

Hallmark Care Homes Operation

Hallmark Care Homes Dementia Care Strategy – Welcome Home



Specialist Regional Team

Hallmark has made a considerable investment in a specialist regional team led by April Dobson, our head of dementia care and wellbeing. The team includes three regional dementia practitioners, a researcher, and a wellbeing manager. This team are all highly experienced and well qualified specialists in their field and lead and support the home teams in the delivery of Hallmark Care Homes dementia strategy.



Researcher in Residence

Unique to Hallmark is the Researcher in Residence role. This post is held by published academic dementia researcher, Dr Isabelle Latham, formally Senior Lecturer at the Association for Dementia Studies and University of Worcester.

Dr Latham supports Hallmark Care Homes to use and carry out research that improves the lives of those who live, work and visit their care homes, particularly for people living with dementia. Hallmark believe their team, residents and families are the experts in what they do and how this can be improved. Their approach to research aims to empower and skill people to understand, apply and contribute to research in Hallmark homes, across the organisation and the wider care home sector.



Dedicated Support

In all Hallmark Care Homes there is a dedicated Dementia Care Manager who works alongside the team in the home. They are responsible for coaching their teams in the delivery of excellent dementia care.

In addition, the Wellbeing Coordinator will recruit and manage a team of volunteers who will bring with them a wide variety of skills and interests and will help the home maintain connections with local organisations, groups and clubs.

Skilled Team

A number of projects and training courses specifically related to dementia care are delivered to the team in all Hallmark care homes. This training and support does not stop at the care team but extends to all team members, whatever their role.