

# THE DEMENTIA CARE AWARDS

Celebrating Excellence in  
Dementia Care



S P O N S O R S H I P P A C K



CELEBRITY GUEST 2025  
Angela Rippon CBE

S U P P O R T E D B Y



24TH JUNE 2026 • HILTON BANKSIDE LONDON

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## About the awards

Care Talk magazine are delighted to announce The Dementia Care Awards which recognise and celebrate excellence in dementia services, recognising a commitment to deliver outcome focussed, person centred care for people living with dementia. The Gala Awards Dinner will take place on 24th June 2026, at The Royal Lancaster Hotel, London. Closing date for nominations is 27th April 2026.

## Why nominate?

By nominating a member of staff, colleague or supplier, you will be supporting their talent, innovation, excellence and commitment whilst also helping to raise the profile of dementia care.

## Benefits to individuals

By recognising and celebrating excellence in dementia services, these awards not only honour the hard work and dedication of those in the field but also serve as a platform for sharing best practices and innovative approaches. The awards seek to inspire others to adopt person centered approach to dementia care and foster a culture of continuous improvement within the dementia care community.

## Benefits to organisations

By nominating your employees, you will be demonstrating pride in their hard work and excellence. The awards also present an excellent publicity opportunity. Should a nominee be successful, you and your guests will have the chance to purchase a table at the superb gala dinner – what better way to raise the profile of your organisation through networking and motivating your staff!

## Who should apply?

The awards represent all areas of dementia care from the independent, not for profit and voluntary sectors: including services for older people, people with learning disabilities and/or autism, inspirational people living with dementia and suppliers of products and services to the sector.



## The judging day

All shortlisted nominees will be invited to attend a virtual interview with an independent panel of judges. The judging will take place, usually around 6 weeks prior to the Awards and finalists will be announced shortly after. Please note that some categories will be judged on submissions only.

## The gala event

All the finalists will be invited to purchase a table at a Gala Awards dinner which will take place at a central London hotel, hosted by a celebrity presenter.

## Book a table to celebrate

To book your place at the event contact [info@dementiacareawards.co.uk](mailto:info@dementiacareawards.co.uk)

**So, don't miss out on your chance to pay tribute to people who work in dementia care and support who make a real difference to colleagues, people living with dementia and their families.**

# Words of Support



“I am very proud to be supporting the development of the Dementia in Social Care Awards. These awards will highlight the incredible professionals who put their heart and soul into the fantastic work they do to support people with dementia to live full lives. The University’s values of societal impact, respect for others, social justice, and equality fits well with the ethos of the awards, as the social care professionals live and breathe these values and make a real impact through the inspiring work they do.”

**Phil Harper Senior Lecturer in Health and Social Care, Newman University Birmingham**



“Supporting people living with dementia to have good and fulfilling lives, is an area in which many services excel. I am delighted that Care Talk is developing The Dementia Care Awards, which will be a real opportunity to acknowledge the fantastic work in our sector and to recognise the individuals and teams that are transforming people’s lives.”

**Martin Green OBE Chief Executive, Care England**



“The Down’s Syndrome Association is proud to support the inaugural Dementia Care Awards and is very happy to see that The Supporting People With a Learning Disability and Dementia Award has been included from the very start. Dedicated, innovative, person-centred care is, of course, the goal for people with a learning disability of any age, but for those who also have dementia it can be truly transformative. It is vital that we shine a light on and recognise best practice that is happening in our communities. And that we learn from and help others to learn from these successes.”

**Carol Boys OBE Chief Executive, Down’s Syndrome Association**



“We are delighted that Care Talk has developed their Dementia Care Awards and in so doing has recognised the importance of intergenerational interaction for people of all ages. There are a growing number of examples of excellent intergenerational care across Britain which have been recognised by both the Care Quality Commission and Ofsted for their benefits for older and young people. The wide-ranging impact of intergenerational care is amazing and must be a key part of the future for all dementia care. All told, intergenerational care is a win-win. United for All Ages looks forward to seeing the award winners.”

**Denise Burke Director, United For All Ages**



“Dementia UK is the specialist dementia nursing charity and is excited to be partnering with Care Talk’s Dementia Care Awards for the first time, sponsoring the Admiral Nurse award. Admiral Nurses are specialists in dementia care, and are continually supported and developed by Dementia UK. We look forward to showcasing the impact of our nurses, and the difference they make for families affected by dementia. With the support of Dementia UK and our Admiral Nurses, no one will have to face dementia alone.”

**Dr Hilda Hayo Chief Executive, Dementia UK**

# Award Categories

## THE DEMENTIA CARE EMPLOYER AWARD

This award recognises employers that have developed and implemented incentives that support their employees who may be affected by dementia. Innovation and real-world difference are what this award seeks to reward. This award should look for impact, leadership skills, workforce development, innovation, involvement of people affected by dementia, and positive outcomes.

## THE DEMENTIA FRIENDLY COMMUNITY PROJECT AWARD

This award recognises community incentives that have been developed and implemented that support a local community and involve and support individuals living with dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, investment by a whole community, involvement of people affected by dementia, and outcomes.

## THE DEMENTIA CARE HOME WORKER AWARD

This award recognises care home workers who help enhance the lives of those living with dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, compassion, empathy, innovation, involvement of people affected by dementia, and positive outcomes.

## THE DEMENTIA REGISTERED MANAGER AWARD

This award recognises care home leaders who help enhance the lives of those living with dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, leadership skills, workforce development and support, innovation, involvement of people affected by dementia, and positive outcomes.

## THE INTERGENERATIONAL ACTIVITY AWARD

This award recognises intergenerational incentives that have been developed and implemented that help enhance the lives of those living with dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, innovation, involvement of people affected by dementia, and outcomes.

## THE ACTIVITY COORDINATOR AWARD

This award recognises activity leaders that help enhance the lives of those living with dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, innovation, involvement of people affected by dementia, and positive outcomes.

## THE OUTREACH AWARD

This award recognises outreach incentives that have been developed and implemented to support those affected by dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact and reach, investment by senior members of staff, involvement of people affected by dementia, and positive outcomes.

## THE DEMENTIA TRAINER AND WORKFORCE DEVELOPMENT AWARD

This award recognises trainers and/or workforce development teams that support the development of an understanding of the needs of individuals affected by dementia. This award recognises innovation and real-world difference as delivered by an individual or team. This award should look for impact, leadership skills, workforce development, innovation, involvement of people affected by dementia, and positive outcomes.

## THE INNOVATIVE SPACES WITHIN RESIDENTIAL CARE: DESIGN AWARD

This award recognises innovative environments that have been created and implemented for those affected by dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, innovation, involvement of people affected by dementia, and positive outcomes.

## THE ASSISTIVE TECHNOLOGY FOR PEOPLE LIVING WITH DEMENTIA AWARD

This award recognises technology-based incentives and services that have been developed and implemented to support those affected by dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, innovation, involvement of people affected by dementia, and positive outcomes.

## THE DEMENTIA'S UNSUNG HERO AWARD

This is an unsung hero contribution award that aims to recognise significant contributions to dementia care. The award aims to recognise a real-world difference that has revolutionised dementia care as brought about by an individual who may have gone unrecognised. This award should look for impact, innovation, commitment, altruism, involvement of people affected by dementia in careers, and positive outcomes.

## THE DEMENTIA FRIENDLY BUSINESS AWARD

This award recognises businesses that have developed and implemented incentives that support individuals living with dementia who use their services. Innovation and real-world difference are what this award seeks to reward. This award should look for impact, investment by senior members of staff, involvement of people affected by dementia, and outcomes.

# Award Categories

## THE RESPITE HOLIDAY PROVIDER AWARD

This award recognises respite services and holiday providers who support those affected by dementia. This award recognises innovation and real-world differences that support those affected by dementia. This award should look for impact, innovation, involvement of people affected by dementia, and outcomes.

## THE DEMENTIA COMMUNITY CARE WORKER AWARD

This award recognises community care workers who help enhance the lives of those living with dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, compassion, empathy, innovation, involvement of people affected by dementia, and positive outcomes.

## THE INSPIRING VOLUNTEER AWARD

This award recognises volunteers who give up their spare time to support individuals affected by dementia. This award recognises innovation and real-world difference as delivered by a volunteer or team of volunteers. This award should look for impact, investment of time and support from organisations, involvement of people affected by dementia, and outcomes.

## THE ADMIRAL NURSE AWARD

This award recognises admiral nurses and/or admiral nursing teams who support individuals affected by dementia. This award recognises innovation and real-world difference as delivered by an individual or team. This award should look for impact, involvement of people affected by dementia, and positive outcomes for people living with dementia and their families.

## THE CREATIVE NUTRITION AWARD

This award recognises nutrition incentives, teams, and services that have been developed and implemented to support those affected by dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, innovation, involvement of people affected by dementia, and positive outcomes.

## THE DIVERSITY AND DEMENTIA AWARD

This award recognises equality and diversity incentives, teams, and services that have been developed and implemented to support those affected by dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, compassion, empathy, innovative intersectional incentives, involvement of people affected by dementia, and positive outcomes.

## THE SUPPORTING PEOPLE WITH A LEARNING DISABILITY AND DEMENTIA AWARD

This award shines a light on individuals and teams who support people with a learning disability who are living with dementia. This award will look for evidence from providers, teams and individuals who are positive about outcome focussed services for ageing with a learning disability, provide excellent person centred support, promote independence, dignity and respect.

## THE LIVING WELL WITH DEMENTIA: CO-PRODUCTION AND PARTNERSHIP AWARD

This award recognises incentives that have been developed and implemented that support and involve individuals living with dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, innovation, involvement of people affected by dementia, and positive outcomes.

## THE CREATING SPACES FOR PEOPLE LIVING WITH DEMENTIA: DEVELOPER AWARD

This award recognises developers who create innovative environments for those affected by dementia. Innovation, involving individuals affected by dementia and making a real-world difference, is what this award seeks to reward. This award should look for impact, innovation, involvement of people affected by dementia, and positive outcomes.

## THE INSPIRATIONAL PERSON LIVING WITH DEMENTIA AWARD

This award recognises an outstanding contribution to dementia care by a person living with dementia. The award aims to recognise individuals who, against all odds, advance dementia care. This award should look for impact, how an individual has overcome adversity, and positive outcomes.

## THE UNPAID CARER AWARD

This award recognises informal carers who give up their spare time to support individuals living with dementia. This award recognises innovation and real-world difference as delivered by an informal carer. This award should look for impact, informal support of people affected by dementia, and positive outcomes.

## THE OUTSTANDING CONTRIBUTION TO DEMENTIA AWARD

This is an outstanding contribution award that aims to recognise significant contributions to dementia care. The award aims to recognise a real-world difference made by an individual or team that has revolutionised dementia care. This award should look for impact, innovation, commitment to dementia care, involvement of people affected by dementia in careers, and positive outcomes.

# Sponsorship Opportunities

## Branding Sponsorship

Package to include:

- 2 places at the gala dinner
- Logo on the website and branding on the night
- Full page advert in souvenir programme

Price

**£2,000** + VAT

## Category Sponsorship

Package to include:

- 10 places at the gala dinner
- Logo on the website and branding on the night
- PR announcing your support on the website and via X
- Full page advert in souvenir programme
- Invitation to sit on the judging panel
- The opportunity to present the award to your category winner
- 1 full page advert/editorial in Care Talk magazine

Price

**£5,000** + VAT

## Headline Sponsorship

Package to include:

- Full table of 10 at the gala dinner
- Press announcement
- Logo on the website and branding on the night
- Branding on all pre and post event publicity material
- 4 full page adverts plus 4 full pages of editorial in Care Talk magazine
- 2 categories of your choice
- Prominent logo on the website and branding on the night
- Logo on place cards and table plan
- Full page advert in souvenir programme
- Full page welcome message in souvenir programme
- Branding on awards trophies
- Copy of the guest list prior to the event (company and lead name only)
- Invitation to sit on the judging panel
- Opportunity to present the award on the night
- Invitation to networking dinner (if applicable)
- Complimentary stand at the pre-awards exhibition (if applicable)

Price

**£10,000** + VAT

All packages can be amended to suit budgets and requirements, and can also include additional adverts and editorial in Care Talk magazine. Other options are available such as champagne reception sponsorship, entertainment or gift sponsorship and programme sponsorship.

If you require more or less places at the dinner, a package can be tailored to suit your requirements.

To find out more about these, please email [info@dementiacareawards.co.uk](mailto:info@dementiacareawards.co.uk)



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