

# ANNUAL REVIEW

# 2024

Sage  
HOUSE  
Where Memories Matter  
Reception

www.sagehouse.org  
Charity no: 1158640

2018

2019

2020

2021

2022

2023

TANGMERE  
**SageHouse**  
by  Dementia  
SUPPORT



# WELCOME TO OUR Annual Review 2024

Over the past year we have continued to expand our services to meet the ever-growing need for dementia services in the local area. We saw the NHS dementia assessment services closed in Sussex from January to March, leaving more people waiting longer for a diagnosis and uncertain of what was ahead. We have also seen other local dementia services reducing or closing, increasing the number of people looking for support. It is thanks to our community, donors, volunteers, supporters, and staff that we have been able to adapt quickly and meet these changing needs.



*Philippa*  
Philippa Nesbit  
Chair of Trustees

Whilst much has changed, dementia is still one of the main causes of disability in later life, ahead of cancer, cardiovascular disease, and stroke. It is estimated there are 982,000 people living with dementia in the UK and the number continues to grow.

The results of our academic evaluation, carried out by the University of Chichester, proves that Sage House has transformed the way people living with dementia are supported locally. Our pioneering new form of dementia support is having a profoundly positive impact on quality of life and mental wellbeing for over 3,000 people each year.

## THE CHALLENGE



### ABOUT US

Sage House opened its doors in 2018 as the first integrated dementia hub in the UK providing a full range of services under one roof. Since, we have expanded our services to meet the growing need for dementia care in our community.

### OUR VISION

"A society where dementia is wholly understood and accepted, enabling people living with dementia to be fully supported throughout the whole of their journey."

### OUR MISSION

We aim to deliver seamless and holistic care from a centre of excellence for local people living with dementia. We will work in partnership with the NHS, Local Council's and other statutory, voluntary and charitable organisations from within the community.

# Care Services



**New: Carpet Bowls, Gardening, Pottery**

**596**

Meaningful activities for people with dementia designed to bring people together for fun and socialising, reducing loneliness and anxiety and helping to keep minds active

**Total Attendance: 5,366**



*"Day Breaks gives me a chance to get away and not worry at all because Ricky is being well looked after"*  
— Tony (Ricky's husband)

places per week  
**65 → 114**

Specialist dementia day care service for people living with dementia, providing vital respite for carers. We have expanded the number of places we offer in response to growing need.

**3,619** days of respite provided



**740**

**Personal Care appointments**

Sage House hosts a range of wellbeing and personal care services for people living with dementia.



- > Assisted Bathing
- > Dementia Friendly Hairdressing
- > Massage
- > Chiropody
- > Ear Health Checks

## Sage House Garden

Thanks to generous grants, donations and support from local businesses we have been able to create a dementia friendly sensory garden at Sage House.

The garden has been designed to stimulate all the senses including grasses for touching, herbs for smelling, fruits for tasting, bright flowers, a water feature and bird table for hearing.

As well as being a pleasant and relaxing space for our customers, it helps keep them active through gardening and provides a sense of empowerment and purpose.



# Supporting Families and Carers



"I spoke to Jacquie and as ever she was the voice of reason and cheered me up! A human voice is worth a thousand brochures and I'll no doubt be in touch with her again soon."



Ongoing advice and emotional support from your **personal Wayfinder** — supporting families to navigate the dementia journey. Support is offered free of charge, as often and for as long as needed.

**6,536** contacts  
**2,838** people supported

Increased from **6** to **8** Wayfinders

Bringing people affected by dementia together through shared experiences, providing peer support, connecting people and providing information to help people live well.

- > Ex-services
- > Male Carers
- > Young Carers
- > Empowering Carers
- > Grief Café
- > My Future Care
- > Newly Diagnosed
- > Young Onset



We created our own Dementia Supporter training to educate the local community about dementia.

This is part of our vision of a society where dementia is wholly understood.

Each session is 45 minutes and provides practical learnings that will make a meaningful difference to the experience of people living with dementia.



Taking our dementia services, activities and advice to local communities across

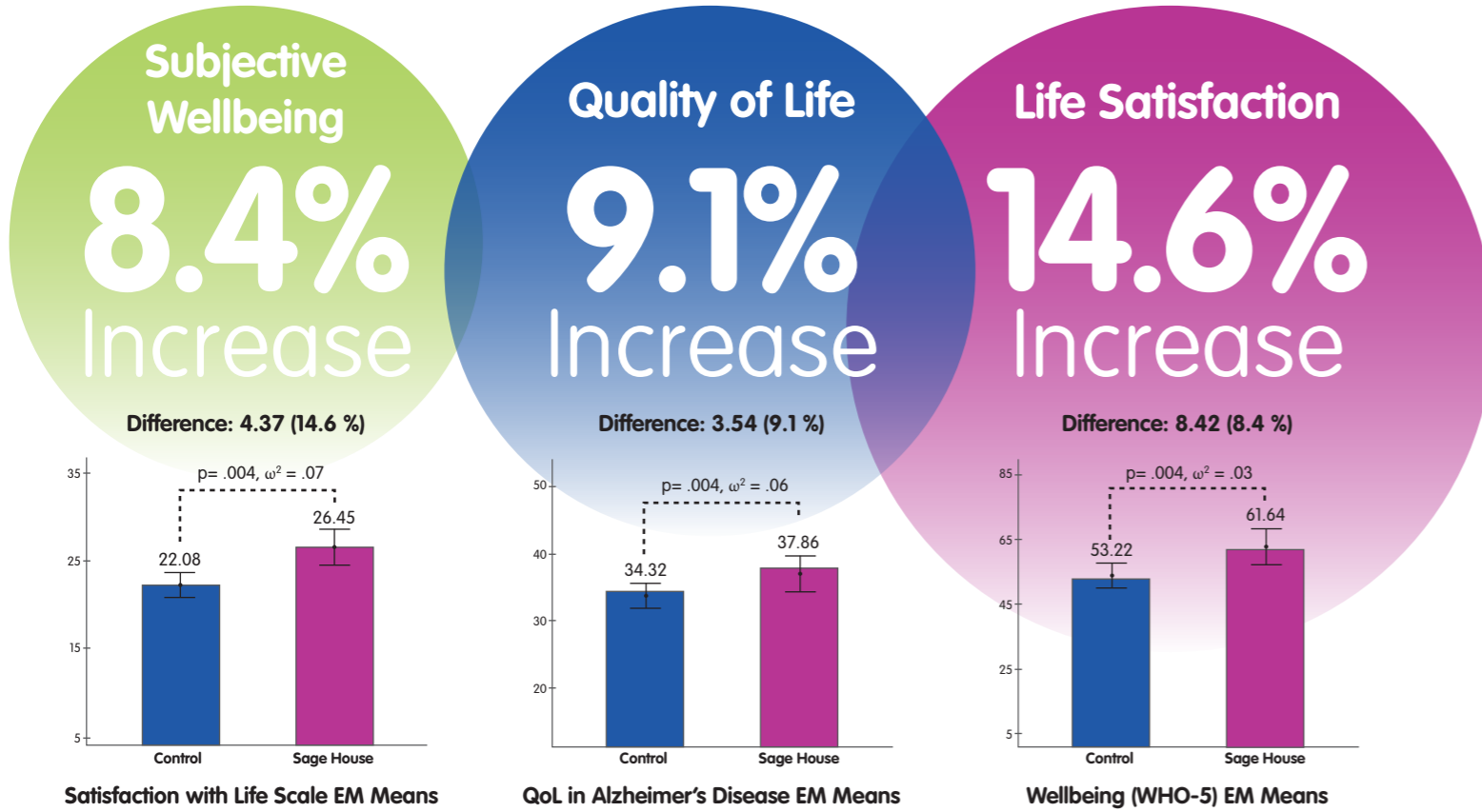
**West Sussex**

The University of Chichester, has undertaken an 18-month evaluation of Sage House, comprising 3 studies to answer **Can the Sage House model offer a cost effective solution to improve the wellbeing of people living with dementia?**



**Study 1**

Compares quantitative wellbeing and economic outcomes between those with and without access to Sage House.



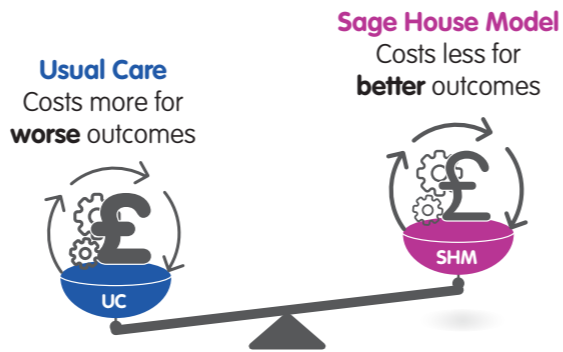
Across the 3 comparisons, those with access to Sage House consistently reported increased subjective wellbeing, quality of life and life satisfaction, demonstrating that Sage House delivers better outcomes for people affected by dementia.

**Cost Comparison**

Across the 3 month comparative study, it was found that those people living with dementia with access to Sage House, were using Social Care and NHS services less.

This saved, on average, **£430.50 per person over the 3 months**

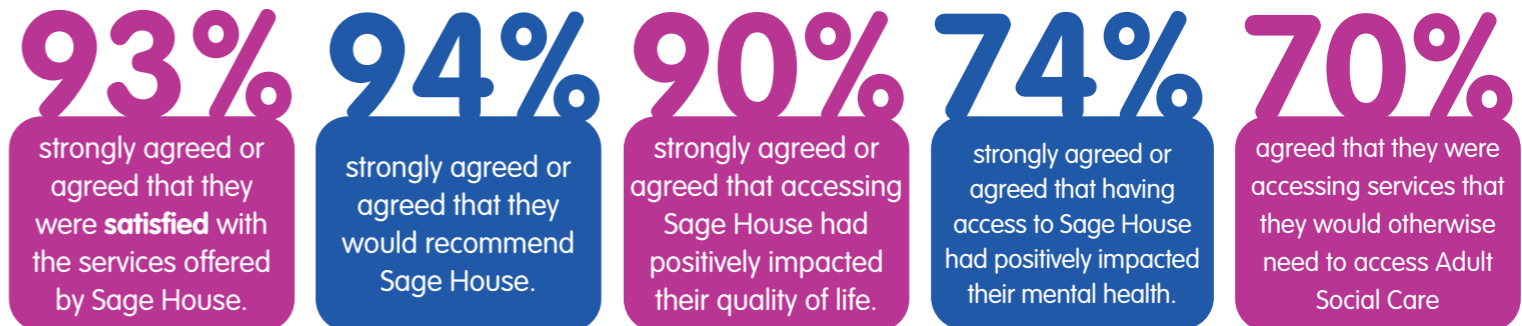
This adds up to **£1,722 per person, per year** that Sage House saves the local social care and NHS budget.



If every person living with dementia in the UK had access to a Sage House, it would save the Government

**£1.6 billion PER YEAR**

**Study 2** Investigates satisfaction levels and explores the subjective impact on wellbeing.



**Safe Space**

"He never really understood why we were coming here. But he felt safe to come here, [...] Absolutely safe." (Care Partner)

**Personalised**

"So that's why this place is just a haven, because it supplies all his needs and mine really". (Care Partner)

**Social Support**

So, you don't feel alone then, that sense of community, it's a sense of understanding. It's pretty powerful." (Person Living with Dementia)

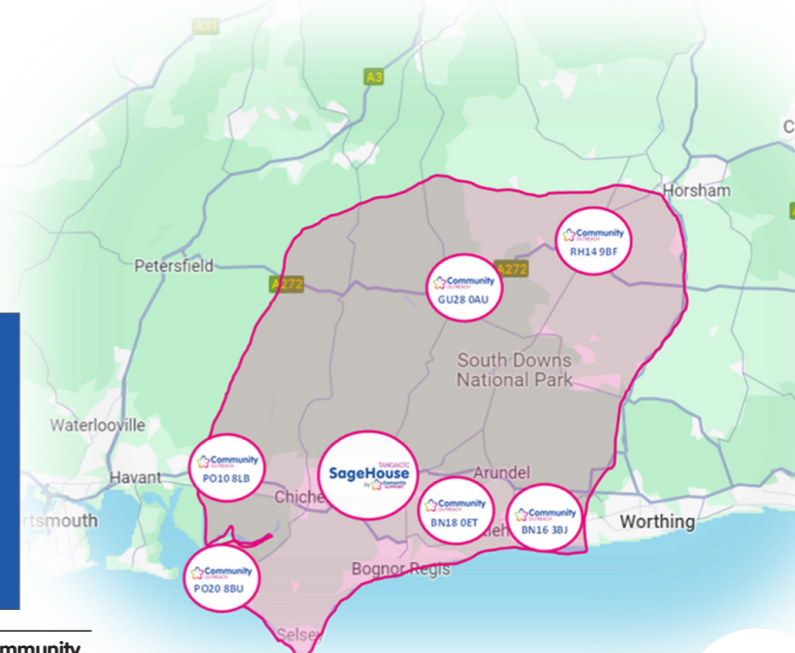
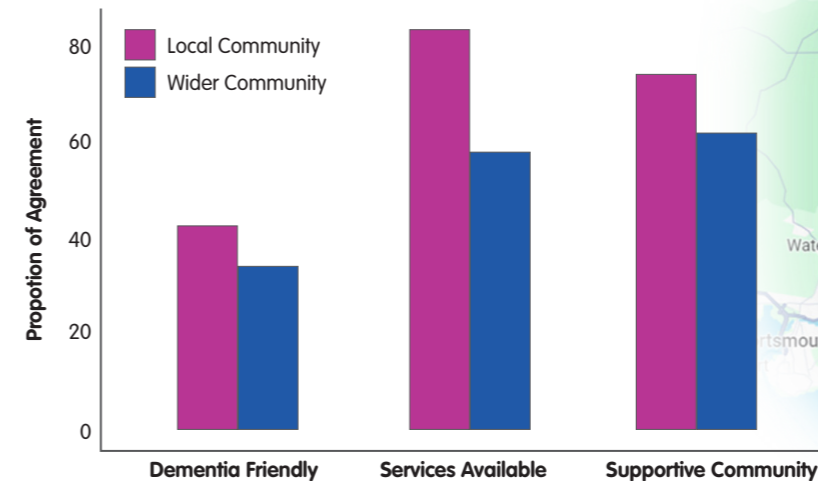
**Wellbeing**

"I mean, it's quite dramatic. It saved my life. Yeah. I have had suicidal thoughts, and I don't anymore. I'm safe here, so that's quite huge." (Person Living with Dementia)

**Study 3** Investigates impact of the Sage House Model on the local community.

In this study, the local community (purple marked area), and people from the wider community (outside the marked area) were asked the following questions:

Is the community dementia friendly?  
Are dementia services available?  
Is the community supportive of people with dementia?



All statistics correct at time of going to print. For full list of references please contact [fundraising@dementiasupport.org.uk](mailto:fundraising@dementiasupport.org.uk)

# Customer Story

## Jim and Jo Bennett



**Married for 54 years, Jim and Jo live in Midhurst and have a close and supportive family with two children and three young grandchildren. Jo was a nurse and then an NHS Practice Manager. Jim trained and worked as an accountant throughout his career. Together, they've always lead an active life enjoying walking and gardening.**

Jim had started to notice some memory troubles whilst working from home on his computer. As these issues increased an assessment by the NHS led to a diagnosis of early Vascular Dementia and Alzheimer's in 2020.

**Jim describes the diagnosis as "the worst thing ever to have happened to me".** He felt a huge loss of control and personal purpose in life, especially when he had to stop driving.

The following two years, as Jim's symptoms progressed, both his mobility & personality were affected. Jim was feeling incredibly low and Jo was becoming increasingly worried about him. Their local GP suggested they contact Sage House.

Initially, Jim felt anxious about going somewhere new but after meeting a Wayfinder and seeing the friendly and welcoming environment that Sage House had to offer, his concerns quickly disappeared. Now he loves it! As Jo says, **"Sage House is such a safe haven for people with dementia, it's been our lifeline ever since our first visit."**

Through their Wayfinder, Jim and Jo had advice on simple memory aids, access to financial help, applying for Attendance Allowance, and free legal guidance on setting up Lasting Power of Attorney. Wayfinding support has encouraged a shift in mindset and a positive focus upon the activities that Jim can do.

This includes weekly painting groups at Sage House, giving Jo the opportunity to take a break from caring, to socialise in the friendly community café. Jim and Jo regularly have appointments together at the Sage House hair salon & chiropodists, which are peaceful, calm experiences ensuring Jim feels relaxed.

Jo explains **"Having a Wayfinder is having someone to show & guide you along your dementia journey. Helping with advice, emotional support, providing tips and coping mechanisms – Wayfinder is such a good name. Trust is a really important aspect and at Sage House we absolutely trust the staff and the support we receive."**

With the support of their Wayfinder, Jim joined the 'Sage Minds cognitive stimulation' course - an 8-week programme with each session designed to stimulate memories and conversations. Jo joined the 'Empowering Carers' course, helping to guide loved ones through the complexities of dementia. As Jo explains: **"The course for carers provided by the team meant that I could understand more of what life is like for Jim and handle situations more easily with better outcomes for us both."**

This spring, the long anticipated sensory & memory garden project began at Sage House. With Jim's gardening knowledge & experience he naturally became a key volunteer. Jim's mental health had been declining for some time, and his family were concerned that he was feeling so low and in the depths of despair. Being part of the garden project had a profoundly positive impact, giving Jim a sense of purpose once more. His involvement means he is giving something back to the Sage House community which is so important to him. He enjoys the fresh air, being part of a group, chatting to others and being productive.

**"Without the continued help and support by the whole team our lives would be so much more difficult and miserable. Our quality of life is so enhanced by being able to use Sage House. We are so grateful for all you do to help us."**

# Future Plans

Sage House prides itself on the services and support we provide to people living with Dementia, their carers and loved ones.

**Excellence** is a word that is often used to describe **Sage House**, it is the word that is central to our values. As the number of people affected by dementia continues to increase, and other services reduce or close, we must continue to adapt to the need very quickly.

**At heart of our future plans is ensuring our current and future growth is underpinned by a culture of excellence, ensuring we continue to have the same positive impact on quality of life and wellbeing.**



Increase our current provision by adding **2 new activity sessions** to our weekly program

Create a new **personal care** strategy that is responsive to the needs of our customers



Reduce our **waiting list** to below **15%** and ensure we are filling over **100 places each week**

Continue to ensure referrals **receive support within 1 week**



Achieve accreditation for our **Dementia Supporter training** and add **2 new modules**

Increase the number of sessions to **8 per week** with **8 different locations**



Support **1,500 households** with advice to **stay safe and warm**

Launch our **new bus service** taking our **Wayfinding** service out to **isolated communities**





# Income & Expenditure Summary

for the period 1 April 2023 to 31 March 2024



| INCOME   | £                 |
|--|-------------------|
| Voluntary Donations  | £920,202          |
| Grants- Trusts & Foundations                               | £95,626           |
| Charitable Activities- Dementia Support Service Sage House | £201,785          |
| Statutory Grants   | £27,771           |
| Trading- Café & Other                                      | £82,878           |
| Rent Income & Investment                                   | £11,415           |
|  | <b>£1,339,677</b> |

| EXPENDITURE  | £                 |
|--|-------------------|
| Charitable Activities- Dementia Support Service Sage House | £1,212,048        |
| Trading- Café and Other                                    | £81,070           |
| Fundraising Activities                                     | £201,153          |
| Governance   | £3,333            |
|  | <b>£1,497,604</b> |
|  | (£157,927)        |

ALL FIGURES SUBJECT TO AUDIT

## £1.5m COST TO RUN SAGE HOUSE

**76%**  
income from  
fundraising  
activities

**2%**  
statutory  
funding

less than  
**6**  
months running  
costs in reserves

## Fundraising Update

In March 2023 the Board of Trustees approved a refreshed three-year fundraising strategy with a focus on generating sustainable income sources for the Charity. Fundraising makes up **80%** of our annual income and we receive **less than 2%** of our funds from statutory sources. As a young charity, we cannot rely on historical legacies or large investments.

Grants and donations from charitable trusts continue to be an important source of funding for the charity. We remain incredibly grateful to the supportive trusts who we work in partnership with, but the external environment is increasingly challenging. We are also at the end of our wonderful Goodwood Estate Charity Partnership - which has raised over **£140,000 across 2 years**, which will leave a significant gap.

To continue providing and sustaining our lifechanging dementia services we need to continue developing our sustainable income streams including Friends of Sage House regular giving, community fundraising, business partnerships, and legacy giving.



## Meet Barrie

“I am a retired local businessman and my career includes over 50 years of aviation experience.”

“I’ve flown a variety of aircraft from single propeller to multi engine as well as helicopters and before I retired I launched a bespoke flight charter business at Goodwood. I have Alzheimer’s.

I visit Sage House most days for lunch and often go to the classes including Tai Chi, the different art classes, singing and the Veteran’s group.

It is truly a fantastic place and I began my connection with the charity as an ambassador for them in 2015.”

## Reflecting on our Year

As I look back on this year, my heart is filled with both gratitude and pride on what as a charity we have achieved, and, as with every year it is tinged with sadness for those that we have lost.

I would like to dedicate this report to a very special man who was an Ambassador for the Charity when we opened. Barrie appeared in our 2019 Annual Report after which he carried a copy with him wherever he went. A proud and beautiful man, Barrie would quiz me every time he saw me on what I was planning to do next with his Charity! We supported Barrie who lived alone for many years in the local community, and throughout some tough times, but he always had a smile when he came to Sage House. Barrie passed away on 13th November 2024 and may he rest in peace.

Every day, I am inspired by the resilience of individuals living with dementia, the dedication of their families, and the tireless work of our team of staff and volunteers. Together, over the last year, we have navigated challenges, celebrated milestones, and continued to push the boundaries of what compassionate care and support can achieve for those affected by dementia.

### The Year to come

Fundraising is one of the most vital yet difficult parts of what we do. Every day, we strive to secure the resources needed to provide life changing support, care, and hope for local people affected by dementia. But the reality is, it’s not easy.

The need is growing, and so too are the challenges. In a world filled with so many worthy causes, we continually work to ensure our customers voices are heard. The economic climate adds another layer of difficulty, making it harder for individuals and businesses to give, even when their hearts want to.



Sally Tabbner  
CEO

**We need your help.** The demand for our support and services has never been greater, but the resources to meet those needs are falling short – this position will be worsened following recent budget announcements. With the loss of our wonderful Goodwood Partnership for the last 2 years we need to fill the gap that it will leave, so we are asking you to rally the community where you can and help to support us.

I am deeply moved by the generosity and passion of our community. Every donation, large or small, is a testament to the compassion and belief in what we’re trying to achieve. I want to thank each and every person who has supported us, whether through giving, volunteering, or simply spreading the word.

As we move forward, I remain committed to building a future where everyone affected by dementia feels valued, understood, and supported. **Together, we can ensure no one affected by dementia is left to face this journey alone.**

Thank you to everyone who has supported our work - whether through donating, fundraising, volunteering, attending an event or raising awareness.

Your kind support enables life changing support for people affected by dementia.

Fundraise for Us



Leave a Legacy



Business Partnerships



Friends of SageHouse  
TANGMERE

TANGMERE  
**SageHouse**  
by  Dementia  
SUPPORT



Find us: Sage House, City Fields Way, Tangmere,  
Chichester, West Sussex, PO20 2FP



@SageHouseDementiaHub



dementiasupport.org.uk

Dementia Support is a charitable company limited by guarantee in England and Wales.  
Company No. 9044373. Registered charity no. 1158640  
All facts and figures are accurate at time of print.

