



TANGMERE
SageHouse
by  **Dementia SUPPORT**



ANNUAL REVIEW

2025

About Us

Sage House, Tangmere is an independent local dementia charity that operates a first of its kind integrated dementia hub providing a full range of services under one roof. Since opening in 2018, we have expanded our services to reach out into the community and support even more people.

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, West Sussex County Council and other statutory, voluntary and charitable organisations from within the community.



Our local context

48%

higher prevalence of dementia in our local communities

Chichester

Bognor Regis and Littlehampton

Arundel and South Downs



18,000

Living with dementia in West Sussex



1 in 2

Of us will be affected by dementia in our lifetime

Our values



Work as a strong team and with others to reach positive outcomes together

Maintain high personal and professional standards to make a positive impact

Be aware of the wellbeing, feelings, and needs of others without being judgemental

Be honest, trustworthy, respectful and reliable

Create an environment of kindness and be respectful of others choices and beliefs

Continuously learning and improving each day to ensure excellent quality care

WELCOME TO OUR

Annual Review 2025

As the need for our dementia support services increase, Sage House provides a vital source of support for thousands of people affected by dementia in our local community. Having rapidly grown our services over the past few years, it is vital that we continue to focus on ensuring excellence across all our services whilst reaching even more of those in need.

Each day at Sage House we see the impact our services make on people's lives. Living with, or caring for someone with dementia can be incredibly isolating with a myriad of challenges. By providing support to over 3,000 people each year, we continue to strive to ensure nobody faces the journey alone.

The statistics continue to shock with current estimates that 1 in 2 of us will be affected by dementia in our lifetimes. It reinforces the needs to focus on ensuring the ongoing sustainability of Sage House for the future. We have seen incredible challenges over the past few years with rising costs and a difficult environment for fundraising, but our dedicated team continues to do all they can to achieve our mission.

Finally, I want to take this opportunity to recognise the outstanding contribution of our long-serving CEO, Sally. Having been at the helm of Sage House for over 8 years, Sally will now be focusing her efforts full-time on supporting the replication of the model of dementia care she has been instrumental in creating. Sally will continue to support Sage House, Tangmere as a Trustee but on behalf of all the staff, trustees and customers whose lives have been touched by Sage House, I would like to say thank you for your incredible dedication.



Philippa Nesbit
Chair of Trustees

This year marked my third year as Chief Operations Officer at Sage House and every day I continue to be astounded by the incredible difference our services make for people living with dementia.

From talking to carers as they drop off for Day Breaks, sharing the buzz that comes from our activities, to hearing the amazing feedback from those we support, it really brings home the huge impact.

Highlights over the past year include supporting even more people through our Day Breaks service- which has enabled us to reduce our waiting list from 45 to less than 15. This vital service helps carers to have a much needed break, knowing their loved one is safe and well cared for. We have introduced new activities to Sage House including our much enjoyed Craft Club.

Our most exciting project of the year was the launch of our Wayfinding Advice Bus. This innovative new service will take Wayfinding advice out into local communities, particularly those who may be isolated or in rural areas. This includes providing home safety and energy advice for vulnerable people with dementia.

As we look ahead to the coming year, we are planning to continue delivering excellent services that meet the needs of people affected by dementia, whilst introducing new and enhanced ways for people to access our care. You can read more about our future plans later in the review.

Thank you to everyone who has supported Sage House over the past year, whether by volunteering, donating, fundraising or helping to raise awareness. It is hugely appreciated and makes such a difference.



Emma Radley
COO

Care Services

Activities

This year we have launched new activities as part of our fun and engaging programme and now offer 10 activities each week, plus our daily chatter tables, with a total of 622 in the past year. Our activities provide both cognitive stimulation and physical activity to improve wellbeing. New activities include "Sage House of Games", "Craft Club" and we have increased our ever-popular singing sessions to twice per week.

Total number of places provided **5,762** an increase of **396** places.

“ Dementia takes so much, but Singing at Sage House gives us pockets of time to enjoy the moment and find the laughter. For that one precious hour each week, it feels as though the dementia disappears - Mum sings, dances, and smiles, and I get my mum back. ”

Janine, who attends Singing at Sage House with her mum.



Personal Care

Following grants from the Morrisons Foundation, Elise Pilkington Charitable and B&Q Foundation, we have upgraded the boilers at Sage House. This has enabled an increase in the number of baths with capacity for 4 each day. New therapies include Reiki and Sage Counselling. We have also introduced a new hair washing and a shaving service to help with day to day grooming.

Total **1,026**
an increase of **286**



Day Breaks

This year we have maintained the increased capacity within our Day Breaks service with 110 places available each week. Our waiting list is now being sustained at under 15 places. In the coming year we plan to trial a new shorter breaks service offering 2-hour breaks for carers.

Total number of places provided:
5,140 places an increase of **1,521**

“ My sister and I find that days that Mum comes to Sage House, she is more fulfilled during the day, she sleeps better at night because her brain has been active, she's made some lovely friends here and always comes out smiling after Day Breaks. ”

Sally, who brings her mum to Sage House for Day Breaks.

Outreach

We continue to provide vital Outreach services across 6 communities in West Sussex. Our popular Witterings Outreach has increased and now runs weekly- enabling people to access more support in their community.

In total customer attendance was **4,367** in the last year across **267** sessions

Supporting Families & Carers

Wayfinding

Over the past year we have supported **3,302** people through Wayfinding which is an increase of 464 from the previous year. We continue to support new referrals within 1 week- which is vital for ensuring people get the help they need quickly.

Total contacts
6,631

“ Having a Wayfinder means I have someone to help sort out the mess in my mind (so I know where I am). ”

Jim, who lives with dementia and is supported by a Wayfinder.



Wayfinding Advice Bus

We have now launched our unique Wayfinding advice bus which brings our dementia advice and support service into the local community.

The bus, which has been converted into a mobile consultation room, will be visiting community venues across West Sussex to enable more people to access face to face guidance.

On the bus, we are able to provide advice on energy safety and affordability - helping people to stay safe and warm at home.

Dementia Supporter Training

As part of our vision of a society where dementia is wholly understood, we have expanded our training by developing and delivering new modules for care services and the wider community. We continue to produce a range of educational workshops for carers and online content to help guide people through the dementia journey.

Support Groups

In the past year we have increased provision to 9 different sessions comprising 37 separate groups and over 340 attendees.

Making a difference

Last year we launched the findings of an 18-month academic review by University of Chichester. Some of their key findings included:

When compared to those without, people living with dementia with access to Sage House demonstrated:

8.4% Increase
in Subjective
Wellbeing

9.1% increase in
Quality of Life

14.6%
increase in Life
Satisfaction

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

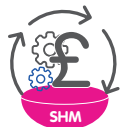
Usual Care

Costs more for
worse outcomes



Sage House Model

Costs less for
better outcomes



SOURCE: University of Chichester (2024)

Services Impact and feedback

Stats taken from quarterly customer surveys and percentages based on number of respondents

89% Agree the Wayfinder service has improved their quality of life

100% Increase in the number of people who feel connected to others and have people to talk to after Wayfinding intervention

100% of Day Breaks customers Agree Sage House has improved their quality of life

SageHouse
by **TANGMERE**
Dementia
SUPPORT

100% of Day Breaks customers Agree Sage House has improved their quality of life

98% of Activity Customers said they feel more connected to others

IN OUR CUSTOMERS WORDS:

“ Just thank you from the bottom of my heart, this time last month I hadn't even heard of Sage House and now I think it is going to be our family life saver. ”

“ Very reassuring to know that I now have a real person out there who knows what's going on and can give me advice and contact information. I am hugely grateful and relieved. I have felt quite alone with the dementia problem, and I now feel I have support to help me. ”

ART FROM THE HEART

David and Rajini's Story

Every Thursday afternoon, creativity and companionship fill the activity room at Sage House, where paints, brushes, imagination and attendees all come together. At the heart of it all is David, whose passion for art, his devotion to his wife Rajini, who lived with dementia, and his kindness towards others have helped shape the warmth and sense of belonging that so many people find at Sage House.

As the volunteer leader of our Painting for Fun group David has now passed his 200th art session. For over seven years now, David has encouraged people to pick up a brush, experiment with colour, and express themselves, through his guidance and care.

For David, painting has always been more than an art form, it has been a way of connecting. "It inspires creativity, exercises the hands and the mind, and gives people a chance to express themselves in ways words sometimes can't. It's wonderful when a carer realises the person they support has an enjoyment for painting," David reflects. "We often see new artists in the making, and it's fabulous."



“ Art has always been a way for me to immerse myself. Being a full-time carer is a role filled with devotion, but also many physical, emotional, and daily challenges. ”



When Sage House first opened, David and Rajini attended many activity sessions together, finding moments of laughter and peace in a shared environment. As Rajini's health declined, she began attending our Day Break service, which offered cognitive stimulation, mobility support, and engagement in activities, continuing the sense of connection and enrichment that art and the other therapeutic sessions had provided. When Rajini could no longer attend and moved into a care home, David continued to volunteer, keeping their connection with Sage House through the sessions they once enjoyed together.

Rajini sadly passed away earlier this year, but her presence at Sage House remains, through David's art and volunteering. For David,

continuing to volunteer is a way to honour Rajini, to celebrate what they both valued, and to share his passion with others who may find joy, companionship, or even hidden talent in painting. "It's so rewarding to see people of all abilities creating their own individual designs, exercising their mental, physical, and social skills at the same time", which as David says, "is where the therapy lies".

Each activity provided by Sage House offers more than just completing the activity - it creates shared experiences, memories and a sense of togetherness for everyone involved.

David has very kindly pledged a gift in his Will to Sage House.

"This is a gift made in loving memory of both Rajini and myself. It reflects the deep connection we share with Sage House and our wish to ensure that others continue to experience the care, compassion, creativity, and companionship that means so much to us both."

Future Plans

Sage House continues to aim for excellence across all of our services and it is a word that is central to our values. We want to continue to innovate and ensure we are providing the services that meet the needs of our customers.

Our future plans are developed in consultation with our customers to ensure we are offering them what we need. Excellence is central to our core values and we want to ensure any new services continue make a positive impact on our customers wellbeing.

Day Breaks

Launch a new Shorter Breaks service to run alongside Day Breaks offering 2 hour flexible, bookable sessions for respite care.

Activities

Continue to innovate in our activity programme- providing both regular and one-off activities that engage and stimulate our customers.

Personal Care

Increase utilisation of our hairdressing facilities to complement the existing hairdressing, washing and shaving offering.

Dementia Supporter

Introduce new modules to provide increased expertise in our community.

Wayfinding

Development of our "Talk to a Wayfinder" signposting and information platform enabling greater access to trusted dementia advice.

Sage House Advice Bus

Increase the number of venues visited by the bus with specific targeting of rural and deprived areas.

Energy Safety and Advice

In partnership with SGN, expand the number of people reached with energy advice.

Community Outreach

Increase the number of Outreach venues by two- launching a new weekly session in Aldwick and fortnightly in Emsworth.

At Sage House, we truly value feedback from our customers and aim to develop our services in consultation with those who need them. Thank you to the volunteers who sit on our Sage House Forum and Services Committee for their feedback, suggestions and time to review our services.

Volunteering

We are incredibly grateful to all of our volunteers who help support and enable us to continue providing an excellent service. Without volunteers, Sage House simply could not operate. Our incredibly volunteers provide support across all of our areas of operation: Day Breaks, Activities, Café, Hairdressing and Therapies, Reception, Fundraising, Photography, Marketing, Advice Bus Driving, Maintenance and more!

We were delighted to welcome High Sheriff for West Sussex, Dr Tim Fooks to Sage House for our annual volunteers celebration event in June. The High Sheriff shared the following thoughts with our volunteers:

“ Without volunteers, Sage House would be unable to be the place it is. I can't thank you enough on behalf of the King, myself as a medic, and frankly just as a member of this community... What you give to individuals with dementia here affects the whole family... you are doing an amazing job. Thank you. ”

Dr Tim Fooks



118

Registered
volunteers

4,729

Total number of
volunteer hours

£51,562

Value provided by
volunteers

Reflecting on an Extraordinary Journey and Looking Ahead

Looking back on the journey at Sage House Tangmere, my heart is full. This work has always been deeply personal, inspired by my Grandad Alfie's experience and guided by the hope that no other family should have to face what we did. Every step I have taken with the charity has been about bringing care, compassion and dignity to those living with dementia and ensuring that they and their families are supported, understood and never alone.

What began as a bold vision to transform dementia support has grown into something truly magical. Sage House has become a place of hope, warmth and practical help for thousands of families, and to have been part of creating that magic has been one of the greatest privileges of my life.

Since opening in 2018, every challenge has been met with determination, creativity and above all, heart. From developing our Wayfinding service to embedding a culture of care and welcome throughout Sage House, the impact has been extraordinary. None of this happened by chance; it is the result of an incredible team, devoted trustees and volunteers, generous supporters and the families who trusted us at their most vulnerable moments.

This year has been no exception. We have listened, adapted and grown, deepening our services and partnerships, and the ethos of Sage House has shone even brighter. The magic we have created is now spreading further. Through Dementia Support, we are taking the Sage House model into new communities in Horsham, Worthing, Guildford and even the West Midlands ensuring more families can experience the same compassionate, joined-up support. Replicating the model is not simply expansion - it is multiplying the impact that it has.

Although this year marks a personal transition for me, as I step down as CEO of Sage House Tangmere, my commitment to spreading the Sage House magic remains unwavering.

I am proud to continue and lead the next chapter, bringing the vision and magic of Sage House to new parts of our County and even further afield!

Thank you to everyone who has walked this journey with me. Your belief, generosity and loyalty have shaped Sage House into what it is today. I cannot wait to see how the magic continues to grow and touch even more lives in the years to come. What's more I know my Grandad Alfie would be very very proud.



Sally Tabbner
CEO



INCOME & EXPENDITURE SUMMARY

FOR THE PERIOD 1 APRIL 2024 TO 31 MARCH 2025

All figures subject to audit

Income	£
Voluntary Donations	£977,362
Grants- Trusts & Foundations	£132,190
Charitable Activities- Dementia Support Service Sage House	£251,157
Statutory Grants	£42,915
Trading- Café & Other	£108,959
Rent Income & Investment	£12,931
	£1,525,514

Expenditure	£
Charitable Activities- Dementia Support Service Sage House	£1,354,693
Trading- Café and Other	£85,482
Fundraising Activities	£222,990
Governance	£4,439
	£1,667,604
	(£142,090)

We were so close to achieving the 2024/25 target of £1.7m income, falling just 10% short. We remain incredibly grateful to our generous donors, community fundraisers and supportive trusts and foundations. In an increasingly competitive fundraising environment, encouraging increases in our Corporate and Community fundraising initiatives, demonstrate the positive engagement with our local area.

Our services provision continues to prioritise affordability and accessibility, offering both paid for and free to attend services. Daisy's Café provides both sustenance and a comforting environment for our customers and members of the public whilst contributing a modest profit to the charity.

People, our most valuable resource, account for the lion's share of our expenditure and we consciously control other costs whilst maintaining a safe and appealing environment. Many of our building costs (including rent and rates) are fixed and we experienced an increase to our maintenance spend primarily due to the increased demand for our services and resulting footfall.

The charity continued to support our National Ambitions Plan in 2024/25, covering the cost of a very well received piece of academic research and a small, dedicated team focused on rolling out the Sage House blueprint nationally.

Overall, we ended the year with a deficit of £142k demonstrating the ongoing challenge of balancing income and expenditure whilst providing our much-needed services.

£1.7m

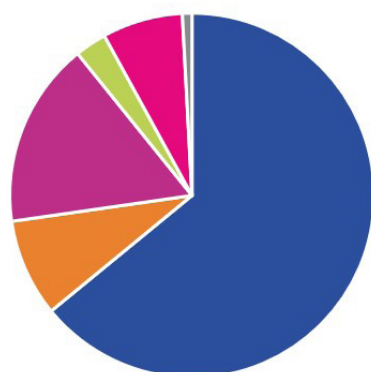
Cost to run
Sage House

76%

income from
fundraising activities

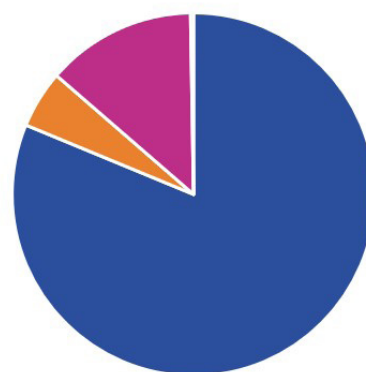
3 statutory
funding
%

4 months
running cost
in reserves



income

- Voluntary Donations
- Grants-Trusts & Foundations
- Charitable Activities
- Trading-Café & Other
- Rent Income & Investment



Expenditure

- Charitable Activities
- Trading-Café & Other
- Fundraising Activities
- Governance

Fundraising Update



Sustainable fundraising is one of the greatest challenges facing Sage House with increasing competition for reducing grant funding and the impact of the current economic climate.

Fundraising makes up 76% of the annual income of the Charity, with only 3% from Statutory Sources. As a young charity, we cannot rely on historical legacies or large investments. Charitable Trust income fell as a percentage of our overall fundraising from 42% in 2024 to 38% in 2025, highlighting the need to continue growing a diverse mix of income sources.

We continue to innovate in our fundraising with new events and ways to support. Highlights include our annual events such as our Track Day, Golf Day, Sportive and Spinathon.



We are incredibly grateful to everyone who has fundraised for, donated to, or partnered with Sage House. Thank you for your kindness that creates such a huge impact.



Get Involved

Without our supporters, we simply would not be able to continue providing life-changing services for people with dementia.

We fundraise from a wide range of sources including Charitable Trusts, Corporate Partners, Community Fundraisers and Individuals who give both time and money to support people living with dementia.

SageHouse TANGMERE
by **Dementia SUPPORT**

Registered with
**FUNDRAISING
REGULATOR**

Become a Friend of Sage House through a monthly donation to provide ongoing support.

Partner with us through your business to help raise funds, whilst boosting your brand.

Business Partnerships



Fundraise for Us



Put on an event, take on a challenge, hold a bake sale- however you can support will make a difference.

A Gift In Your Will can leave a lasting legacy, enabling more families to be supported in the future.

Leave a Legacy






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

Sign up to our monthly newsletter to receive updates on our services and keep up to date with "What's on" at Sage House.

Visit: www.dementiasupport.org.uk/subscribe



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

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All facts and figures are accurate at time of print.

