Dementia Together Wirral

Annual Impact Report 2025 / 26

A snapshot of a busy, hopeful year: the days out, the friendships and the moments that matter to people living with dementia, carers and former carers across the Wirral.









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A YEAR OF CONNECTION

A line-dancing afternoon with our Parkgate group

PURPOSE OF THIS REPORT

To report on the progress made against our 2025/26 strategic priorities, and the ongoing challenges that will shape our priorities for the year ahead.

01 Introduction

This has been a year of continued development for Dementia Together Wirral. Our core purpose has remained clear: to help people living with dementia, carers and former carers to stay connected, active, included and supported throughout the Wirral.

During the year, we continued to deliver regular activities and social opportunities, strengthened our information and partnership work, improved the quality of our data, and made progress on the systems, policies and arrangements required to support future growth.

The year also highlighted important challenges. We need to keep extending our reach into underserved communities, continue to demonstrate the difference we make, strengthen our fundraising and marketing capacity, complete key governance and safeguarding actions, and make careful decisions about a potential central hub or permanent base.

02 Our year in numbers

The evidence available at this stage shows that we are active, increasingly visible, and making progress across most of our strategic objectives.

700+
members at the end of the year

2,000+
attendances at activities

20
locations across the Wirral

£48.5k
end-of-year surplus

03 What we achieved

Across the year the evidence points in one direction: more people taking part, in more places, with stronger foundations underneath.

Reach & participation

Over 300 members generated more than 2,000 attendances at activities delivered at 20 locations across the Wirral Peninsula.

What this means: we are sustaining a strong level of activity and have improved the accuracy of our attendance and participation data.

Membership & subscribers

Over 700 members at the end of the year following a review of all membership details, with new members joining at the rate of one a day.

What this means: there is continuing interest in DTW and its activities, while historical records are cleaned to produce a more accurate baseline.

Service development

The Tam O'Shanter activity is established, a cookery activity is running with eight Friends attending, and physical exercise tasters are planned.

What this means: we are widening the range of meaningful activities, including in areas of high deprivation.

Voice & influence

Engagement with Wirral Carers Alliance, Liverpool Dementia Alliance, the Cheshire & Merseyside Dementia Strategy, Chester University and Arrowe Park Hospital.

What this means: we are contributing to wider dementia support and championing the needs of people living with dementia and carers.

Financial resilience

Financial targets were met, with an end-of-year surplus of nearly £50,000.

What this means: we have strengthened our financial position over the year, though sustaining fundraising capacity remains a priority.

Volunteers

A volunteer committee is planned with five sign-ups, a celebration day is booked, and the first volunteer satisfaction survey has been shared with trustees.

What this means: volunteer voice and experience are being built into governance and service improvement.



04 Progress against our strategic objectives

Deliver and further develop services across the Wirral

What we set out to do: Deliver high-quality services for people living with dementia, carers and former carers; increase participation; improve satisfaction; and extend services to more areas of the Wirral.

PROGRESS

- ✓ Over 700 members at the end of the year, after completing a check of all our membership records.
- ✓ New members joining at a rate of one a day towards the end of 2025/26.
- ✓ Activities and events delivered at 20 locations throughout the Wirral.
- ✓ 300 members generated over 2,000 attendances throughout the year.
- ✓ The Tam O'Shanter activity is now well established and expected to grow over the summer.
- ✓ A cookery activity is underway, with eight Friends attending the first sessions.
- ✓ Both Tam O'Shanter and cookery are in areas of high deprivation.
- ✓ 197 individuals attended in January–March and 217 in October–December.

CHALLENGES & NEXT STEPS

- → Complete the membership data evaluation to provide a reliable baseline for reach and retention.
- → Use our Friends Survey to understand satisfaction, unmet needs and the accessibility of services.
- → Monitor whether activities in areas of high deprivation are reaching the intended communities.
- → Track repeat attendance, first-time attendance and drop-off to better understand our Friends' engagement.

IMPACT

DTW is not only maintaining activity levels but expanding the range and locations of services. This supports our wider aim of reducing isolation, providing stimulation, improving mood and wellbeing, and helping people affected by dementia feel included and valued.



04 Strategic objectives · continued

Campaign and speak up for people affected by dementia

What we set out to do: Play an active role in dementia networks and partnerships to ensure the needs of people living with dementia and their carers on the Wirral are considered and championed.

PROGRESS

- ✓ Attended Wirral Carers Alliance events, with participation in Dementia Action Week, the Wirral Carers' Conference and Carers Rights Day.
- ✓ Involved with the Liverpool Dementia Alliance.
- ✓ Engaged with the NHS Cheshire & Merseyside Dementia Strategy, particularly on supporting people to live well.
- ✓ Information talks given to Chester University students, with more planned.
- ✓ In discussion with the new Dementia Matron at Arrowe Park Hospital about an information stand and a monthly memory café on the dementia ward.

CHALLENGES & NEXT STEPS

- → Agree which external partnerships are most important and what we aim to influence through each.
- → Record partnership outcomes, not just meeting attendance, such as new referrals, new service ideas or changes to local pathways.
- → Turn the proposed hospital link into a clear pilot with aims, roles, safeguarding arrangements and evaluation measures.

IMPACT

This work extends our impact beyond our own activities. It helps to embed lived experience and community-based support within wider dementia planning, professional awareness and hospital-based pathways.



Out on a canalside day trip

04 Strategic objectives · continued

£ Secure long-term financial stability

What we set out to do: Refocus roles in marketing and fundraising, develop a fundraising strategy, review all income streams, and increase annual income.

PROGRESS

- ✓ Staff roles balanced around time-critical priorities, with staff reporting satisfaction with the changes.
- ✓ Work underway to secure salary funding for a three-day Volunteer Coordinator and an Operations Lead.
- ✓ Support received on marketing and on the accessibility of marketing materials.
- ✓ The Media Trust is conducting a social media audit and providing staff training.
- ✓ An ethical fundraising policy has been adopted.
- ✓ Work is underway to explore joining the Fundraising Regulator.
- ✓ The marketing review improved accessibility, and a new logo was agreed by a vote involving all our Friends.
- ✓ We met our financial targets, achieving a surplus of over £48,000.

CHALLENGES & NEXT STEPS

- → Complete and approve a fundraising strategy with clear income targets, responsibilities and timescales.
- → Clarify our position on membership fees, charges and voluntary donations, so the approach is ethical and dementia-sensitive.
- → Strengthen our marketing capacity and trustee oversight of fundraising risks.

IMPACT

Financial progress creates the conditions for sustained service delivery. The combination of a surplus, clearer staff roles, improved marketing and ethical fundraising should help us move from short-term fundraising pressure to more planned income generation.



A CENTRAL HUB

Exploring the grounds at Erddig

04 Strategic objectives · continued

Explore establishing a central administrative and activity hub

What we set out to do: Research and establish DTW's needs, options and opportunities for a central hub that could serve as an administrative centre and a service venue.

PROGRESS

- ✓ A potential opportunity with a local charity is being followed up, regarding a National Lottery bid and a prospective hub or permanent base in North Birkenhead.
- ✓ A feasibility and impact study is planned.

CHALLENGES & NEXT STEPS

- → Complete the feasibility study before making major commitments.
- → Assess affordability, accessibility, transport, running costs, safeguarding, staffing, maintenance and opportunity costs.
- → Consult Friends, carers, volunteers, staff and partners about what a hub should provide.
- → Ensure any capital bid aligns with DTW's service strategy and financial resilience.

IMPACT

A hub could improve our visibility, administrative efficiency and partnership working, and widen the range of services available. Its strongest potential impact would be to provide a reliable, accessible and welcoming base for Friends, carers, volunteers, staff and partners.



04 Strategic objectives · continued

Support and develop staff and volunteers

What we set out to do: Improve recruitment, induction, retention and support for volunteers; create a volunteer committee; collect volunteer feedback; and strengthen DBS and safeguarding arrangements.

PROGRESS

- ✓ A new volunteer committee is planned to launch early in 2026/27, with five volunteers already signed up.
- ✓ A successful volunteer thank-you and celebration event was held on 3 June.
- ✓ A baseline volunteer satisfaction survey was conducted, and a future action plan agreed.
- ✓ Cyber security basics are under consideration for volunteer induction training.
- ✓ DBS arrangements are being progressed for trustees, with the correct level of check under review.

CHALLENGES & NEXT STEPS

- → Launch the volunteer committee and agree how it reports to the trustee board.
- → Use volunteer survey findings to create a practical volunteer development plan.
- → Complete trustee DBS checks and document the agreed approach to DBS levels.
- → Ensure safeguarding and induction records are complete, reviewed and easy to evidence.

IMPACT

Volunteers are central to DTW's ability to deliver safe, welcoming and relationship-based services. Strengthening volunteer voice and induction should improve consistency, safeguarding awareness, confidence and retention.



04 Strategic objectives · continued

Strengthen infrastructure, systems and policies

What we set out to do: Introduce HR, operational and financial systems and policies to support sustainable delivery and statutory compliance; and improve IT, Donorfy and Mailchimp.

PROGRESS

- ✓ New employment contracts have been introduced.
- ✓ HR policy gaps identified for action in the first half of 2026/27.
- ✓ HR updates are monitored through Bright HR.
- ✓ A new reserves policy was agreed, to be reviewed in the first quarter of 2026/27.
- ✓ Mailchimp use is improving, with message open rates steadily increasing.
- ✓ Options are being explored to automate replies for new sign-ups, improving onboarding.

CHALLENGES & NEXT STEPS

- → Complete priority HR policies and schedule regular reviews.
- → Improve Donorfy reporting, or agree alternative routes for service and impact data.
- → Complete the onboarding automation work and monitor whether it improves engagement.

IMPACT

Good infrastructure enables us to deliver safely, comply with legal obligations, understand our reach, communicate more effectively with members and supporters, and make better-informed decisions.

05 Our year in pictures

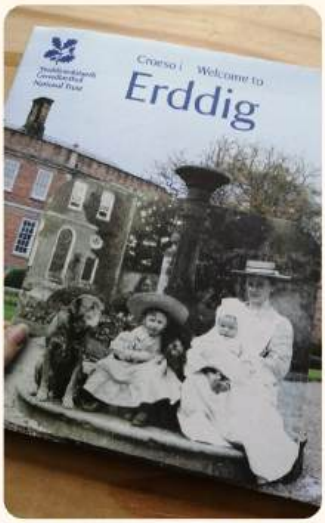
A snapshot of the trips, activities and celebrations our Friends, volunteers and staff shared across 2025/26.
















06 Priorities for the year ahead

Nine priorities will shape the year ahead, carrying forward the progress made against our strategic objectives.

- Complete the Friends Survey, membership evaluation and data clean-up to establish a **reliable baseline** for future impact reporting.
- Consolidate and **grow activities in areas of high deprivation**, while monitoring reach and accessibility.
- Pilot and evaluate **physical exercise sessions** and any hospital-linked memory café or information stand.
- Approve and implement the **fundraising strategy**, including ethical fundraising principles and clear income targets.
- Launch the **volunteer committee** and use volunteer feedback to improve recruitment, induction, retention and support.
- Complete **safeguarding, DBS and HR policy** actions, including records that demonstrate compliance.
- Update the **reserves policy** to reflect a three-to-six-month range and integrate it into financial planning.
- Complete a full **feasibility study** before any major decision on a central hub or permanent base.
- Improve **data systems and reporting** so trustees can monitor reach, engagement, experience, outcomes and impact with confidence.





IN CLOSING

A sunny day out at Hadlow Road Station

07 Overall conclusion

DTW is active, trusted and developing, delivering meaningful opportunities for people affected by dementia across the Wirral.

We are extending services into new settings, contributing to wider dementia partnerships, and strengthening the organisational foundations needed for the future.

The main challenge now is to move from strong activity reporting to **stronger impact reporting**. Attendance, membership and financial data are all improving. The next step is to combine this with regular feedback and outcome evidence, so we can more clearly show how our work helps people feel less isolated, more connected, more active, more confident, and more able to live well with dementia.

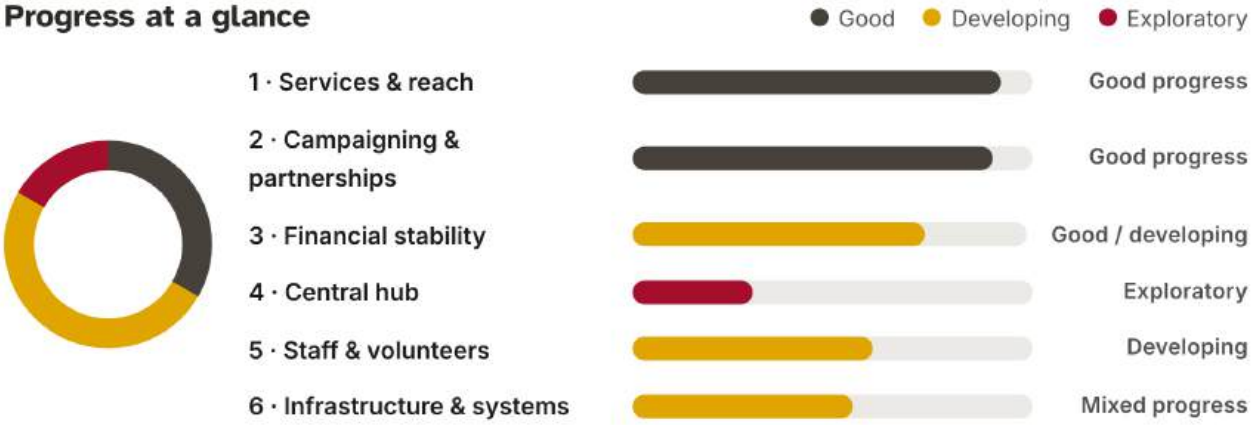
Thank you to our Friends, carers, volunteers, staff, trustees and partners.

Follow us Dementia Together Wirral @dementiatogetherwirral

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A Appendix: Summary progress

Progress at a glance



Objective	Overall view	Progress evidence	Next-year focus
1. Services & reach	GOOD PROGRESS	Over 700 members; a new member every day; 300 members generated over 2,000 attendances; activities at 20 locations, plus coach and narrow boat trips.	Complete survey, data clean-up and outcome monitoring.
2. Campaigning & partnerships	GOOD PROGRESS	Active engagement with carers networks, LCR Dementia Advisory Group, NHS strategy work, university students and hospital links.	Define intended partnership outcomes and track results.
3. Financial stability	GOOD / DEVELOPING	Financial targets met; unaudited surplus of £48,500; fundraising and marketing work underway.	Approve fundraising strategy and confirm final accounts.
4. Central hub	EXPLORATORY	Potential Tam O'Shanter / National Lottery opportunity identified; feasibility study planned.	Complete feasibility, consultation and risk assessment.
5. Staff & volunteers	DEVELOPING	Volunteer committee planned; volunteer survey baseline produced; celebration day arranged; DBS work underway.	Launch the committee and complete DBS / safeguarding actions.
6. Infrastructure & systems	MIXED PROGRESS	Contracts completed; HR gaps identified; Mailchimp improving; reserves policy and Donorfy reporting need work.	Complete policy updates and strengthen reporting systems.