

Alzheimer's Society Dementia Directory listing criteria

Services listed in our Dementia Directory must relate to someone's condition or their caring role. We also include services for people with mild cognitive impairment (MCI) or people who are worried about their memory.

Group services that are open to everyone, such as dementia friendly faith services, exercise groups or dementia friendly cinema screenings, must meet the following criteria:

- The service must have been created or its delivery must have been amended to meet the needs of people with dementia or their carers.
- There must be time to socialise before or after, unless the service is itself a social activity
- The service is an ongoing service (which means it's not a one-off event)

*Desirable: dementia information is available to the service users

Who can't list services:

- Individuals providing day care services that are not a registered company
- Individuals providing day care from their own residence
- Private transport firms
- Tradespeople ¹
- Professional services, such as solicitors and accountants
- Services provided by individuals delivered in someone's home, supported by a registered charity or business, will be looked at on a case-by-case basis.

Are there services I can't list?

- Generic services without a clear offer of a service for people affected by dementia
- Services relating to comorbidities where dementia or MCI are not one of the conditions
- One-off events
- Dementia awareness services
- Dementia-friendly venues (such as a dementia-friendly cinema)
- Dementia-friendly businesses (such as banking)
- Closed services, such as, a service for residents of a particular housing association or care home

- Services selling products or distributing them for free (including activity packs)²

Registered care services:

- Services registered with CQC, CIW and RQIA, including residential and home care services in England, Wales and Northern Ireland³
- Day care services in Northern Ireland³
- Online matching services that match someone who needs care with someone who's providing care.

Health services:

- Services only available via an assessment or referral by health and social care professionals or clinical services involving medical treatment, including individual physiotherapists and occupational therapy
- Continence services where people can't self-refer.

Home support services:

- Home support where the provider is required to live with the person needing support
- Home help services provided by individuals or cleaning companies
- Shopping, gardening or handyperson services not delivered through voluntary organisations⁴
- Informal home delivery services, such as neighbours helping with shopping and picking up prescriptions on behalf of neighbours
- Services that provide equipment.

Online services:

- Online resources for people working with people with dementia and their carers
- Online resources where the service offer is unclear or the content is covered by Alzheimer's Society's websites
- Recorded material, such as recorded activity groups or singing sessions. We only list real-time virtual sessions

Therapies:

- Counselling or talking therapies apart from cognitive stimulation therapy
- Art therapy (including art, music and drama) if the therapist isn't registered with HCPC (Health & Care Professions Council) and is not operated by a registered company or charity
- Complimentary therapies (excluding mindfulness) may be mentioned as part of the service description of a wider service offer or, for example, a dementia café offering aromatherapy sessions every other month, but can't be added as a service in their own right.

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

¹ We define a tradesperson as being a person delivering services such as building, plumbing, hairdressing, cleaning, home carers and massage.

² We define a product as something tangible such as a book, memory boxes, playlists, a painting, for example.

³ 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.

⁴ 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.