Dementia Directory listing criteria

Dementia Directory is Alzheimer's Society's comprehensive and easy-to-use online services directory for anyone affected by dementia in England, Wales and Northern Ireland.

The directory lists care and community support services suitable for people affected by dementia. Services must relate to someone’s condition (mild cognitive impairment or dementia) or their caring role.

Who can list services?

- Statutory and public organisations
- Charities
- Private organisations
- Voluntary bodies
- Community interest companies
- Non-profit organisations
- Community groups
- Individuals

Who cannot list services?

- Individuals providing day care services, in England and Wales that are not a registered company or running the service from their own residence.*
- Private transport firms
- Tradespeople

*Services that are not providing care but are, for example, providing an activity group can be listed.

What types of services can I list on Dementia Directory?

- Activities and social groups (such as memory or dementia cafes, singing groups, etc.)
- Advocacy
• Day care
• Information and advice (such as telephone helplines)
• Information programmes (such as falls prevention schemes and dementia information programmes)
• Support in the community (such as one-to-one support, gardening or handyperson services delivered through voluntary organisations).*
• Community transport schemes delivered through voluntary organisations
• Online support specifically for people affected by dementia, Websites specifically for people affected by dementia where the content does not cover content already provided on alzheimers.org.uk and where the service offer is clear
• Courses for people affected by dementia where the course relates to their condition or caring role and is not a one-off event
• Pre-diagnostic services (for example, services that support people living with mild cognitive impairment)
• Services relating to comorbidities that are specific to dementia and the other comorbidity (for example, a service that is specific to dementia and Parkinson’s)
• Respite services, such as sitting services (no personal care provided) or day care services.
• *Handyperson services can be listed on the directory as they are not intended to provide complex or skilled solutions and do not replace qualified tradespeople.

Are there services I can't list?

• Registered residential and home care services in England, Wales and Northern Ireland*
• Day care services in Northern Ireland and day care services provided by individuals in their home. For an individual to list a day care service they would need to be a) a registered company and b) the service would need to be provided at a venue other than their home
• Online resources for people working with people affected by dementia or where the service offer is unclear
• Matching services that match someone who needs care with someone who’s providing care
• Home support where the provider is required to live with the person needing support.
• Services only available via an assessment or referral by health and social care professionals or clinical services involving medical treatment
• Complimentary therapies cannot be listed as individual services. These may be mentioned as part the service description of a wider service if it is part of
this service’s offer. For example, a dementia café also offering aromatherapy sessions every other month.

- Talking therapies such as counselling, psychotherapy and cognitive behaviour therapy
- Dementia awareness events or sessions
- One-off events
- Services not publically available (such as a housing association offering a service that is only offered to association residents)
- Services selling products**
- dementia-friendly venues (such as a dementia-friendly arts venue)
- dementia-friendly services (such as a dementia-friendly dentist or barber)
- Generic services and websites without a clear offer of a service for people affected by dementia.

*Our Dementia Directory already includes residential care homes, nursing homes and home care services with a specialism in dementia that are registered with the Care Quality Commission in England and the Regulation and Quality Improvement Authority in Northern Ireland, therefore we do not accept individual requests for registered and non-registered care services. We are currently unable to list registered residential and home care services in Wales.*

**We define a product as something tangible such as a book, a painting, for example.

If you are unsure about whether you can list your service, please contact the Dementia Directory team:
020 7423 1043 or dementia.directory@alzheimers.org.uk