**Press release**

**WC 31th July 2023**

**New research: having all dementia support services under one roof improves Quality of Life & Wellbeing**

**An Academic Evaluation by University of Chichester demonstrates that Dementia Support’s one destination model is having a “profoundly positive impact on Quality of Life & Wellbeing” in West Sussex**

1. The first of its kind, Dementia Support’s full-service dementia hub, Sage House, is having a profoundly positive impact on Quality of Life & Wellbeing in West Sussex
2. People living with dementia and their Carers have been sharing their experiences with the research team at the University of Chichester. An important step as they prepare for national roll-out
3. By combining many services, delivered by dementia experienced staff, in one built environment – a viable solution to the national agenda of “living well with dementia”

Sage House, in West Sussex, is the first Charity of its kind in the Country providing a range of Dementia Support services under one roof and building evidence is a key as they develop the ONE destination model for national replication. The interim results have proven that the key ingredients are a combination of Environment, Expertise and Integration of their many services, which all contribute to the positive impact on Quality of Life & Wellbeing.

Located near Chichester, Sage House runs several Activities every day, offers Day Breaks, Support Groups and Personal Care services, as well as their unique Wayfinding service. Visitors are welcomed into the Dementia Support hub with the reception/community café area… social spaces are a core part of the integrated model where they feel welcome, supported, connected and understood.

100% of respondents agreed:

1. **that the integrated approach was helpful**
2. **that they would recommend Sage House to family or friends**
3. **that other PLWD would benefit from having access to Sage House​**
4. **that other Care Providers would benefit from having access to Sage House**

The University of Chichester research team have delivered an incredibly sensitive approach to the research and they gave people living with dementia (PLWD) and their carers a variety of platforms in the evaluation. The study results reinforce that every single element of the integrated model has a direct relationship with the wellbeing and mental health of the community.

Early indications also suggest that Sage House is having an impact on the local Health Economy, by reducing the load on the NHS and Social Services as well as enabling people to continue working.

**Sally Tabbner, Dementia Support (Charity) CEO noted,** “We see, hear and feel the difference we’re making for people at Sage House every single day, so to now have that reinforced by our customers and carers has been incredibly validating for the Dementia Support team. We want our customers & carers to live well with dementia – and we believe we’re on a road to evidencing that.

We’re also really pleased to see the early indications of reducing the load on the local health economy. That will become clearer towards the end of the year.”

**Psychologist Professor Antonina Pereira, who leads the University team, said:** “An integrated approach to dementia care, such as that provided by Sage House, is of paramount importance today, more than ever, due to the multifaceted nature of the condition.

Dementia encompasses cognitive impairments as well as substantial physical, social, and emotional implication for individuals and for their families. That is precisely why a comprehensive approach that extends far beyond mere medical interventions is essential in order to adequately address the diverse needs associated with dementia.”

**Next steps**

A full and final report will be available at the end of 2023.

We are continually developing new services, support groups, resources and outreach programmes for our community, and to do this we fund raise locally.

We will continue to support the early diagnosis strategy and co-locate the NHS Memory Assessment Service within our hubs – providing immediate support the moment a diagnosis is received.

We’ve got our 1st replicator of Sage House in development in West Berkshire.

For more information about our model visit:

<https://www.dementiasupport.org.uk/one-destination>  
ENDS

Notes to Editor:

1. Dementia is now the leading cause of death in the UK. 1 in 3 people born will now develop dementia and people living with dementia in the UK are predicted to rise to 2 million by 2050.
2. While there are exciting developments in medication for Alzheimer’s if diagnosed or detected early enough, many won’t get the option/choice. Ultimately Dementia Care is still going to be required for a long time to come.
3. There are 200 different types of dementia and no matter the need nationally, or within each community, our hubs will wrap around that community and build from our core services, ensure relevance and support.
4. Established in 2014, Dementia Support is a young charity that has been operational since opening the doors of Sage House, in West Sussex in 2018. A model that’s now available for replication.
5. Our vision is “a society where dementia is wholly understood and accepted, enabling people living with dementia to be fully supported throughout the whole of their journey.”
6. Our ONE destination model brings some unique aspects to the experience of attending Sage House, including a sense of community, greater accessibility and facilitating the development of relationships with staff and other customers through shared experiences. Overall, these aspects have a positive impact on mental wellbeing and can aid improved outcomes for both individuals with dementia and individuals supporting their loved ones with dementia.

For the Full Press Pack: <https://www.dementiasupport.org.uk/media-press>

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**SPOKESPERSON: Sally Tabbner, CEO**

Having developed and delivered the pioneering integrated Dementia Support hub, Sage House in West Sussex over 5 years ago, Sally is now working to inspire other communities that there is a better way to support people living with dementia. Sally has over 25 years’ experience in change and transformation, public health and commissioning, and is passionate about providing excellent services for the person living with dementia, with their families and carers at the centre of them. Sally holds an MBA and is a Fellow of the Chartered Management Institute.