



Focusing on Ability

South Oxfordshire planning brief | July 2026

# South Oxfordshire dementia support, built from a local group outward.

A practical expansion plan for Didcot and surrounding communities, combining local dementia need, a village hall pilot model, carer respite, and a pathway toward dedicated support centres.

**Become a member**

**Support the work**

**271**

estimated people living with dementia in Didcot civil parish

**177-326**

credible working range for Didcot

**8-15**

starter places for a village hall session

**2026-2030**

expansion window for staged local growth

# Why Didcot is a strong next step.

The cleanest planning geography is Didcot civil parish in South Oxfordshire. A wider built-up-area view is also useful because the town's urban footprint crosses the boundary into Vale of White Horse.

**271**

Main Didcot estimate using age-specific prevalence applied to Census 2021 age bands.

**298**

Built-up-area comparator for the wider Didcot urban footprint.

**227**

NHS England CFAS II benchmark for Didcot, used as a lower comparator.

## Planning estimate

| Area   | Main estimate | Built-up area | Working range |
|--------|---------------|---------------|---------------|
| Didcot | 271           | 298           | 177-326       |
| Witney | 475           | 485           | 307-562       |

The working range is deliberately conservative. It supports venue planning, referral expectations, funding conversations, and staged delivery without overstating immediate demand.

## What the figures mean in practice

A small starter group can be justified without waiting for a large building, a full centre, or a perfect long-term funding package.

For families, the first need is often simple: somewhere consistent, welcoming, dementia-aware, and close enough to reach.

For Dementia Active, a small group gives the community a way to prove demand, recruit volunteers, build referral routes, and learn the local transport picture.

# Start small, prove demand, then grow.

The proposal is not to wait for a full centre before helping people. The route begins with accessible community groups and grows into larger provision where local need, funding, staffing, and partnerships make it sustainable.

1

### Open a local group

Use village halls and community spaces for small, friendly sessions with clear routines.

2

### Build the team

Recruit a group lead, volunteers, drivers, activity helpers, and local champions.

3

### Connect referrals

Work with health, social care, families, carers, councils, and local organisations.

4

### Broaden sessions

Add music, movement, conversation, cognitive stimulation, creative work, and carer support.

5

### Create centres

Where demand is strong, develop dedicated centres serving 20-40 people per day.

## Community entry phase

Start with smaller local groups in places such as Holton, Didcot, Henley-on-Thames, and additional hubs where communities come forward.

The first sessions can be modest: 8-15 members, volunteer support, and a consistent weekly rhythm.

## Dedicated centre phase

When the local case is strong, a centre can offer multiple groups per week, specialist activity, respite, and deeper partnership with services.

The aim is a practical step up, not a sudden leap.

# From Freeland pilot to a wider support network.

The Freeland village hall group gives Dementia Active a working pilot: local, welcoming, inexpensive to start, and useful for training volunteers before expansion into larger communities.

## Now

### Freeland pilot

Weekly group with 18 regular members. The pilot helps refine the local session model, volunteer roles, and training approach.

## Next

### Didcot

Launch an accessible starter group using the Didcot evidence base, with referral routes and a local volunteer network.

## Then

### Abingdon and Henley-on-Thames

Use the same group model in additional South Oxfordshire communities, adapting around venues, transport, and local partners.

## 2027-2028

### Berkshire hub opportunity

A multi-agency dementia hub on NHS land is expected in this period, creating a possible regional platform for joined-up support.

## 2026-2030

### Network growth

Build from proven small groups into larger, more frequent provision where communities demonstrate demand and support.

# A day that feels calm, familiar, and worth coming back to.

Cognitive Stimulation Therapy is at the heart of the activity model, but the tone stays human: opinion-based discussion, gentle challenge, shared enjoyment, movement, music, refreshments, and conversation.

### Welcome and orientation

People arrive into a friendly routine, with time to settle, greet others, and understand the shape of the session.

### Music and light movement

Activities support energy, confidence, rhythm, and shared enjoyment without making the session feel clinical.

### Discussion and cognitive activity

Quizzes, themes, reminiscence, and conversation invite opinions rather than testing memory.

### Creative and social time

Hands-on activity, refreshments, and open conversation help build friendship and community connection.

### For members

Routine, friendship, purposeful activity, confidence, gentle stimulation, and a reason to stay connected locally.

### For carers

Regular respite, trusted support, practical information, and a route into a wider community that understands dementia.

## Current Dementia Active network

| Location                    | Current provision            | Planning note                        |
|-----------------------------|------------------------------|--------------------------------------|
| Banbury main centre         | 35 daily places              | Potential to grow toward 45 places.  |
| Chipping Norton             | 35 daily places              | Established day support centre.      |
| Launton / Bicester area     | 24 daily places              | Part of the wider Oxfordshire model. |
| Carterton                   | 13 places, three days weekly | Smaller-area provision.              |
| Freeland village hall pilot | 18 regular members           | Training and starter-group model.    |

# What needs to happen locally.

The practical work is clear: secure the right venue, gather the team, open referral routes, make the weekly session reliable, and fund the support around it.

1

**Secure a suitable venue.** Step-free access where possible, accessible toilets, calm seated activity space, parking or transport access, and refreshments.

2

**Recruit a local team.** Group lead, volunteers, drivers, and people who can help with social, music, creative, and reminiscence activities.

3

**Open referral routes.** Health and social care, families, friends, self-referrers, councils, community groups, and local organisations.

4

**Build the weekly session.** Orientation, music, movement, cognitive discussion, creative activity, refreshments, and conversation.

5

**Fund transport and respite.** Regular giving, the UK GBP 1 Dementia Movement, fundraising, grants, and business support.

## The ask

Help Dementia Active turn the South Oxfordshire plan into real weekly support for people living with dementia and the people who care for them.

Local support can be practical: a venue lead, volunteer time, transport help, introductions to councils and health teams, fundraising, donations, and business sponsorship.

### Phone

01295  
408441

### Email

[info@dementiactive.co.uk](mailto:info@dementiactive.co.uk)

### Text / WhatsApp

07711  
891028

## CLICKABLE LINKS

# Get involved and read the source material.

The buttons below are live links in the PDF. They can be used from an email, website download, or printed PDF viewer that supports clickable links.

### Become a member

[dementiactive.co.uk/becoming-a-member](https://dementiactive.co.uk/becoming-a-member)

### Volunteer or drive

[dementiactive.co.uk/volunteering%2F-driving-1](https://dementiactive.co.uk/volunteering%2F-driving-1)

### Donate

[dementiactive.co.uk/ways-to-donate](https://dementiactive.co.uk/ways-to-donate)

### Movement contact

[dementiactive.org/contact](https://dementiactive.org/contact)

## Source documents and website pages

Uploaded planning document: Dementia Active Future Plans (1) (3).pdf

Uploaded local need document: Dementia in Didcot and Witney.pdf

[dementiactive.co.uk](https://dementiactive.co.uk)

[dementiactive.co.uk/session-times-%26-locations](https://dementiactive.co.uk/session-times-%26-locations)

[dementiactive.co.uk/locations](https://dementiactive.co.uk/locations)

[dementiactive.co.uk/cst](https://dementiactive.co.uk/cst)

[dementiactive.co.uk/occupational-therapy](https://dementiactive.co.uk/occupational-therapy)

[dementiactive.co.uk/ways-to-donate](https://dementiactive.co.uk/ways-to-donate)

[dementiactive.org](https://dementiactive.org)

[dementiactive.org/more-info](https://dementiactive.org/more-info)

[dementiactive.org/start-a-group](https://dementiactive.org/start-a-group)

[dementiactive.org/find-support](https://dementiactive.org/find-support)