



Norfolk and Suffolk Health and Care Awards 2026

Treatment to Prevention Award

Daisy Days Active Dementia Day Service

LimeSkills CIC

Daisy Days, established in 2025, is a pioneering dementia day service that challenges traditional models of care by placing individuals, rather than diagnoses, at its centre. Drawing on expertise in social care, training and community development, it actively “busts myths” about dementia, demonstrating that people can remain engaged, independent and fulfilled. The service delivers flexible cognitive stimulation therapy (CST) within familiar community settings, such as cafés, museums and green spaces, where personalised activities promote wellbeing. Evidence-based practice underpins this approach, with demonstrated benefits including reduced risks of depression, delirium, frailty and falls, alongside improved communication, independence and physical activity.

A key feature of Daisy Days is its fully mobile model and small group size, supported by a 2:4 staff ratio. This ensures each person is truly known, enabling tailored care aligned with NICE and CQC standards. Staff are trained in dementia-specific emotional intelligence and CST, ensuring high-quality, person-centred support that enhances both enjoyment and therapeutic impact.

The service also provides vital support to family carers, offering flexible, door-to-door, full-day respite that allows them time to prioritise their own health and wellbeing. Feedback highlights significant improvements for both service users and carers, including increased confidence, better sleep, and enhanced quality of life. By combining meaningful experiences with measurable outcomes, Daisy Days helps people living with dementia stay healthier for longer while reducing avoidable decline and sustaining family caring relationships.