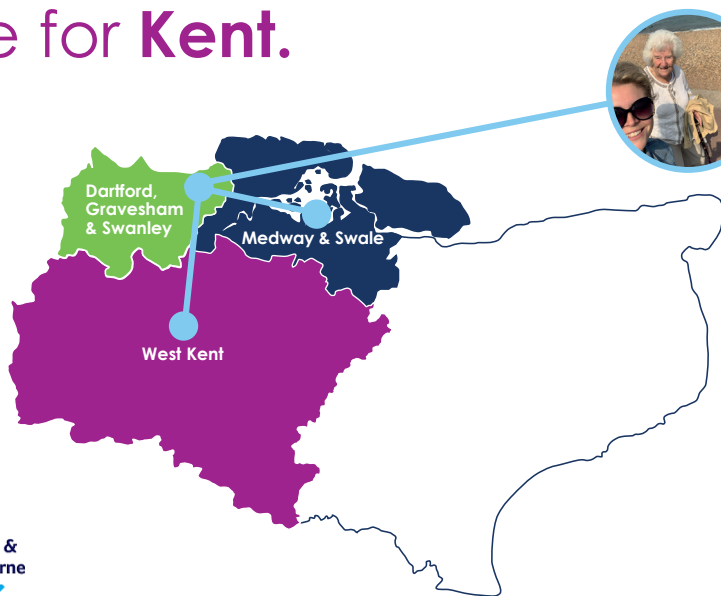


# Impact

2021/2022



**Alzheimer's and Dementia  
Support Services** are the  
leading specialist dementia  
service for **Kent**.



*On behalf of*



**Kent and Medway**



As many of you will be aware, this year after a successful tender submission, ADSS was awarded three contracts from Kent County Council and the NHS Kent and Medway Integrated care Board.

This has allowed us to significantly expand our work with people living with dementia in Kent, offering new dementia coordinator services in north and west Kent, as well as continuing to provide our core post-diagnostic support services in north Kent, in partnership with Age UK Faversham & Sittingbourne and Age UK Sheppey.



# An Introduction from our Chair



**While much of 2021-22 was spent dealing with the ongoing challenges brought by the Covid-19 pandemic, combined with significant uncertainty about the future, ADSS ended the year on a very positive note.**

In early 2022 we were delighted to be awarded three major new contracts and I would like to thank the entire team at ADSS for their extraordinary work in securing and now delivering these contracts, which provide vital support for people across the county. I would also like to thank KCC and the Commissioners for their faith in ADSS and their continued support for the Charity's work.

I am pleased to say that ADSS now boasts the largest team in its 31-year history, and this year we will support more people in Kent than ever before.

The year ahead looks just as exciting. We are continuing to expand our fundraising activities, which will help diversify our income and support the expansion of our services to reach more people. And we are planning to increase our team with capable and caring people to ensure we can meet the growing demand for our services, as well as further develop our Senior Leadership Team.

I firmly believe that we will look back on the past two years as a transformative period for ADSS,

and one which confirms our commitment to our vision that everyone living with dementia in Kent and Medway gets the support they need to live the life they want.

Sam Barton



# 2,521

Facebook likes



Supported

# 1787

people in  
2021-22



an increase of

# 14.4%

on the  
previous year.

# Our CEO



**If I was to think of a word that summed up 2021-22, I would say uncertainty. It was a year of uncertainty on many fronts but, yet again, the wonderful team at ADSS has risen to the challenge, and for that I thank you all.**

We were delighted to be awarded our new contracts, but also for our fabulous team to continue with our business as usual whilst so much was happening.

Looking back on 2021-22, it is hard to remember the difficulties that Covid-19 continued to bring to all our lives. It had a profound impact on our team, and we had to cope with the high infection rates. It is also important to remember the

huge impact it has continued to have on people affected by dementia; that impact will continue to be seen for years to come. We have seen people's dementia symptoms worsen and frailty increase due to the lack of activity, isolation, and lack of routine.

We are excited for the future of ADSS and will continue to do everything we can to help people affected by dementia to recover and rebuild their lives after what has been a very tough time.

Best wishes,

**Katie  
Antill**





We held  
**92**  
Dementia  
Cafes

We had  
**1219**  
new referrals to  
the services:

**843**  
people living with  
dementia and

**376**  
carers

Our amazing  
volunteers  
provided a huge  
amount of their  
time to support  
our work

We were given  
**701.8**  
hours of time by  
these fantastic  
people



**29**  
people supported  
per month with  
Support at Home

This is an

**11%**  
↑

increase on  
last year

# The way we work

## OUR PURPOSE

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.

## OUR VISION

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

## OUR MISSION

Our mission 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.

## OUR VALUES



That everyone's **rights** and **dignity** should be promoted.



In being **person centred** and **focused** on people's abilities.



In being **inclusive** and embracing everyone in our community.



In **working together** to **deliver excellence** in the information and support we provide.



In being **caring** and **compassionate** in all we do.



In acting with **integrity** and **honesty** at all times.



# Dementia Coordinator Pilot

In October 2021, we began the pilot of two Dementia Coordinator roles working with Gravesend Central and Gravesend Alliance Primary Care Networks (PCN). The idea of this pilot was to try out the job role in preparation for the Commissioners at Kent and Medway CCG to commission 42 Dementia Coordinators across Kent and Medway. We were delighted to be asked and knew that this would give us vital learning to take forward into our tender, and hopefully into the mobilisation. The pilot went really well, and our two Dementia Coordinators supported many people and built great working relationships with the GP surgeries within their PCNs.

We accomplished the following:

- **Achieved 141 home assessments.**
- **Supported with the achievement of 445 outcomes.**
- **Established ways of working with the GP surgeries**
- **Created an assessment tool and support plan that would be used for all Dementia Coordinators across Kent and Medway.**



# Now our Dementia Coordinators are in post and working hard, meet *Emily*

**Emily James - Dementia Coordinator**



**Q. Tell us a bit about your background before becoming a Dementia Coordinator...**

**A.** *I actually have no background in health and social care; before starting with ADSS I was working in education. The reason I applied here was because dementia is quite close to home for me as I have had experience in the family, and I felt like support wasn't always given when it was needed. So, I wanted to make a difference to people living with dementia.*

**Q. What is your favourite aspect of the role?**

**A.** *Going out and meeting people every day. When you get to meet these people you can see the difference you are making by having that face-to-face contact rather than over the phone. I really like the home visits so that you can really get to know the person and build a relationship with them.*

# Q&A

**Q. What qualities does someone need to be a Dementia Coordinator?**

**A.** *To be a dementia coordinator you definitely need to be a good communicator as you will be talking to families as well as people living with dementia, and it can sometimes be a difficult subject. So, you have to be a good listener to be able to read between the lines of what people need while being empathetic to people's situations.*

**Q. What sort of support and training is available?**

**A.** *At ADSS they give thorough ongoing training, every day is a learning day as there's always new things to learn. There's loads of support from everyone from seniors to managers and nothing is a silly question. I feel really*

*comfortable going forward and speaking to my senior about any issues I have or anything i'd like to learn more about.*

**Q. What has been your biggest win or achievement as a dementia coordinator?**

**A.** *Well, every day feels like a win but one example would be for a gentleman living with dementia who really wanted some male company and really wanted to go out and socialise but didn't feel comfortable enough or able to. His wife found him a few groups but didn't really have much luck so when I went to see them, they were really pleased when I mentioned a group that might be worthwhile for him. So instead of sending them off to the group and just seeing how they got on, I went and visited it myself so that I*

could feedback first-hand how it would be a great fit for them. So, she managed to book him in the next day for a taster and he came home happy, fulfilled, and couldn't wait to go again the next week. So, this was definitely a win for me because I felt like I really made a difference to someone's life.



## Kind words...

“

*I feel that my carer has great knowledge and really supports me. I don't feel I'm as bad with my dementia.* ”

Someone living with dementia

“

*Coming here has completely changed my life. I used to sit indoors and get fed up, take myself off to bed. This has given me something to look forward to.*

Someone living with dementia

”

“

*I enjoy quizzes and word games. I feel comfortable answering questions and getting them wrong, because no one takes the mickey out of you.* ”

Someone living with dementia



“

*I just wanted to say what a superb visit my Mum and Christine had last week – she really went the extra mile and made it so lovely for Mum. When I walked in, they were playing Snap and there was music playing from the 50's that Mum remembered and could sing along to. It was just so lovely of her. This is just one of the many reasons why we chose ADSS to care for Mum. ”*

Carer of someone with dementia

“

*I feel like I am back to where I was when I come to the groups. Seeing other people and talking to people makes you feel better, doesn't feel like people were saying something I didn't understand. ”*

Someone living with dementia

“

*Staff make me feel comfortable and relaxed and are always friendly. I feel that we have a good relationship with Tom and Tracy who I feel I can talk with them about any problems. ”*

Someone living with dementia



# The Beacon



Since re-opening the Beacon Day Service back in September 2020 after the lockdowns, the team have worked incredibly hard to rebuild the service. We re-opened with a small group of 6 attendees per day and now, capacity is at an all time high.

We're enabling far more people living with dementia than ever before to maintain a sense of independence and feel they are part of a community of people who all care and understand the need for routine, continued participation in activities and opportunities to develop friendships and a sense of belonging.

It is truly wonderful to watch people grow in confidence and see them settled and 'part of the family', from their very first attendance and beyond. Tom and Trevor have formed a wonderful friendship – When Trevor arrives, he seeks out Tom to say hello and encourages Tom to sit with him during every activity and Trevor has even managed to get Tom up dancing every Thursday!



# Support at Home



The Support at Home service provides 1:1 companionship whether inside the home or out, and this service has enabled many people to continue with activities they have always enjoyed, or have never experienced!

Take Tony – he had been reluctant to receive any support from outside services for quite some time but eventually agreed to the idea of having someone visit once a week to get him out of the house, as Tony had previously enjoyed getting out and about but due to poor mobility, had become isolated. The impact of this has been life changing for Tony.

Tony and his Support Worker Julie hit it off immediately, and Tony has increased his visits with

Julie to enable him to see more places and try new things! On a particularly dreary day, Julie suggested they head off to Strood for some bowling – Tony had never been, but agreed to give it a go. He won, of course!



***Dad totally adores Julie. He actually likes to ask her where she would like to go and is up early and dressed when he knows she is coming, it's literally been life changing! And for us siblings, has taken the pressure off a little bit. She takes him to his favourite place, the Prom and has also taken him to activity centres and bowling ... who knew he'd be up for that!*** ”

**Tony's daughter, Dawn**

# Support groups and activities



“

**M**y dad was diagnosed with dementia on the day of the lockdown 23rd March 2020. We have found the support from ADSS invaluable.

Since the easing of lockdown Dad has been attending the various groups. He really enjoyed the art classes and table tennis. When I was taking him there, he would often say “I like it there don’t I.” I believe he would say that because he felt safe there and not judged. On the way home from groups I would ask how it was and he would often say “yes, it’s good, they are a good bunch of people”. I think



that although my dad would not remember what he had done, he obviously felt secure. He is always calm and happy when returning from the groups. I think they improve his mental health.

Table tennis was good for dad’s physical health. He would always eat a good lunch afterwards. He is very slow at eating, but we noticed after table tennis he would eat slightly quicker and seem to enjoy the food more as he had built up an appetite.



The disco was very well organised and an activity for the whole family. We didn't have to worry about dad that people would judge him. It was lovely for us to see my dad dance and relax and smile, something he doesn't do so much as he did. There was a glimpse of the old dad, dancing and socialising with the ladies!! I knew he had enjoyed it because he went up to people on his own at the end to say goodbye. The atmosphere was relaxed that he felt he had the confidence to do this.

We have all benefited from the groups. They give us a break; we know dad is somewhere where he is being motivated in a friendly compassionate way. The groups have really improved all our quality of lives. It would be lovely to have something

every day!!! Although he cannot remember what he has done, he always comes out relaxed and we are so grateful that ADSS have enabled him to engage in activities that are appropriate and achievable for him. Well done everyone, can we please have more groups! ””

Julie (David's daughter)



# Thank You's

As ever our appreciation goes to Kent Community Foundation, who do so much to support us and so many other charities across Kent and Medway. Our specific thanks goes to Bernard Sunley Foundation, Kent Community Fund, Clothworkers Foundation, Neighbourly Fund, Childwick Trust, Kent County Council, Gravesham Borough Council, BDO LLP, and Edward Gostling Foundation. We would also like to thank the many businesses



and groups that show us so much kindness and support, and they are Gravesend Rotary Club, Ebbsfleet & Northfleet Lions Club, East Kent Freemasons, The Oddfellows, DHL/Sainsburys, Co-op Local Community Fund, Hergest & Cavell, and Tesco.

Our continued thanks also go to the Albert Hunt Trust who, in 2019, generously loaned us the funds to purchase our building, Safeharbour.



# 50

people supported  
per month with  
Support at Home+



# 88

unique individuals  
attended  
The Beacon Day  
Service



# 20,791

hours care in the  
home provided



# 399

hours of peer support  
were provided  
in Gravesend  
and Dartford



# 1,510

hours of  
Day Support  
provided

# Looking after our team,

so they can look after people affected by dementia



We continue to ensure that the Charity is a place where people want to work, and have spent a great deal of time talking to our people about our Covid-19 response and the ways in which we now work. We also continuously work on our culture and ensuring our values are embedded.

We have also continued to support our team by:

- **Supporting our employees' mental health and trained further Mental Health First Aiders.**
- **Opened up an organisational conversation about mental health using social media and team meetings.**



- **Held facilitated stress awareness sessions in partnership with Ellenor for Stress Awareness Month.**
- **Developed our Employee forum to be able to hear ideas, suggestions and comments to drive our services forward, and make our Charity a place where people love to work.**
- **Utilised the Infection Control Funding to ensure our team did not lose out financially with the impact of Covid.**
- **Supporting our team as we find new ways of working in a hybrid way.**
- **For 2022-23 we are also introducing a health plan to help our team take a preventative approach to their own health and look after themselves**

# On Your Bike 2022

**A**fter two years of delays due to the global pandemic, **On Your Bike 2022** went ahead on **Sunday 22nd May**.

The ride is organised by Gravesham with Ebbsfleet Rotary Club, and we were the chosen main chosen beneficiary for the event.

Starting at Gravesend Promenade, the riders had the choice of a 15-, 30- or 45-mile route taking them through North Kent, with various checkpoints on the way.

We were very lucky in that the weather that day was beautiful, and the ride attracted 440 riders to take part and make

donations. It was a fantastic event and a huge sum of money was raised to help us continue to support people affected by dementia.

After the success of this year, we are very happy to announce that Gravesham with Ebbsfleet Rotary Club has once again selected us as their chosen charity for next year! We would like to thank them very much and we cannot wait for the next one.



# Our new look!

**Y**ou may have noticed, ADSS has a new look! After a rigorous consultation period we introduced a brand-new logo and some additional colours, as well as developing a slogan that encapsulates the ethos of the charity.

We have known for a while that, whilst the name of our charity is Alzheimer's & Dementia Support Services, most people locally and who receive support from us knew us as ADSS. Our long name and its presentation didn't do justice to the way people see our organisation and how people relate to us. For that reason, we thought it was time to let everyone know we are ADSS!

We not only wanted the new logo to look contemporary, but also give a sense of how we make the people we support feel. We set about creating something that would help people recognise us and the brilliant work we do. We did this by consulting with the people we support, other people living with dementia and our staff. Our new brand shows that we will be there for people with dementia, and we will do that with a big amount of heart and compassion.





# 231

people took part  
in our fun and lively  
activity groups



# 28

people enjoyed  
festive fun in  
Rochester



# 2,660

yummy hot meals  
provided in  
The Beacon



# 93

people supported  
with emergency  
care



# 47

people came to  
our disco night

# 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!!

 **Alzheimer's and Dementia Support Services**

 **@alzdemsupport**

 **Alzheimer's and Dementia Support Services**

 **@alz\_dem**

Plus check out our website **[www.alz-dem.org](http://www.alz-dem.org)** for regular blogs relating to dementia and our work.

If you would like a copy of Alzheimer's and Dementia Support Services audited accounts please email **[info@alz-dem.org](mailto:info@alz-dem.org)**

