

The Difference We Make:

Annual Evaluation of the impact of our services



2025: Easy Read Report

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ADSS provides a variety of services in **North Kent, West Kent, Medway** and **Swale** to support people throughout their experience of **dementia**. Between April 2024 and March 2025, we supported **7,552** people.





ADSS helps people living with dementia and the people who care for them. We work across Kent and Medway. We offer 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.



How we collected views

401

people took part in this annual evaluation of our services.

This included people with

dementia,
carers and
professionals

People were

interviewed,
phoned or completed an
online form

What people told us

“

I was very lonely before ADSS. It has changed my life.

”

“

I feel safe when the girls visit.

”

“

They let me do what I can.

”

“

You gave me options and let me choose.

”

1

Feeling less lonely

80% feel less lonely after joining ADSS services.

Group activities help people make friends.

Carers also feel less alone knowing support is available.

2

Feeling safe

83% feel safe using ADSS services.

People said staff are kind, trustworthy and reassuring.

Home safety improved with advice and equipment.

3

Staying independent

83% feel encouraged to do things for themselves

Support helps people keep hobbies and routines.

People feel more confident making decisions.

4

Making choices

74% feel they can make their own choices.

Staff give clear information so people can decide.

Some people want more help understanding options.





““

If they don't know,
they find out for you.

””

““

I would be lost
without these groups.

””

““

We have made
good friends.

””

““

Without ADSS support
I would feel lost.

””

5

Getting Information

95% said staff give helpful
information.

Staff explain things clearly and check understanding.

People appreciate phone support and follow-up help.

6

Activities

87% enjoy the activities provided.

Memory Cafés and Peer Groups help connection.

People feel happier and more active.

7

Feeling part of a community

75% feel part of the ADSS community.

People feel welcomed and included.

Groups help people feel less isolated.

Carers' Views

Carers feel more

supported
and **confident**

Many carers experienced a **crisis**
this year.

Most felt **ADSS**
helped
them through
difficult times.





Claire explained everything. We were calmer.



Hospital support

People said ADSS helped them:

- Feel safer.
- Understand what was happening.
- Talk to doctors.
- Feel more prepared for going home.

What we could do better

- Make written communication clearer.
- Improve phone answering times.
- Review availability of services.
- Add more food choices at The Beacon.



What we improved this year

- Launched a new accessible website.
- Started Memory Café with Sikh community.
- Expanded Carers' Learning Programme.
- Started Beacon Buddies connecting children with attendees.





It's a relief knowing there is somewhere to go for help.



Being part of ADSS makes me feel stronger and more confident.



I don't feel forgotten anymore.



The difference we make

People said ADSS helped them:

- ✓ **Feel less alone**
- ✓ **Feel safe**
- ✓ **Stay independent**
- ✓ **Make choices**
- ✓ **Join activities**
- ✓ **Feel part of a community**
- ✓ **Get the right information**
- ✓ **Feel supported in hospital**
- ✓ **Feel supported as carers**

Summary

We will keep improving our services for everyone affected by dementia.

ADSS makes a big difference in people's lives

People feel safer, supported and connected



If you would like to speak to us about this report or how we can support you please call us on **01474 533990** or email info@adss.org.uk

If you would like to read the full report, please visit our website www.adss.org.uk and search 'Annual Evaluation 2025'.

Thank you

Thank you to everyone who shared their views.

Your feedback helps us improve.



Let's get social

To access the full version of this report please visit our website, email info@adss.org.uk or phone 01474 533990.

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

