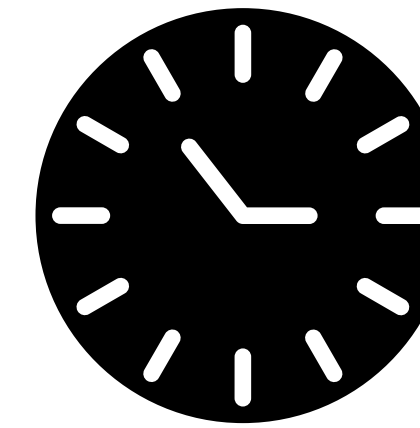




BOOKCASE  
MEMORIES

## Ideation & Research



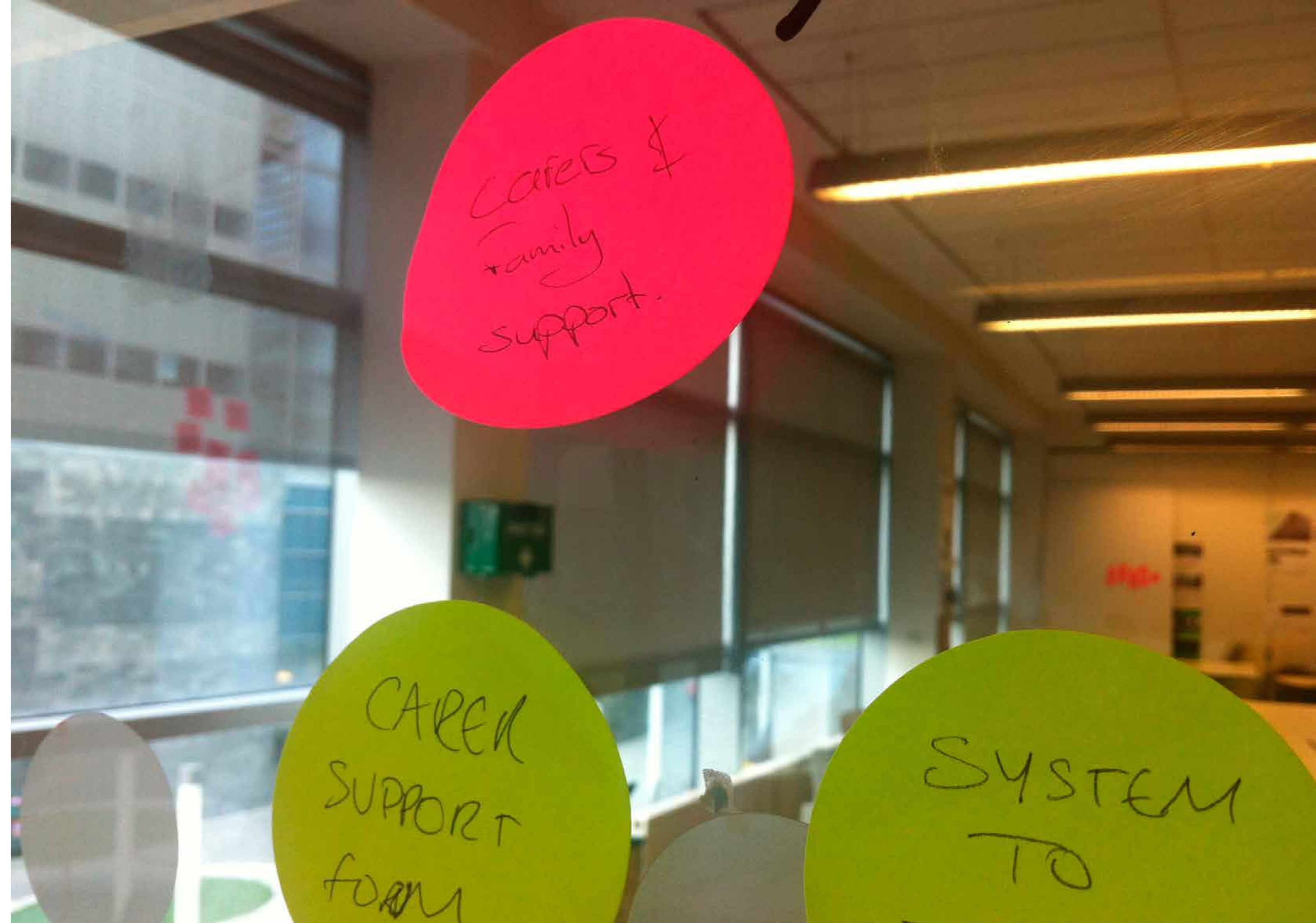
1,340,000,000 hrs spent a year caring for those living with dementia.

Unpaid carers supporting someone with dementia save the economy £11 billion a year.





From our research we realised that the care and support for those caring for people living with dementia was very limited and funding was low.





As a group we attended a Dementia Friends coffee talk. After finding most of our information online and from videos It was a great way to understand first hand, how people live with dementia and how their family and friends care for them.

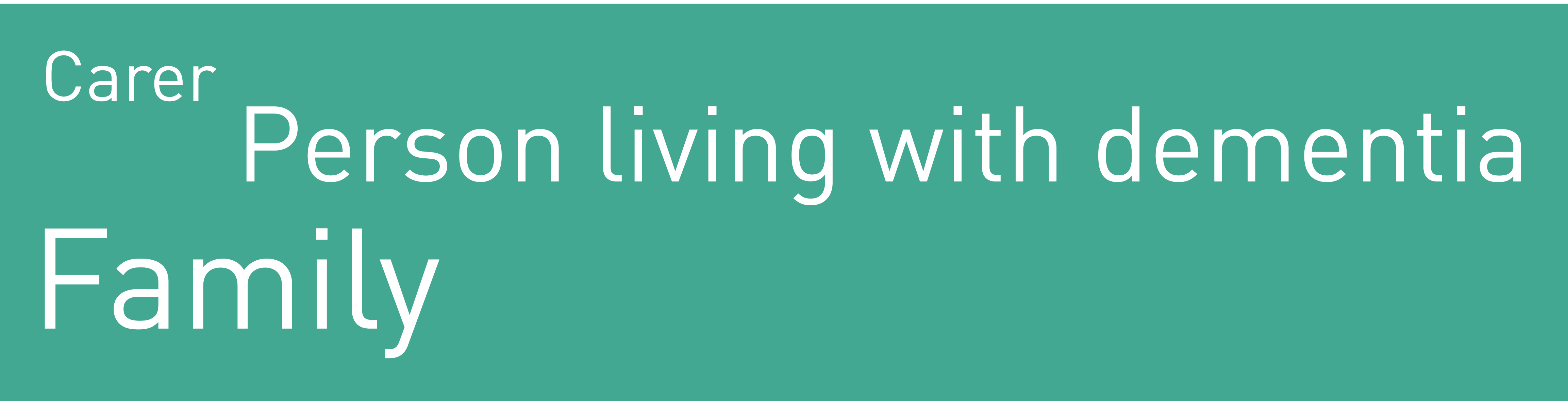


## FAMILY INTERVIEWS



We also gathered research from family members that currently live with dementia. From this we again realised that educational information for the carers was limited.





## FINAL OUTCOME



From our research we decided to develop and create a product that wouldn't just help the person living with dementia but the whole family.





Who we are.



A charity based company providing a product based service.

Giving a learning source for those affected by dementia, directly or indirectly

We are a community that offer a structured method for recording memories, sharing stories and providing aid for those living with Dementia, and those caring for them.





JANE SMITH

73





My name is Jane Smith, I am 73 and from Stockton.

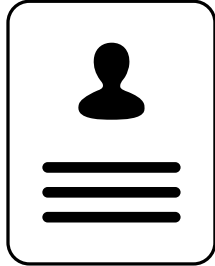
I am a retired Science teacher and have taught in Secondary Schools all around the North East for 45 years, but I retired 5 years ago.

I am married to the lovely Dennis, who is 78 and a former Dentist. We have two beautiful daughters, Stephanie and Carol (who is helping me write this), and one son Craig. We are also blessed with 5 grandchildren, aged between 3 and 13.






# PERSONAL PROFILE



Building a profile to personalise your service and let us at Bookcase Memories learn about your family. Your profile will then be used to create your album and booklets.



appropriate boxes.

<input type="checkbox"/>	Cycling
<input type="checkbox"/>	Film
<input checked="" type="checkbox"/>	Walking
<input type="checkbox"/>	Cooking
<input checked="" type="checkbox"/>	Music
<input type="checkbox"/>	Sewing
<input type="checkbox"/>	Swimming
<input checked="" type="checkbox"/>	Other: (Please specify) <i>hase riding</i>

you have decided to learn about and use our new bespoke  
ore in the coming months and years we have created a great  
n, support and benefit you and your loved one.

Six times a year a pack will be sent out to you the carer to  
e who is living with dementia. The packs will contain gifted  
elatives likes, dislikes and hobbies. It will also contain a  
est updates, new information and relevant articles or

months, that's six times a year and will each time  
ers to packs of gardening seeds, the gifts  
which after filling out the infor-

ren, aunts, uncles there are, names and  
o they live with family)

*ritlin, lucy, thomas, kathy)  
who passed away*

l area of work, how many jobs etc)  
*til 5 years ago.*

*Dec (2 Jack Russels)  
o) hopsie which was  
ould be specified, otherw  
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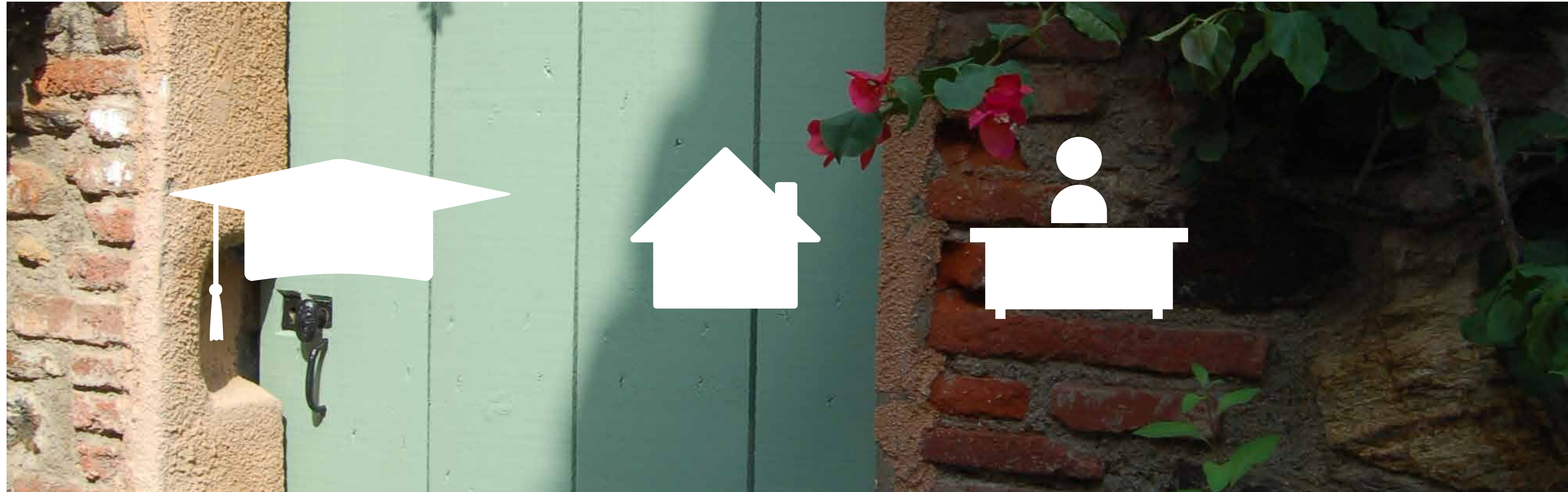
## THE HOMELY PACKAGE



Introductory letter that provides a personal service for those caring and living with dementia. This package allows the carers to educate them selve to learn more about dementia and use that knowledge to look after the person living with dementia.



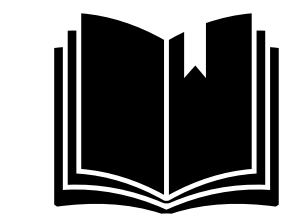
Sent to the home  
Educate the family  
implement your knowledge







## THE BOOKCASE ALBUM



The Album is designed specifically for the carers and person living with dementia. This simple book helps bond the family and give them a project that allows them to build their personal memory album.



Sent to the home  
Personalise your album  
Build a family bond







## CATCH UP



Introductory letter that provides a personal service for those caring and living with dementia. This package allows the carers to educate them self to learn more about dementia and use that knowledge to look after the person living with dementia.



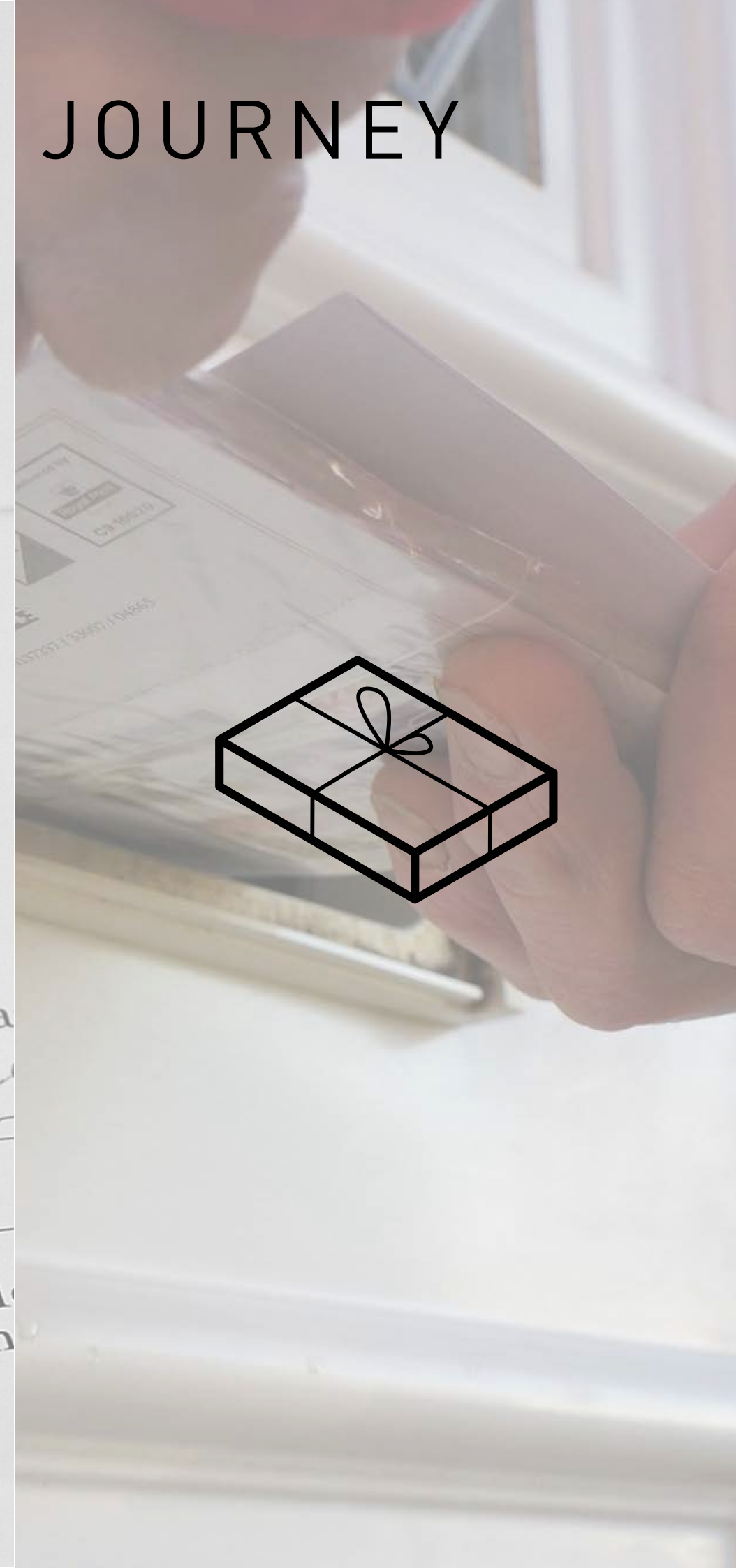
Sent to the home  
Monthly Catch up  
keeping them onboard







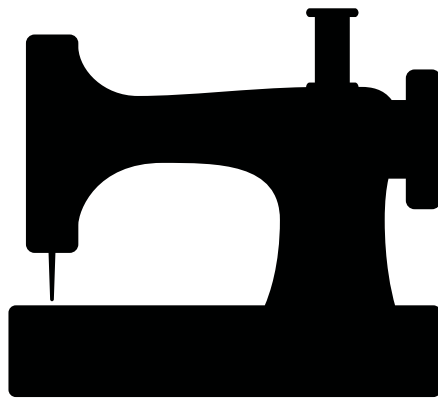
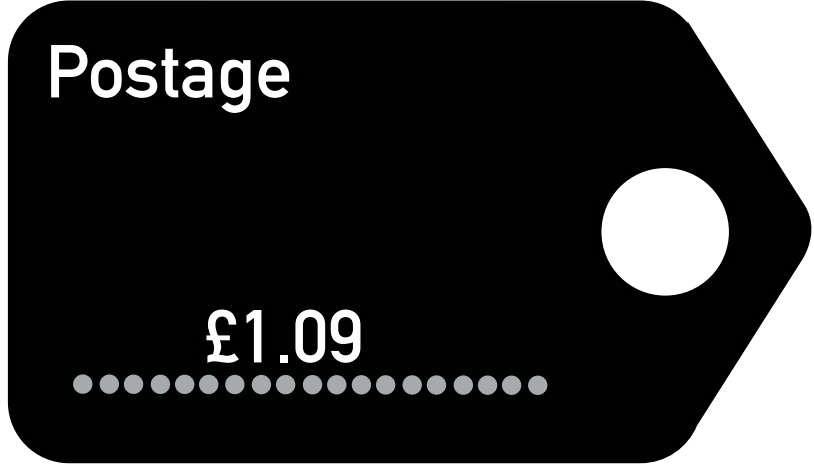
BOOKCASE  
MEMORIES



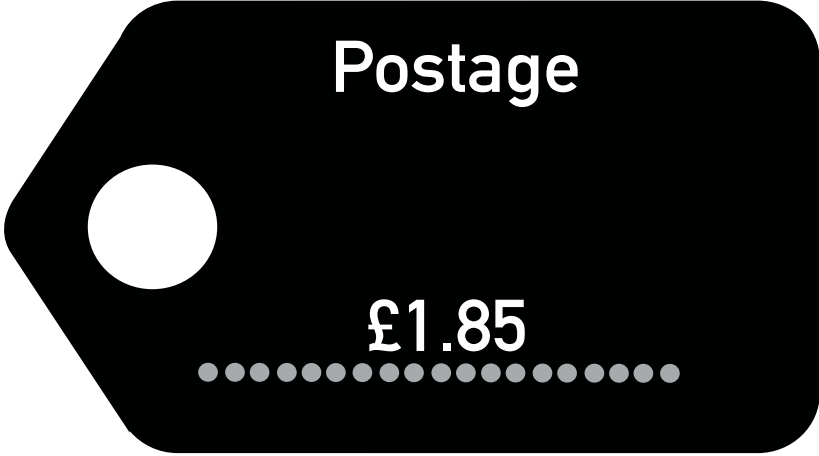


COSTING

PARCEL 1 & 3



BOOKCASE ALBUM



FUNDING







## FUTURE PLANS



Initially we want to focus this service in the North East but are hoping to take it Nationwide.





# Louis Theroux



Leading the fight  
against dementia



**carersUK**  
*making life better for carers*

Department  
of Health



**The Daily Telegraph**



## OUR SOURCES



Through our research and design  
we used different sources to develop  
a product that is true and well  
designed.



THANK YOU FOR LISTENING