

Curriculum Vitae and Biography



David Sheard

Professor of Emotional Intelligence in Care
York St John University

Founder & CEO, Dementia Care Matters up to 2017.

Former Visiting Senior Fellow, University of Surrey

UK Care Personality of the Year -
16th National Care Awards

TV Series Consultant, Channel 4, 'Dementiaville'
& BBC 1 'Can Gerry Robinson Fix Dementia Care Homes'

Current Work

David joined York St John University in October 2021 as Professor of Emotional Intelligence in Care. Dr Rob Sanders, Head of the University's School of Science, Technology and Health said, "I am delighted that David will be bringing his unparalleled experience and boundless enthusiasm to our School. His focus on Emotional Intelligence in Care sits perfectly with the compassionate and person centred ethos of our Nursing and Allied Health courses specifically, and with the University's commitment to social justice more broadly. At a time when it's so important to recognise and support the valuable contribution of health and social care workers, David's appointment will enthuse our students and colleagues and further energise their commitment to people with care needs within the communities we serve."

Professor David Sheard works at the University on a number of their Nursing and Allied Health courses:

BSc Nursing (Adult)
BSc Nursing (Mental Health)
BSc Occupational Therapy
BSc Physiotherapy
MSc Occupational Therapy
MSc Physiotherapy

Previous Work

A former global pioneer and leadership specialist in dementia care, Dr David Sheard has radically influenced the future of dementia care through his innovative work. As UK Care Personality of the Year at the 16th National Care Awards the judging panel commented “David’s beliefs, values, boundless energy and passion have driven changes that to many were only a dream. His herculean effort has revolutionised the culture of care nationally and internationally.”

As the Founder of international multi award winning Dementia Care Matters and its former CEO for 22 years until 2017 David grew the organisation working across multiple care settings in the United Kingdom, Ireland, Canada, Australia and the USA. David became a world leader in evidencing culture change through returning teams to a new culture of “attached not detached nursing and care” with 100s of conference papers presented as a keynote speaker.

As a globally respected consultant, trainer, facilitator, author, film-maker, TV Consultant and a challenging and motivational speaker, David’s aim has been to shape culture change in dementia care. David’s defining differentiator is his raw humanity linked to a vast body of intellectual thinking.

As a qualified social worker, University Lecturer and former General Manager, Old Age Psychiatry in a UK NHS Trust, David had for 9 years an appointment as a Visiting Senior Fellow in the School of Health Sciences, University of Surrey, UK and holds the Honorary Degree award of Doctor of the University (D Univ).

David’s purpose has been to demonstrate that all healthcare has to be about emotional care and that this is no different to what we all need in life – believing that “All we have is Now.”

Now as he goes into 2022 David continues his work as a global influencer continuing to speak, write, consult and facilitate/train on how nurturing emotional resilience is the key to sustaining true person centred organisations.

Health and Social Care Experience

David spent 15 years in health and social services in specialist dementia care posts – as a Social Worker in Hospitals and Community settings, Lecturing at University of Nottingham Medical School, Managing Community Mental Health Teams (Older People), as a Home Care Manager and Group Principal Social Worker. Latterly his post in the NHS was as a General Manager of Old Age Psychiatry in a joint NHS and Social Services Trust.

Dementia Care Matters 23 Year Development

David founded Dementia Care Matters in 1995. His purpose was to demonstrate that dementia care is about emotional care, and that this is no different to what we all need in life. For over 10 years (1994-2007) he previously worked as the external training consultant to the national office of the Alzheimer's Society.

Dementia Care Matters' beliefs and approach as a team were outlined in 19 publications and DVDs entitled the 'Feelings Matter Most' series including editing the publication 'Loving: the essence of being a butterfly in dementia care.'

In 2015 Dementia Care Matters launched its new culture change DVD, 'Giving: hope for the future of dementia care', and in 2018 Professor Cathy Greenblat in the US produced an independent film analysing David's work and The Butterfly Model, titled "We Are Family".

University Appointment

David had an appointment as a Visiting Senior Fellow in the School of Health Services, University of Surrey and from this University holds the Honorary Degree award of Doctor of the University (D. Univ).

Working with Families

David has extensive experience supporting people living with a dementia, their families and friends. In his previous work with the national Alzheimers Society he led a major educational programme called 'Being Together With Dementia.'

This programme pioneered bringing people living with a dementia and families supporting people together, to learn from each other about why feelings matter most in relationships.

Media Profile

Besides numerous radio interviews, in 2009 David worked as a Dementia Care Consultant to the BBC for the programme 'Can Gerry Robinson Fix Dementia Care Homes' believing this was the most powerful way to get the message across that dementia care could be so different. In February 2012 David featured in Wales on an S4C documentary 'One in Three'.

In 2014 David worked as the Series Consultant on Channel 4's 3-part documentary series 'Dementiaville' in which a whole episode was devoted to David's pioneering work with people living with a dementia and their families. This series was aired on Channel 4 in June 2015 with Poppy Lodge, a Royal British Legion home and a Dementia Care Matters Level 1 Butterfly Care Home, featured in the first episode of the series. Dementiaville was nominated for Best Documentary Series at the National Broadcast Awards 2016. In 2018,

In 2018 David's impact in Canada had become substantial and he featured in a Canadian major TVO documentary on his work on 'The Agenda' with Steve Paikin.

In 2018 The Toronto Star in Canada featured David's work over a number of days as its lead story and produced a film on David's work called 'The Fix'.

David has a large number of articles published in the Journal of Dementia Care and a range of other care journals.

All of Us

For a two-year period in 2015, alongside being the CEO of Dementia Care Matters, David worked as Culture Director in the formation, testing and pilot of a new care home culture change organisation, 'All of Us', a sister company to Pegasus Life funded by Oaktree Capital Management.

USA Speaking Engagements

In 2019 David was a keynote speaker both at Pioneer Network in Kentucky and at the major RN Nursing Conference in New York in December 2019 where his conference paper was titled 'Removing the Neutral Mask – 'Being' More Human in a New Culture of Healthcare'.

Past Employment

Employer's Name/Address	Post Held	Date began	Date ended
Coventry Healthcare NHS Trust	General Manager - Old Age Psychiatry	Mar 1992	Jul 1995
Nottinghamshire County Council Social Services Dept	Deputy Group Principal Social Worker	Sep 1987	Mar 1992
Leicestershire County Council Social Services Dept	Team Leader/ Domiciliary Care Manager	Apr 1985	Sep 1987
Nottinghamshire County Council Social Services Dept	Social Worker/ Tutor Professorial Unit University Hospital	Sep 1982	Apr 1985
Humberside County Council Social Services Dept	Social Worker	Sep 1980	Sep 1982

Previous Employment Responsibilities

- **General Manager – Old Age Psychiatry – Coventry Healthcare NHS Trust/Coventry Social Services Department**
 1. Operational management responsibility for three Community Mental Health Teams (Older People) which were a dual agency service i.e. NHS Trust and Social Services Department, and for two in-patient wards plus a Day Hospital.
 2. Direct line management of six Old Age Psychiatry Service Managers, a total staffing establishment of 90 and budget of £2 million.
 3. Chair of Old Age Psychiatry Directorate Management Team, EMI Day Care Providers Forum, and Service Heads/Providers Forum on citywide EMI Services.
 4. Member of Alzheimer's Society Executive Committee – Coventry Branch.
 5. Member of SSDs Mental Health Services Planning Group.
 6. Health Authority representative on re-evaluation of voluntary and independent sector services to older people with mental health problems.

- **Deputy Group Principal Social Worker – University Hospital Group, Nottingham**

1. Operational line management of the Social Services Department covering University Hospital, General Hospital, Highbury Hospital, Nottingham.
2. One of two Senior Managers within the Social Services Management Team of University Hospital Group.
3. Direct line management of six Team Leaders covering Children's Services (Child Protection & Disability), Adult Services and Older People. In total, responsible for a staff group of 56 including Managers, Social Workers and Administrative Staff.

- **Team Leader – Specialist Social Services Team for Older People – Loughborough**

1. Responsibility for the line management of three teams:
 - a) Specialist Social Work Team for Older People (7 Social Workers)
 - b) Domiciliary Services Team (130 manual staff) i.e. Home Care Staff and 5 Managers.
 - c) A multi-disciplinary Community Mental Health Team for Older People.
2. Responsibility for allocation of and liaison with Residential and Day Care Resources for older people within the district.
3. Member of Leicestershire Health Authority, Health Care Planning (Elderly Mentally Infirm).
4. Member of Loughborough District Development Group (Services to Elders – Ethnic Communities).

- **Social Worker – Professorial Unit, Department of Health Care of the Elderly – City Hospital/University Hospital, Nottingham – Professor T H D Arie**

1. Provision of a social work service to the Professional Unit comprising of:
 - 1 acute medical admission ward
 - 1 acute psychiatric admission ward
 - 2 middle stream admission wards
 - 2 long stay psychiatric wards combining both a hospital and community-based caseload.

2. Co-ordinating the multi-disciplinary teaching within the Professional Unit to the fourth year medical students on their attachment. Acting as essay tutor to medical students.
3. Research development role – particularly co-ordinating project of four carers support groups set up between 1980 and 1982 across Nottingham.

- **Social Worker – Medical Elderly Unit – Hull Royal Infirmary**

1. Provision of social work service to four wards within the medical elderly unit at HRI covering assessment, rehabilitation, respite and long-term care of older people. Working with Dr Peter Horrocks.
2. Teaching within the DOH National Demonstration Centre.

- **Professional Duties**

1. Chair of British Association of Social Workers Special Interest Group on Ageing's National Executive Committee (1988-1991).
2. Member of B.A.S.W. Advisory Panel on Ageing (1988-1990).

Education / Training

School/College	Dates attended	Exams taken	Grades
University of Hull	1976 – 1980	Postgraduate Certificate of Qualification in Social Work	Pass
		Postgraduate Diploma in Applied Social Studies	Pass
		B.A. Hons Degree in Social Studies	Upper Second Class
The Grange School Bradford, W Yorks	1971 – 1976	4 A-Levels] 9 O-Levels]	Pass – various grades