



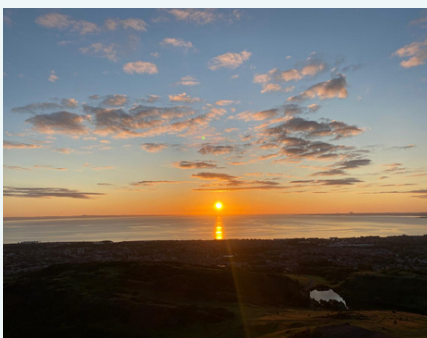
[Sign up to our Monthly Newsletter](#)

Welcome to our July 2026 newsletter from Deepness Dementia. Summer is finally here! Although Karen says where she is on the Isle of Lewis, it still feels like Spring!!!

My name is Jim Campbell and I am the Deepness Newsletter Editor, this is my final Deepness newsletter, as I am bidding Deepness *au revoir*. From next month Sophie Smith will be taking over as Newsletter Editor.

This month you'll find my reflections on six years at Deepness, an invitation to help shape the organisation's future by joining the Board, a look at Julie Hayden and Gail Gregory challenging dementia stigma on *ITV's This Morning*, and another thought-provoking article from Howard.

Please share this newsletter with your friends, family and colleagues.



Sunrise on Summer Solstice, Edinburgh



My Garden at my boat

If you want to contribute to the newsletter, please get in touch with -
sophie@deepnessdementiaradio.com



**Check out below a list of what is coming up in this newsletter.
You can click on the links and skip straight to that article.**

Jim Campbell...[Au Revoir, Deepness - Time for a New Chapter](#)

Deepness News...[Could You Help Shape the Future of Deepness?](#)

ITV This Morning...[Changing the Conversation About Dementia](#)

**Howard Gordon...[A message to Andy Burnham from
People Living with Dementia](#)**

What is Deepness Dementia Media...[Buy The Demented Poet EP](#)

Au Revoir, Deepness - Time for a New Chapter

by Jim Campbell

It was near the start of lockdown, when Ron Coleman phoned me to tell me he was setting up his own dementia organisation and asked if I wanted to be involved. He suggested a Zoom call. Back then, I'd hardly used Zoom, although Ron had clearly discovered it long before the rest of the world!

I first started working with Ron and Karen in September 2007, when they ran [**Working to Recovery**](#), a mental health organisation supporting people recovering from psychosis.



Jim Campbell

During that Zoom call, Ron pitched the idea of Deepness and asked if I wanted to help create a brand new organisation. His vision was ambitious, detailed and, knowing Ron, entirely believable. Ron always dreamed big...and somehow he always made those dreams happen.

Deepness would be a platform for people living with dementia, run by people living with dementia. It would provide opportunities and tools to help people live well with dementia, through a 24 hour radio station, a 24 hour tv station, an online college, art, theatre, to name a few.

I have to admit, though, I did wonder if this was another of Ron's wonderfully hair-brained ideas!



At that time my paid work as a close-up magician, had disappeared overnight because of lockdown, so when Ron offered me some freelance work to help get Deepness off the ground, I said yes...albeit with a little healthy scepticism about whether it would ever become reality.

A little later, during another Zoom call with Ron and Karen, they asked if I'd join the Board of Directors. I hesitated, eventually agreeing to do two years before stepping down. Ron was delighted with that because one of Deepness' values was 'Youthfulness' - people should move on when it felt the right time.

Fast forward six years and Deepness has become one of the Scotland's leading dementia organisations. It has achieved everything Ron imagined and, in many ways, even more than he dared to dream.

Those two years on the Board somehow became more than six, but I've decided that now is the right time for me to move on and begin a new chapter.

Over the years I've had the privilege of serving as Safeguarding Officer and more recently Company Secretary, whilst also working quietly behind the scenes managing both Deepness websites, helping with grant applications, supporting projects, developing the Deepness Wellbeing College, helping launch Deepness TV, working alongside Anne Scott on previous newsletters, and countless jobs that many people probably never noticed.

Since Ron died in October 2025, I think I've become even more embedded in keeping things moving, but without the person who was always at the heart of it.



Over the past year I've increasingly felt that it's time to focus on some projects of my own. It hasn't been an easy decision because Deepness has been such an important part of my life, but I know the time is right to say *au revoir*.

From September 2026 I'm developing my counselling practice, *Counselling with Jim*, offering sessions both in person in Edinburgh and online. It's an exciting (and slightly scary!) new adventure, and I've recently finished building my website and social media (@counsellingwithjim).



Interestingly, just as Ron saw a gap that Deepness could fill six years ago, I hope my practice can help address another important gap. One area, I want to specialise in is supporting people who have been newly diagnosed with dementia.

Many people experiencing a profound sense of loss, uncertainty and low mood after receiving a diagnosis as they begin to reconstruct their identity while also facing the stigma that surrounds dementia. Yet, despite growing recognition of these emotional challenges, there appears to be very little counselling available in Scotland specifically for people living with dementia.

Perhaps one day, alongside my private practice, I'll be able to establish a dedicated counselling service for people living with dementia.

Watch this space...

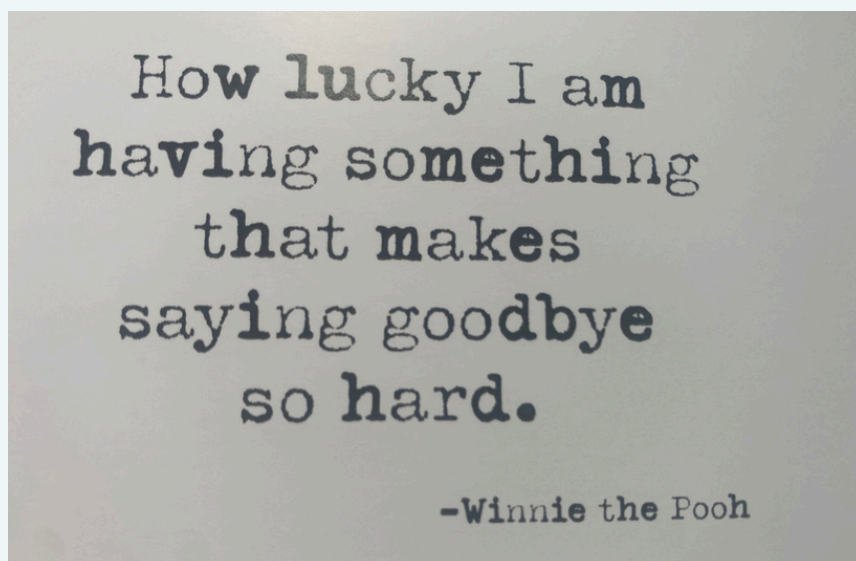


As I leave Deepness, I do so with enormous gratitude. I'm incredibly proud of everything we've achieved together and deeply thankful to everyone I've had a privilege of working alongside.

Most of all, I'm grateful that Ron invited me onto that Zoom call all those years ago. I thought I was simply saying yes to a freelance project; in reality, I was saying yes to one of the most rewarding chapters of my life.

Deepness has never simply been an organisation - it has been a community, a family, a movement that has changed lives, including my own. Although stepping away, I'll always be one of it's biggest supporters, and I can't wait to see where the next chapter takes Deepness...and where my own journey leads too.

Thank you, everyone.



Jim is launching *Counselling with Jim* in September 2026, offering counselling in Edinburgh and online. More information can be found at www.counsellingwithjim.co.uk

[BACK TO CONTENTS](#)

CLICK HERE



Could You Help Shape the Future of Deepness?

As Deepness continues to grow and develop, we are looking to welcome new members onto our Board of Directors.

Whether you are living with dementia or simply share our values and believes in what Deepness stands for, we'd love to hear from you.



You don't need previous board experience - just an interest in helping create a world where people living with dementia have a voice, opportunities to thrive, and are at the heart of everything we do.

We are looking for people who share the Deepness ethos, creativity, inclusion, hope and possibility, and who would enjoy helping guide the organisation into it's next exciting chapter.

It you think you could bring your experience, enthusiasm or a fresh perspective to Deepness, we'd be delighted to hear from you.

In the first instance contact Deepness Co-ordinator, Karen Taylor:

karen@deepnessdementiaradio.com

[BACK TO CONTENTS](#)

CLICK HERE

Changing the Conversation About Dementia



One of the things Deepness has always believed is that the most powerful voices in changing perceptions of dementia are the voices of people living with dementia themselves.



Many readers will know Julie Hayden and Gail Gregory from their time as members of the Deepness Board, where they helped shape the organisation and champion the voices of people living with dementia. They both also contributed to the Deepness newsletter.

Julie and Gail recently appeared on ITVs *This Morning*, better known as the “Dementia Rebels”.

Joining Dr Zoe Williams, they shared their own experiences following research showing that dementia is now the health condition feared most by many people in Britain.

Julie who was diagnosed with dementia at the age of 54, spoke about how young people living with dementia are so often overlooked.

Gail shared how even close friends and family began treating her differently after diagnosis.

Together they challenged many of the myths and misconceptions that continue to surround dementia.



I know Ron would have loved to have seen this. One of his greatest passions was that the narrative—and the power—would shift towards people living with dementia themselves. Seeing Julie and Gail using their own lived experience to challenge stigma on national television feels like another step in making that vision a reality.

By sharing their own experiences so openly, Julie and Gail demonstrate exactly why lived experience matters. No one is better placed to challenge assumptions and inspire change than people living with dementia themselves.

You can watch the full interview by clicking the YouTube link below:

https://youtu.be/FPJ-htlk_8c?si=W_QiweDdiOLPmSkc



[BACK TO CONTENTS](#)

[CLICK HERE](#)

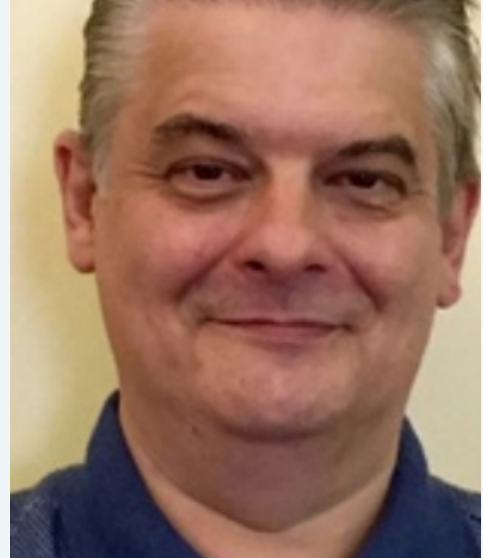
Howard Gordon



A message to Andy Burnham from People Living with Dementia

Dear Andy Burnham,

We write to you in a time of trial and urgent endeavour - to speak plainly and insistently for those among us who live with dementia. This is no mere administrative grievance; it is a national duty of compassion and of justice. We stand at crossroads; to falter beneath the burden of piecemeal provision, or to summon the courage and the will to build a National Care Service for people living with dementia - clear, universal, properly funded and rooted in human rights.



Howard Gordon

We must be blunt. Too many families endure a wearying procession of services that are fragmented, unequal and uncertain. The daily courage of carers and of those they tend is met too often by a system that is localised by chance rather than directed by principle. This cannot endure.

It is for government, local and national, to lay down a single, coherent framework that guarantees safe, dignified, community-based care for every person with dementia, wherever they live.

Let us be guided by law and by conscience. The United Nations Convention on the Rights of Persons with Disabilities affirms a clear mandate.

Article 19 proclaims that *“States Parties to the present Convention recognize the equal right of all persons with disabilities to live in the community, with choices equal to others”*, and directs States to ensure access to services that *“support living and inclusion in the community.”*



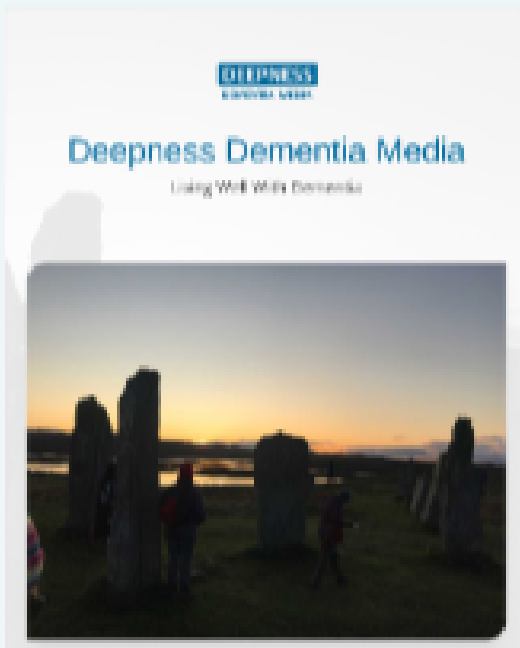
Mr Burnham, as a newly elected MP and should you become Prime Minister, you have the opportunity to lead a movement that will be remembered not for timidity but for bold remedy.

Convene the councils, command the evidence, marshal the partnership of health and social care, and press this cause until it is won. In doing so you will stand not only for the citizens of the UK, but for the nation's conscience.

We remain, with earnest hope and unshaken conviction.

BACK TO CONTENTS

CLICK HERE



Dementia Media is a platform that gives people tools for living well with dementia designed collaboratively with those with dementia leading the process. By coming together in a supportive, energetic common space makes up a huge difference to the well-being of those going through dementia. As opposed to providing a cure, our goal is to help people become autonomous and get the most out of life. We bring a series of innovative projects - such as our radio station, online education courses, and much more - that use technology and music in a way that keeps people connected and stimulated.

“I didn’t want to die without leaving something for my family to enjoy and remember my strengths,” he says of the thinking behind the EP. “The whole concept was to create something that was a legacy for the person, and as soon as I thought about wanting to do that for myself I knew it was something other people would want to do, to leave our mark on society. It’s almost like leaving our families a gift.”

The Demented Poets EP is on sale now via Bandcamp iTunes and other outlets:

Bandcamp - <https://thedementedpoets.bandcamp.com>

Spotify - <https://open.spotify.com/album/6pnqYVybZ3qUf6XMhOOFuK>

Deezer - <https://www.deezer.com/en/album/258048592>

iTunes / Apple Music - <https://music.apple.com/us/album/the-demented-poets-ep/1585080810>

Amazon - <https://www.amazon.com/dp/B09FRVYQ1F>

[BACK TO CONTENTS](#)

CLICK HERE