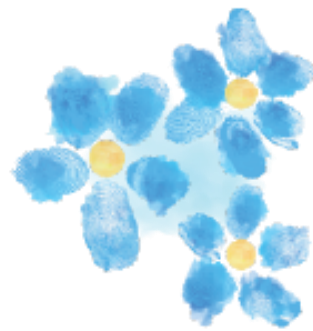




**Memory Support  
Hertfordshire**

**Making a difference, together**  
**Impact Report**  
October 2024 – March 2026

# Local connection, information and advice for everyone affected by dementia and memory loss



**Alzheimer's Society**



**Age UK Hertfordshire**



**Carers in Hertfordshire**



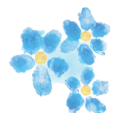
**Hertfordshire County Council**

We work together to provide a range of help and support for people with memory problems or affected by dementia in Hertfordshire.

We can provide information, advice and connect you with your community.

We know that people need support at different times and in different ways.

Expert advisers will work with you to find out what matters to you.



**Memory Support  
Hertfordshire**

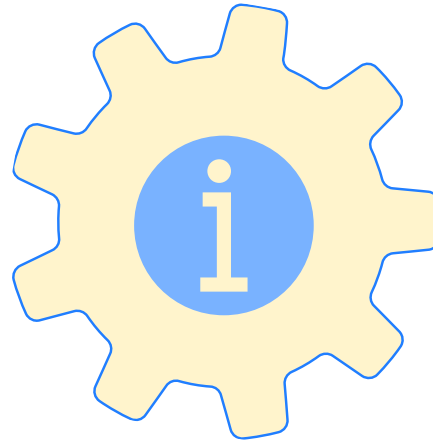
## Did you know?

It is estimated that over 16,900 people in Hertfordshire live with dementia (many without a formal diagnosis). This figure is expected to rise to over 22,500 by 2040.

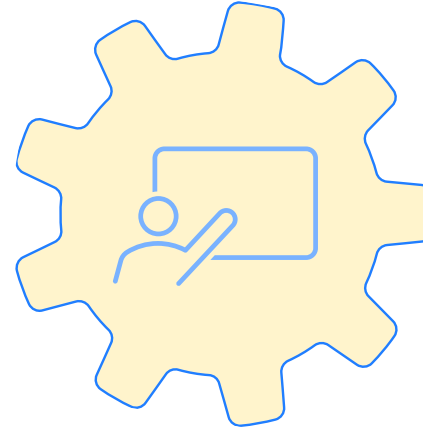
That's why it's more important than ever to ensure people can access the right support and advice at the right time.

## A single, trusted first point of contact

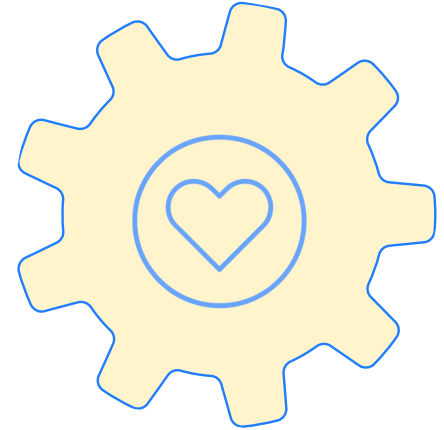
Launched in October 2024, Memory Support Hertfordshire acts as the first point of contact for people experiencing memory loss - whether diagnosed or not - as well as their families and carers. The service offers a wide range of support, including:



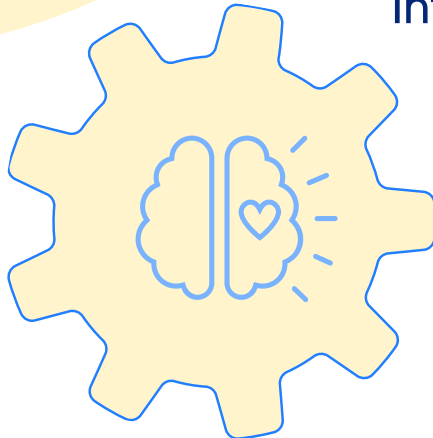
Information and advice



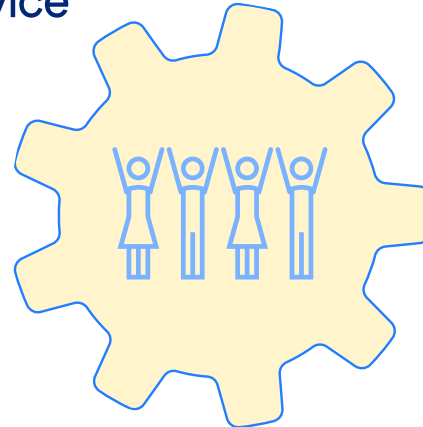
Training



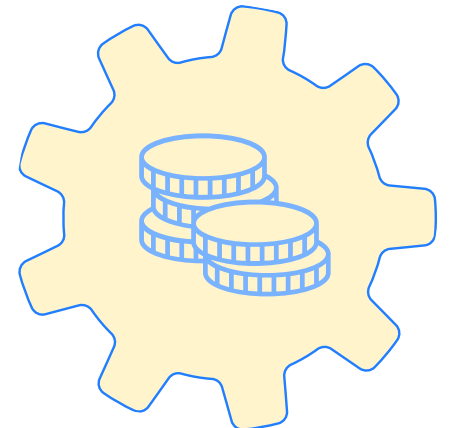
Admiral Nurses



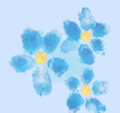
Dementia Friendly Hertfordshire



Direct local support

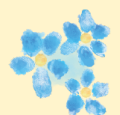


Small grants funding

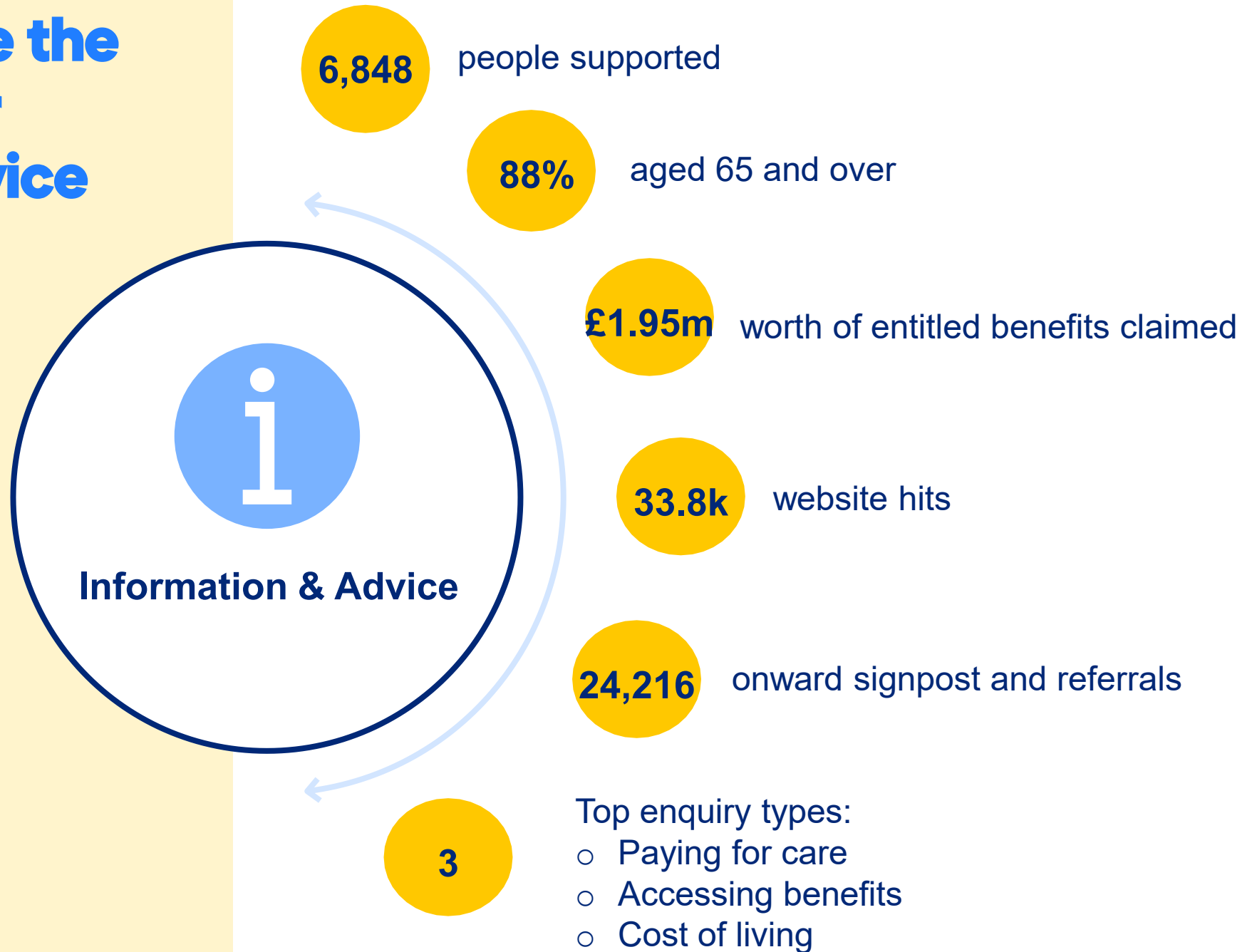


# Helping people take the next step with clear information and advice

We offer a central point of access for enquiries that range from diagnosis, care options, later life planning, benefits, and connecting people to relevant local support services.



Memory Support  
Hertfordshire



# Building confidence, skills and understanding

We believe in creating a community where everyone understands dementia. The training and information we offer is designed to raise awareness, skills, and provide essential support for anyone affected by dementia in Hertfordshire.

Whether living with dementia, caring for someone who is living with dementia or working in a professional setting that involves people with dementia, we can offer information and training to empower you with the knowledge and skills you need.

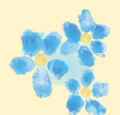
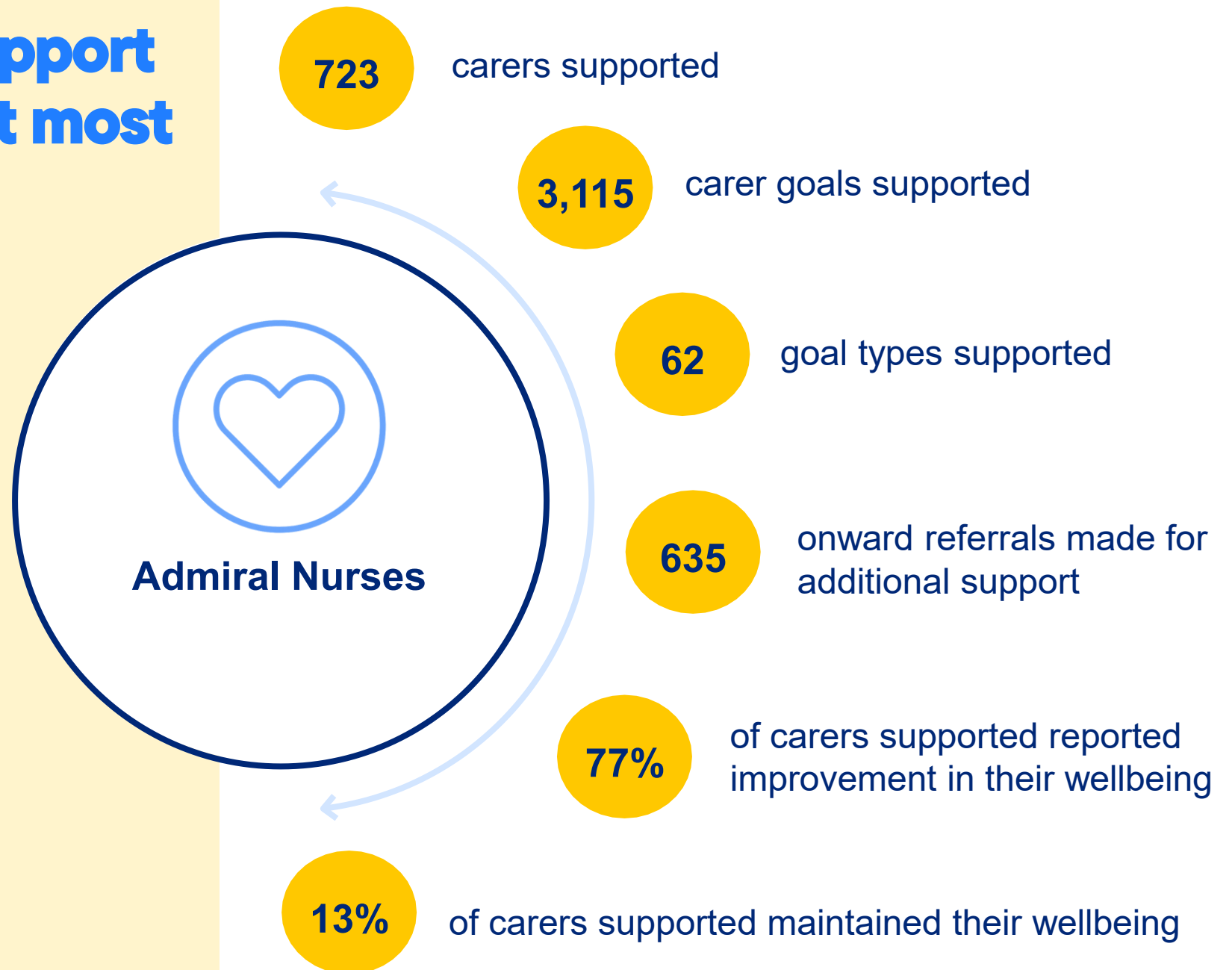


“It was my first time attending a Memory Support Hertfordshire workshop. The presenter was knowledgeable and kind. I would encourage others to attend”

# Specialist nursing support when families need it most

Our qualified specialist dementia nurses are hosted by Carers in Hertfordshire in partnership with Dementia UK and operate countywide.

They work in partnership with families using specialist evidence-based interventions and relationship-centred approaches to provide support for carers and families affected by all forms of dementia, particularly during complex periods of transition.



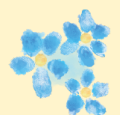
# Making Hertfordshire more dementia friendly, together

**Dementia Friendly Hertfordshire improves our spaces and services, making our communities easier to access and navigate for those affected by dementia.**

**We work with local businesses, organisations and services to help them become more welcoming and inclusive and improve awareness and accessibility through training and accreditation.**



**Dementia Friendly Hertfordshire**



**Memory Support Hertfordshire**



**620**

total attendees across **51** awareness sessions held

**343**

Total attendees across **22** Memory Support Hertfordshire awareness sessions

**277**

total attendees across **29** Dementia Friends sessions delivered

**86**

events, presentations and talks featuring Memory Support Hertfordshire

**65**

organisations signed up to the accreditation scheme

# Support rooted in local communities

We provide 1-to-1, person-centred dementia support across the county, plus activity groups and tailored peer support for carers and those with young-onset dementia.



**2,833**

new referrals for 1-to-1 dementia support

**5,264**

total number of people supported in 1-to-1 dementia support

**3,999**

onward signposting to other services or organisations

**610**

onward referrals to other organisations

**1,621**

total number of groups held (inclusive of activity groups, young onset dementia and carer peer support groups)

**707**

individuals supported by group services

**311**

Awareness raising sessions with 7,992 attendees

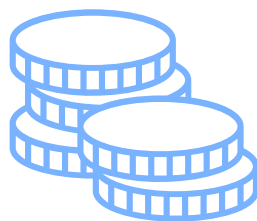
**64**

Dementia Friends sessions held with 1,595 attendees

# Investing in community-led dementia support

We have funding available for voluntary, community, faith and social enterprise organisations.

Fundable activities include providing direct support to people living with dementia or their carers, opportunities to upskill people about topics related to living with dementia, or to support Hertfordshire become more dementia-aware and inclusive.



**Small grants  
programme**

**40**

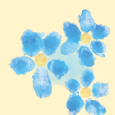
organisations supported

**4,000**

people reached

**£187k**

funding distributed



Memory Support  
Hertfordshire

# What this means

|                                                                                    |                                 |                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Information and Advice          | Thousands of people were able to get clear, trusted advice that helped them understand their options, access financial support, and take their next steps with confidence.                       |
|    | Training                        | Carers and people affected by memory loss and dementia gained practical knowledge, skills and confidence to better cope with daily life and in caring roles.                                     |
|    | Admiral Nurses                  | Carers facing the most complex and distressing situations received specialist nursing support that improved wellbeing and helped them feel less alone.                                           |
|    | Dementia Friendly Hertfordshire | More organisations and communities are becoming welcoming and accessible, helping those affected by memory loss and dementia to feel better understood, included and supported in everyday life. |
|   | Direct Local Support            | Thousands of people received personalised, local support that helped them feel connected, supported and better able to manage life with memory loss and dementia.                                |
|  | Small Grants Programme          | Targeted funding enabled local organisations to reach more people with memory loss and dementia, as well as their carers, strengthening support networks within their own communities.           |

# Real voices, real impact



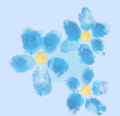
'Prior to contact with my Dementia Adviser, I was lonely, isolated and down following my wife's diagnosis. The support provided was hugely helpful. **I feel connected**'

'The group gives us 2 hours of fun, **a chance to forget the illness** and share happy memories to treasure and remember. We look forward to our Mondays so much and all the activities'

'Coming to this group expands my knowledge. Completing words and puzzles helps me think more. **I feel understood** here and it makes me feel calmer... it bridges a gap'

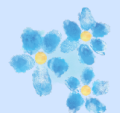
'Now I know what's out there, I was able to decide what we needed. Services are now in place that support my wife in keeping her safe which in turns has given me **real peace of mind**'

'**I feel safe** now. I know where to get support if I need it'



# Real voices, real impact

How small grants make a difference



Memory Support  
Hertfordshire

## Bringing joy and relief to families

Friends of Care Homes create welcoming weekend spaces for people living with dementia and their carers.

**“It was such a relief for me to have a few hours to relax or see friends, knowing he was care for so kindly. I will always be so grateful to the Friends”**

## Creating more dementia-friendly services

Herts Vision Loss used a small grant to train staff and volunteers, improving confidence, communication and inclusion for people affected by dementia and sight loss.

**“The training helped us see the person beyond the condition and gave us practical tools to support inclusion”**

## Building connection and belonging

The Forget-Me-Not Club offers weekly activities, friendship and support for people living with dementia and their carers in Welwyn Garden City.

**“They enjoy coming here and being part of this special group”**

# The difference our Admiral Nurses make for families



“

'You **saved my sanity** when I was feeling at my lowest and have continued to support me through the traumatic step of my husband being taken into care. For that I am eternally grateful and I thank you'

'From the very beginning you gave me confidence in **knowing I had somewhere to go to ask for help** as I navigated my mum's Alzheimer's'

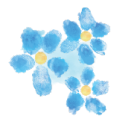
'The many services you signposted and referred us to were **vital in helping me cope**'

'Your **knowledge of dementia** and its progression proved to be unique'

'**What a difference you made**'

'It really has been **a lifeline** for us'

”



# Partnership working that delivers better outcomes

## Partnership-led governance that strengthens consistency and access

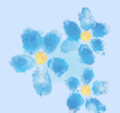
Working in partnership at every level has helped Memory Support Hertfordshire become more consistent, responsive and joined up. Through a strong Governance Board, system partners share responsibility for decision-making, quality and risk. This collective approach ensures services remain aligned, responsive to emerging pressures and focused on what matters most to people affected by dementia.

## Clearer referral pathways so people reach the right support sooner

We have helped strengthen referral pathways across Hertfordshire. Clearer referral criteria, improved guidance and shared online systems are reducing duplication and confusion, supporting referrers to navigate the system with confidence and helping families access support more smoothly.

## Shared learning that builds carer confidence and wellbeing

Our partnership-led training offer is building confidence and resilience among carers. New learning workshops and shared courses (including the Dementia Carers Learning Workshops Programme and the Common Challenges in Dementia course delivered with Admiral Nurses and hospice partners) provide practical, evidence-based support. Training is offered online and in person.





## **Young Onset Dementia partnerships improving lived experience**

Partnership working is particularly impactful for people affected by young onset dementia. Collaborative initiatives with Adult Care Services, community organisations and specialist partners have increased access to peer support, raised professional awareness and strengthened local networks. From shared podcasts to joint environment assessments and specialist groups, people with young onset dementia are connecting with others who understand their experience and feeling less isolated.

## **Inclusive wellbeing activities that support people with young onset dementia**

In partnership with The Red Shed, we introduced seated yoga and wellbeing sessions for people living with young onset dementia. The collaboration has created a safe, inclusive space focused on physical wellbeing and connection, with plans to extend sessions to Brainwaves groups and other people affected by dementia.



## **Developing and expanding a strong Dementia Friendly approach**

Working in partnership, we co-developed a clear, Hertfordshire specific accreditation process that is transparent, user-friendly and measurable. We engaged pilot organisations and new areas across the county, built wider interest beyond initial pilots, and strengthened delivery through awareness sessions, ambassador training and active collaboration with Dementia Friendly Community Groups.

# Looking ahead, together

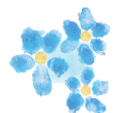
## **Growing awareness and access through trusted community partnerships**

We will continue working with partners to grow awareness of Memory Support Hertfordshire, so more people know where to turn for help. This includes strengthening our online presence, targeted outreach, and working with trusted community organisations to reach people who may face additional barriers to accessing support. Through expanding our Facebook page we hope to increase use of service provision, training outreach and awareness, as well as explore paid advertising to reach wider audiences.



## **Making services more inclusive, guided by lived experience**

Making our service more inclusive remains a priority. Working in partnership with communities, volunteers, and people with lived experience, we are shaping support that reflects Hertfordshire's diversity. This includes improving accessibility for Black, Asian and Minority Ethnic communities, Deaf, and LGBTQ+ communities, working with culturally specific groups, and building co-production opportunities so services continue to reflect real needs and experiences.



## **Preparing together for future demand**

As demand for dementia support continues to grow, partnership working will remain central to how we respond. Our shared priorities focus on strengthening referral pathways, improving data alignment, increasing GP awareness of the service, and developing earlier, preventative support that helps people stay well for longer.

## **Developing Local Training Hubs**

Working in partnership with other organisations across Hertfordshire, we aim to offer more in-person training opportunities that are accessible and community-based.

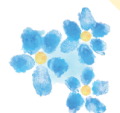
## **Clarifying and strengthening the accreditation approach**

We will focus on clarifying the purpose of accreditation and strengthening how it is understood and applied across Hertfordshire.

## **Learning, adapting and improving as a partnership**

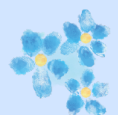
Together with our partners, staff, volunteers and people with lived experience, we will continue to learn, adapt and improve so Memory Support Hertfordshire remains a trusted, inclusive and effective first point of contact.

**Together, these priorities aim to ensure that anyone affected by dementia in Hertfordshire gets the right support, at the right time, in ways that make a real difference to everyday life.**





Scan the QR code for  
an overview of how  
we can support you



Memory Support  
Hertfordshire

## Get in touch

Memory Support Hertfordshire  
Age UK Hertfordshire Offices  
First Floor, Beane Bridge House  
34 Chambers Street  
Hertford, SG14 1PL



Email: [info@memorysupportherts.org.uk](mailto:info@memorysupportherts.org.uk)



Phone: 0300 131 3946



Hours: Monday – Friday, 9.30am – 4.00pm



Visit: [www.memorysupportherts.org.uk](http://www.memorysupportherts.org.uk)