



Business Spotlight

Dig For Dementia

Dig for Dementia, founded by Jack Pickford-Brake, a registered nurse and avid gardener, offers therapeutic gardening sessions for people living with dementia in Andover.

The program provides weekly workshops in homes, care facilities, and soon in a new community garden, promoting wellbeing, social interaction, and a sense of purpose through nature-based activities.

Business Spotlight

Although Jack had extensive nursing experience, he was new to running a community business.

He turned to the Test Valley Small Business Service for support in strategic planning and business development.

With IncuHive's guidance, he formalised his vision, built key partnerships, expanded workshops across Hampshire and Wiltshire, and progressed toward creating a community garden in Andover.

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IncuHive has been invaluable in helping me turn my vision into reality.

As a complete novice in business, Andy's guidance and support gave me the confidence and clarity to grow Dig for Dementia and expand our impact in the community.

Jack Pickford-Brake
Dig For Dementia

Test Valley
Borough Council



IncubHive



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www.digfordementia.co.uk
Test Valley Small Business Service

Dig
for
Dementia
Gardening Therapy

