

The Difference We Make:

Annual Evaluation of the impact of our services



2025: Full Report

Report produced by **Sarah Taylor**,
Head of Quality and Development,
and **Fatima Affane**, Volunteer
Data Analyst

Contents

Introduction	3
Background	5
Aims of the evaluation	6
How did we gather people's views?	6
Who took part in our evaluations?	6
Interpreting the findings	7
Community-Based Services	7
ADSS: Dementia Specialists	17
Carers' perspective	19
Hospital-Based Services	21
Case Study: Dudley Pearce	28
Partnership working	30
The difference we have made	32
Anything we could do better?	34
Developments since last year's evaluation	36
Conclusion	38
References	38
Kind words	39



Introduction

Dementia is not a single disease, but an umbrella term describing a group of progressive disorders that affect the brain. It gradually erodes memory, reasoning, communication, and the ability to carry out everyday activities - changing not only the life of the person diagnosed, but the lives of those who love and care for them.

Globally, dementia represents one of the most pressing public health challenges of our time. In the **UK alone**¹, **982,000 people are living with dementia** - a figure projected to rise to **1.4 million by 2040**. This is not simply a statistic; it signals an accelerating shift in the health and social care landscape, with far-reaching implications for communities, services, and the wider economy.

Across **Kent and Medway**², there are currently an estimated **27,000 people living with dementia**. Of these, approximately 15,000 people have mild dementia, 8,750 have moderate dementia, and 3,500 have severe dementia. Currently, two-thirds of people with dementia live in their own homes, and one-third live in care homes. The number of people living with dementia in Kent and Medway is expected to rise to over 38,000 by 2030.

These figures represent thousands of individuals navigating daily challenges – and thousands of families providing care, often quietly and at significant personal and emotional cost. As prevalence rises, so too does the urgency for care that is not simply available, but transformative.

At **ADSS (Alzheimer's and Dementia Support Services)**, we are here to **transform dementia care and support**. We work to ensure that every person we support is given hope, purpose and dignity - **recognising the whole person beyond the diagnosis**. Through advice, practical care, and meaningful connection, we help people remain active within their families and communities and manage their condition as effectively as possible.

We believe that **a diagnosis should not define a person's future**. With the right support, people can continue to live meaningful lives - and carers can feel equipped, informed

We work to ensure that every person we support is given hope, purpose and dignity - recognising the whole person beyond the diagnosis.

and less isolated. We are an organisation dedicated to improving the lives of people living with dementia and their carers.

Our annual review plays a vital role in ensuring that we remain true to this purpose. It deepens our understanding of the priorities, experiences, and expectations of those living with dementia and their carers, enabling us to develop and refine services around what matters most to them.

Insights gathered from previous evaluations have been instrumental in identifying where we create the greatest impact and where we must continue to evolve. Building on this knowledge, we are now moving forward with an ambitious strategy for 2030 – one that responds not only to rising demand, but also to rising expectations for quality, accessibility, and person-centred care.

This report describes the findings from evaluations undertaken throughout May, June and July 2025. This is the fourth annual evaluation to take place following a pilot evaluation that took place in 2021.



Background

Between April 2024 and March 2025, ADSS supported 7,552 people, representing an increase of almost 1,300 individuals compared with the previous year.

ADSS is Kent's largest independent charity dedicated to supporting people affected by dementia. Since 1991, ADSS has worked across the Dartford, Gravesham and Swanley areas, expanding its reach in April 2022 to also support people living in Medway, Swale and West Kent.

The organisation's services are designed to ensure that people diagnosed with dementia feel supported throughout their journey and are able to live the life they choose for as long as possible. ADSS also recognises the vital role played by carers, family members and others involved in a person's care, and aims to provide them with the guidance, reassurance and practical support they need.

The evaluation questionnaires were developed using insights from previous annual evaluations and the Key Performance Indicators (KPIs) established by Kent County Council (KCC) for its wellbeing contracts. A key priority in designing the questionnaires was ensuring that people living with dementia could actively participate in the evaluation process. The format therefore included simple multiple-choice questions, an option for respondents to indicate when they were unsure, and opportunities for open responses to allow individuals to share their experiences in their own words.

Between April 2024 and March 2025, ADSS supported 7,552 people, representing an increase of almost 1,300 individuals compared with the previous year.



Aims of the Evaluation

As well as helping us to understand if we are delivering on our mission and purpose, our evaluation aimed to answer two broad questions:

- 1 How do the services we provide impact on the people we support?
- 2 Has ADSS met the KPIs set by KCC?

How did we gather people's views?

In total, 401 people gave us their views, an increase from the 267 individuals that took part last year. To explore the evaluation questions in detail we conducted 1-2-1 discussions, face-to-face or over the phone, with a member of the relevant team. We also offered additional participation through an online form. 295 people took part in the 1-2-1 discussions, and 106 people completed the online form. The total number of questions varied depending on the services participants had accessed and whether they were people living with dementia, Carers or professionals.

Who took part in our evaluations?

Of the 401 people who took part, 147 were people living with dementia, an increase from 101 last year. 229 were Carers - an increase from 129 last year. Two people living with dementia and their Carers opted to provide their feedback together. In addition, 25 professionals took part - 10 fewer than last year.



““

For the first time I feel like I have someone I can contact if I'm ever struggling and you will be there to support me. ””

““

It has made me feel less alone as a carer and made me more confident in being able to support my husband now that I know I don't have to do it alone. ””

Interpreting the findings

Individuals that accessed our Dementia Coordinator and Hospital Dementia Coordinator services throughout May, June and July 2025 were invited to take part in the evaluation, using their preferred method. We also invited a selection of those that regularly access our other services to take part in evaluation discussions. The purpose of selection was to ensure they had accessed the service recently and could therefore provide current feedback and were also not going to be caused any distress by taking part. The online form was also shared via email, on our website and through our social media channels.

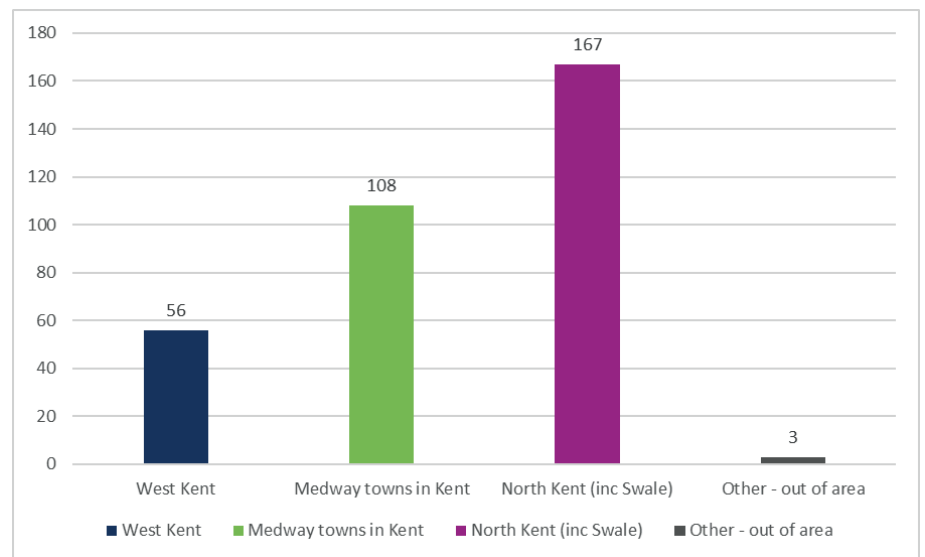
Although Carers are not directly supported by the Beacon, Support at Home or Support at Home Plus services, they were invited to take part in evaluation discussions so that the impact of this support on their caring roles could be considered. They could also provide feedback regarding their observations of the impact on the person with dementia.

Community-Based Services

The data (see chart below) shows that the majority of people taking part in this evaluation access ADSS services in **North Kent (including Swale)**, accounting for **over half (54%)** of all participants. This is followed by the **Medway towns (35%)**, which also represent a significant share of service engagement. In contrast, **West Kent** accounts for only **10%** of participants. However, this is in line with our service provision, as we currently provide fewer services in that area. A very small number of participants (**1%**) come from areas outside Kent. Overall, the findings indicate that most participants in this evaluation live in the **northern and central parts of Kent**, highlighting the importance of



maintaining strong service provision and outreach in these areas, while exploring ways to sustainably increase our service provision in **West Kent**.



What services have you accessed at ADSS in the last year?

ADSS offers three types of services:

Dementia Support - Provides personalised information, advice and guidance that helps people with dementia and their carers navigate the diagnosis and changing needs with confidence and clarity through a dedicated Dementia Coordinator.

Dementia Wellbeing - Creates vibrant, supportive community groups and activities that foster connection, reduce isolation and help people with dementia live well and stay engaged.

Dementia Care - Delivers compassionate, tailored support at home and through the Beacon Day Service to promote independence and dignity as well as carer respite.

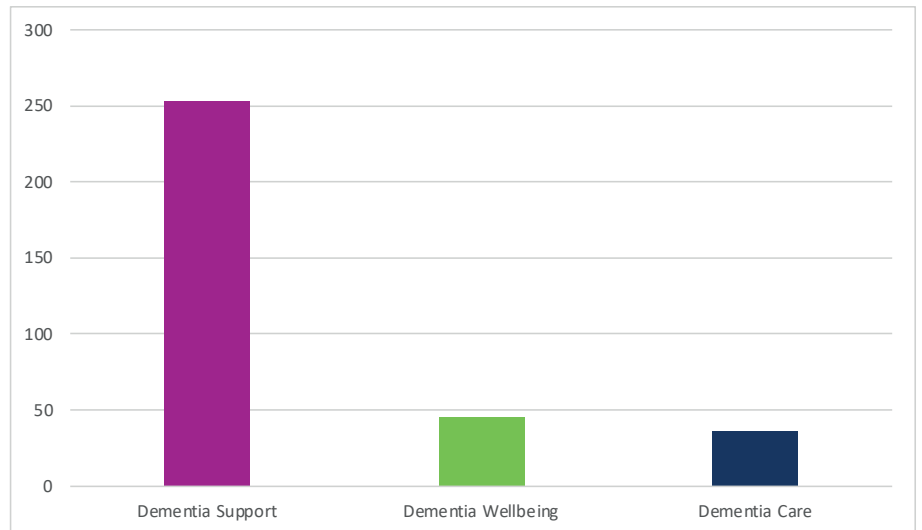


The bar chart titled “**What services have you accessed at ADSS in the last year?**” illustrates the usage of our three types of services by participants in this evaluation: **Dementia Support**, **Dementia Wellbeing** and **Dementia Care**. The data shows that **Dementia Support** was accessed by a significantly larger number of participants (**253**), accounting for approximately **76%** of total responses. In contrast, **Dementia Wellbeing** and



Dementia Care were accessed by **45** and **36** participants respectively, making up just **13.5%** and **10.8%** of the total. This is indicative of the fact that our provision of **Dementia Support**, in particular our **Dementia Coordinator Service**, is more widely known and more available in more areas.

What services have you accessed at ADSS in the last year?



Who is answering the questions?

A larger proportion of responses (61.4%) came from Carers, family members, or significant others, while 38.6% came directly from people living with dementia or memory difficulties. This distribution suggests that Carers and family members play a major role in representing or supporting the voices of people living with dementia when providing feedback about services. The participation of 129 people with lived experience is encouraging, as it reflects a significant level of inclusion and engagement from those living with dementia despite potential communication or cognitive barriers.





Once Gayle made contact I knew better what was out there and available and did not feel so isolated and alone. Knowing that there was someone there to help me and access what I needed was a life saver. ””



I was caring for mum by myself, now I have a team, including ADSS, and it helps so much. ””

Whole Organisation:

Do you feel less lonely since accessing our services?

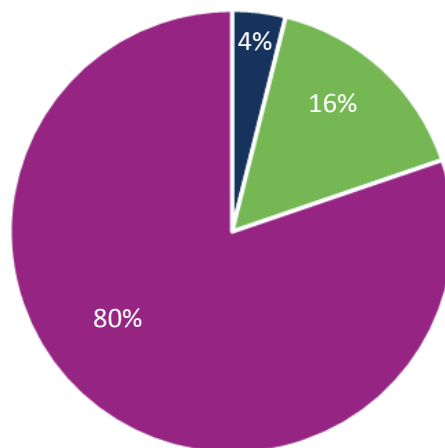
Evidence³ shows that loneliness can have a detrimental effect on those living with dementia, including physical deterioration within the brain. There is also evidence⁴ that demonstrates Carers often experience higher levels of loneliness. This is significant because this loneliness can lead to serious health issues, and it may also negatively impact on the person they are caring for.

A large majority of respondents (80%) reported feeling less lonely after accessing ADSS services. This demonstrates that ADSS has had a significant and positive effect on reducing loneliness and improving social wellbeing among people we support.

Around 16% of participants were not sure if their loneliness had changed. This group may include individuals who are newer to the service or whose personal circumstances fluctuate, suggesting a potential area for follow-up engagement.

Only 3.9% said they do not feel less lonely, indicating a small group who may require more tailored or consistent support.

Do you feel less lonely since accessing our services?



■ No ■ Not Sure ■ Yes



I was very lonely before ADSS, it's changed my life, going to clubs meeting wonderful people. It has given me a different outlook on life. ””



Since joining the activity programme I have met so many lovely people, they are like family now. ””



I feel safe when the girls visit as I won't shower unless someone is there in case I need help. ””



I definitely feel safe. The carers help me by getting me up and helping me to get washed and dressed. ””



I feel mum is safe and supported more, and I'm not rushing around to get to her. ””

Do ADSS services help you feel safe?

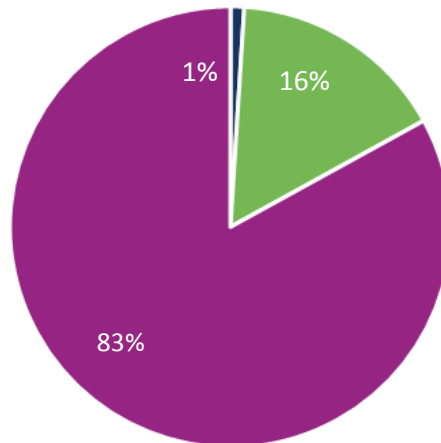
A very high proportion of respondents (83%) reported that ADSS services make them feel safe. This shows that the organisation's environment and staff interactions are perceived as trustworthy, supportive, and secure, which is essential for effective service delivery and wellbeing.

Around 16% of participants were not sure if the services make them feel safe.

This could suggest that some individuals are new to the service or may need more consistent reassurance and communication to build trust.

Only 1% (3 people) said no, indicating an extremely small minority who do not feel that ADSS services help them feel safe. While this is a minimal figure, it highlights the importance of ongoing monitoring to ensure everyone feels comfortable and protected within the service environment.

Do our services help you to feel safe?



■ No ■ Not Sure ■ Yes



“
Claire encourages me to carry on doing all the things I used to do and love. I may not always do them, but Claire is a constant support and advocates for me to carry on.”

“
They let me do what I can and give me assistance on things I can't.”

“
Kelly's support has given me strength and confidence to know I'm not wrong with making decisions.”

“
I was advised to keep as active as I can, taking into account my medical condition, to help with my mental wellbeing and my general health and mobility.”

“
I go to groups! I'm very reserved and don't like people, so to attend a group and mix with people is a huge step.”

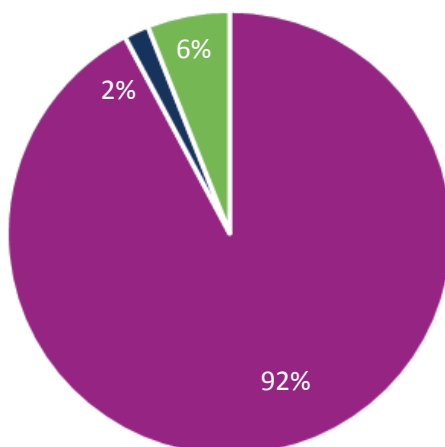
Do our staff encourage you to do the things you are able to do?

A very large majority (83%) feel that ADSS staff encourage them to be as independent and active as possible, which reflects the strong engagement, support, and positive relationships between staff and the people we support.

Only a small proportion (about 6%) were unsure, which may indicate a need for clearer communication or consistency in encouragement.

Very few respondents (less than 2%) felt they were not encouraged – this is a positive indicator of staff performance and attitude.

Independence encouraged



■ Yes ■ No ■ Not Sure



“
I feel that this is exceptionally friendly – I feel that you have given me lots of options. You are encouraging me to choose what I would like to do.”

“
Carers always ask for my preferences, what I like and what I want.”

“
Although Claire put me in touch with some new groups, she did not pressurise me or my husband to join. She gave me the information and I feel I am able to choose which groups to go to and make my own decision.”

“
I have asked for Julia's advice and she has given me different options and talked me through things for me to then be able to make my own choices.”

“
I feel that I have more chance to make my own choices now I have more information about the help and support that is available.”

Do you feel you have been able to make your own choices?

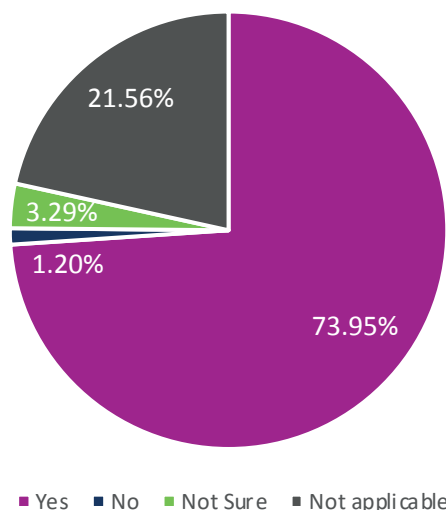
When asking this question last year, some participants felt it did not apply to the support they have accessed at ADSS. Therefore, this year we added the option this year to select 'Not Applicable'.

A huge majority of respondents (73.95%) told us that they have been able to make their own choices. When excluding those who felt the question was not applicable to them, the percentage of respondents who feel they have been able to make their own choices was more than 94%.

A very small proportion of respondents (3.29%) were not sure and a tiny proportion (1.20%) answered no. One person that answered no told us that they would not have chosen this life for their loved one. And another explained that they worry when they are at home alone.

This data suggests that staff at ADSS do enable and encourage people to make their own choices, however, it also shows the importance of ensuring people understand the choices they have and have the relevant information to enable decision making.

Do you feel you have been able to make your own choices?





I was given information on dementia, my medication and my illness. Staff are very informative and provide all the information needed. ””



Knowing if we have a problem our coordinator is at the end of the phone. Advice is always given freely in a very friendly manner. Always goes away to check her answer and always calls us back. ””



You came to visit mum and support her and while you were there suggested that maybe dad needed an assessment, which hadn't occurred to me... You have helped to get both attendance allowance and also some equipment in the house. ””



If I have questions and for some reason they are not sure of the answers, they will find out for you or put you in touch with organisations that can. ””

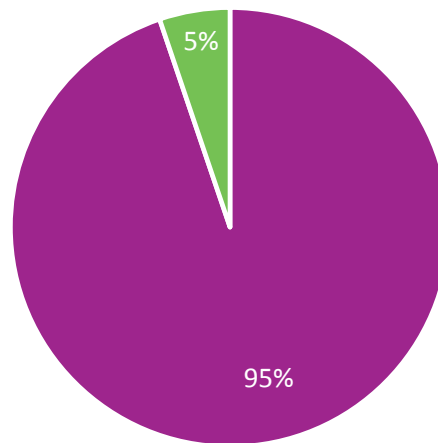
Do you feel that when you need information, we would be able to give it to you?

The results are overwhelmingly positive, with almost 95% of respondents confident that staff can provide the information they need.

A very small portion, around 5% were uncertain, suggesting rare or isolated cases where communication could be improved.

The data indicates that staff are highly effective and reliable in providing information, fostering trust and transparency with service users.

Do you feel that when you need information, we would be able to give it to you?



■ Yes ■ Not sure ■ No





“

You feel yourself in the groups and you're not afraid of the future. I have lost that fear now of people knowing I have dementia. I attend peer group, Strood Memory Café, and Wainscott Dementia Hub.”

“

My favourite activity is the Strood Memory Café – such warm and lovely people. I also like the peer group I attend with Ross. I go to different groups for different reasons but enjoy them all.”

“

I enjoy meeting with people and having a chat.”

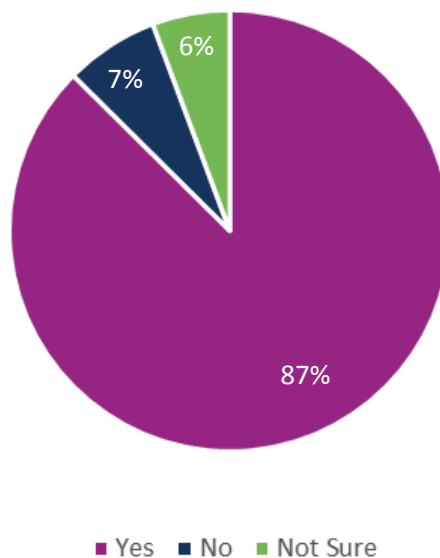
Have you been able to access social activities that you enjoy?

The majority of respondents (over 87%) reported that they have been able to access enjoyable social activities. This reflects strong support for social inclusion and engagement within the service.

A small proportion (around 7%) said they have not been able to access activities they enjoy. This indicates that a few individuals may face barriers such as limited availability, accessibility issues, or personal constraints.

Another 6% were unsure, suggesting that some respondents may not be fully aware of available activities or may not have had recent opportunities to participate.

Have you been able to access social activities that you enjoy?

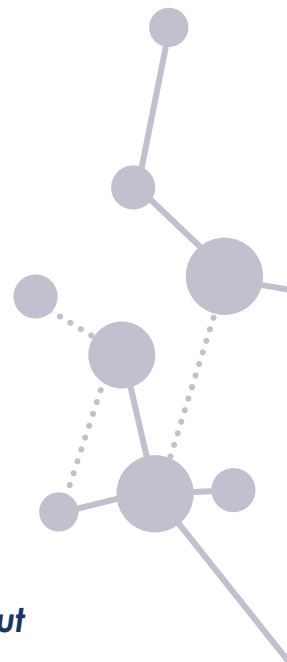


“

I go along to the different groups since you have supported me to do that – I really enjoy it.”

“

Mum can go out more, without having to wait for me to be free or take days off work.”





Since starting our journey, we have established good friends and have been able to support each other through difficult times.



We are all made to feel welcome. I count on the people I have met as extended family.



Made friends who understand some of the problems that you maybe having or someone to talk to.



I would be absolutely lost without these groups. I count down the days and weeks for the groups – it’s the highlight of my life.



The memory café is always friendly and Sarah does an excellent job of including everyone – she has a cheerful nature.

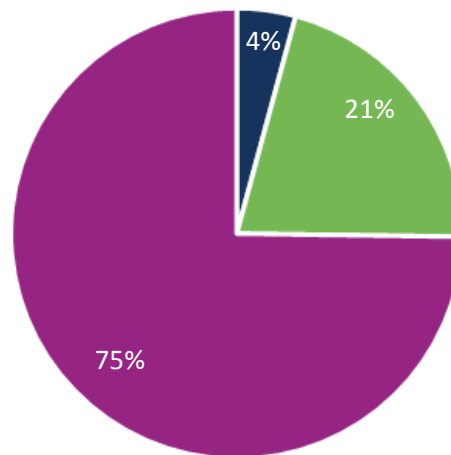
Since accessing our services, do you feel like you are part of our community?

A strong majority (74.55%) of respondents feel that they are part of our community since accessing the service. This reflects positive inclusion and belonging among most people we support.

However, one in five respondents (21%) were unsure, which may indicate that while they have had some positive interactions, they don't fully feel integrated or connected yet.

A small minority (4.5%) said they do not feel part of the community, which suggests there are still some barriers to full engagement or feelings of isolation for a few individuals.

Since accessing our services, do you feel like you are part of our community?



■ No ■ Not Sure ■ Yes





I feel that I would always have back up from ADSS.



Kerri spoke up for me when there was concerns and spoke to the doctor directly of who diagnosed me for extra support.



I think ADSS 100% champions the rights of people with dementia.

ADSS: Dementia Specialists

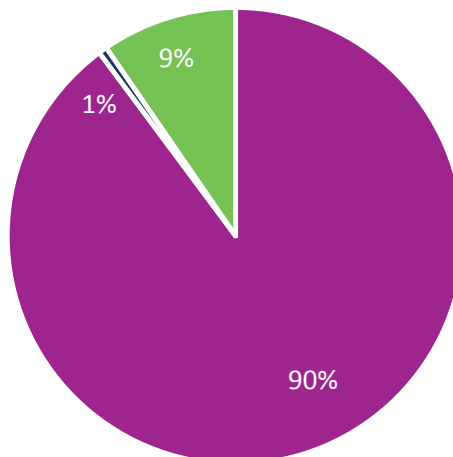
In previous years we have asked questions relating to the experience people have with our staff and have been very pleased to learn that our staff consistently make people feel listened to and understood.

This year we wanted to shine a light on our specialism within dementia, therefore asked questions relating to rights and inclusion.

Do you feel we champion the rights of people affected by dementia?

A large majority (89.52%) of participants told us that they feel we do champion the rights of people affected by dementia. A small proportion (9.58%) were not sure, and a very small proportion (0.90%) answered no. Many of the people that were not sure explained that they would imagine ADSS would champion their rights, but they have not needed that yet. The 2 people that answered no unfortunately did not provide further information. It is clear from the feedback that ADSS has championed the rights of many individuals, however it is important to ensure the people we support are confident that we are championing the rights of those affected by dementia as a group.

Do you feel we champion the rights of people affected by dementia?



■ Yes ■ No ■ Not Sure



I think it's for everyone carers included it's nice. ””



Information is easy to understand and relevant. ””



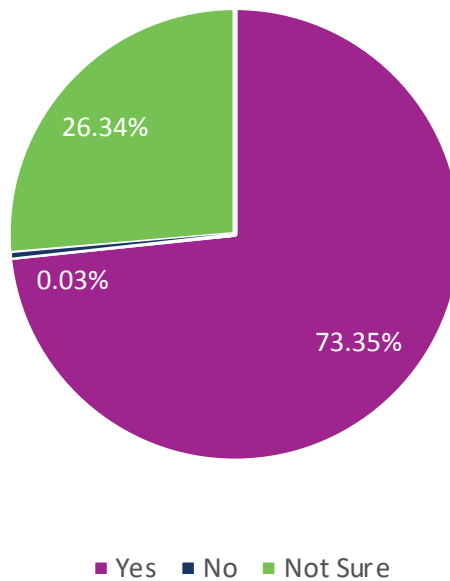
Kerri treats myself and my husband as human beings. Not people who have dementia. ””

Do you feel our services and activities are dementia inclusive?

A good majority of participants (73.35%) told us that they do feel our services and activities are dementia inclusive. A fair proportion (26.34%) were not sure and a tiny proportion (0.03%) answered no. Unfortunately, the person that answered no did not provide further information. Most of the people that were not sure explained it was because they had not attended any groups or activities. One person stated they would benefit from an overall picture of all the services available, as opposed to the tailored information provided by Dementia Coordinators, as they are not local.

Whilst there is a very positive response regarding ADSS being dementia inclusive it seems there is more we can do to increase understanding of what being dementia inclusive means overall. For example, whilst it's important that the venues we use for groups are accessible and have clear signage in place, it is also important that the written information we provide when visiting people in their own homes is accessible to those living with dementia.

Do you feel our services and activities are dementia inclusive?



Carers' perspective

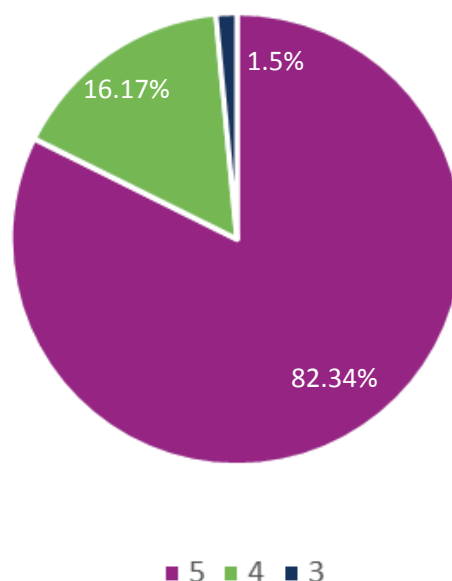
On a scale of 1 to 5, how supported do you feel in your caring role by ADSS?

We asked Carers taking part additional questions relating to their caring role.

The chart below measures how supported respondents feel in their caring role, rated on a scale of 1 (lowest) to 5 (highest). However, only 3, 4, and 5 are shown in the chart, suggesting that the lower ratings (1 and 2) were not selected.

A large majority (82.34%) of respondents feel highly supported by ADSS, indicating strong satisfaction and trust in the organisation's support system. A further 16.17% feel well supported, though not to the fullest extent. This suggests room for improvement to move them from a 4 to a 5. A small minority (1.5%) feel only moderately supported, indicating issues such as less contact. Some Carers have suggested they would like a regular one-to-one meeting. One carer highlighted that they have never met their new Dementia Coordinator.

On a scale of 1 to 5, how supported do you feel in your caring role by ADSS?

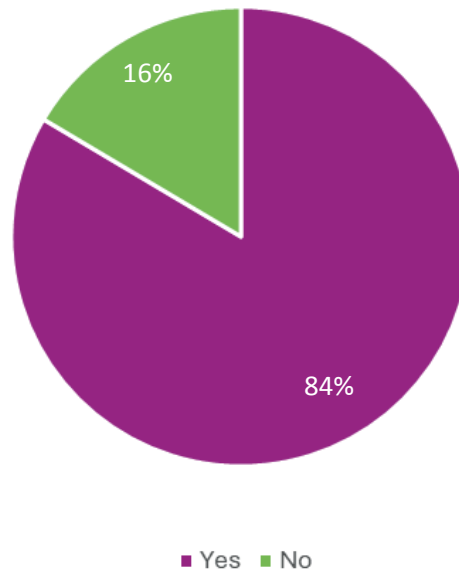


Some Carers have suggested they would like a regular one-to-one meeting

Have you experienced a crisis in the last 12 months?

A large proportion (83.53%) told us they had experienced a crisis in the last 12 months. This strongly suggests that Carers of those living with dementia may be at risk of ill health as a result of their caring role.

Have you experienced a crisis in the last 12 months?

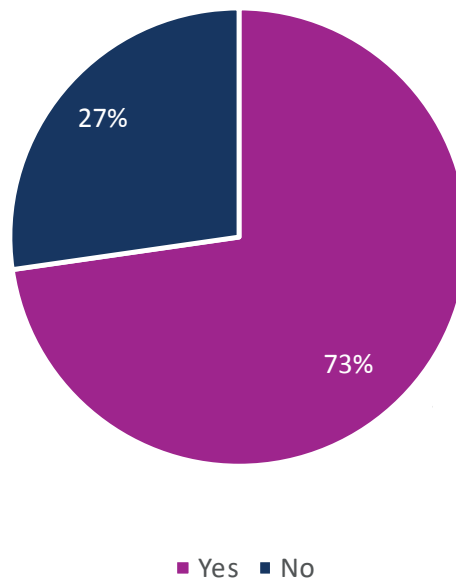


If you have experienced a crisis in the last 12 months, were we able to support you sufficiently through the crisis?

The data reveals that the majority of respondents – 40 people (73%) – felt sufficiently supported by ADSS, while only about 15 individuals answered “no”, indicating that the ADSS team were unable to support them through their crisis. This indicates a positive outcome for the support system, with a significantly higher number of individuals satisfied with the assistance provided.

For those who answered “No”, when asked to provide more details, several responses highlighted reasons that were not directly related to the support provided by ADSS. For example, one respondent stated: “My crisis was a personal one and this was way before I met Claire and ADSS.” Others said they had not informed ADSS of the crisis, while one added: “My husband has mood swings due to frontal lobe brain injury, so there is nothing that can be done.”

If you have experienced a crisis in the last 12 months, were we able to support you sufficiently through the crisis?



Hospital-Based Services

Our Hospital Dementia Coordinator and Enablement Service provides essential support to individuals with dementia and their carers both in Darent Valley Hospital and in the surrounding community.

Hospital Dementia Coordinators assist patients with dementia and their families throughout their hospital experience. They offer guidance during admission and discharge and ensure that ongoing support is arranged through Community Dementia Coordinators after leaving the hospital. As part of this evaluation, we asked 42 people who had accessed the service to share their experiences. Most of the questions were the same as previously covered within the Community-Based Services section of this report. However, we asked some additional questions that were more specific to this service, the responses to which are detailed below.

Feedback from individuals involved in a recent evaluation of this service showed that they felt heard and supported by both the Dementia Coordinators and Enablement Workers. Almost all reported feeling safer and reassured, knowing they could reach out to us before a crisis develops.

The most accessed service by participants was Community Enablement (45%), followed very closely by Hospital Dementia Coordinator (43%). These two services together account for 88% of all responses, suggesting

Hospital Dementia Coordinators assist patients with dementia and their families throughout their hospital experience.



We were left in the corridor most of the night, Claire came in and immediately 'took control' – once she explained the processes, we knew what to expect and we were calmer. ”



Claire was a minefield of information, everything she spoke to us about were things we had never even thought of. We got a plan together and a timeframe and that helped our Mum settle. ”



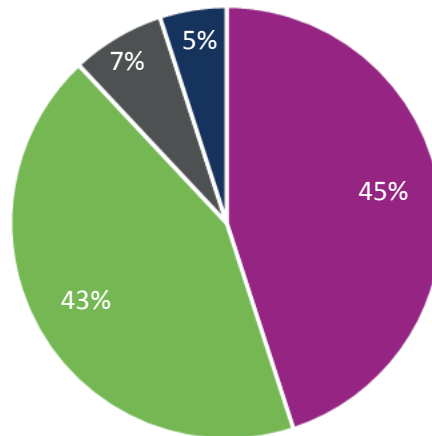
Claire comes and sees me most days, she checks in with David and myself. It has been without doubt without ADSS support I would feel lost. Claire has been the most consistent support from day one. ”



Claire liaised information between myself, my parents and the doctors, providing much appreciated guidance and reassurance. ”

they are the main ADSS hospital services used. Hospital Enablement (7%) and “Not sure” (5%) represent a small minority of responses, indicating either less awareness or lower usage of these services.

Which of these ADSS hospital services did you access?



■ Community Enablement ■ Hospital Dementia Coordinator ■ Hospital Enablement ■ Not Sure

Several comments praised the service for its reliability, strong communication, and supportive approach, with feedback such as “you’ve been fantastic” and “you turn up when you say you do”. A few responses highlighted specific positives, including the helpful advice, referrals to other services, and the enjoyment of activities like trips out. One participant suggested that it would be beneficial for these trips to continue until further support, such as from Crossroads, becomes available.

Did we help you and/or your loved one to feel more supported during your hospital stay?

Many participants (60%) expressed appreciation for the support received during their hospital stay, with some highlighting how staff communicated with hospital teams, ensured their preferences were known, and provided comfort through visits and conversations. Comments noted that staff made referrals, shared information between families and doctors, and provided helpful resources like the “This Is Me” booklet and preference forms to aid hospital staff in delivering more personalised care.

A few respondents specifically mentioned the Enablement team spending time with patients, which was valued. However, several individuals (40%) were unsure about



You ensured Mum's voice was heard in hospital and that she had everything that she needed. ””



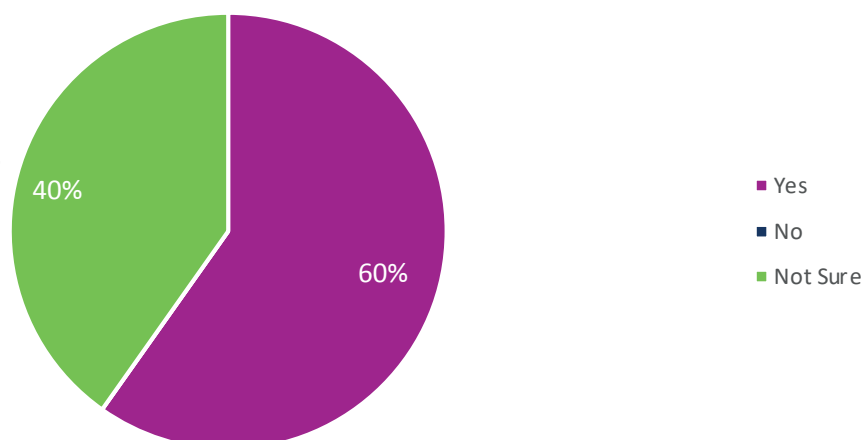
“I have the confidence that if I am not at the hospital that he will be looked after by Claire. She can help support any decisions that are made around his dementia. ””



My husband feels that he is but I have my doubts and am trying to arrange respite for when I go into hospital for my minor operation myself. Ginette has been helping with this and has asked her colleague to refer us for this. ””

the level of support due to circumstances like COVID-19 restrictions or reported difficulty recalling their hospital experience.

Did we help you and/or your loved one to feel more supported during your hospital stay?

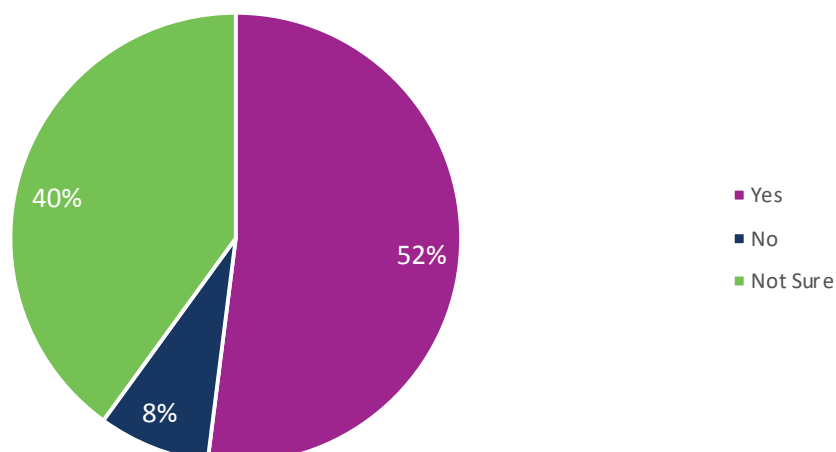


Do you now feel more confident about coping at home?

The feedback received indicates that overall coordination and organisation of care have significantly improved, with equipment and referrals being handled efficiently and in a timely manner.

Family members feel more involved and reassured by the enablement support provided, which in turn strengthens confidence in the care process. There is also a clear sense of emotional reassurance among patients, who express that they feel listened to and that their individual circumstances are being understood and taken seriously. One person that answered “No” explained they have always felt confident and another stated the question was not relevant to them as they are now in full-time care.

Do you now feel more confident about coping at home?





You listened and ensured to do your best to support on the ward. I felt more relaxed knowing mum had someone looking out for her as I live far away.

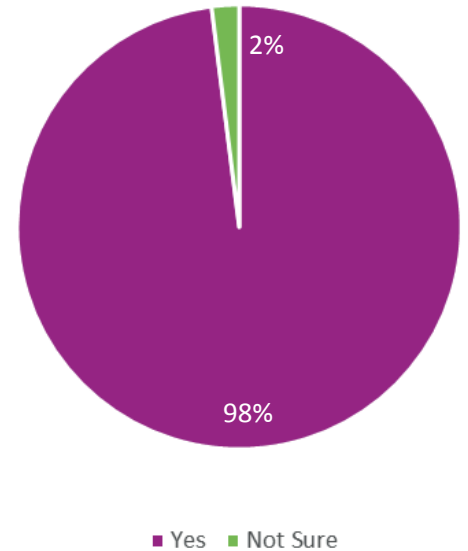


Claire listened and then asked questions of me, I was able to then tell her what has happened. My husband was sitting next to me and he couldn't believe that I actually was able to recall things from a few days ago.

Do you and/or your loved one feel listened to by our staff?

Many respondents described staff as “easy to chat to”, “down to earth”, and “very comfortable to speak with”. This ease of conversation was often linked to feelings of being heard and understood.

Almost all participants (98%) overwhelmingly felt listened to by staff, describing them as approachable, empathetic, and easy to talk to. Many noted how staff took time to engage meaningfully, asking questions, offering reassurance, and summarising discussions to ensure understanding. This active listening helped build trust, reduce anxiety, and allowed individuals to speak openly – even about sensitive or emotional topics. Importantly, listening often led to action, with staff adjusting plans, making referrals, or providing support that reflected what had been shared. Carers also felt included and supported, with staff facilitating conversations and offering guidance in difficult moments. Overall, the service's listening approach was widely appreciated and seen as a vital part of the support provided.





I feel I can tell you anything... I know you listen, understand and will support me where you can. ””



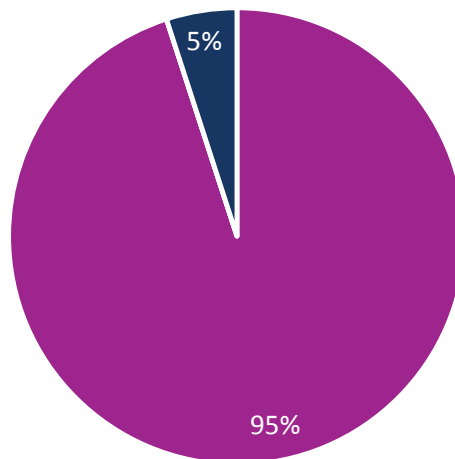
Claire could see that I was getting upset; she didn't move from my bedside until I was stronger... she totally 'got' me. ””

Do you and/or your loved one feel our staff understand you?

An impressive 95% answered yes when asked this question. Nobody answered no and 5% were not sure.

When we asked people to tell us more, the feedback demonstrated consistently high levels of trust, empathy, and support provided by the Enablement Support Workers and the Hospital Dementia Coordinators. People felt listened to, understood, and never rushed, often describing staff as patient, approachable, and easy to talk to. Many reported that workers recognised their emotional needs, provided reassurance during difficult moments, and offered practical guidance that improved both confidence and wellbeing. Staff were praised for their compassion, ability to explain information clearly, and for going above and beyond to ensure dignity, comfort, and personalised care. Several individuals noted that the support helped reduce feelings of isolation, made challenging situations more manageable, and provided a vital sense of being heard and supported.

Do you and/or your loved one feel our staff understand you?



■ Yes ■ No ■ Not sure



It's made me want to do more and get to know people. ”



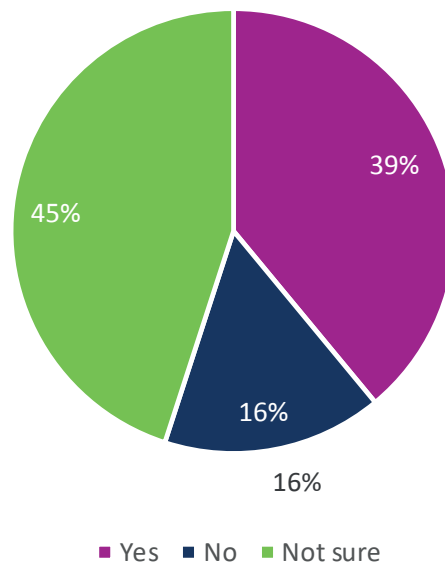
The support we have received has given my dad, mum and myself confidence. ”

Have we helped build your confidence to live independently?

We wanted to understand if the Enablement service in particular increases confidence to live independently after a stay in hospital. 45% of participants that had accessed the service answered yes. When telling us more, it was clear that the enablement support has increased confidence, independence, and willingness to be more active, both at home and when going out.

Of those that answered no, three are living with dementia and stated that they felt they were already confident, therefore didn't need the service to build their confidence. Two were Carers who explained that the people they support now need full-time care. Those that were not sure explained they were generally social and independent, have relied on family support in the past, or are unsure about certain tasks once handled by others.

Have we helped build your confidence to live independently?





What difference has this service made to you?

Feedback from respondents consistently highlighted the emotional reassurance and sense of safety provided by the service.

Many described feeling comforted and less isolated during stressful periods, often using phrases such as “a weight lifted” or “a breath of fresh air”. The service was frequently compared to the support of a trusted relative or extended family member, reflecting the strong relationships built between staff, patients, and carers.

Participants also emphasised the practical support and advocacy offered by staff, particularly in helping individuals navigate complex health and social care systems. Respondents valued having someone to ensure their voices were heard, facilitating referrals, and providing clear information about available services and entitlements. This guidance increased confidence and enabled individuals to make more informed decisions about their care and support options.

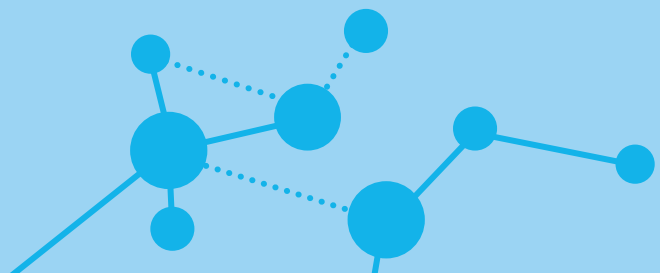
Carers reported significant benefits from the respite opportunities created through Enablement support, such as befriending visits and trips out. These breaks allowed them to rest and recharge while feeling reassured that their loved ones were safe and well cared for. In addition, many respondents highlighted the positive impact of social interaction, including companionship, opportunities to meet others in similar situations, and encouragement to engage more with community activities and support groups, which helped reduce loneliness.

Finally, respondents valued the continuity of support from hospital admission through to discharge and ongoing community follow-up. Having a consistent point of contact reduced stress and contributed to smoother transitions home.

While overall feedback was highly positive, one respondent expressed disappointment when the service ended, indicating that ongoing visits and trips were particularly valued and missed once support concluded.



Without ADSS at the hospital we would be still in a dark place. One referral has got us so much help, we have now got Rapid involved and so we are now getting sorted after another hospital stay. (Claire was on annual leave.) Claire has always been at the end of a phone and is a comfort when we have a problem.”





Case Study: Dudley Pearce

Dudley Pearce lives in Medway and was diagnosed with Vascular Dementia in 2013. He has been a service user since ADSS came to Medway. Since then, he has become an ADSS advocate. He does his best to stay active, keep busy, and help others in his community.

A big part of Dudley's journey has been taking part in activities run by ADSS in Medway. He especially enjoys the day trips

For more than 12 years, Dudley has gone to dementia support groups. He says they have been one of the best things for him since his diagnosis. He believes peer groups are very important and one of the best things, especially for people in the early stages of dementia.

The groups are intimate, friendly and welcoming. People can talk openly, share their stories, and listen to others who understand what they are going through. Dudley says ***"it really helps to meet people in a similar situation. Talking together helps people learn ways to cope and feel less alone."*** Being part of the group has helped Dudley feel more confident, and he is proud to support others.

"Getting out there and talking about dementia does me good and it does other people good," says Dudley. ***"It would be really easy to hide away at home, but I know I'd just go downhill. These groups, where people can talk and share their experiences, they're the best thing ever"***.

Dudley also bravely shared his story at the 2025 AGM, where he gave a speech. One of the key messages he shared was:

"My advice to anyone who notices changes in someone's character, speech or memory is to get help as early as possible. Start with their GP. And most importantly, contact ADSS, who have a number of services."

A big part of Dudley's journey has been taking part in activities run by ADSS in Medway. He especially enjoys the day trips. Before joining, he had never been on organised day trips. Now he describes them as friendly, well-planned and enjoyable.

"The trips bring together people living with dementia and their carers. They spend time together, build friendships





and support each other and it is inclusive for people with different needs. Staff and volunteers are there to help, so everyone feels safe and included.”

Dudley says that without ADSS in Medway, many people would struggle to find the help they need.

“ADSS have been a lifeline to so many people living with or waiting for a dementia diagnosis, and their carers. Without ADSS’ support, people would be struggling” says Dudley. ***“They have made a terrific difference in Medway with cafés, peer groups and carers groups, and especially the Dementia Coordinators. They help connect people with doctors, GP surgeries and memory clinics.”***

Alongside peer groups, they also run Drop-In sessions. Dudley likes these because they are relaxed and welcoming. People can ask questions, get advice and find out what support is available.

“They are so important for Medway and the surrounding areas, and they are doing a fantastic job helping our communities” he says.

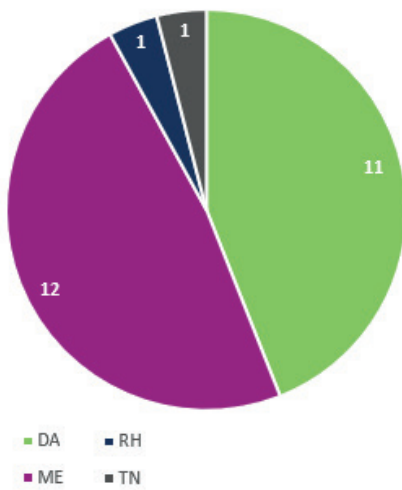
Dudley’s story shows that with the right support, at the right time, you can live well with dementia. Peer groups, day trips and local services can make a real difference, helping people stay connected, confident and supported.

**“
My advice to anyone who notices changes in someone’s character, speech or memory is to get help as early as possible.”**

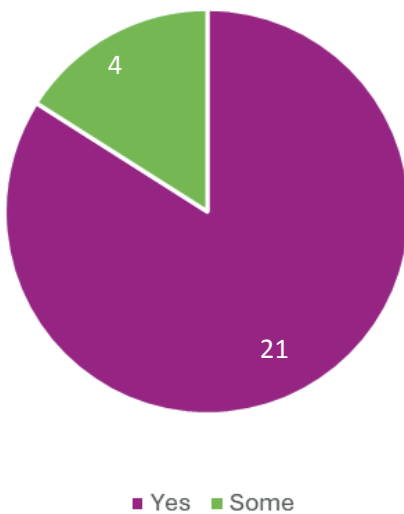


Partnership working

The first part of your organisation's postcode



Are you aware of all the services that ADSS offer in your area?



A total of 25 professionals participated in this survey, representing a range of organisations including the NHS, general practice (GP), social services, Carers and Police.

The pie chart below displays the first part of the postcode for organisations participating in this evaluation. It breaks down 25 responses as follows:

Medway area (ME) 48%, Dartford area (DA) 44%, Redhill (RH) 4% and Tunbridge Wells (TN) 4%

92% of participating organisations are from ME and DA postcodes. Therefore, ADSS is heavily concentrated in these two areas. The very limited representation from RH and TN (4% each) points to possible gaps in outreach or access.

The pie chart below shows the number of organisations that are aware of all the services that ADSS offer. A large majority (84%) report full awareness of ADSS services in their area. This suggests that communication efforts have been largely effective for most respondents – possibly those in more engaged or well-supported areas (e.g. the ME and DA postcodes from the previous chart).

How often have you interacted with our staff over the last 12 months?

This bar chart provides insight into how frequently professionals interact with ADSS staff, which is a strong indicator of partnership strength, service integration, and ongoing engagement.





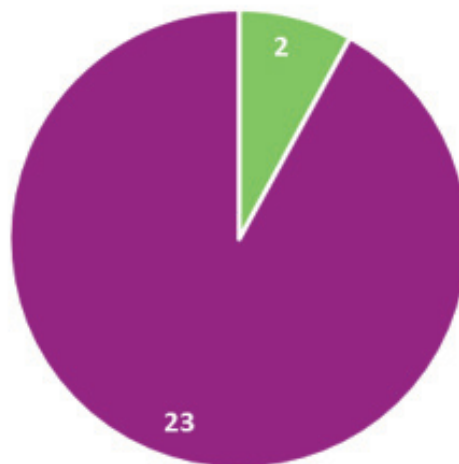
It has eased our situation around care. It has alleviated the stress that personal care brought and it has brought a lot of relief.



A clear majority (19 out of 25) interact with staff monthly or more often, suggesting strong and consistent professional relationships and regular collaboration. However, 6 out of 25 respondents (24%) reported interacting less frequently (“Every few months” or “Once or twice”). This could be due to geographic or structural barriers or possibly lower awareness or reliance on ADSS services.

Are you and your organisation aware of the Dementia Coordinator service?

This bar chart provides insight into how frequently professionals interact with ADSS staff, which is a strong indicator of partnership strength, service integration, and ongoing engagement.



A large majority (92%) of respondents are aware of the Dementia Coordinator service. Only 8% reported not being aware – a small but important gap that may benefit from targeted outreach or communication.

Even though not everyone feels fully informed about all services, a higher percentage recognise this specific service. This suggests the Dementia Coordinator service has stronger visibility or outreach compared to the full range of ADSS services.



The staff at ADSS are a particular agency where you will find them working out how to help. They will do more than expected and are very creative. The service is growing as they find new ways to support people and carers living with dementia.

NHS – Memory Assessment Service

The consistent presence and personal touch of ADSS staff stand out as key factors in this impact.

The difference we have made

The comments we received clearly demonstrate that ADSS has made a transformational difference to the people we support by combining emotional support, practical help, advocacy, and community engagement.

People feel less isolated, better equipped, and more secure, both in their caring roles and in living with dementia. The consistent presence and personal touch of ADSS staff stand out as key factors in this impact. We identified some key themes in the feedback we received.

Emotional Support & Reassurance

Many people expressed feeling less alone, more supported, and reassured that someone understands their situation, demonstrating a reduction in isolation and loneliness. Our staff are described as kind, patient, and good listeners. People value having someone who understands dementia and the challenges carers face. People repeatedly mention feeling calmer, less stressed, safer, and reassured knowing support is “only a phone call away”. Support has helped people feel more confident in handling situations, asking questions, and making decisions about care.

Practical Support for Carers

Carers gained valuable breaks through The Beacon, regular care workers, and structured support, easing their responsibilities. Guidance helped Carers recognise behaviours (such as understanding a parent’s diagnosis), manage challenges, and plan ahead. Many people talked about ADSS supporting them in dealing with GPs, social services, and other agencies – often stepping in to resolve issues quickly and effectively. Many discovered new support avenues (such as Blue Badges, TV licenses, and financial benefits) thanks to ADSS signposting and advice.

Support for People Living with Dementia

Groups, cafés, and hubs helped people make new friends, get out of the house, and feel part of a community. Regular activities improved mood, mobility, and mental wellbeing. People expressed feeling happier, brighter, and more included. Practical help (in areas such



as medication, washing, cooking, and hearing aid repairs) and advice enabled people to stay at home safely for longer.

Sense of Security & Continuity

Many described ADSS as their main or only consistent source of support, often describing us as “a lifeline”. People told us that having someone to call, especially during crises, was a major reassurance. People valued regular check-ins, a long-term presence, and knowing support won’t suddenly disappear – crucial for progressive conditions like dementia.

Life-Changing Impact

Many said **ADSS has made a “big”, “huge”, or “massive” difference**. Some said it “**changed my life**” or “**gave me my life back**”. People told us they feel more aware of their rights, options, and services, enabling them to take action earlier and more effectively. People talked about feeling connected and part of a community, developing friendships, and having a sense of belonging, easing feelings of isolation for both Carers and people living with dementia.






Anything we could do better?


Many people told us that no improvements are needed and praised the kindness, consistency, and quality of support. Multiple comments described the service as progressive, growing, and supportive. Individual staff members were repeatedly mentioned as brilliant, supportive, and impactful.

Whilst most responses were overwhelmingly positive, there are some actionable items for us to consider. This includes answering the phone more reliably, making it easier to understand texts and communications we send, expanding food flavours at The Beacon, monitoring participation at Wellbeing groups to ensure there is balance, and reviewing the opening hours of The Beacon.



We will review this feedback and develop an action plan for areas where we have the capacity to make improvements.

You told us about...	Our response...
<p data-bbox="137 1108 424 1187">Awareness & Communication</p> 	<p data-bbox="552 1108 1437 1288">We work closely with local GP surgeries to ensure appropriate signposting throughout people's experience of dementia. We also work in partnership with local memory services to ensure people are referred to us as they are going through the diagnostic process.</p> <p data-bbox="552 1317 1406 1422">We have launched our new website, ensuring information about all our services is available, and we are on all relevant social media channels.</p> <p data-bbox="552 1451 1437 1630">You can receive regular email updates from ADSS. This will ensure you know about all the services we offer and the exciting upcoming trips and social events. Please just fill in your name and email on the form at the bottom of the home page of our website.</p> <p data-bbox="552 1659 1445 1727">We also have leaflets available about all of our services, and inform people about upcoming activities at our Wellbeing groups.</p>

Individual staff members were repeatedly mentioned as brilliant, supportive, and impactful.

You told us about...	Our response...
<p>Accessibility (Digital & Non-Digital)</p> 	<p>We have just launched our new website which contains much more information about living with dementia and caring for someone with dementia. There are also accessibility options, including text to speech and translation.</p> <p>https://www.adss.org.uk/</p> <p>However, we are aware that some people may not be able to access online resources and would benefit from a home visit from one of our Dementia Coordinators, or from attending our Wellbeing groups. Relevant web pages can be printed and given as handouts as required.</p>
<p>Groups, Activities & Peer Support</p> 	<p>Our mission is to ensure that, by 2030, everyone affected by dementia in Kent has equal access to support, but we have had to raise the funds to do this and ensure any new services are sustainable.</p> <p>There are currently groups happening every day of the week across the areas we serve. They take place on Monday to Friday mornings, afternoons and occasionally evenings.</p> <p>Regarding entertainment and information available at Wellbeing groups, we are happy to hear suggestions from attendees. Please share your ideas with the group facilitator or email PDS@adss.org.uk.</p> <p>Please visit our website – www.adss.org.uk – or phone us on 01474 533990 to find out more about the services we have available.</p>
<p>Carer Support</p> 	<p>We are in the process of undertaking a co-production programme with Carers. We have worked with Carers across all the areas we currently serve and Carer organisations to develop a proposal for how we can enhance the support we offer to Carers. This proposal will be finalised in 2026.</p> <p>If you are a Carer of someone living with dementia and you need support, please visit our website – www.adss.org.uk – or contact our Dementia Coordinators on 0800 035 2221.</p>

Many people told us that no improvements are needed and praised the kindness, consistency, and quality of support.

You told us about...	Our response...
<p>Service Delivery & Responsiveness</p> 	<p>ADSS is committed to ensuring everyone is offered an initial face-to-face appointment with a Dementia Coordinator. Due to capacity constraints, further contact will, in most cases, be via phone calls every 6 months, based on individual needs. However, Carers are encouraged to reach out anytime if they need support. ADSS has 26 Dementia Coordinators across the areas we serve and there are an estimated 28,000 people living with dementia in the region.</p> <p>With regard to our Support at Home services, we are committed to ensuring that care workers assigned to individuals are consistent. On occasion, due to annual leave or sickness, we may need to assign a new care worker, however we strive to always inform the person in advance. If you would like to discuss this service, please contact Charlotte Weston on 01474 533990 (Option 2) or email Charlotte.weston@adss.org.uk.</p>
<p>Practical & Educational Support</p> 	<p>Our new website contains much more information about living with dementia and caring for someone with dementia.</p> <p>We offer a Carers Learning Programme to provide Carers and significant others with the practical tools to support their loved ones. We will be running a minimum of 12 programmes throughout the year and they will be held in various locations across Dartford, Gravesham, Swanley, Medway and West Kent. We are currently developing the programme so that we can offer online sessions.</p>



Developments since last year's evaluation

Every year we receive helpful feedback from people that have taken part in our annual evaluation. We review all feedback and, where possible, develop our services accordingly

We are very pleased that since the last evaluation we have launched our new website. The website is now much more accessible to all. There is an option on the home page to select whether you are living with dementia, your loved one has dementia, you want to play your part or you are a care professional. This ensures those accessing our website can get the right information for them. There is also accessibility support for translation of language, text to speech and text sizes. There is much more information about living with dementia and there is an option to find ADSS support near you by inputting your postcode.



Following on from our Carers Forum, where we asked Carers to help us identify where the gaps in support were, we launched a Carers Co-Production programme. We have invited Carers living in West Kent, Medway and Swale and Dartford, Gravesham and Swanley to join us to help us better understand their journey as a Carer and what support would make a difference to them. We have also invited organisations providing Carers services and a Dementia Coordinator representative for each area to join us. We will then put together a proposal for enhancing the support we offer to Carers.

We have reviewed the Carers Learning programme we provide and expanded our reach by facilitating sessions in Medway and West Kent. The Carers Learning programme offers Carers the opportunity to learn about dementia, develop coping strategies and plan for the future. It also provides the opportunity to meet others in a similar situation.



Our Wellbeing services have continued to flourish. In addition to the Memory Cafés, Peer Support groups and activities we offer in Medway and Swale, and Dartford, Gravesham and Swanley, we have now launched a Memory Café in partnership with the Guru Nanak Wellbeing Centre that serves the Sikh community in Gravesend. This collaboration resulted in delivering twice-monthly sessions, offering a mix of expert advice, information and guidance on dementia, as well as fun and engaging activities. There are many seldom-heard groups that are struggling with dementia, and we are pleased to have started building the support we can offer them.



This year we launched Beacon Buddies. The Buddies are a group of children from a local school who visit our Beacon Day service on a weekly basis. They spend time with our Beacon attendees, doing activities and talking about topics of interest. This inter-generational initiative enables connection and has mutual benefits including increased purpose for our attendees and empathy in the children.

To keep abreast of our developments please sign up to receive email updates on our website: www.adss.org.uk.



ADSS is making a real and lasting difference in people's lives. Again and again, people told us that our support helps them feel less alone, safer, more confident, and more able to cope with the challenges that dementia brings.

Conclusion

This year's evaluation shows, very clearly, that ADSS is making a real and lasting difference in people's lives. Again and again, people told us that our support helps them feel less alone, safer, more confident, and more able to cope with the challenges that dementia brings. For many, ADSS is not just a service, but a steady, trusted presence, someone to turn to in difficult moments, and someone to share the journey with.

What stands out most in the feedback is the importance of relationships. People value being listened to, understood, and treated with kindness and respect. They spoke about staff who take time, who care, and who go the extra mile, whether that's offering practical help, speaking up on their behalf, or simply being there when things feel overwhelming. Just as importantly, people told us how much our groups, cafés, and activities mean to them. They are places where friendships grow, confidence returns, and a sense of belonging replaces isolation.

We also know there is always more we can do. Some people have told us where things could be better, and we are grateful for that honesty. We will use this feedback to keep improving how we communicate, how we respond, and how we shape our services around the real lives of the people we support.

As the number of people affected by dementia continues to grow, so does the importance of what we do. We remain committed to walking alongside people living with dementia and their Carers, offering support that is compassionate, practical, and rooted in real understanding.

We would like to offer our sincere thanks to everyone who has shared their experiences with us. Your voices guide our work, and they will continue to shape our journey towards our 2030 vision of a kinder, stronger, and more inclusive community for everyone affected by dementia.

References

1. <https://www.alzheimers.org.uk/about-us/news-and-media/facts-media>
2. <https://democracy.kent.gov.uk/documents/s102567/Appendix%20-%20Improving%20Care%20for%20people%20living%20with%20Dementia%20Report%20-%20final%20report.pdf>
3. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10779072/>
4. <https://pmc.ncbi.nlm.nih.gov/articles/PMC8618455/>

This service has been extremely helpful. Without it, I do not feel we would've received the answers we were seeking.

It is so reassuring to know I can call on someone if I am worried about mum.

Support team are very caring and go out of their ways to assist.

You are a caring company and you would notice if I'm not managing.

Families always comment on how efficient the ADSS team are and how quickly they respond to referrals.
(General Practitioner)

Gayle has gone above and beyond in supporting us as a family.

Rachel at the Beacon is fantastic, she always makes me feel supported, and I don't feel judged.

Everyone we have dealt with at different stages are all so helpful and nice

Kind words about the services we offer at ADSS

The attitude of the dementia coordinators are so welcoming and supportive.

Kerri is a real credit to your service and has bent over backwards for us.

Our co-ordinator has been amazing. Keeps in regular contact just to see how I am.

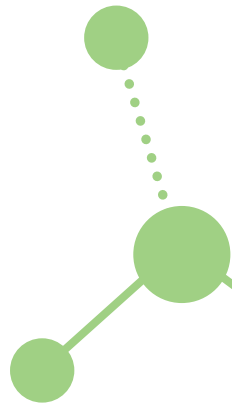
Meeting Claire and Jordan was a breath of fresh air. At last someone had me and my husband's backs

I appreciate you and am grateful for your support – you are a lifeline.

I feel that I don't have to deal with problems alone, I feel I have someone to talk to.

Gayle has gone above and beyond in supporting us as a family.

From my experience all the people from ADSS that I have had interaction with have been fantastic.



Let's get social

To keep up to date with all our latest activities or if you would like to leave a review, please connect with us on social media:

-  **ADSS Dementia**
-  **ADSS Dementia**
-  **ADSS Dementia**
-  **adssdementia**
-  **adssdementia**



Plus check out our website www.adss.org.uk for regular blogs relating to dementia and our work.