Diagnoses can take time, while individuals and families may need companionship, reassurance and support sooner.

There is no membership fee, and we aim to keep activities free or as affordable as possible so that cost is not a barrier to participation.

We call the people we support Friends rather than service users, reflecting our emphasis on dignity, warmth, belonging and friendship.

Activities are relaxed, social and welcoming

Our activities

Every month, we provide a varied programme of dementia-friendly activities and social opportunities, including:

- Memory cafés
- Arts and crafts
- Singing and music
- Gardening
- Walking groups
- Cookery
- Physical activities
- Crown Green bowling
- Coach and boat trips
- Theatre and concerts
- Seasonal events
- Activity Box Loan Scheme

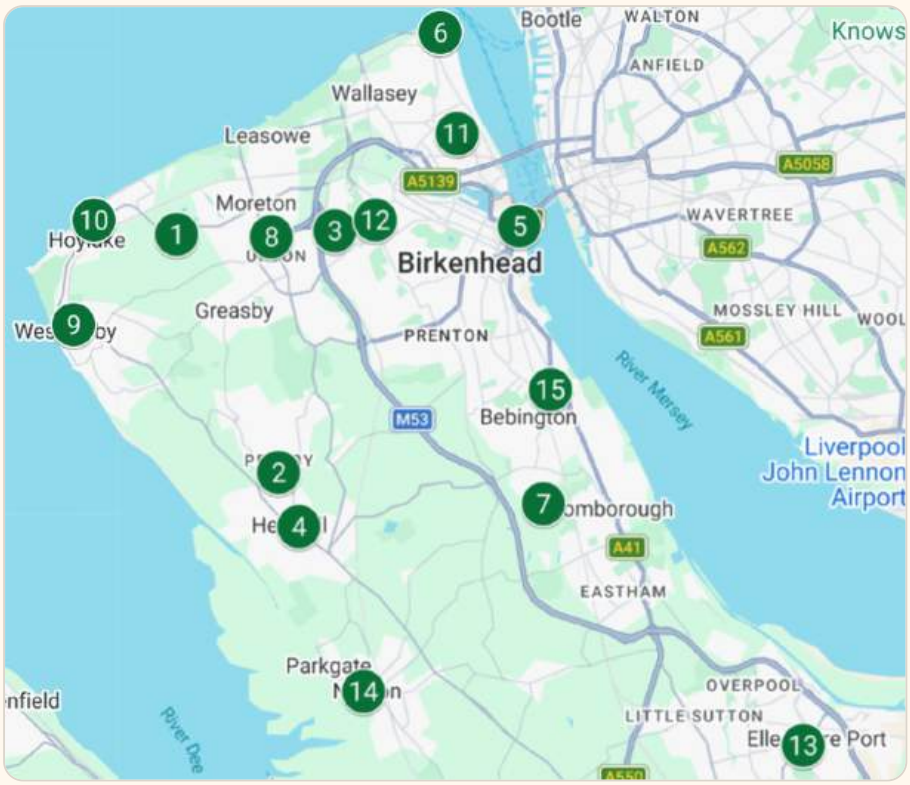
We also run an Activity Box Loan Scheme. Volunteers deliver and exchange boxes containing reminiscence materials, games, books, photographs and practical activities for people who may be less able to attend group activities.





Our activities across the Wirral

As shown in the map below, we run activities at 15 locations across the Wirral Peninsula. Some locations offer multiple activities on different days.



ACTIVITY CENTRE INDEX

Numbered to match the map

1. **Atrium Restaurant**
   Activities / Memory Café · **CH47 9RE**
2. **Barncroft Sheltered Housing**
   Memory Café · **CH61 6YH**
3. **Beechwood Community Shop**
   Baking Together · **CH43 7ZU**
4. **CJ's**
   Memory Café · **CH60 0DB**
5. **Coffee Aroma**
   Drop-in café · **CH41 1EP**
6. **Floral Pavilion**
   Memory Café · **CH45 2JS**
7. **Holy Trinity**
   Singing Together · **CH63 9LS**
8. **Manor Care Home**
   Bowling Together · **CH49 4NZ**
9. **Marine Place**
   Memory Café · **CH48 5AA**
10. **Popsy's**
    Activities / Memory Café · **CH47 3AG**
11. **Serpentine Road Family Church**
    Music and Singing · **CH44 0AA**
12. **Tam O'Shanter**
    Gardening · **CH43 7PD**
13. **Trinity Church**
    Memory Café · **CH65 0AB**
14. **URC Parkgate & Neston**
    Music / Activities / Memory Café · **CH64 6UZ**
15. **Windsor Close**
    Musical Minds / Memory Café · **CH62 5BZ**

We have also continued to broaden our range of activities, adding a gardening activity in collaboration with a local charity and introducing cookery activities at another of our centres. Both activities are located in areas of higher deprivation on the Wirral.



OUR IMPACT

A narrowboat trip with Friends

Our impact

Our activities offer stimulation, companionship, enjoyment and a sense of purpose. They also give carers opportunities to talk with others who understand their circumstances. For some carers, simply having a cup of tea and a conversation with somebody in a similar position can be a valuable source of reassurance and emotional support.

Friendship, activity and support over 2025/26

Over the past 12 months, about 350 of our 700 members took part: most attended events at 15 locations, generating some 2,000 attendances, while others enjoyed activity boxes delivered to their homes. New members are still joining at a rate of one per day.

Our activities are delivered by our volunteers, over two-thirds of whom have personal experience of caring for someone with dementia. Their understanding helps us create a welcoming, relaxed and supportive environment where people feel comfortable, accepted and safe.

700+
Total friends

1 a day
New friends
Increasing at the rate of one new friend a day

c.350
Attend activities
Or receive activity boxes at home

2,000+
Event attendances
Friends enjoy attending multiple events

60+
Active volunteers
Ongoing volunteer recruitment



What our impact means

Friends and carers describe our activities as providing enjoyment, companionship, reassurance and respite. Carers value the opportunity to relax, talk to people who understand their situation, and take part in activities they might not otherwise feel able to access.

Activities can help people living with dementia to:

- ✓ express themselves;
- ✓ reconnect with memories and interests;
- ✓ remain physically and socially active;
- ✓ develop friendships;
- ✓ regain confidence; and
- ✓ feel that they continue to belong.

WHAT THIS LOOKS LIKE

Our impact is often evident in small but significant moments: a previously withdrawn person joining in with music; a carer feeling able to relax because a volunteer understands their circumstances; a former carer maintaining friendships after bereavement; or a person living with dementia rediscovering an interest in painting, singing, dancing, gardening or games.





03 Our Vision, Purpose and Values

Vision

A community that supports people living with dementia to live well, stay active, enjoy meaningful relationships, express themselves creatively, and feel included, valued and respected.

Purpose

To relieve the needs of those living with dementia, their carers and former carers on the Wirral Peninsula by providing activities and services to support them in maintaining their social life within the community.

Values

Compassion

We show kindness, patience and understanding to people living with dementia, carers, former carers, colleagues and volunteers.

Respect

We value each person as an individual and treat everyone with dignity, courtesy and fairness.

Inclusion

We want people to feel welcome, involved, safe and able to take part.

Collaboration

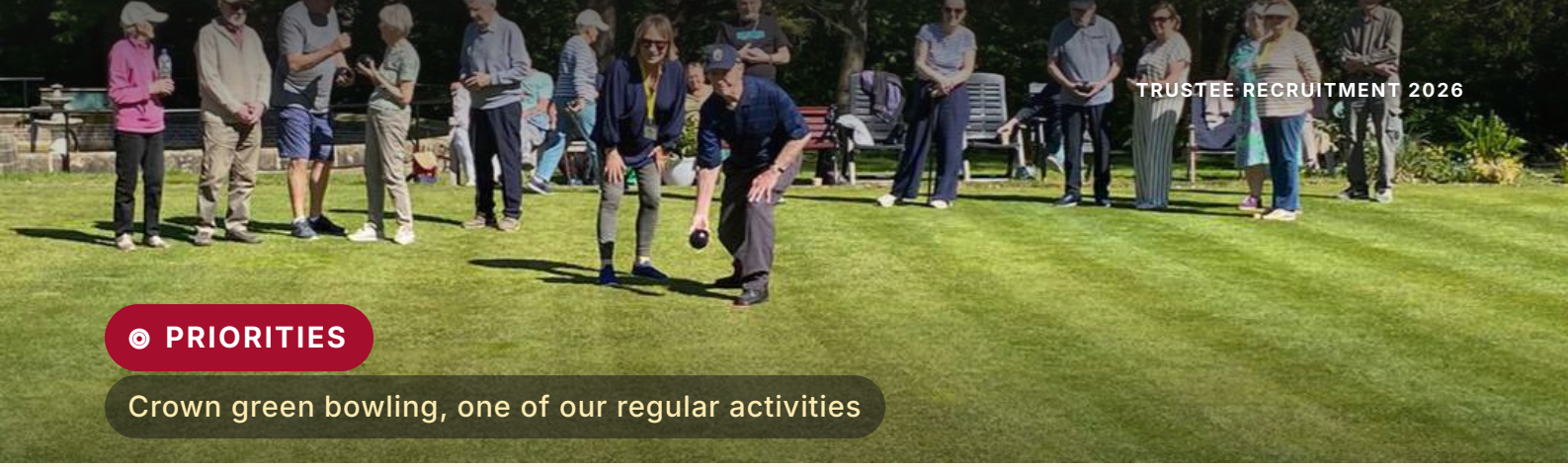
We work together to deliver the best possible experience for people who use our services.

Responsibility

We are dependable, accountable and committed to providing safe, high-quality support.

Improvement

We learn from experience and seek ways to strengthen our work.



PRIORITIES

Crown green bowling, one of our regular activities

04 2025/28 Strategic Priorities

Dementia Together Wirral is at an important stage in its development. Growth has created opportunities to reach more people and to broaden the charity's services, but it has also placed pressure on staffing, volunteering, systems, funding and governance.

Our 2025/29 strategic priorities focus on service delivery, campaigning for people with dementia and their carers, achieving financial sustainability, and strengthening our capabilities.

01 Continue delivering and further developing the range of services offered to people with dementia, their carers and former carers across all communities on the Wirral Peninsula.

02 Campaign for services for people with dementia and their carers on the Wirral.

03 Secure DTW's long-term financial stability.

04 Set up a central hub for DTW to serve as an administrative centre and a service venue.

05 Support and develop staff and volunteers to strengthen service delivery and provide rewarding careers or volunteering experiences.

06 Develop DTW's infrastructure to support and sustain effective delivery and to meet our statutory obligations.

Progress to-date

Deliver services and campaign for better support

TO PROVIDE SERVICES AND SUPPORT

- Continue to deliver and further develop our services.
- Deliver services in more locations across the Wirral.
- Develop services to meet the needs of former carers.
- Establish delivery relationships with other organisations.

TO CAMPAIGN FOR BETTER SUPPORT

- Play an active role in Merseyside dementia groups.
- Improve connections and friendships with other community organisations.
- Develop a Wirral-wide user group.
- Create a dementia advocacy group with other dementia groups.

Strengthen Dementia Together Wirral

TO GROW SUSTAINABLY

- Seek to set up a central administrative and activity hub.
- Diversify our fundraising activity.
- Secure multi-year funding.
- Collaborate with other organisations to secure efficiencies.

TO STRENGTHEN OUR CAPABILITIES

- Improve how we recruit and support volunteers.
- Enhance staff and volunteer training and development.
- Improve our organisational management.
- Improve our use of IT and social media.

PROGRESS TO-DATE

Over the past year, we:

- ✓ delivered a programme of 15-20 activities, events or trips every month, and introduced two new activities (gardening and cooking) in areas of greater need on the Wirral;
- ✓ formed stronger relationships with several local organisations;
- ✓ strengthened our infrastructure by introducing additional HR, financial, and governance policies and procedures;
- ✓ improved our financial position, recording a £46,000 surplus on £196,000 annual income, and introduced a new fundraising strategy; and
- ✓ had preliminary discussions with a potential partner for an administrative and activities hub.



GOVERNANCE

Gardening together in a community setting

05 Our governance arrangements

About our Trustee Board

The Trustee Board is responsible for the governance of the charity and running it in a way that complies with our governing document and the law (as stated by the Charity Commission).

The Trustees share collective responsibility and collaborate to ensure that the charity: remains focused on its charitable purposes; acts in the best interests of people affected by dementia; uses its resources responsibly; complies with legal and regulatory requirements; manages risks effectively; and remains financially and operationally sustainable.

The Board provides strategic leadership, oversight, and constructive support and challenge. Day-to-day management and service delivery are delegated to the Charity Manager and the staff team.

The Role of a Trustee

Our trustees play a vital role in ensuring that Dementia Together Wirral achieves its core purpose. They oversee the charity's overall management and administration. They also ensure we have a clear strategy and that our work and goals align with our vision. Just as importantly, they support and challenge the Management team, enabling the charity to grow and thrive and helping us achieve our mission.

Board members have a collective responsibility. This means that trustees always act as a group rather than as individuals.

06 The Trustee Role

Main duties

- Support and advise on Dementia Together Wirral's purpose, vision, goals and activities.
- Approve operational strategies and policies, and monitor and evaluate their implementation.
- Oversee our financial plans and budgets, and monitor and evaluate progress.
- Ensure the effective and efficient administration of the organisation.
- Ensure that key risks are identified, monitored and effectively controlled.
- Review and approve Dementia Together Wirral's financial statements.
- Provide support and challenge to the Charity Manager in the exercise of their delegated authority and in the management of the charity's affairs.
- Keep abreast of changes in our operating environment.
- Contribute to regular reviews of our governance. Attend Board meetings, adequately prepared to contribute to discussions.
- Use independent judgement, acting legally and in good faith to promote and protect the charity's interests, to the exclusion of their own personal interests and any third-party interests.
- Contribute to the broader promotion of our objects, aims and reputation by applying your skills, expertise, knowledge and contacts.

In a small charity, trustees can see the direct impact of their decisions. Beyond formal meetings, opportunities may include leading a discussion, joining a working group, advising on a specialist issue, representing the charity externally or visiting activities to hear directly from Friends, carers and volunteers. Trustees act collectively and aren't involved in day-to-day management.



TREASURER

A cheque presented in thanks for a fundraising pop-up café

07 The Treasurer role

In addition to the general trustee duties, the Treasurer maintains an overview of Dementia Together Wirral's financial affairs. They ensure that effective and appropriate financial measures, controls and procedures are in place and report to the Board at regular intervals on the organisation's financial health.

Main duties

- Overseeing the presentation of budgets, internal management accounts and annual financial statements to the Board of Trustees.
- Ensuring that proper accounting records are kept and that appropriate accounting procedures and controls are in place.
- Ensuring that robust and comprehensive financial policies are in place and implemented, and supporting the development of policies covering financial reserves and cost management.
- Monitoring and advising on the charity's financial viability.
- Overseeing financial controls and adherence to systems, with regular liaison with the Charity Manager.
- Advising on the financial implications of the charity's strategic plan, including oversight of the charity's financial risk-management process.
- Advise on the appointment of and liaison with external auditors.
- Ensuring that the accounts are prepared and submitted in the form required by the Charity Commission.
- Keeping the Board informed about its financial duties and responsibilities and liaising with the Charity Manager to develop the Board of Trustees' financial understanding.



WHO WE NEED

Creative activities help people reconnect with interests

08 Who we are looking for

General Trustee and Treasurer

For both the general trustee and treasurer roles, we are seeking people who will bring energy, enthusiasm and commitment, and help broaden the diversity of thinking on our board. You do not need prior governance experience – we will provide a comprehensive induction and training.

For the general trustee roles, we would particularly welcome applications from people with experience in digital, fundraising, research or legal fields.

Additional for the Treasurer

For the treasurer role, we are seeking a finance professional to help the board provide effective financial oversight and fulfil its financial obligations. As a small charity, we use receipts and payments accounts, but if we continue to grow, this could change to accrual accounting.

PERSONAL SKILLS AND QUALITIES

- ✓ Willingness and ability to understand and accept their responsibilities and liabilities as trustees and to act in Dementia Together Wirral's best interests.
- ✓ Ability to think creatively and strategically, exercise sound, independent judgement, and work effectively as a board member.
- ✓ Effective communication skills and a willingness to participate actively in discussion.
- ✓ A strong personal commitment to equity, diversity and inclusion.
- ✓ Enthusiasm for our vision and mission.
- ✓ Willingness to lead in line with our values.
- ✓ Commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty, and leadership.

ADDITIONAL SKILLS AND QUALITIES FOR THE TREASURER

- → A finance professional.
- → A knowledge of charity finance is an advantage. Otherwise, an enthusiasm to learn, drawing from sound commercial experience and an understanding of SMEs.
- → Clear communicator with the ability to bring financial information to life for non-finance specialists.
- → Willing to play an active role in areas such as forecasting, budget setting, and liaising with auditors.

09 Terms of Appointment

Terms of office

- Trustees are appointed without a fixed term of office.
- This is a voluntary position, but reasonable expenses are reimbursed.
- Appointments will only be made after two supporting references have been provided and the completion of DBS checks.
- Upon appointment, trustees are required to sign a confidentiality declaration and a declaration regarding any potential conflicts of interest.
- Appointment will be subject to confirmation that the applicant is eligible to act as a charity trustee and is not disqualified under charity law.

Time commitment

- Attending 4 board meetings annually, usually held in person at Asda, Woodchurch on Wednesday evenings from 6:00 pm to 8:00 pm.
- Attending occasional awaydays and one-off meetings as required.
- Providing specialist knowledge and advice as required to support operational delivery.
- Trustees are encouraged to visit our various activity locations to meet volunteers and our friends from time to time, and to support events the charity attends.
- The overall time commitment is about 10 hours a month, with 15 hours for the treasurer.

Finance Subcommittee

- All trustees are invited to join the Finance Subcommittee, which meets in person quarterly on Wednesday evenings from 6:00 pm to 8:00 pm.
- The Treasurer is expected to chair the subcommittee.

Support provided

Dementia Together Wirral will provide:

- a structured induction;
- key governance and organisational documents;
- access to trustee training;
- support from the Chair, other trustees and Charity Manager;
- opportunities to learn about the charity's services;
- opportunities to meet Friends, carers, volunteers and staff;
- reimbursement of reasonable agreed expenses.



10 Equity, Diversity and Inclusion

Dementia Together Wirral is committed to creating an inclusive organisation and a Board that benefits from different backgrounds, experiences, knowledge and perspectives.

We welcome applications from people of all ages and backgrounds (particularly young people), including people who may not previously have considered becoming a trustee. We particularly welcome interest from people who:

- ✓ have lived experience of dementia or caring;
- ✓ have experience of disability, health inequality or social exclusion; or
- ✓ understand communities that may experience barriers to accessing dementia support.

Please let us know if you have any special requirements we should consider regarding any aspect of the recruitment and selection process.

11 How to Apply and the Recruitment Process

Potential applicants are encouraged to contact John for an informal, confidential conversation before applying.

Applicants are invited to submit a CV and a supporting statement explaining why you are interested in being a trustee with us, what you believe you could contribute to the Board, the skills, knowledge, experience or perspectives you would bring, and any relevant professional, voluntary or lived experience.

NAME
John Rowson

ROLE
Chair of Trustees

EMAIL
johnrowson@dementiatogetherwirral.org

CLOSING DATE
4 September 2026

INTERVIEW DATES
Week commencing 14 September 2026