

*DHWG webinar series: Housing: Still Rising to the Dementia Challenge*

## **Dementia friendly design Bios**

**Tuesday 9 July 15.30-17.15**

### **Pam Mastrantonio, Managing Director of Retirement Living, Housing 21**

Pam has over 30 years' experience in the housing sector working in a variety of roles in general needs, supported and older persons' housing. Starting her career in local authority, Pam has also worked for large scale stock transfer organisations and housing associations.

Pam has held roles at a senior level in housing management, resident engagement, project management and has specialised in resident engagements and tenancy sustainment. Previously she has held roles as Head of Neighbourhoods in Braintree, Assistant Director of Housing and Director of Operational Transformation at Hanover Housing Association and is now Managing Director of Retirement Living at Housing 21.



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### **Joanne Gardner, Policy Coordinator, West Yorkshire Combined Authority**

Joanne supports the West Yorkshire Dementia-ready Housing Taskforce to highlight the need for dementia-ready housing and works collaboratively with partners to embed dementia-friendly design and services across the region.

Joanne has a Post Graduate Diploma in Housing Studies and over 15 years' experience in the sector working in a range of roles from neighbourhood management to customer experience and business improvement. Before joining the Combined Authority Joanne led the approach to customer insight and engagement for a West Yorkshire housing association. Joanne is keen to ensure people remain at the heart of housing.



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YouTube @stepchangedesign



**Sarah Waller CBE, Associate Specialist, Association for Dementia Studies, School of Allied Health and Community, University of Worcester**

Sarah Waller has a particular interest in [developing enabling environments](#) for people living with dementia. She directed The King's Fund's award winning Enhancing the Healing Environment (EHE) programme and led the development of the EHE dementia friendly environmental assessment tools for health and care settings.

Sarah works with a range of clients undertaking design reviews, the development of corporate design standards and bespoke dementia friendly environmental assessment tools. She is a Trustee of Chelsea and Westminster Health Charity, CW+ and chairs their Arts and Design Committee. She was appointed CBE in 2008 for services to Nursing and the NHS.



**Jennifer Bray, Research Assistant, Association for Dementia Studies, School of Allied Health and Community, University of Worcester**

Jennifer Bray is a Research Assistant with the Association for Dementia Studies and has worked in project research and evaluation since 2001. After joining the Association for Dementia Studies in 2010, Jennifer has worked across a number of research projects using her skills in both qualitative and quantitative analysis.

The diverse nature of her role has enabled Jennifer to explore dementia in different care settings and in relation to a variety of topic areas. This has enabled her to develop expertise in dementia and sight loss, intergenerational aspects, nature and the arts, the physical environment, and the use of technology with people living with dementia.



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**Vanessa Pritchard-Wilkes, DHWG Chair and Head of Strategic Operations, Housing 21**

Vanessa has worked at Housing 21 in a variety of roles for 10 years. She currently has responsibility for several operational areas including policy, complaints, research, the organisations strategic work around dementia and external stakeholder engagement.

She has chaired the Dementia and Housing Working Group for a number of years. Vanessa has over 25 years' experience in a range of public, private and public sector organisations and has gained considerable experience in research, evaluation, public policy and stakeholder engagement.



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**Wendy Wells, Head of Agency Managed, Policy and Business Implementation, The Guinness Partnership**

Wendy is an experienced professional, who specialises in meeting the needs of older people, particularly those with dementia, within the housing and housing with care sector. Wendy led Guinness's housing and dementia project taking a proactive approach to enabling the organisation to become more dementia friendly. More recently, she has been leading a large transformation project focused around housing for older people including service design, physical design and technology as well as overseeing the management of Guinness's 3rd party specialised housing portfolio.



Wendy is also the co-dementia lead for the Housing Learning and Improvement Network, which works regionally and nationally with both individual members across housing, health and adult social care and also closely with other trade and professional organisations promoting solutions that enable everyone to live well in good quality housing.

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