

Facing dementia together

with Kent & Medway 2030



Brighter, Bigger, Bolder

We are the local specialist dementia service, which allows us to focus our support carefully on the needs of the local community, and each and every person we support. We empower people affected by dementia to carry on their chosen lifestyle and we equip people with the knowledge and practical support to live a good life with dementia.

Operating
in North-West
Kent since
1991

We provide
excellence in
dementia care
and **support**



We are
Kent's biggest
independent
charity
dedicated to
dementia



PURPOSE

Our purpose is to give people affected by dementia the knowledge, support and care they need to take back control of their lives, take part in family and community life, and manage their symptoms.

VISION

Everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want.

MISSION

Too many people affected by dementia do not get the vital social care, support, and guidance they need. We use our person-centred experience of dementia to define and implement social care services, from diagnosis to end of life, that reduce the devastating impact the disease can have.

The difference we make

Who we
are
here for

Our
support

What
we do

The change
we make

Our
impact

People
with
dementia
and those
who **care**
for them



DEMENTIA SUPPORT
Dementia Coordinators
Learning Groups
Information drop in

DEMENTIA WELLBEING
Dementia Café
Singing Back the
Memories
Peer Groups
Activity Groups & Trips
Befriending

DEMENTIA CARE
Support at Home
Beacon Day Centre

PROVIDE

Information & guidance
Emotional & practical
support

Fun & friendship
Peer Support
Physical & cognitive
activity

1:1 support for hobbies &
interest
Personal care
Support with tasks of
daily living
Respite for carers

PEOPLE...


Are informed and
supported

Can have fun and
make friends
Improve their self-
esteem & confidence
Become more active
and engaged

Can live with dignity
and safety at home
Are cared for when they
need it most
Get time for themselves

People with
dementia
and those
who **care** for
them are
able to live
well





"So glad I have come (to Carers learning Group), felt it has helped me so much to have a better understanding and how to now speak to my mum and give her all the help and support I can."

"The team at ADSS certainly bring out the best in us."

"Singing Back the Memories brightens up our day - good for our souls."

"We are so lucky to have ADSS in our lives and all the wonderful people behind the scenes."

So, reassuring to know dad is in safe care and still able to enjoy his life and know he is supported when needed."

"Your various groups have made a big difference to us and the quality of our lives... The days at The Beacon have certainly changed our life experiences and happiness levels... Staff and peers are very friendly and helpful in every type of group we have experienced and a big help on trips too. Staff giving help to us, as and when needed in every situation (always with a smile)"

"My mum lives alone and The Beacon has made such a difference to her quality of life. Not only is her general mood and wellbeing uplifted, but her dementia is also improved on the days she attends. Although her memory maybe fading; she knows that she will be picked up in a minibus, will be greeted warmly and affectionately, have a lovely meal and lots of fun and games".

"No-one has ever treated me or my Mum as well as ADSS have, I will be forever grateful."

"It's so nice to have a get together with like-minded people, fabulous atmosphere everyone enjoying themselves."

Getting Ready for the Future

2021-2026

Our aims

- Increase our **reach**, by 10% each year
- Demonstrate **excellence** and **specialism** throughout every aspect of our work.
- **Coproduce** a **wellbeing** service model that offers **flexibility** and **choice** and includes evidence-based activities.
- **Expand** our Dementia Support and Wellbeing Services across **Kent** and **Medway**.
- Increase our **efficiency** by 20% over five years.



Getting Ready for the Future Our results

Increase our **reach**,
by 10% each year

Demonstrate
excellence and
specialism

Coproduce a
service model that
offers **flexibility** and
choice

Expand our Services
across **Kent** and
Medway

Increase
our **efficiency**
by 20%

ADSS
supported
6172
People in
2023-24

74
Team members
are Dementia
Interpreters

40
Different Wellbeing
groups running
each month in
DGS and Swale

Now covering
half
of Kent &
Medway

Core costs
14%
of income



Facing Dementia Together with Kent & Medway 2030

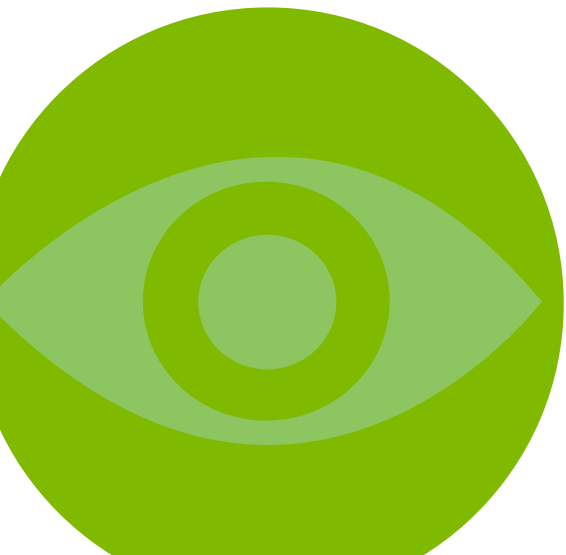
- By 2030, **ADSS** will be an **award-winning, well-known** and **sustainable charity** for people living with dementia and their carers.
- **ADSS** will ensure the delivery of **high-quality** and **evidence-based services** to all communities across **Kent** and **Medway** and;
- We will **champion the rights** and **aspirations** of those affected by dementia.



Be visible

We will **create** greater public and **professional awareness** of the work we do to **support people** affected by dementia and the **impact** we have.

We will do this by:



STRATEGY 1:

Improving our communication channels and messaging, with a new website and team toolkit.

STRATEGY 2:

having an accredited training product and team to ensure key organisations have the training they need to support people affected by dementia.

STRATEGY 3:

resourcing, recruiting, and developing a community engagement team that can work across districts to identify partnerships, support dementia friendly communities and reach underserved communities.

Be accessible

We will ensure that **wherever you are** in Kent and Medway you can **access a full range of services** to help you live well with **dementia**, or as a carer of someone.

We will do this by:



STRATEGY 1:

having a dementia coordinator and post diagnostic service across Kent and Medway.

STRATEGY 2:

creating partnerships to achieve efficiencies, greater expertise, or reach.

STRATEGY 3:

create a county-wide service offer dedicated to carers of people with dementia, and embed a greater understanding of carers, needs into all our services.

STRATEGY 4:

ensuring our information about dementia is more available, and tailored to the needs of the local population, to help people to help themselves.

Be equitable

We will **ensure** that the **people** who use our services, and our **team, reflect the diversity** of Kent and Medway.

We will do this by:



STRATEGY 1:

taking affirmative action, with our employee brand and recruitment processes to increase the diversity of our team.

STRATEGY 2:

co-producing services with diverse and underserved communities so they meet the needs of the communities of Kent and Medway.

STRATEGY 3:

including people with dementia as influencers at all levels of the Charity's decision making.

Be heard

We will **champion the rights** of people with dementia, and carers of people with dementia, and **call out the injustices** that they face. We will take a **rights-based** approach to our work.

We will do this by:



STRATEGY 1:

embedding a rights-based approach to our work by training all our team in human rights and other key legislation.

STRATEGY 2:

using our safeguarding and mental capacity practice to ensure we protect the rights of people with dementia.

STRATEGY 3:

using our community engagement team to build relationships with local politicians and other key influencers so they can champion the rights of people affected by dementia.



Memory Cafes



Dancing & Singalongs



Day Trips



Activity groups



Keeping fit



Art & crafts



Christmas trips



Fun



 ADSS Dementia

 ADSS Dementia

 adssdementia

 adssdementia

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