ADSS
Facing dementia together

The **impact** we make

2025/26



adss.org.uk



A welcome from our Chair of Trustees

I want to begin with my heartfelt thanks to our staff, volunteers, fellow trustees, supporters and, above all, the people and families we are honoured to support. Your compassion,commitment and trust make ADSS a vital source of help across Kent and Medway.

In **2025/26**, **we supported 6,328 people** - more than in any other year in our history. Most importantly, people tell us that this support makes a real difference. In our evaluation, **95%** of respondents felt confident that ADSS could provide the information and advice they needed, while **80%** felt less lonely after accessing our services.

Our teams helped people navigate dementia at home, in hospital and within their communities. We extended our work with Sikh communities into Rochester and Dartford and established a dedicated local support network for people affected by rare dementias. These developments reflect what ADSS does best: listening, recognising gaps and working with others to fill them.

It was wonderful to see the quality and innovation of our work recognised through local and national awards. Yet



behind every achievement are individual stories. **One person told us, *"I was very lonely before ADSS; it's changed my life."*** This is our purpose.

As demand increases, we need more supporters, partners and volunteers alongside us. With their commitment, careful stewardship and the trust of the people we serve, we can continue helping people affected by dementia live the life they want.

Sam Barton
Chair of Trustees



Imagine not knowing where to turn

Imagine navigating the health and social care system in the dark, desperately searching for answers while someone you love needs help - or while trying to understand what is happening to you.

Nobody should have to face dementia this way.

We are **specialist professionals** working across Kent and Medway, providing practical support, expert guidance and hands-on care. We are in people's homes, alongside them in hospital, welcoming them into our day centres and community groups, and at the end of the phone when they need us.

We listen first, understanding the person behind the diagnosis. From the moment dementia is suspected, we help people find answers, have their wishes heard and take the next step.

But demand keeps growing. **Referrals increased** by **22%** in **2025/26,** and we cannot meet that need alone.

This booklet showcases what we make possible together. Read the stories. Look at the results. Then join our army of supporters, partners and volunteers.

Together, we can make a lasting difference.

Referrals increased by

22%

in 2025/2026



Thousands of people turn to us

Every request for help is an opportunity to change someone's experience of dementia. In 2025/26, our support reached into homes, hospitals and communities across Kent and Medway.

6,328
people supported - more than ever before.



918
people supported at Darent Valley Hospital.



5,309
people received Dementia Support, including 2,594 family carers.



117
people supported at The Beacon, with
4,054
attendances.



331
wellbeing groups and activities, with 12,064 attendances.

14,087
hours of care at home.





Each of these interactions gave hope in uncertain times, purpose in everyday life and dignity through being heard, respected and supported.

Figures cover April 2025-March 2026. Hospital support is included within Dementia Support; people may access more than one service.

How we changed their journey

The **difference** is felt in everyday life: having someone to call, feeling confident enough to join a group or knowing your wishes matter.



I was very lonely before ADSS; it's changed my life.

In our 2025 evaluation:

95%
felt confident we could provide the information and advice they needed

80%
felt less lonely after accessing our services.

90%
felt we champion their rights as people affected by dementia

82%
of carers gave our support the highest rating

98%
of hospital service users felt listened to by our staff



From the first questions to the hardest moments

Our Dementia Coordinators helped people find answers, make informed choices and access support shaped around their lives.

From the first concerns about dementia, they provided practical guidance and emotional reassurance, helping families navigate unfamiliar services and difficult decisions.

At **Darent Valley Hospital,** our Dementia Coordinators and Enablement Support Workers ensured people's needs and wishes were heard. Working alongside families and hospital colleagues, the service helped **reduce average hospital stays** from **15 days** to just over **11 days.**

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





“This group really lifts my spirits… now I feel much happier.”





Finding each other and mutual understanding

Dementia can make someone's world smaller. Our wellbeing services help open it up through friendship, activity and belonging.

In **2025/26**, we almost doubled monthly wellbeing sessions in Medway, from seven to thirteen, bringing more opportunities for support closer to home.

We also took on the **Heart of Kent Memory Café**, keeping a valued community resource running and protecting a familiar place to meet in West Kent.

Our expanded **Carer Peer Support programme** provided more opportunities to talk with others who understand, with support for people living with dementia so their carers could attend.



Keeping hold of what matters

A familiar routine. A favourite activity. Time with people who know you. Our care services help people keep these important parts of life as their needs change.

During **2025/26**, **Support at Home** helped people with everyday living while maintaining independence and giving families reassurance.

At The **Beacon Day Centre**, members enjoyed personalised care, meaningful activities and friendship, while carers had time to rest or attend to their own needs.

Through **Beacon Buddies**, members shared games, crafts and stories with local schoolchildren, building friendships across generations and showing how much people living with dementia continue to contribute.

We introduced **Beacon Babies**, filling our day centre with bubbles, a ball pit and beautiful babies – creating joy through play, laughter and connection.

> ***"My wife is always smiling when I come to pick her up from day club."***





When support was threatened, we stepped forward



For families who depended on Capstone Day Centre, its sudden closure meant the possible loss of familiar faces, specialist care and much-needed respite.

We worked with **Medway Council** to take on the centre in Chatham, reopening this invaluable service in June 2026, protecting jobs and restoring vital support for people living with dementia and their families.

Alongside **The Beacon**, **Capstone** strengthens our ability to provide specialist day care across the communities we serve.

> ***I was so excited last night knowing I was coming back today, I couldn't sleep I missed it so much.***



Bringing help closer to home

Support works best when it understands people's lives and reaches them in places they trust.

Building on our partnership with **Guru Nanak Darbar Gurdwara** in Gravesend, we extended culturally tailored memory cafés into **Rochester** and **Dartford** during **2025/26**.

These partnerships help us understand barriers, build relationships and reach people who have been underserved by dementia support.



Safe, warm and supported

Our partnership with SGN addresses practical concerns that can affect safety and independence at home.

Between December 2024 and March 2026, we:



- Helped 1,104 people join the Priority Services Register
- Reached 3,155 households
- Gifted 800 carbon monoxide alarms
- Delivered 64 energy advice sessions to 1,156 people

SGN figures cover the partnership period December 2024 – March 2026.

Helping people find us
Helping people be seen

A clearer route to support

At the end of 2025 we launched our new **website**, bringing together information about our services, people's experiences and ways to get involved.

For families seeking help, professionals exploring our services and supporters discovering our work, it provides a place to begin and vital advice and resources for the journey ahead.



See Me First

At the heart of our work is the understanding that dementia is only one part of someone's life. Their identity, relationships, interests and wishes still matter.

In 2026, we launched our first public facing marketing campaign, **See Me First**, inviting people to look beyond the diagnosis.

Through photography, film and personal stories, people affected by dementia helped challenge assumptions and show why person-led support matters.

The campaign took us into libraries across Kent, Bluewater shopping centre and every GP surgery in the areas we serve, with powerful creative that put people's identities, stories and lives before their diagnosis.







Our work recognised
Our commitment renewed

This year, we received more awards than ever before - local and national recognition for the care, support and partnerships that change people's lives.

Behind every award are our teams who listen, care and go the extra mile. And behind their work are families who know what it means to have someone beside them when they need it most.

Every entry tells a story of work worth sharing. Every finalist place and award offers recognition for the people delivering it.

These achievements showcase the lifechanging difference we make to families every day.



Dementia Care Provider
Markel Third Sector Care Awards



Best Home Care Provider
UK Dementia Awards



Intergenerational work
Dementia Care Awards



Our work in Kent and Medway
Healthwatch Award



Our Guru Nanak partnership
Dementia Friendly Kent Award

35 years. One shared determination to make a difference

To mark 35 years of ADSS, our staff, teams and supporters embraced Challenge 35 with creativity, determination and generosity.

Our Chief Executive walked 35 miles over a month, while our hospital team united for a fun 35km group walk.

A 35-mile rowing challenge brought fundraising into the heart of a busy Tunbridge Wells shopping centre, and others took to the pool for swimming challenges.

Staff cooked delicious Indian meals, created pieces of art and made unique jewellery - all helping turn their talents into support for people affected by dementia.

Collectively their challenges helped raise £5,637.34!



To everyone who took part, donated or cheered us on:

Thank you

You turned a celebration of our past into support families can count on today.


ADSS




MARKS&SPENCER
see
dementia
first

Your part in what happens next

Fund support that changes lives…

Your gift or grant can put specialist help within reach of a family desperately searching for answers.

Put your business behind local families…

Turn your organisation's funding, skills and people into practical support in the communities where you work.

Close the gaps in dementia support…

Work with our specialist teams to connect health and social care, strengthen local pathways and help people get support when they need it.

Volunteer your time and skills…

Help us create more opportunities for care, connection and belonging.

Find support…

If dementia affects you or someone close to you, contact us to explore how we can help.



Some kind words from our service users

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.

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.

Knowing that there was someone there to help me and access what I needed was a life saver.

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

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

Together, **nobody** has to face dementia **alone**

Hope in uncertain times

Purpose in everyday life

Dignity at every stage

Help us be there for more people across Kent and Medway.

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Facing dementia together

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