

Trustees' Annual Report



and consolidated financial statements



For the financial
year 2023-24



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Chair and Chief Admiral Nurse/Chief Executive Officer's report

At Dementia UK, we hear every day from families who are facing the fear and confusion of dementia. Too many are left to struggle alone, not knowing where to turn for support.

We want to be there for every one of these families – as well as those who will be affected by dementia in the future – and in 2023-24, with the help of our supporters, we took great steps towards achieving our vision.

We are delighted that for the first time, Dementia UK's annual income passed the £20m mark, ending the year on £22.5m – an incredible 16% increase on 2022-23. This has helped us increase the number of dementia specialist Admiral Nurses to 458, allowing us to reach more of the families who need us – on our Helpline, in virtual clinic appointments, and in the community, including GP surgeries, hospitals, care homes and hospices.

We are particularly proud to have extended our services for families who are experiencing specific and complex challenges, with new Consultant Admiral Nurses specialising in frailty, sport and dementia, children and young people, and LGBTQ+ communities. This reflects our commitment to ensuring no one falls between the gaps in dementia care.

We can only do our life-changing work because of our thousands of dedicated supporters, and we are so grateful to everyone

whose generosity in fundraising, donating, campaigning and raising awareness ensures we can offer more families a lifeline.

In 2023-24 our virtual and in-person events saw both record numbers of participants and record income. We also extended valued partnerships with corporate supporters and trusts and secured some exciting new ones.

As well as directly supporting people through our Admiral Nurse services, we are committed to raising awareness of dementia and our charity. Our 'We live with dementia' campaign brought the challenges of dementia to life through powerful personal stories which reached people across the UK through nationwide activity, raising the profile of our specialist support services.

We also launched our 'Fix the funding' campaign. Together with our Campaigns Network, we are calling for urgent improvements in the NHS continuing healthcare process – which is currently failing many families affected by dementia, leaving them without the vital care funding they deserve. This formed one of the pillars of our 'Put dementia on the agenda' General Election manifesto.

With nearly one million people in the UK living with dementia, it is vital that our Admiral Nurses receive the highest quality support and development to be able to provide families with the best possible care. We have created

a development pathway for new nurses and continue to support and develop all nurses through our Admiral Nurse Academy.

You can read more about these highlights, and many more, in the pages of this Annual Report.

As we head into the final year of our 2020-25 strategy, we will undoubtedly face growing demand for our services, but as a Dementia UK community, we are determined to rise to every challenge. This will only be possible by working

together with you, the amazing people who donate, fundraise, partner, pledge, campaign and volunteer. We are indebted to you all.

Thank you so much for standing with us to ensure no one faces dementia alone.

Dr Hilda Hayo

Chief Admiral Nurse and Chief Executive Officer

Professor David Croisdale-Appleby OBE

Chair of Trustees



We are Dementia UK: the specialist dementia nursing charity that is there for the whole family.

Every three minutes, someone in the UK develops dementia. Today, nearly one million people in the UK are living with the condition.

Dementia doesn't just impact the person with the diagnosis – everyone around them is affected in some way.

Too often, people are left to cope alone with ever-changing and relentless challenges. Families often have to take on caring responsibilities that push them to their physical, emotional and financial limits. Struggling to know where to turn, they are left feeling exhausted, overwhelmed and alone.

That's where Dementia UK comes in.

Our specialist dementia nurses – known as Admiral Nurses – provide life-changing advice and support to anyone affected by dementia, whenever it is needed. From sharing practical tips for caring to offering compassionate emotional support and helping families plan for the future, they are there when people need them most.

As the only UK-wide charity dedicated to specialist dementia nursing, we want every family to know we will be there to support them – for as long as they need us.



“Being an Admiral Nurse is not just about supporting the person living with dementia – it’s about supporting the whole family. My hope for the future is that every family that needs one has access to an Admiral Nurse.”

Liz Tomlinson, Admiral Nurse



Trustees' Annual Report, including the strategic report

Our vision, mission and values

In 2023-24, we refreshed our vision, mission and values to better represent our commitment to the families we support. You can read more in our Spotlight feature on page 76.

Our vision

A world where no one faces dementia alone – where everyone gets the specialist support they need.

Our mission

Our life-changing support is there for everyone affected by dementia.

Our dementia specialist Admiral Nurses give expert and compassionate support and advice: on our Helpline, in clinics, in hospitals, in the community and in other health and care settings, as well as through the information we provide.

We work alongside people affected by dementia to constantly improve the health and care systems they rely on. We use our clinical knowledge to influence public policy and service delivery, carry out vital research into dementia care, promote better awareness and understanding of dementia, and campaign for change across the UK.

Together, we can make sure no one faces dementia alone.

Our values



Collaboration

Working together makes us stronger. We listen to and collaborate with families living with dementia, clinicians, our colleagues, and our supporters and fundraisers. Every day, we learn from one another.



Compassion

We come to work to improve the lives of people affected by dementia. It's why we approach everything we do, and everyone we talk to, with kindness, respect and support.



Ambition

We will do everything we can to help families affected by dementia feel more empowered. We're resourceful and resilient: whatever the obstacles, we'll try to find a way.



Integrity

We always aim to show integrity and accountability in all our work: from how we spend the money raised by our generous supporters to how we behave with colleagues, stakeholders and partners.

Dementia facts and figures

Dementia is an umbrella term for a range of progressive conditions that affect the brain.

There are around 200 different types of dementia. The most common are:

Alzheimer's disease
vascular dementia
Lewy body dementia
frontotemporal dementia
mixed dementia

Common symptoms of dementia include:

- memory problems
 - problems with understanding
 - confusion
 - speech and language difficulties
 - changes in behaviour
- difficulties with problem-solving and decision-making



One in two

of us will be affected by dementia in our lifetime – whether by caring for someone with the diagnosis, developing it ourselves, or both.



52% of carers say they do not receive sufficient support, and 40% experience depression or anxiety.



Over **70,000** people in the UK have young onset dementia – where symptoms develop before the age of 65.



Only **64.5%** of people with suspected dementia have a formal diagnosis.



Dementia is the leading cause of death in the UK.



“We had very little support; we felt on our own as a family.”

Clare's story

For Clare, caring for her two young children and her mum, who had dementia, was a constant challenge, but calling our Helpline kept her going.

No one understands how traumatic it is to care for someone living with dementia unless you've experienced it. You're losing the person you love along the way. You can't explain it to the outside world. Every day, every hour is different.

Mam was diagnosed with vascular dementia following a cardiac arrest five years ago. My twins were just four weeks old at the time. We'd suspected something wasn't right with her, but never considered that it could be dementia.

We had very little support when the diagnosis came and felt on our own as a family. Filling out forms and chasing healthcare professionals is the last thing you need, but it's the first thing you have to do to get any help. It caused extra stress and worry, especially as there were constant delays.

I tried to do my absolute best for Mam in every circumstance, but it never felt good enough. Just when I felt like I was getting the hang of something, something else would go wrong. It was like having to be a detective.

"No one saw what we were going through."

When your family is living with dementia, your whole world becomes insular. Mam went from going to parties and doing the flowers at church to not leaving the house.

Nobody saw her decline or what we were going through as a family – it was all behind closed doors. Usually when someone is unwell, everyone is there to offer support. But with dementia, everyone disappears.

While Mam was still living at home, Dad cared for her 24/7. His whole life was put on hold. He couldn't even go to the shops. Mam was type 1 diabetic which is incredibly complicated with dementia. She was having hypos (episodes of dangerously low blood sugar) all over the place and Dad had to monitor her throughout the night.

"Speaking to a dementia specialist makes such a difference."

By the time we heard about Dementia UK, Mam was in the later stages of dementia, but I called the dementia specialist Admiral Nurses on the Helpline many times. They helped me to tackle specific issues like putting us in touch with the Admiral Nurse in our local hospital after Mam was admitted, transitioning her into a care home and applying for funding for her care fees.

It makes such a difference to speak to a dementia specialist who really understands. The Admiral Nurses gave me that extra bit of support to keep going during this devastating illness. No family should have to go through dementia alone.

Achievements, performance and plans

The heart of dementia care: our hosted Admiral Nurse services

Whether in GP surgeries, local communities, hospitals, care homes or hospices, our Admiral Nurse services – hosted by organisations like NHS Trusts – offer a lifeline of support across the UK.

Our objectives for 2023-24

- Recruit a total of 33 new Admiral Nurse posts: 10 in acute care; 15 in primary care networks; five in diverse communities; and three specialising in young onset dementia
- Create eight new Admiral Nurse clinics in areas without existing services
- Expand our clinics for members of the Professional Footballers Association (PFA) and their families

What we achieved

Despite a demanding year in which we faced disruption due to restructuring in NHS teams, difficulty identifying match-funding in primary care locations, a challenging health and social care environment, and funding restrictions putting some services at risk of closure, we successfully recruited 24 new Admiral Nurses across the UK in 2023-24.

We appointed 10 new nurses in acute care, five in primary care, six in care homes and domiciliary care, two in hospices, and two specialising in young onset dementia. This included our first Admiral Nurse post in Orkney, Scotland. We also recruited 34 nurses into vacant roles. This means more families can access the support they need in their local area.

While we didn't achieve our goal of 33 new nurses, we have nevertheless made great progress towards our aim of having 500 Admiral Nurses by 2025. As of April 2024, we have 458 in post across all services (including Core Clinical Services – please see page 18) enabling us to support more families than ever before.

To ensure more people can access dementia support in their local community, we have grown our clinics offering in areas that do not currently have an Admiral Nurse service. We launched a new clinic in Market Harborough and are currently establishing clinics in Leicestershire

Through our partnership with Leeds Building Society, we continued to offer our Closer to Home clinics in High Street branches across the UK. These enabled people to book an appointment with an Admiral Nurse in a convenient location. We delivered 610 appointments, with 96% of people responding to the NHS Friends and Family Test rating the service as 'very good' or 'good'.

These achievements mean that more families than ever have been able to access the face-to-face support of a specialist dementia nurse.

Developing our specialist support services

To ensure that we offer specialist, age-appropriate support to the 70,800 people in the UK living with young onset dementia and their families, we have provided all Admiral Nurses with access to education on young onset dementia. This will increase their knowledge and understanding of dementia in midlife, and give them more opportunities to support these families in their day-to-day jobs.

With a growing need for specialist support for current and former sportspeople affected by dementia and their families, we appointed Joe Costello as Consultant Admiral Nurse for Sport and Dementia in May 2023 – please see our Spotlight feature on page 22 for more on his role.

Our awards successes

We were delighted to be recognised in the selection and judging of several prestigious awards in 2023-24.

- Our Transitions of Care model of Admiral Nursing won a Health Services Journal Partnership (HSJ) bronze award – please see our Spotlight feature on page 16
- Our Chinese Welfare Trust Admiral Nurse clinic, which supports families from Chinese and South-East Asian backgrounds, was a finalist in the Nursing Times awards and Royal College of Nursing (RCN) awards
- We were shortlisted for a Nursing Times award for our collaboration with the Professional Footballers Association
- Closer to Home clinics were shortlisted for the Business Charity Awards

These nominations reflect our commitment to offering the highest quality specialist dementia support that meets every family's unique needs.



“I felt like I had been listened to and didn’t feel judged or questioned. I also feel like I left with a completely different mindset with my approach to my mam’s care.”

Family carer



“When my dad was admitted to hospital, communication with the ward staff was very difficult. But the Admiral Nurse was fantastic – she visited my dad and kept me informed about what was happening. I felt I had a point of contact helping me make sure he was okay.”

Family carer

What we’ll do next: our priorities for 2024-25

Focus on achieving a target of 500 Admiral Nurses by 2025. We will continue to grow the number of services in:

- acute care, introducing the Transitions of Care model (see page 16) to help people be safely discharged from hospital to their preferred place of care, relieving pressure on the NHS

- primary care, working alongside GP practices to ensure families receive the support they need and relieve the pressure on GPs’ time

Strive to develop new services in areas where there is currently no or limited Admiral Nurse presence.

Evaluating Admiral Nursing in primary care

Every year, thousands of families affected by dementia are supported by an Admiral Nurse through primary care settings (GP surgeries), hosted by organisations like NHS Trusts. Our latest evaluation demonstrates the huge difference they make.

Outcomes for families

Carers told us how Admiral Nurse services had supported them in their caring role.*

- 100%** said it had made a positive difference to their ability to take better care of the person with dementia
- 99%** said it had made a positive difference to their ability to make decisions about the care of the person with dementia
- 98%** said the service had made a positive difference to their ability to continue caring for the person with dementia
- 98%** said it had made a positive difference to their ability to cope

Feedback from professionals

All professionals responding to our evaluation questions said the Admiral Nurse had:

- improved quality of life for families
- improved person-centred care for families
- enabled the inclusion of families in decisions about care

Impact on health and social care services

Professionals felt Admiral Nurse services were contributing to improved utilisation of health and social care resource by:

- avoiding crisis points for families affected by dementia
- delaying long-term care home placements
- reducing unplanned hospital admissions
- reducing their contact time with families affected by dementia

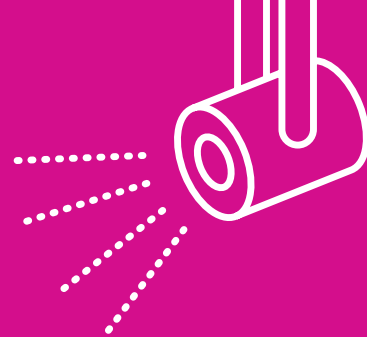
“[The Admiral Nurse has] reduced hospital admissions and crisis points for several patients by providing advice and support, regular contact [and] referral to appropriate services.”

GP

“My Admiral Nurse has helped me cope when I felt alone on this journey of care. When I needed someone to give me advice and help about Mum’s anger, inadequate personal care, weight loss, mobility, food and meds, the Admiral Nurse was [there].”

Family carer

* Information from Primary care survey evidence report, March 2023



Spotlight

The Transitions of Care model of Admiral Nursing

Many people affected by dementia who are admitted to hospital face complex challenges around the period of discharge. Rachel Johnstone, Regional Account Manager (South-West), explains how a new model of Admiral Nursing is smoothing the transition for families.

At any time, one in four hospital beds is occupied by a person living with dementia. Many of them remain in hospital for longer than is necessary because of issues with discharging them home or into a care home.

This can cause distress for both the person with dementia and the carer, a deterioration in the person's condition (for example, they may lose mobility if they are not supported to walk around in hospital), and an increased risk of complications like delirium – as well as increased health and social care costs.

Even when the person with dementia returns home, many families are inadequately supported which can lead to unnecessary readmissions to hospital.

Our Transitions of Care model of Admiral Nursing is addressing some of the most pressing challenges in the period around hospital discharge. Admiral Nurses divide their time equally between the hospital and the community/care home setting, supporting people with complex needs related to dementia to successfully be discharged back home or into an appropriate care home placement.

Our first Transitions of Care service

The first Transitions of Care Admiral Nurse service launched in April 2022 as a collaboration between Dementia UK, Livewell SouthWest and University Hospitals Plymouth NHS Foundation Trust. It aims to reduce the length of hospital stays for people with dementia, manage an appropriate and timely discharge to the right setting, and prevent hospital readmission.

The service's two Admiral Nurses cover a combined area of 820 square miles and 169 care homes, with each nurse holding a caseload of on average 19 families. They support families in hospital in the lead-up to discharge and for six weeks after.

“Our experience has been overwhelmingly positive and I am certain that without the support [of an Admiral Nurse], many of these people would have been readmitted to hospital... I have such confidence in their expertise that we are more likely to move forward with referrals when we know there's Admiral Nurse involvement.”

Care home manager

In the service's first 20 months (April 2022 to December 2023):

- there were no avoidable readmissions to hospital among the 320 families supported
- 14 of 43 people with dementia were discharged from hospital within 48 hours when referred to the Admiral Nurse
- just 9% of people with dementia were discharged to a nursing home
- 17 people who were on a pathway to care home admission were able to be discharged to their own homes
- breakdowns in care home placements were prevented in 20 out of 49 cases by supporting the home to continue to manage care, facilitating transition to a different home, or identifying preventable causes of readmission

Leading the way

This model of care is leading the way in supporting families in the period around hospital discharge. In recognition of its impact, the Livewell Admiral Nurse service won a prestigious bronze HSJ Partnership award (2024) in the 'Most effective contribution to integrated health and care' category.

We now have three Transitions of Care services in operation, with another in recruitment and a further one in development. This model is likely to be a key priority in Dementia UK's Corporate Strategy for 2025-30, helping families affected by dementia through a complex, precarious and poorly integrated health and social care system that right now, is failing too many people.

"Ever since we met, you have been with us on this nightmare journey making it that bit easier and enabling us to navigate the different rules and laws from being medically fit, to being discharged and beyond... You were always there, pointing me in the right direction or giving me advice... Without this, I truly believe Mum would have been in hospital for several more weeks than necessary and I think I would have collapsed under the sheer enormity of the tasks."

Family carer



The Livewell SouthWest Transitions of Care Admiral Nurse Team

Here to listen: our Core Clinical Services

Every year, we support thousands of families through our free Helpline, virtual clinic appointments and Consultant Admiral Nurse services, ensuring that everyone affected by dementia – wherever they live – can access the help they need.

Our objectives for 2023-24

- Support at least a combined 36,000 direct contacts on our Helpline and in virtual clinic appointments
- Improve efficiency to ensure that more callers get through to the Helpline on their first attempt, and enable us to meet the ever-growing number and complexity of calls
- Develop our prison clinics model and extend its reach to improve the support offered to prisoners with dementia in the UK

What we achieved

Throughout 2023-24, we received 33,971 calls and emails to our Helpline and completed 3,590 phone and video appointments in our virtual clinic – a total of 37,561 direct contacts. Through these services, more families than ever have benefited from our expert dementia support, 364 days a year.

By implementing a caller queue function and creating a new process to ensure a set number of Admiral Nurses are available to take calls, we are regularly exceeding our target of answering 60% of calls first time, and our live call answer rate is often over 80%. This means more carers receive immediate support the first time they contact us, without them having to wait for a callback.

In cases where we cannot answer a call immediately, we ensure we return the call as soon as possible.

We have recruited new Admiral Nurses to Core Clinical Services to increase the number of nurses answering calls and offering virtual clinic appointments per session (weekday and weekend sessions are eight hours; evening sessions are 3.5 hours). We are also working on strategies to reduce the time spent on clinical administration, leaving more time for nurses to respond to calls.

Expanding our virtual clinic service

To meet the increased demand for our virtual clinic, we have doubled the number of appointments to 24 each day, Monday to Friday. These pre-booked appointments can be carried out by phone or video call and allow the carer to speak to an Admiral Nurse at a time to suit them. It is particularly valuable for families living in different locations, enabling them to join the same video call to discuss their questions and concerns.

There is still often a waiting period for people wishing to book virtual clinic appointments. With the recruitment of new nurses within Core Clinical Services, we hope to address this in the coming year by making more nurses available for each virtual clinic and Helpline



session so carers can access our support at the point where they need it most.

We have continued to build our prison clinics model. Our services in HMPs Haverigg, Hull and Humber are up and running, including monthly staff clinics and training sessions, and we have received expressions of interest from other prisons. As this model grows, it will directly benefit the estimated 12,000 prisoners with dementia in the UK.

Our Consultant Admiral Nurses

Our Consultant Admiral Nurses are experienced nurses who each have a particular expertise. They work directly with families within their specialism, as well as offering support and education to other Admiral Nurses; developing dementia care skills and knowledge in other health and social care professionals; influencing policy; working with dementia care researchers; and creating new resources.

In 2023-24 we appointed four new Consultant Admiral Nurses for:

- Frailty (appointed April 2023)
- Sport and Dementia (appointed

May 2023 – please see Spotlight on page 22 for more on his role)

- Children and Young People (appointed March 2024)
- The LGBTQ+ Community (appointed March 2024)

These new roles, alongside our existing Consultant Admiral Nurses for Young Onset Dementia and Lewy Body Dementia, will help us extend our specialist support for people with specific complex needs relating to dementia.

“I really cannot emphasise enough how important it has been to have Kerry [Consultant Admiral Nurse for Frailty] to talk through our situation with my dad. We as a family were at crisis point. Kerry’s empathy and knowledge really helped us to cope with Dad’s care and recent admission to hospital. Just knowing I could [contact] her really gave me the strength to continue to support my mum with Dad.”

Family carer, supported by the Consultant Admiral Nurse for Frailty

Our Dementia at Work programme

The Dementia at Work Team supports employees and customers who are affected by dementia and plays a crucial role in creating an inclusive and understanding environment in the workplace.

In 2023-24 we had contact with 161 organisations, including working with 46 on a longer-term basis. This substantially exceeded our strategy goals of working with three organisations by the end of 2023, and five by the end of 2025.

Our team offers direct support to companies and employees, including through delivering our dementia masterclass, attending and presenting at live events and conferences, and delivering specialist clinics to staff caring for someone with dementia.

We reached 2,913 people through our activities across the year, including delivering 33 face-to-face or virtual workplace clinics to five organisations.

We undertook consultancy work with a number of organisations, influencing company policy and information – for example, by delivering a suite of masterclasses to employees. 99% of participants who responded to our evaluation request said that their knowledge of dementia and how to support someone with the condition had increased.

We have also developed excellent collaborative working relationships with both the Corporate and Regional Fundraising Teams. Together, we are adding value to our charitable partnerships by providing our partners with bespoke clinical support, dementia masterclasses and topic-focused sessions.

Safeguarding vulnerable people

Safeguarding is paramount for us as a charity. All employees recognise the need to raise concerns if they suspect someone is vulnerable, and to consult one of our Admiral Nurses as necessary.

During 2023-24 our directly delivered services recorded 770 safeguarding disclosures, an average of 64 per month. They fall into three broad categories:

- suicidal ideation in the person with dementia or carer
- domestic violence (actual or threatened) towards the person with dementia or carer
- lack of support making caring particularly difficult

We ensure these disclosures are dealt with in a supportive and compassionate manner and channels of escalation are explored as appropriate.

We use the data we capture to improve the support we can provide as a charity and to review our internal policies and processes. We continue to share our experiences externally to help raise awareness amongst other professionals and charities of the situations facing families living with dementia.

The safeguarding disclosures raised in 2023-24 do not meet the threshold for reporting to the Charity Commission as we are supporting our beneficiaries who are experiencing safeguarding situations, as opposed to these situations resulting from the actions or omissions of Dementia UK.



What we'll do next: our priorities for 2024-25

Identify ways to improve staff availability to answer Helpline calls. We will identify inconsistencies that impact our ability to answer calls and set a realistic target to improve consistency and staff availability.

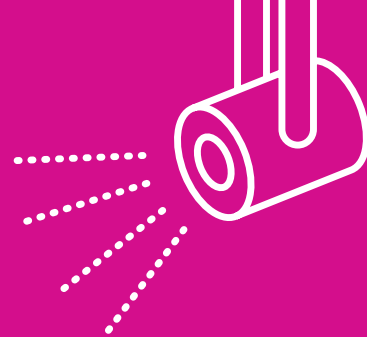
We aim to consistently answer 60% of live calls first time; we will strive to exceed this target and ensure that where we cannot answer a call immediately, we return all messages as quickly as possible.

We will also ensure that 40% of nurses' time is spent on calls, with their remaining time spent on activities such as updating clinical notes, clinical supervision and essential administration – all of this will help us offer the best possible support.

Introduce a post-diagnostic support programme. This will offer a series of sessions to families of people recently diagnosed with dementia.

Increase the availability of virtual clinic appointments. This will include offering appointments during the evenings and at weekends so carers can speak to an Admiral Nurse outside normal working hours.

Grow our Dementia at Work offer to reach more people and organisations by developing and publishing two new guides to working with dementia: one for people living with dementia and carers, and one for employers.



Spotlight

Sport and dementia

An increasing number of current and former sports players are seeking our support with neurodegenerative conditions like dementia. Our Consultant Admiral Nurse for Sport and Dementia, Joe Costello, shares what his service achieved in 2023-24.

I was delighted to be appointed to the new role of Consultant Admiral Nurse for Sport and Dementia in May 2023. This an exciting and innovative senior clinical role that brings together my passion for all types of sport and my specialist dementia skills and experience.

With increasing evidence for the prevalence of neurodegenerative conditions like dementia in sport, I can offer my expert skills and knowledge in helping people with the diagnosis and their families face the challenges more positively.

Specialist support for sporting families

My role comprises many elements. I am working directly with families affected by dementia where there is a relationship with sport, providing specialist online and telephone support. I act as a resource for all Admiral Nurses, offering my expertise to enhance their knowledge and awareness of dementia in players of sport, including delivering training and learning on a range of topics linked to sport and dementia.

I am developing and facilitating links between research and practice and creating new resources on the emerging area of sport and dementia. I also aim to contribute to research, and to support clinical guidance, strategy and

policy for families affected by the complexities of neurodegenerative diseases.

Developing new services

Dementia UK's specialist offer to current and former sportspeople affected by dementia began in 2022 with our online and telephone clinics for the Professional Footballers Association (PFA). These clinics run weekly. I have also provided webinars for PFA staff and family members to understand the challenges and complexities of dementia and caring for a former footballer living with the condition.

All carers who attended appointments rated the service as 'very good' or 'good' in the NHS Friends and Family Test, and professionals felt the service had increased their ability to deliver better care to PFA families.

I have also worked with the Advanced Brain Health Clinic London; football clubs and foundations including Premier League clubs; the Professional Cricketers' Association; university research institutions; and charities such as the Jeff Astle Foundation, Head for Change and the Sporting Memories Foundation – among many others. My service was shortlisted for a Nursing Times award.

In 2024-25 I will be launching a clinic offer similar to the PFA for Rugby League Cares. I will also be collaborating and networking across



Joe Costello, Consultant Admiral Nurse for Sport and Dementia

a range of charities and services – building relationships, creating opportunities for partnerships, and offering clinical consultancy to diverse types of sporting organisations.

I am an ambassador for Dementia UK and am working closely with all our services to help ensure no one is left alone in facing the challenges and complexities of dementia.

“I found Joe so very understanding. He immediately grasped the fact I was grieving for a husband who wasn’t there anymore. He helped me understand some of the things my husband did, which to me were very hurtful and upsetting. He also made me feel that I counted too – I wasn’t ‘just a carer’, I was a person in my own right.”

Wife of PFA member



Evaluating our Helpline

Our Helpline supports people 364 days a year. Our latest evaluation shows the difference it makes to the carers who contact us.

In 2022-23*, 21,447 individuals contacted our Helpline, 91% of whom were carers.

The most common reasons for contacting the Helpline were:

- accessing support (39%)
- dementia understanding and support (19%)
- getting a diagnosis (17%)

Without the Helpline, people said they...

- would have struggled on their own (61%)
- would have seen a GP for the needs of the person they care for (20%)
- would have seen a GP for their own needs (7%)
- would have needed the person they care for to move into a care home or nursing home (4%)

24%

of contacts were related to people with suspected – but not confirmed – dementia. Of those diagnosed, Alzheimer's disease was the most common form of dementia.

80%

of people said that speaking to someone on the Helpline made them feel more positive about their current situation.

73%

said it had helped with family relationships/communication.

65%

said it had made a difference to their ability to take better care of themselves.


1,575

contacts related specifically to young onset dementia.

Our awards successes

We are delighted that our Helpline and virtual clinic team won the prestigious Patient Experience National Network Award (PENNA) for Caregivers, Friends and Family 2023; and the Helpline was shortlisted for the National Helpline Awards. Our Dementia at Work programme was shortlisted in the British Training Awards in the 'Not for profit initiative' category, and in the Dementia in Care Awards in the 'Dementia trainer and workforce development' category.

* Admiral Nurse Dementia Helpline evaluation report, April 2022-March 2023 (most recent evaluation)



“An absolute crucial service to give people like me the courage and tools to go on. I never feel judged or silly for asking for advice. [The Admiral Nurses] have such empathy and a willingness to help and bring hope to carers. They are my lifeline.”

Helpline caller

Supporting younger people: our Young Onset Dementia Programme

Our Young Onset Dementia Programme ensures that people whose symptoms developed before the age of 65 receive the specialist, age-appropriate support they need.

Our objectives for 2023-24

- Increase access to young onset dementia expertise within existing and new Admiral Nurse services
- Deliver communication and marketing activity to improve understanding of young onset dementia; increase access to high-quality digital information; and strengthen the Young Dementia Network
- Cultivate a national influencing role to raise awareness and understanding of young onset dementia and improve its care and support
- Ensure young onset dementia is integrated in all aspects of Dementia UK's work and reinforce its distinctive characteristics and the unique issues faced by the families it affects

What we achieved

The aim of the Young Onset Dementia Programme is to make young onset dementia support a unique selling point for Dementia UK and create a centre of expertise for people living with dementia in midlife, their families and the people supporting them.

As part of this vision, we developed and launched two new Admiral Nurse services in 2023-24, in Greater Manchester and Surrey and Borders Partnership NHS Foundation Trust. We also worked on promoting our virtual clinic appointments to people with young onset dementia, resulting in an increased uptake by families who often struggle to find age-appropriate support.

Throughout the year, we increased our support for people affected by young onset dementia through specific learning opportunities for our Admiral Nurses. These included a workshop at the Admiral Nurse Forum – 'Forgotten children: living with a parent with young onset dementia' – and a Summer School session on peer support groups for younger people. They helped our nurses and other health and care professionals develop their knowledge of young onset dementia so they can better support the families they work with.

"I'm a bit bad for not looking after myself when caring for my mum. The Consultant Admiral Nurse for Young Onset Dementia taught me to take time out for myself, and that's it's okay to have a day off and not visit my mum all the time."

Young adult carer



Spreading the word

Our marketing activity was an area of focus this year, aimed at supporting people with young onset dementia by raising awareness and ensuring they receive the right information.

For the first time, we sent specific young onset dementia emails to all Dementia UK supporters, focusing on the different symptoms of dementia in younger people, and menopause – which has similar symptoms to dementia, often leading to misdiagnosis.

Our Consultant Admiral Nurse for Young Onset Dementia also sent targeted mailings to clinicians in memory/neurology clinics to raise awareness of our offer.

We continued to develop our young onset dementia resources with three new advice leaflets:

- Choosing a care home for a person with young onset dementia
- Supporting children and adolescents
- Different symptoms of young onset dementia, with an accompanying animation

We also ensured that information relevant to young onset dementia was embedded in all new and updated general dementia leaflets.

Young onset dementia featured strongly in Dementia UK's social media and was woven into the charity's brand awareness campaign in January 2024, including through sharing the story of Andy, who lives with young onset dementia (see page 32).

The Young Dementia Network

The Young Dementia Network is an online community of people living with dementia, families and friends, and professionals in the field. It is hosted by Dementia UK and aims to hold a powerful influencing role, with a current membership of 5,190 people.

This year, the Network sought to improve the experience of diagnosis and support for families affected by young onset dementia through:

- lobbying for every Integrated Care System in England to develop a young onset dementia service or pathway
- raising awareness of the possibility of dementia in people under 65 to clinicians (including GPs)
- establishing the importance of diagnosis for people with young onset dementia and their families

To make sure we include people with young onset dementia in all our activity, we conducted a 'Share your experiences' survey, with over 180 responses from Network members. Their answers provided us with authentic material to support our campaigns.

The Network also hosted webinars for other health and social care professionals – by developing their knowledge, we will ensure more people affected by young onset dementia receive the right information and support at diagnosis and beyond.



What we'll do next: our priorities for 2024-25

Work with the Young Dementia Network to improve the experience of diagnosis and support for people with young onset dementia and their families.

Increase the understanding and knowledge of health and social care professionals, including Admiral Nurses, who support people with young onset dementia and their families.

Continue to build our support and advice for people affected by young onset dementia, including through the creation of specific age-appropriate advice and guidance and promoting access to the Helpline, virtual clinic appointments and other support groups.

Evidencing our impact through insights and evaluation

Monitoring and evaluation help us measure and highlight the difference Admiral Nursing makes, which is crucial to growing and improving our services.

Our objectives for 2023-24

- Ensure that our work continues to effectively support Dementia UK's strategy by supporting Admiral Nurses and other colleagues with monitoring and evaluation advice and guidance
- Develop suitable tools and methods for gathering, storing, analysing and sharing information and evidence
- Analyse and report evidence relating to Dementia UK's Admiral Nurse services (Helpline, virtual clinic appointments, Consultant Admiral Nurse specialisms and hosted services), with feedback from families a key part of our work
- Continue to gather data to help Dementia UK demonstrate the role and impact of Admiral Nursing across various settings, including through our Admiral Nurse Census
- the Chinese Welfare Trust Admiral Nurse clinic (for families from Chinese and South-East Asian communities) annual report
- the Professional Footballers Association annual report
- reports on our Consultant Admiral Nurse services for Young Onset Dementia, Lewy Body Dementia, and Frailty (interim report)

This vital work enables us to improve the charity's support for families affected by dementia by reflecting on the successes and challenges of our services, and areas for development.

We supported colleagues within the organisation – including the Communications Team, Campaigns, Policy and Public Affairs Team and Digital Team – with devising, delivering and analysing surveys to support and inform their work.

We also provided data for the effectiveness of our partnerships with the Openwork Foundation and Zurich Community Trust, which will help our Corporate Partnerships Team demonstrate the benefits of partnering with the charity to prospective corporate supporters.

What we achieved

During the past year, the team supported 53 Admiral Nurse services with monitoring and evaluation advice, guidance or support. This included reports for a number of Dementia UK services:

- the 2022-23 annual Helpline report (internal version)

The importance of feedback

Some of the best evidence for the impact of Admiral Nursing comes from the families we support and the professionals we work with. Over the year, the team collected feedback from families accessing Admiral Nurse services and professionals working with hosted services, including:

- carer feedback on our Helpline and virtual clinic appointments
- carer feedback on hosted services
- professional feedback on hosted services

The Admiral Nurse Census

In March, we conducted our second Admiral Nurse Census to capture a snapshot of their work, helping us demonstrate what they do, what the workforce is like, who they support, and how.

We listened to feedback about the 2022 Admiral Nurse Census and used it to make improvements. In 2022, we specified a single 'Census day' for Admiral Nurses to report on, but only 57% told us that it felt like a typical day for them. In 2023, we specified a Census week and allowed nurses to report on the day that best represented their usual activity; as a result, 72% of Admiral Nurses told us their chosen Census day felt like a typical day.

We also streamlined the Census and incorporated more drop-down menus to reduce the amount of typing required and make it clearer what was being requested, allowing nurses to enter their data more quickly.

The Census was sent to all Admiral Nurses and completed by 257. Initial analysis shows, among other information, that:

- Admiral Nurses come from a wide range of nursing backgrounds: 57% are Mental Health Registered Nurses, 44% are Adult Registered Nurses, and

3% are Learning Disabilities Registered Nurses (6% hold dual registrations)

- Our nurses have a wealth of experience: 48% qualified as a Registered Nurse between 10 and 25 years ago, and 38% qualified over 25 years ago
- On their chosen Census day, 223 nurses carried out an incredible 4,560 interventions during appointments and contacts – for example, advising on how to get a diagnosis, providing emotional support, giving advice on advance care planning, and offering guidance with financial and benefits issues
- 129 Admiral Nurses also delivered activities to support other health and social care staff, reaching up to 773 professionals

The Census results demonstrate the uniqueness and complexity of the Admiral Nursing role across services, with the overall aim of encouraging prospective hosts to commission an Admiral Nurse service and so enabling more families to access expert support in their local area.

The results will also raise awareness of Admiral Nurses amongst the general public so more people understand the support they offer.





What we'll do next: our priorities for 2024-25

Ensure that our insights and evaluation work effectively supports Dementia UK's strategy and demonstrates the role and impact of Admiral Nurses.

Collect feedback from families and professionals who access or have contact with Dementia UK and hosted Admiral Nurse services. We will also review our current carer and professional feedback surveys.

Develop new ways to build the evaluation capability of Admiral Nurses, working with the Admiral Nurse Academy (see page 34) to deliver webinars, masterclasses and other learning opportunities.

Continue to develop suitable tools and methods for gathering, storing, analysing and sharing information and evidence, and test new systems to make data more accessible to colleagues across the organisation.

Andy's story

Andy's world was rocked when he was diagnosed with dementia at the age of 52, but with the support of an Admiral Nurse, he and his wife Christine are facing the future with more confidence.

When I was first diagnosed with dementia, I felt angry. I've always lived a healthy life, cycling and running marathons, and was never expecting to be told I had dementia at the age of 52. It didn't seem fair. I thought having dementia was my fault.

My wife Christine and I didn't receive any support or information at the time of diagnosis. We were left to deal with it on our own, and the future looked hopeless.

But that changed when Christine and I booked an appointment with Admiral Nurse Helen. She explained in simple terms what dementia was and how it was affecting my brain. It felt like she had flicked a switch in my mind; instead of fighting what was happening, I accepted it.

After the appointment, we sat on a bench outside and let out a massive sigh of relief. That afternoon, we went for a swim in our local lake – Helen had given us the confidence to carry on doing things that we enjoy.

“I want to make memories while I can.”

Dementia impacts many parts of my everyday life. I'm forgetful and can have the same conversation three or four times. I sometimes say completely random words in the middle of conversations. I have nightmares and wake up every night terrified.

There are also different challenges with being diagnosed with dementia at my age. I have to keep working to pay rent, bills and have money to go on holidays and make memories while I can – but I'd rather spend the time I have left with my family and friends.

I worry about Christine more than I worry about myself. She works in a hospice, so she knows what's coming. I used to find her crying in the bathroom, but now we've made a pact that if we're going to cry, we cry together. We're more in love now than we've ever been.

I find it really hard to accept that Christine wants to care for me. But it isn't about me, it's about her. Christine will still know who I am, and she will still love me the same. Helen also told me that I might forget who Christine is, but I'll never forget how she makes me feel.

Knowing that the Admiral Nurses will be there for Christine as my condition progresses is so reassuring. It's given us both a little bit of security to know that support will be there when we need it on our journey.

“After our appointment with the Admiral Nurse, we let out a massive sigh of relief. She had given us the confidence to carry on doing the things we enjoy.”



“I’m still me.”

I speak about my dementia diagnosis very openly. I’m not embarrassed by it. I’m still me, I’m still Andy. I’m trying not to let dementia take over my life and be the only thing I am. If you break your leg and you need crutches, you’re not ashamed about it. We need to talk about dementia in the same way.

I’d never even heard of Admiral Nurses before my diagnosis. That needs to change. One in three people will get dementia, and every single one of them – and their families – deserves specialist support.

My advice to anyone with a dementia diagnosis is that life doesn’t have to stop. Dementia UK is here to support you, and with the help of an Admiral Nurse, you can carry on doing all the things you enjoy.

Learning and growing: our Admiral Nurse Academy

We can only support families facing dementia if we also support our nurses to continually grow and develop their skills. Our Admiral Nurse Academy ensures every nurse can access the education and support they need to excel in their roles.

Our objectives for 2023-24

- Build on our induction offering for new Admiral Nurses by developing a pathway consisting of an introduction to Admiral Nursing and six months' support with developing the service
- Increase Admiral Nurses' use of resources on our online learning platform by evaluating what currently works well and what does not, and exploring opportunities to increase engagement
- Incorporate the lived experience of people with dementia and their families into the Admiral Nurse Academy and other Dementia UK activity

What we achieved

As part of our commitment to supporting families affected by dementia, we devised a new Admiral Nurse development pathway for nurses who are new to their role and launching a service. It is designed for all nurses to undertake within the initial six months of their Admiral Nursing career.

This innovative pathway provides an engaging and comprehensive learning experience, specialising in advanced dementia nursing skills associated with the Admiral Nurse role. The blended learning programme encompasses mandatory and elective learning units, offering a tailored educational experience.

Every new Admiral Nurse will follow a personalised pathway that combines self-directed learning and shared online sessions. Nurses will also take part in two further Practice Action Learning Sets alongside a cohort of their peers – an opportunity to share experiences, reflect, and discuss how their acquired knowledge has positively influenced their practice.

Through the pathway, we are ensuring that more families throughout the UK can access support in a local setting by equipping every new Admiral Nurse with the skills they need to launch their service with confidence.

Engaging our nurses

This year, we have progressed towards our goal of ensuring Admiral Nurses are supported and encouraged to engage in learning and development. Attendance at our monthly webinars has grown across the whole year, with over 40 nurses at our last three sessions. This is partly due to introducing a more sophisticated booking system that enables nurses to easily access the webinar they want to attend.

We have also begun a two-year project to update and redesign our online learning management system for Admiral Nurses. We have formed a plan of the steps required for this to happen, and three members of our team have attended training to help us create a more user-friendly system. This is work in progress and will remain an objective for 2024-25.



Diane Drain, Academy Lead Admiral Nurse



Valuing lived experience

Families affected by dementia are at the heart of what we do, and to ensure their voices are heard and represented in every aspect of our work, we recruited a Lived Experience Coordinator in April 2023. She has taken on the coordination of our Lived Experience Advisory Panel (LEAP), which is made up of people with dementia and carers who collaborate, advise and inform on many aspects of our work.

She has also developed a further Lived Experience Advisory Network (LEAN): a network of over 200 people living with dementia and carers who Dementia UK can approach for input on our work.

For more information on how we use lived experience at Dementia UK, please see our Spotlight feature on page 38.

Sharing our knowledge

In July 2023 we ran our third online Summer School for all health and social care professionals to support their delivery of high-quality dementia care. Seven sessions took place across four days on

“It’s so heartwarming to see how many people have taken part in [Summer School] sessions. It makes me happy to see that dementia is firmly on the radar and that together, we can all make a difference.”

Summer School attendee

subjects including frailty, transitions of care, and end of life care, with over 350 attendees in some sessions.

Through our Summer School, we promote the work of Dementia UK and the role of Admiral Nurses; provide learning opportunities for health and social care professionals and organisations that support people with dementia; and encourage other nurses to consider a future career in Admiral Nursing, ultimately improving lives for families facing dementia.



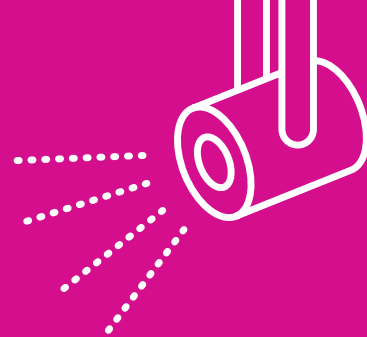
What we'll do next: our priorities for 2024-25

Begin the two-year project to rebuild our learning management system to provide a more sophisticated offer to Admiral Nurses. We hope to employ further support in the team, specifically to design and build new learning tools to encourage interaction and measure achievement.

Roll out the Admiral Nurse Academy evaluation plan. We will pilot this using the new Admiral Nurse pathway. This will allow us to monitor if our methods capture what we want to know.

Provide further learning opportunities externally to health and social care professionals. We will agree a plan of action and develop the offer in stages, with the aim of releasing free learning in 2024-25 and subscription learning from 2025 onwards.

Maintain our clinical supervision offer for all Admiral Nurses. We will continue to create groups to run online Practice Action Learning Sets (PALS) – our chosen method of clinical supervision. We will also develop more Dementia UK clinical staff to become facilitators of supervision.



Spotlight

The importance of lived experience

We work hard to provide families with support that meets their needs. Suzy Webster, Lived Experience Coordinator, explains why we can only do this with the lived experience of people affected by the condition.



George Rook, Chair of LEAP

Dementia UK's Lived Experience Advisory Panel (LEAP) is dedicated to making the voices of people living with dementia, their families and carers heard; and using its members' own voices to support, advise and influence our charity's work. Established in 2016, it is a panel of people with dementia and carers that meets five times a year.

Together, our objectives are:

- to involve and draw upon the lived experience of people with dementia and carers, especially those using Dementia UK and Admiral Nurse services, in a meaningful, supportive and inclusive way
- to give Dementia UK constructive feedback and advice on its work. This can include the panel being a 'critical friend' to the charity
- to assist with promoting Dementia UK and support its strategic aims and activities
- to be linked with the management and governance structure of Dementia UK
- to call upon the expertise of other people living with dementia and their carers

In the past 12 months, LEAP members have been closely involved in developing our campaigns, creating learning videos for Admiral Nurses, and supporting the development of our new Research Strategy (see our Spotlight feature on page 42).

They have helped inform our General Election manifesto and are supporting the development of Dementia UK's 2025-30 strategy. This will firmly embed the experiences of families facing dementia in our work going forward.

The Lived Experience Advisory Network

Alongside LEAP, we have created a new Lived Experience Advisory Network (LEAN). This is a network of individuals and groups who have agreed to be contacted with opportunities to contribute to our work.

LEAN ensures we capture a diverse and inclusive voice to inform our work. We reach out to members in the places where they meet and find support. They can be called upon to add their opinions to various projects and departments within Dementia UK, such as focus groups, and to support Admiral Nurses' training. They were also involved in developing our General Election resources and planning for Summer School.

My aim is for Dementia UK to put lived experience on the agenda of everything we do – from discussing a new fundraising idea to designing a project or service. Co-producing our work with our beneficiaries ensures we are getting it right and providing the best possible support for everyone affected by dementia.

In memory of Wendy Mitchell

Everyone at Dementia UK was deeply saddened to hear of the death of dementia advocate and author Wendy Mitchell in February 2024.

Wendy, who lived with young onset dementia, was a member of LEAP and a dedicated Dementia UK fundraiser. Her amazing contributions to our work will be sorely missed.

"Wendy was a powerhouse. She wasn't afraid to challenge people. She always fought for the value of getting a diagnosis, and for accepting how life changes once you get that diagnosis – but doesn't end. I will dearly miss her passion. And I will dearly miss our friendship."

Dr Hilda Hayo, Chief Admiral Nurse and CEO

Changing lives through research

Our Research and Publications Team builds a powerful case for Admiral Nursing through its own research, as well as contributing to new evidence around dementia care in the UK and worldwide.

Our objectives for 2023-24

- Launch Dementia UK's first Research Strategy, identifying and developing our top three research priorities for Admiral Nursing to grow the evidence base for our services
- Extend our reach and influence into dementia care research by growing our team and partnering with researchers in the UK and overseas
- Launch our series of Dementia UK research webinars in autumn 2023, aimed at health and social care professionals and dementia care researchers
- Develop a full range of educational materials to support Admiral Nurses' understanding of research and increase their knowledge and skills to undertake their own research projects
- Create a set of conversation cards to support families affected by dementia in important and sometimes difficult discussions

What we achieved

The Research and Publications Team successfully led the development of Dementia UK's first ever Research Strategy in 2023-24, which will help us focus on improving our support for people with dementia who face specific, complex challenges. It names three key research priorities for Admiral Nursing:

- people with dementia who live alone and

families providing support from a distance

- people with young onset dementia and rarer dementias
- people living with multiple health conditions alongside dementia

We have successfully recruited two new Research Fellows to progress the Research Strategy and are now developing a portfolio of evidence to address the questions identified. Please see page 42 for our Spotlight on the Research Strategy.

Building research confidence

In developing the Research Strategy, the Research and Publications Team undertook a survey of Admiral Nurses' research confidence and support needs. The results will allow us to tailor our support for nurses, enabling them to become more research-minded.

We are also collaborating with Join Dementia Research to create a bespoke course for Admiral Nurses, helping them to have confident conversations about research with people living with dementia and their families. To support these conversations, we have produced a leaflet about the benefits of participating in research, which can be read at dementiauk.org/wp-content/uploads/dementia-uk-about-our-research.pdf

While the development of our webinar series took longer than anticipated, we are on track

to launch in autumn 2024. We are currently liaising with researchers and academics who will also use our webinars to present their research findings.

Learning through collaborating

In the past year, Research and Publications Team members have contributed extensively to research, highlighting the value of our expertise in shaping dementia research. We have collaborated with many prominent researchers in the UK and further afield on research relating to psychosocial and care issues around dementia, including:

- advance care planning
- case management
- commissioning guidance for services for people with dementia who live alone
- music interventions

In 2023-24 we wrote and published over 45 peer reviewed journal articles and supported many Admiral Nurses in their writing. A further 10 articles have been accepted for publication, with over 25 papers in the peer review process, and a new 'Essential guide to dementia' for nursing students will soon be published. This will benefit families far into the future by enhancing tomorrow's nurses' understanding of dementia.

A second edited book, 'Working with dementia – what you really want to know' was submitted to the publisher and is due in press this year. It follows the very successful format of the first book, 'Living with dementia – what you really want to know', which has been included in the 'Reading Well for Dementia' 2024 booklist – an accolade that recognises its value to families affected by dementia.

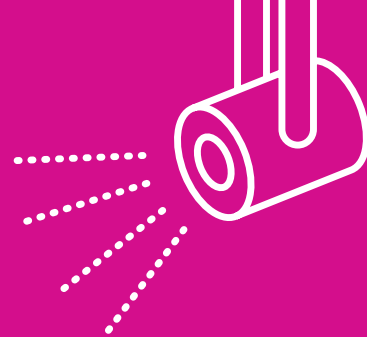


What we'll do next: our priorities for 2024-25

Launch the Dementia UK webinar series in the autumn. This will give researchers in dementia care a national platform to present their findings and enable Admiral Nurses and Dementia UK to align their own research and innovation results.

Use the webinars to give updates against the outcomes and impact of each of our three research priorities. We aim to conduct and publish literature reviews for each of the priorities; these will inform our planning of research specific to developing Admiral Nurse practice and services to address these priorities.

Continue to support nurses to develop their research knowledge and skills through activities such as bespoke research-related educational online modules; support with writing for publication; and translation of research into 'bite size' research reviews so nurses can read brief summaries of research and its implications for their practice.



Spotlight

Dementia UK's first Research Strategy

Emma Wolverson, Dementia UK Research Lead, explains why our Research Strategy is needed and how it will inform the direction of our work over the next five years.

Although we have a lot of service evaluation evidence about the impact of Admiral Nursing, to date there has been very little research into its benefits. Our new Research Strategy reflects our desire to build the evidence base for Admiral Nursing and thereby grow the number of Admiral Nurses; and to ensure that current nurses have access to evidence-based interventions.

Through a thorough and systematic process that included consulting people with dementia and their families, Admiral Nurses, staff at Dementia UK, commissioners of Admiral Nurse services and researchers, we devised three priorities for our Research Strategy:

1. People with dementia who live alone and families caring from a distance.

The number of people who live alone with dementia is growing rapidly. Health and social care services can struggle to meet their needs, and as a result, these people often enter residential care earlier than other people with dementia. We want to understand the needs of people who live alone and family members who are caring from a distance, and how Admiral Nurses could support them.

2. People with young onset and rarer forms of dementia and their families.

Dementia UK and Admiral Nurses have expertise in supporting people with young onset and rarer forms of dementia. Our research here will allow us to grow our knowledge, skills and specialism. We are particularly interested in how we support children and families of a person with young onset dementia.

3. People with multiple health conditions alongside dementia, including mental health conditions.

Many Admiral Nurses support people who have complex needs alongside dementia, but research in dementia tends to ignore the fact that people often live with additional health conditions. Carers may also have their own multiple health conditions. Our research here will allow us to evidence the complexities that Admiral Nurses face and demonstrate their specialism.

We have formed advisory groups for each priority, which include people living with dementia, carers, Admiral Nurses, Dementia UK staff and researchers. They will help to shape our research and ensure that it is meaningful and impactful.

Alongside this work, we are looking at how we can measure meaningful outcomes for Admiral Nurses, include demonstrating cost



Dementia UK's Research and Publications Team

savings. We also plan to develop the research confidence and research-mindedness of our nurses, with a range of training and resources to help them feel more confident in talking about research and develop their research skills.

Our aim is that our Research Strategy will build a strong case for the impact of Admiral Nursing, encourage potential host organisations to commission new services, and ultimately improve the lives of people with dementia and their families.

Campaigning for change

We believe that high quality, specialist dementia care for all should be a priority for the Government and policymakers. Together with our supporters, we continually campaign for change locally and nationally.

Our objectives for 2023-24

- Press for improvements in the health and care system for families affected by dementia, including through launching phase two of our 'Guiding the way' campaign, aimed at improving their experience of NHS continuing healthcare funding
- Work with the Department for Health and Social Care to ensure the forthcoming Major Conditions Strategy benefits people living with dementia, their families and carers
- Campaign for improvements in access to dementia support for diverse communities, ensuring that policymakers recognise and understand the unique barriers they face
- Increase Dementia UK's political profile and influence by setting out a manifesto of key recommendations for policy change and improvement before the next UK General Election
- Grow our Campaigns Network to ensure that the voices of people affected by dementia, their families and other supporters are at the heart of all our campaigns

What we achieved

In 2023-24, our campaign to improve the experience of applying for NHS continuing healthcare for families affected by dementia – a vital source of funding that covers care fees – gained pace. We renamed the campaign 'Fix the funding' – which became Dementia UK's first campaign with digital activism tools.

'Fix the funding' formed a key part of our General Election action. Please see Spotlight on page 48 for more information about our achievements so far.

Making dementia a health priority

Expecting that the Government's Major Conditions Strategy would be published in 2023-24, we carried out focus groups and interviews with Admiral Nurses, people living with dementia and their carers to feed into development of the strategy.

The publication of the strategy was delayed due to the General Election being called. However, we submitted comprehensive evidence to the Department of Health and Social Care to demonstrate how a Major Conditions Strategy could meet the needs of people living with dementia, and engaged with the Department's Strategy and Dementia Teams as well as NHS England to share our recommendations.

We were delighted to see the Additional Roles Reimbursement Scheme – which offers Primary Care Networks (PCNs) reimbursement for introducing new roles in their multidisciplinary teams – extended to include enhanced nurses from 2024-25. This allows PCNs to use this reimbursement to create Admiral Nurse roles. It was one of our key asks, and a fantastic success to see the scheme changed.



Chief Admiral Nurse and CEO, Hilda Hayo, addressing attendees at Dementia UK's parliamentary event

Raising our profile

This year, we attended the political party conferences for the first time. This provided us with opportunities to raise the profile of Dementia UK and Admiral Nursing and share our recommendations for change – including the ‘Fix the funding’ campaign, the need for a framework of support for people with young onset dementia, and the need for Admiral Nursing in acute care.

With the support of Admiral Nurses at the conferences, we engaged with 58 MPs, two peers, 13 prospective parliamentary candidates and hundreds of councillors, party officials and delegates.

Throughout the year, we had more mentions in Parliament than ever before. Nine MPs also supported our dementia awareness campaign (see page 50) by sharing our posts on social media. This shows that politicians are taking our messages seriously, which we hope will prompt them to put dementia firmly on the

local and national agenda so that people across the country get the support they need.

Representing the under-represented

Together with our supporters, we continue to campaign for improvements in support for diverse and under-represented communities with the aim of ensuring that people have equitable access to dementia care and support.

Calling for improved support for people living with young onset dementia is a priority for our team. This year we boosted the profile of young onset dementia in Parliament, with questions raised through MPs, including on the need for people under 65 to be included within dementia diagnosis target and recorded rates.

We have convened a panel of cross-sector experts to work with us to deliver a framework of support for people living with young onset dementia, and hope that Integrated Care Systems (local partnerships that

bring health and social care together) will implement this to improve their care offer.

We fed into the Department of Health and Social Care's consultation into mandatory training on learning disability and autism, highlighting the importance of dementia training and awareness within support services for people with learning disabilities.

We have also pushed for rarer dementias to be recorded in NHS statistics, and highlighted the specific barriers faced by people living with dementia in prisons.

Growing our network

We have seen excellent levels of supporter engagement this year, including through the 'Fix the funding' campaign. We have piloted local campaigning resources for supporters who wish to build the case for Admiral Nurses in their area.

We also ensured that Dementia UK's Lived Experience Advisory Panel (LEAP) was involved in reports by National Voices (the leading coalition of health and social care charities in England) into access to primary care and communication needs in primary care for people with dementia.



Former Conservative MP Sir Robert Buckland pledging to transform dementia care



Beth Clayton-Exworth, Campaigns and Engagement Manager, speaking at Dementia UK's Staff Summer Conference

What we'll do next: our priorities for 2024-25

Put dementia care firmly on the agenda of the new Government. This will include working together with campaigners and people affected by dementia to influence new MPs; and calling on the parties directly to transform dementia care.

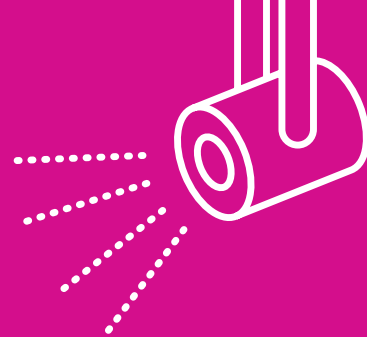
Campaign for improvements in access to dementia support for diverse communities, including people living with young onset dementia.

Push for changes to the NHS continuing healthcare funding system via our 'Fix the

funding' campaign so that it meets the needs of those living with dementia.

Be an expert voice in policy development at national and local level to ensure that the needs of people living with dementia inform the delivery of the services that they rely on.

Grow, develop and work alongside our community of passionate and involved campaigners, supporters and LEAP to deliver national campaigning actions that put the priorities of those living with dementia at their heart.



Spotlight

The ‘Fix the funding’ campaign

Thousands of people affected by dementia are missing out on vital care funding. Beth Clayton-Exworth, Campaigns and Engagement Manager, explains why our ‘Fix the funding’ campaign is calling for urgent change.

NHS continuing healthcare (CHC) funding can be a lifeline for people in England with long-term and complex health needs, many of whom are facing soaring care costs. It covers costs such as home care or care home fees.

But families affected by dementia often face significant obstacles in accessing this vital funding. Many are missing out because the assessment process is flawed and does not recognise their unique and challenging needs.

Families have told us that they feel frustrated and demoralised by a system that appears to work against them. Too many are pushed to their emotional, psychological and financial limits by having to foot the cost of care themselves.

Unless the process is reformed, many more families will miss out on the funding they urgently need.

Growing our community of campaigners

In 2023-24, we relaunched our CHC campaign as ‘Fix the funding’, joining together with our supporters to call on the Government and NHS England to review the CHC process so that it better recognises the health needs of people with dementia – including their cognitive and behavioural needs.

We launched an exciting new digital campaigning tool, which helped harness the collective campaigning efforts of thousands of Dementia UK supporters for the first time. Over 8,000 people pledged their support for the ‘Fix the funding’ campaign and contacted their MPs to call for an urgent review of NHS continuing healthcare.

In total, 96% of MPs in England were contacted by our supporters. This led to dozens of MPs getting involved in the campaign by requesting to meet with the Dementia UK team to find out more; and by submitting written and oral questions to the Government about the CHC process.

In March 2023, we took the campaign to Parliament. We invited MPs to attend an event to hear directly from families living with dementia and Admiral Nurses about how and why the CHC process must be urgently improved. We welcomed 32 MPs and their staff members, including key Ministers and Shadow Ministers.



Putting dementia on the agenda

'Fix the funding' formed a key part of our campaigning for the General Election. We published a Dementia UK manifesto which outlined the commitments we need to see from the new Government so that everyone affected by dementia can get the tailored specialist support they need. With the help of our supporters, we are now calling on the Government to put dementia at the top of the agenda.

"People living with dementia are vulnerable and families are physically and emotionally exhausted and drained due to providing care. We should not have to undergo a continuing healthcare assessment process that is so tortuous and unfair. Dad is no longer here but the process has left a huge scar on me, and I feel incredibly angry about the way he was treated."

Annette, 'Fix the funding' supporter who shared her late father's experiences at our event in Parliament

Spreading the word: marketing and communications

We want everyone to know about the support we offer through our Admiral Nurses – and to have expert dementia information at their fingertips. The Marketing and Communications Team helps raise awareness throughout the UK.

Our objectives for 2023-24

- Develop and oversee phase three of our campaign to increase awareness and knowledge of Dementia UK and Admiral Nurses
- Ensure Dementia UK is visible to those who need our support by creating and harnessing key communication moments across the year such as World Alzheimer's Month
- Deliver innovative, high-standard digital activity and capitalise on new technology and trends – including modernising the look and feel of our website along with improving accessibility
- Review our digital offering to ensure it meets our audiences' needs, for example by delivering our Email and Social Media Strategies to engage our supporters and encourage them to donate or fundraise
- Continue to promote the work of Admiral Nurses to drive recruitment and inspire more organisations to host an Admiral Nurse service
- Develop and deliver our PR, Celebrity and Influencer Strategy, driving our work forward in these important awareness-raising areas

What we achieved

To ensure more families hear about the vital work of Admiral Nurses and understand how they can access our support, we launched the third phase of our awareness campaign. This was seen by hundreds of thousands of people across outdoor advertising (including on Street Hub advertising space generously provided by BT), in the media and on social media. Named 'We live with dementia', it shone a light on how dementia affects not just the person with the diagnosis, but everyone around them.

The campaign included three powerful films sharing families' stories of living with dementia – you can read these families' experiences on pages 10, 32 and 54 – as well as an updated version of our 'Living with dementia' downloadable guide and five new accompanying bite-size guides. 34,778 people signed up to receive information about the campaign and download the guides.

We also hosted an exhibition of children's artwork – innovatively presented on fridges in Dementia UK's brand colours – in London's Paternoster Square, bringing to life the impact that a family member's dementia can have on children and young people.

As a result of the campaign, more families learnt about the support we offer, evidenced through upward trends in our brand tracking and people accessing our Helpline and virtual clinic appointments.



Penny, Shahbanu and Aqib, with Admiral Nurse Sheridan, who featured in our World Alzheimer's Month film

Content that makes a difference

The Marketing and Communications Team is committed to raising awareness of dementia through our digital channels, sharing essential health and care information and highlighting the work of our Admiral Nurses.

To mark World Alzheimer's Month (September 2023), we produced a short film, 'The life-changing impact of an Admiral Nurse'. The film was viewed over 3,400 times on social media and YouTube, and was a finalist in the Smiley Charity Film Awards.

This was part of a multi-channel digital campaign that aimed to increase brand awareness, show supporters why they should continue supporting Dementia UK and create brand loyalty in the lead-up to the 2023 Christmas fundraising appeal.

Throughout the year, we generated content to ensure Dementia UK was visible at key moments such as International Nurses' Day, World Alzheimer's Month, Carers' Week, Mental Health Awareness Day, and Black History Month. We released stories, blogs, videos, cartoons by the late illustrator Tony Husband, and videos showcasing the wide-ranging issues facing people affected by dementia, and the many ways in which our nurses support them.



"I am finding the reality that I may well have vascular dementia very difficult. Through Dementia UK I am able to face and address key concerns and be prepared for the journey ahead. I am very grateful to everyone who has contributed to compile such a creative and insightful collection of vital information."

Social media comment in response to our awareness campaign

Our digital offering

A major focus for our Digital Team was helping families find and engage with the dementia information and advice they need by modernising the look and feel of our website along with improving accessibility. Our website relaunched in September 2023 and we have already seen great results against our original objectives.

Social media also plays an important part in raising awareness of Dementia UK, sharing information and advice, and growing support for the charity. This included developing our presence and influence on TikTok – a platform we began to use in February 2023 – with 109 videos published across the year.

Social media in numbers

-  LinkedIn: **48,970 followers (up 25%)**
-  Instagram: **50,949 followers (up 21%)**
-  Facebook: **130,597 followers (up 18%)**
-  Twitter/X: **117,048 followers (up 1%)**
-  TikTok: **4,950 followers**

Our new Email Strategy

In 2023 we focused on creating and beginning to implement our latest Email Strategy, with the goals of making our email programme more useful to subscribers, raising awareness of our Admiral Nurse services, and increasing engagement rates when asking supporters to take action for Dementia UK.

We also developed our internal process for sending reactive content to supporters, ensuring we move quickly in response to the latest news. We started this process with an email to supporters in response to TV presenter Fiona Phillips's dementia diagnosis, which received excellent engagement rates.

Dementia UK in the media

We have seen unprecedented, high quality media coverage in the past year, all aimed at raising awareness of dementia, highlighting how families can access our support, and positioning Dementia UK as an authority on dementia care.

Throughout the year we commented on celebrity diagnoses of dementia; targeted regional syndication networks with content focused on our services; and placed powerful storyteller pieces in the media.

Highlights for the Media Team included a live interview on BBC Breakfast with our new Ambassadors John and Nula Suchet, a 'day in the life' feature with an Admiral Nurse on BBC Morning Live, and an interview with Dr Hilda Hayo in inews calling for more Admiral Nurses on International Nurses Day 2023.

We have increased the number of internal spokespeople to place comment and opinion pieces in trade and national press, and continued to work with influencers to support key campaign and fundraising moments.

Embracing accessibility and diversity

This year, we undertook a project to assess and redesign our resources and templates to meet accessibility standards, which included looking at fonts, sizes and our colour palette. We also reviewed our style and language guide, with a focus on the language we use around ethnicity, gender and sexuality and disability.

We continue to ensure we represent people from diverse backgrounds across all our content, including stories, blogs, photography and information leaflets, so that everyone affected by dementia understands that their voices and needs are important to us.



What we'll do next: our priorities for 2024-25

Seek new and innovative ways to develop awareness and understanding of Dementia UK, including by capitalising on key moments such as International Nurses' Week, World Alzheimer's Month and Black History Month.

Deliver impactful and effective content to core target audiences and provide expert information for people pre- and post-diagnosis. We will experiment with different ways of presenting content including animations and podcasts.

Increase our spokesperson roster to ensure we have media-trained spokespeople capable of addressing different audiences effectively.

Ensure our digital offer is embedded in all our work, for example by continuously

improving our website, trialling live web chat, developing a post-diagnostic online programme and investing in search engine optimisation (SEO).

Raise awareness of Dementia UK's clinical services with other healthcare professionals, including working with Consultant Admiral Nurses to promote their specialist services and using our 'Living with dementia' guide to start conversations about Dementia UK services.

Increase awareness of Dementia UK as a centre of expertise for young onset dementia – ensuring our current assets are seen by people affected by young onset dementia and professionals, looking at how we can bring younger people to the website, and continuing to send targeted emails to young onset dementia professionals.

Ricky's story

Ricky's gran's dementia diagnosis left him feeling torn between his caring responsibilities and raising his young son, but advice from our Admiral Nurses has helped them maintain their relationship.

I wish I'd known how suddenly dementia would take hold of Gran. We always think we have plenty of time with our family, but it's like Gran is not really there now. As a family, we do as much as we can for Gran, but we never feel like we're doing enough.

It's the little things that get to me the most. Gran and I used to listen to music together and watch gameshows, but we can't do that anymore. She gets names and faces mixed up and often confuses me for her son. It's heartbreaking knowing that we will never have a normal conversation again.

"We're all living with dementia."

Gran has always been the family matriarch. She was strong-willed and someone I looked up to – the first person I would tell when I had achieved something. But her dementia has slowly impacted every part of our day-to-day lives.

I used to see Gran every day, but now I'm married and have a child of my own, it's hard to balance my responsibilities. I still try to have video calls with her every day, but I feel guilty that I don't see her as much. She looked after me all my life, and now I want to look after her.

My mum struggles too as she has her own health issues. Mum and Gran's roles have reversed, and Mum is her carer now, as well as her daughter. She is also still trying to be a wife, a mum and a gran herself.

We're all living with dementia. We're all living with guilt. It's taken a big toll on us all as a family. Fortunately, we are very close; we all help and support each other.

"When things get too much, I call the Helpline."

Living with dementia is isolating, and you can't think clearly when you're in the thick of it. But I've called Dementia UK's Helpline many times when I've needed support.

The Admiral Nurses have given me practical ideas on how to keep Gran's mind active, like playing games and colouring. They encouraged me to stop correcting Gran when she doesn't understand things. Instead, a tender touch on the shoulder or a hug can make her feel special and loved.

I've also called the Helpline just to talk through how I'm feeling. It's reassuring to hear that what you're going through is normal, and that other people are in similar situations.

I wish I'd asked Gran more about her early years in India – she had a whole life before she became my gran. I would love to have just one more day with her, without dementia.

Dementia impacts so many people and the more we know about the condition, the better we can support our loved ones. It's reassuring to know that when things get too much, I can pick up the phone and speak to a dementia specialist who understands.



“It’s reassuring to hear that what you’re going through is normal, and that other people are in similar situations.”

The power of giving

As a charity that receives no Government funding, we rely on our supporters to continue our vital work. Every gift, donation and pledge changes lives.

Our objectives for 2023-24

- Provide new and existing supporters with opportunities to donate through a variety of fundraising activities, including appeals, single donations, regular gifts, donations in memory and our new Weekly Lottery
- Build deeper engagement with supporters to make them feel more involved in our work, inspiring their loyalty and long-term relationships
- Continue to raise awareness of the value of gifts in Wills through a variety of activities including legacy marketing, events for current and prospective supporters, and ensuring all Dementia UK staff and Admiral Nurses are able to articulate the importance of gifts in Wills

What we achieved

Throughout the year, we targeted existing supporters through a range of communications, including our summer and Christmas appeal direct mailings and regular emails, encouraging them to make regular or single gifts.

We continued to encourage new supporters to make donations via our value exchange campaign (where we give them the opportunity to request a free pin badge and be contacted about setting up a regular gift) and payroll giving so that together, we can support more families.

We also launched two new innovations: online shopping through a bespoke easyfundraising Shop and Raise app, where retailers donate a percentage of every online purchase made by

supporters; and our Weekly Lottery, the first prize-led fundraising for Dementia UK.

Our handraiser campaign, where we invited new supporters to stand with us for better dementia care, proved a great success. We encouraged supporters to sign up for updates on our work and consider making a regular gift. This contributed to increasing the number of regular givers by 32% overall – all helping us grow our specialist services for families facing dementia.

Building trust and loyalty

2023-24 saw the development and delivery of the first year of our Supporter Experience Strategy, in collaboration with the entire Fundraising and Engagement Department. We invited existing supporters' feedback on their feeling of connection, support and loyalty to Dementia UK. These findings helped us better understand supporter behaviour and consider how to increase their commitment, satisfaction and trust in us.

We then focused on supporter experience activities to improve retention and deepen their engagement with the charity – including non-financial actions to drive policy change and raise awareness.

We also worked to ensure our supporters have the best experience of Dementia UK by participating in a stewardship tracker, and using mystery shoppers to check the quality and effectiveness of our processes and communications.

To make sure supporters feel directly connected to the people we support, we

featured stories from families and nurses in every fundraising appeal to showcase the difference they make, including two issues of 'Closer to you', our supporter magazine.

We also developed welcome journeys and loyalty communications for supporters, ensuring everyone is thanked for their generosity and sharing how their support improves the lives of families facing dementia.

Changing lives in years to come

Gifts in Wills are crucial in helping us plan how we will support families in the future, and in 2023-24, we increased the number of pledgers by 67% from the previous year. We developed new resources to highlight the importance of this form of giving, including a gifts in Wills guide, promotional mailings and other stewardship materials – all using stories from families receiving our support and people who have chosen to leave a gift.

We delivered a multi-channel marketing plan promoting gifts in Wills and participated in Remember a Charity Week to target new and existing supporters. We encouraged supporters to consider using the free Wills service and/or leave a gift, and created our first Dementia UK free Wills service animation.

We also held a gifts in Wills supporter event at The Foundling Museum, London. Supporters were invited to celebrate what we have achieved together through gifts already received; and consider making this generous choice themselves – all helping us support families affected by dementia far into the future.

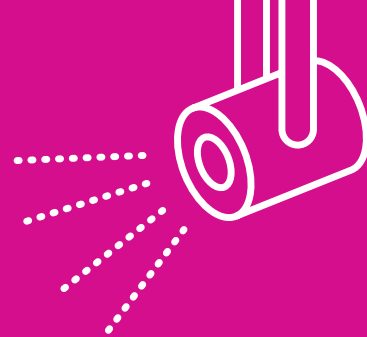


What we'll do next: our priorities for 2024-25

Continue to provide new and existing supporters with opportunities to donate through a variety of fundraising activities. These include appeals, single donations, regular gifts, the Weekly Lottery, a new Puzzle Packs subscription product, and donations made in memory.

Build deeper engagement with supporters to make them feel more involved in our work, inspiring their loyalty and long-term relationships. We will gather insights from surveys, mystery shopping and focus groups to ensure we make a powerful case for our supporters to donate.

Continue to raise awareness of the value of gifts in Wills through activities including legacy marketing; supporter events; multichannel marketing including photography and video; and ensuring all Dementia UK staff and Admiral Nurses are able to articulate the importance of gifts in Wills.



Spotlight

Dementia UK's Memory Wall

When a loved one dies, having a space to share memories and photos can bring great solace. Naomi Hall, Legacy and In Memory Manager, explains how our Memory Wall offers comfort at a time of sadness and also brings in vital donations.

Dementia UK's Memory Wall is a place for people to remember loved ones who have died. It was set up in spring 2021 to give people bereaved by dementia the opportunity to celebrate the life of someone special by posting photos and messages, which they can share with family and friends so they can make their own tributes.

We recognise the importance of supporters being able to remember a family member or friend, whether their bereavement was recent or some time ago. The Memory Wall gives them a collective space to do this with other like-minded people who have lost someone to dementia, helping them feel less alone.

Celebrating a loved one's life

All supporters who donate to Dementia UK in memory are invited by email to post a tribute on the Memory Wall.

We also set up special Memory Walls related to key dates such as Mother's Day, Father's Day and Christmas, when people are often prompted to reminisce about a loved one. We promote these via email to existing supporters and also on social media, so that anyone who has lost someone can post and pay tribute, even if they are not

a current Dementia UK supporter. This allows them to show that the person is still loved at these important moments.

Posting on the Memory Wall is free, showing the value we give back to supporters by helping them grieve their loved one and celebrate their life. We also use it as an opportunity to signpost people to the bereavement information and support we offer online and through our Helpline, virtual clinic appointments and other Admiral Nurse services.

We do invite people to make a donation if they would like to help us make sure no one faces dementia alone, and despite this being a no-obligation ask, the Memory Wall has raised significant funds for our specialist dementia services.

The Memory Wall is live all the time and features over 1,900 tributes to husbands, wives, partners, mothers, fathers, grandparents, siblings and friends – anyone who is dearly missed. You can read these messages and add your own at dementiauk.dedicationpage.org/memorywall

Working in partnership

Our corporate partners, major donors and trusts make a huge contribution to our work supporting families who would otherwise have nowhere else to turn.

Our objectives for 2023-24

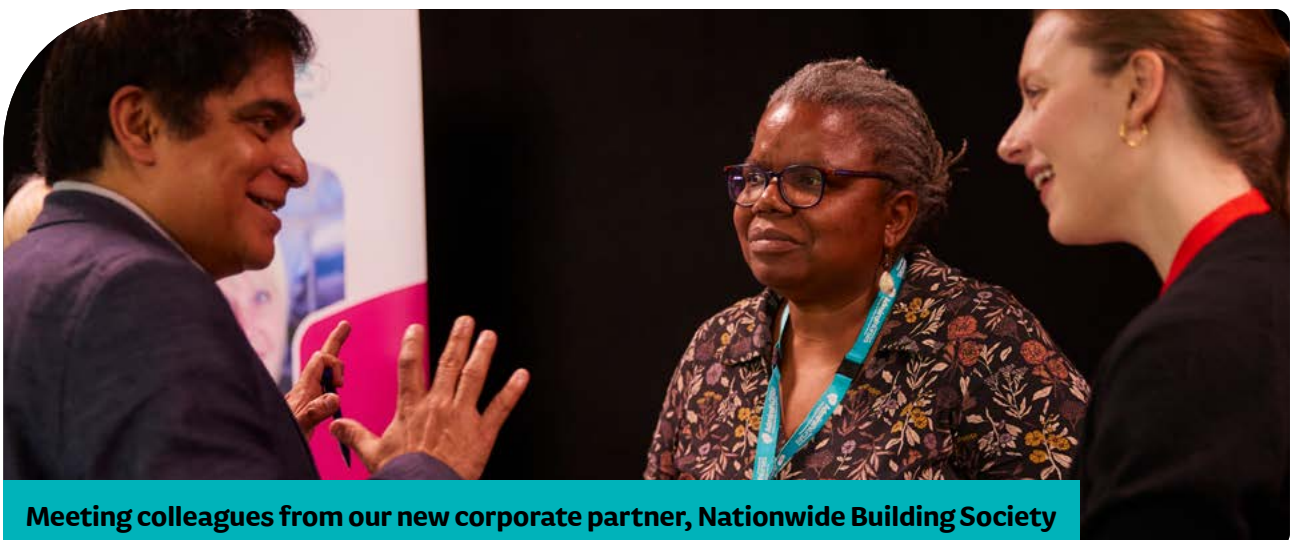
- Increase the number of individuals and organisations making high value gifts, using events as opportunities to introduce new contacts to Dementia UK, and develop innovative and creative ways to connect with supporters and prospects
- Encourage our existing supporters to introduce their like-minded contacts to us, providing them with the tools they need to do so
- Nurture meaningful relationships with our partners, keeping them up to date with our plans, successes, and the amazing things they have made possible
- Work closely with our colleagues to identify where funding from high value supporters could make the most difference to Dementia UK and the families we support, allowing us to demonstrate the impact their generous donations could have

What we achieved

Throughout the year, we have worked closely with our Core Clinical Services colleagues to understand their short- and long-term plans for Admiral Nursing, and how high value funding could accelerate or enable new activity so more families can receive their life-changing support.

Our partnership with Leeds Building Society came to an end in 2023-24, having doubled their income target and raised around £1m over four years. This incredible amount enabled us to hold Closer to Home clinics in Leeds Building Society branches, so families in areas without an Admiral Nurse service could benefit from their specialist support. The programme was shortlisted in the Third Sector Business Charity Awards.

To show our supporters what we can achieve together, we connected them with colleagues across the organisation, including inviting



Meeting colleagues from our new corporate partner, Nationwide Building Society



Dementia UK and Deutsche Bank colleagues at Pride 2024

Admiral Nurses to join us in meetings, at events, and supporting with thank you communications to show the difference our partners are making to families living with dementia.

We created bespoke impact reports and proposals, with case studies and data that evidenced the need for funding and how it would help more families access specialist support.

We recorded digital content of Admiral Nurses directly thanking supporters, and colleagues sharing their personal stories. We shared family stories and our 'Day in the life of an Admiral Nurse' film to thank supporters and sent thank you cards using images created by LEAP member George Rook.

Nurturing new partnerships

We were delighted to secure funding from more than 50 new charitable trusts and foundations in 2023-24. This included a generous £100,000 gift from the Julia and Hans Rausing Charitable Trust to fund the expansion of our Core Clinical Services so more families can access support on our Helpline and in virtual clinic appointments. Another major donor gave a generous second gift to help fund the new Consultant Admiral Nurse for Frailty role.

We formed new corporate partnerships, including with Macfarlanes and Deutsche Bank.

The latter is a two-year UK charity of the year partnership with the potential to raise £2m, which could fund 30 new Admiral Nurses, and will help us reach more vulnerable and under-served communities. Driven by staff engagement, the programme of activity will include Deutsche Bank's annual fundraiser, 'One Day' – where colleagues are encouraged to donate one day's salary – and challenge events including international treks and cycle events.

We have so far seen great engagement with our cause, with many employees across the bank sharing their personal stories and getting involved in activities such as The Great Deutsche Bake Off. We will also be raising awareness and supporting employees affected by dementia as part of our Dementia at Work programme (see page 20).

We extended our existing corporate partnerships with Central Co-op, the Openwork Foundation, Zurich Community Trust and Westerleigh Group.

We also secured a partnership with Nationwide Building Society, launching in 2024-25 as part of its Fairer Futures social impact strategy. Dementia UK will be one of three charity partners working with Nationwide over the next three years. The partnership will include funding new Admiral Nurses, and the delivery of a brand-new programme offering free

dementia clinics in over 200 Nationwide branches across all four countries of the UK.

Growing our networks

We have worked together with individual and corporate supporters to encourage them to bring guests to our events, including a new cultivation event at the Garden Museum, London, which brought together new and existing high-value donors to hear about the importance of spending time outdoors for people living with dementia and how their support would make a difference.

We also asked our corporate partners to introduce us to their clients and suppliers, capturing supporter case studies to showcase their experience of working with Dementia UK to encourage others to partner with us.

We increased the visibility of major giving through social media and created a major donor giving page on our website.

Other achievements included working with Next to produce a cushion in support of Dementia UK, with the charity receiving 25.4% of the price of every purchase, and hosting our annual carol concert, attended by over 350 guests.



What we'll do next: our priorities for 2024-25

Increase our community of major supporters, offering compelling ways to fund our work, including by demonstrating impact and keeping them connected to Dementia UK.

Continue to deliver successful corporate partnerships, motivating staff to get involved with a programme of events; raising awareness about dementia; supporting colleagues in the workplace; and delivering flagship events.

Create a programme of special events for new and existing supporters to tell them more about the difference that together we can make for families living with dementia.

Build on our relationships with our existing partners, ensuring we provide them all with an excellent stewardship experience, and develop powerful new partnerships.

Continue to develop gift opportunities that inspire funders to accelerate and transform dementia care.

Rising to the challenge: community fundraising, events and innovation

Without our amazing fundraisers, our life-changing work simply wouldn't be possible. Together, we can give more families the support they need.

Our objectives for 2023-24

- Continue to run our most successful fundraising challenges and events, including Facebook challenges, and increase the number of people who take part in them
- Ensure our fundraisers feel valued and continue to support us
- Increase the number of Volunteer Ambassadors to 150 and make sure we retain them through regular training and opportunities for involvement
- Ensure that the people who support us through challenge events – such as the London Marathon – and DIY challenges feel valued and continue to fundraise for families affected by dementia; and advertise a wider range of challenge events regionally
- Test and develop innovative ways of mobilising supporters including through Stream for Dementia UK, where our supporters raise funds by livestreaming online

What we achieved

Our virtual events programme, which we developed during the Covid pandemic when mass fundraising events were put on hold, has gone from strength to strength this year. We held eight events:

- Walk 1K a Day in February
- March Dog Walking Challenge
- Walk 31 Miles in May
- Summer Steps Challenge
- Walk 30 Miles in September
- October Dog Walking Challenge (run on Facebook)
- October Dog Walking Challenge (run on TikTok)
- November Knitting Challenge

Four of these were brand-new events, including Walk 31 Miles in May, which raised over £1.07m alone – please see our Spotlight feature on page 66 for more information on this challenge.

Across 2023-24, 39,025 people participated in our virtual events – 23% more than last year – raising a fantastic combined £3.6m, which will ensure more families affected by dementia receive the support of an Admiral Nurse.

We also held our annual Time for a Cuppa fundraising week with 3,452 people registering to host an event.





Growing #TeamDementiaUK

We are so grateful to every supporter who joins us as a member of #TeamDementiaUK. This year saw our biggest ever team taking part in our challenge events, with people participating in events like the London Marathon, Great North Run, RideLondon-Essex 100, and Ultra Challenges (walking and running events across the country).

We advertised a wider range of challenges on our website, including more cycles, international treks and swims, and also saw 210% more people take on a DIY fundraiser, devising their own challenge event.

To show our gratitude, we updated our thanking journey to ensure that every challenge event participant feels valued for their efforts. We also developed new stewardship email journeys to support them with their training and fundraising.

As a result of all of this activity, our challenge eventers raised £1.3m more than we had planned, smashing our original target. These vital funds will enable us to increase the number of Admiral Nurses so that more people can access expert, compassionate dementia support.

Staying ahead of the game

In 2023-24 our Innovation Team tested a new fundraising idea for football fans,

“My dad always used to take me walking over the Jurassic Coast, so it was fitting to do the Jurassic Coast Ultra Challenge for him. Dementia UK helped so much with supporting me and my family though my father’s dementia. I cannot thank them enough for their support and wanted to give something back.”

Michael, Ultra Challenge participant

inspired by Volunteer Ambassador Manny Singh Kang, who walked 125 miles from Wolves FC’s Molineux stadium to Chelsea’s Stamford Bridge over three days.

We adapted the idea and developed a small pilot – Fans vs Dementia – to test if a football-related walking event would appeal to our audiences. 305 people signed up. We are now developing a second phase of the campaign and hope to scale it up in 2024-25.

We also ran an audience-led product development cycle, and at the end of the financial year launched Puzzle Packs: a new subscription product where we ask supporters to make a gift of at least £10 per month to receive a monthly pack of puzzles to their door.

Valuing our volunteers

Our Volunteer Ambassadors are passionate supporters who work together with Dementia UK’s Regional Fundraising Team to support people raising money in their local communities, identify new fundraising opportunities and build awareness of Admiral Nurses.

At the close of 2023-24, we had 110 Volunteer Ambassadors in place, and have supported them to develop their skills – including through sessions on managing challenging conversations in the community; and enhanced speaker training, increasing their presentation skills and confidence. We also hosted a national Volunteer Ambassador get-together at the Birmingham Science Museum.

We are so grateful to our Volunteer Ambassadors, whose efforts helped us earn the support of 237 local businesses across the UK, raising 47% more than in the previous year.



What we'll do next: our priorities for 2024-25

Recruit supporters to participate in challenge events for Dementia UK, continuing with our 'fewer, bigger, better' strategy for portfolio events and increasing the volume and value of DIY challenge events.

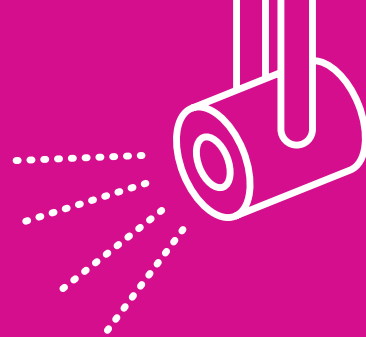
Recruit virtual event participants for 10 virtual challenges across the year, including through testing new technology such as two-way SMS stewardship.

Diversify the virtual events programme to ensure long-term, sustainable income.

We will test new event concepts, audiences and incentives, and use new platforms for acquisition campaigns.

Grow income across community fundraising by at least 10%, focusing on DIY supporters, regional corporates and golf clubs.

Create new fundraising propositions, using our innovation process to work across Fundraising Teams to create and test new insight-led products.



Spotlight

Walk 31 Miles in May

This year we developed a new virtual fundraising event, Walk 31 Miles in May. Lucy Canning, Virtual Events Manager, explains why it became one of our most successful virtual events to date.

Our virtual events programme started in September 2020, in the middle of the pandemic, when mass fundraising events were not possible. Feedback from our first event, Walk 30 Miles in September, showed that supporters loved the challenge – so we decided to test a similar event, Walk 31 Miles in May, in 2023.

We recruited participants primarily through Facebook, with thousands of people showing their interest in walking this distance while supporting families facing dementia. They were invited to join a Walk 31 Miles in May Facebook Group and create a Facebook fundraising page to receive a free Dementia UK t-shirt to wear on their walks.

A supportive community

The Facebook Group played an important part in the success of the event, offering our amazing participants a genuinely supportive community where they could encourage and motivate each other. It also meant we could cheer them on throughout May, answer any queries, and keep them up to date with their fundraising total.

The free Dementia UK t-shirt proved a good incentive for taking part in the event – people enjoyed getting out and about in good weather, wearing their t-shirts to raise awareness of the charity. The Virtual Events Team also kept up the momentum with our dedication to providing the best experience possible.

Smashing our targets

Over 8,900 supporters registered for Walk 31 Miles in May. Our original fundraising target was £357,143, but with people really pushing their fundraising and sharing their pages widely we smashed this, raising £1,077,199 including Gift Aid.

Building on the success of the event, we are running Walk 31 Miles in May again in 2024. We are looking to update the stewardship journey in line with what supporters like hearing about – particularly including more on the work that we can make possible when we join together. We hope that the 2024 challenge will prove equally successful and raise more vital funds for the families we support.

“My lovely mum was diagnosed with vascular dementia and Alzheimer’s disease. Doing the Walk 31 Miles in May challenge was a blessing in many ways as it gave me time to breathe. I enjoyed walks alone, walks in silence, walks with music and walks with friends and family. I’m incredibly grateful for all the donations I received and know the money I raised will be put to good use to help families affected by dementia.”

Alison, who walked 31 miles in May and raised a fantastic £1,353



Looking after our supporters

We have a duty and a desire to treat all of our supporters with the highest respect. Our Supporter Care Team listens and responds to their concerns.

Our objectives for 2023-24

- Provide an excellent supporter experience and actively improve it on an ongoing basis
- Process Dementia UK's income as quickly and efficiently as possible
- Begin our database migration project
- Provide effective ongoing support to the Fundraising and Engagement Directorate and ensure its compliance with all relevant regulations
- Invest in data analysis and insight to better inform strategic fundraising decisions and marketing success
- Manage and uplift our Gift Aid income
- Ensure an effective working relationship with the Finance Team, and act as its main point of contact with our Fundraising Teams

What we achieved

To ensure our supporters have the best possible experience of Dementia UK, in 2023-24 we improved our ways of working in direct response to mystery shopping feedback. This included refreshing our supporter care phone training, and creating a new complaints reporting dashboard so we can better learn from complaints data.

We extended some of this training, such as our phone refresher training, to other teams within the organisation so that no matter who they speak to, our supporters have a positive experience of Dementia UK.



Admiral Nurses Emily and Sheridan meeting Dementia UK supporters



Processing our income

To ensure that fundraising and donations can be put straight to use supporting families affected by dementia, we aim to process Dementia UK's income as quickly and efficiently as possible. We maintained our service level agreement of four working days from receipt of funds, and we also overhauled our post opening process and rota, which increased efficiency in processing income.

Gift Aid is an important part of our income. In quarters one and two, we received £405,000 in Gift Aid. We also completed a retrospective claim for 2022-23 using a new procedure that allows us to claim Gift Aid from donors who have not provided us with their declaration directly, but have agreed to their inclusion in a central database for this process.

Supporting our colleagues

We play an important role in supporting other teams across the organisation. In the past year we have worked with the Policy, Campaigns and Public Affairs Team to help it run its Campaigns Network and create petitions; the Digital Team to automate supporter email communication; and the Individual Giving

Team, supporting it to monitor our supporters' loyalty and satisfaction.

We worked closely with the Finance Team, providing month-end information accurately and on time; and achieved very low discrepancy rates between fundraising and finance income figures. We also overhauled our legacy administration process to more accurately reflect when income should be recognised in our fundraising and finance systems.

We continued to support the Fundraising and Engagement Directorate with activity such as fulfilling fundraising appeal responses; providing accurate and timely data selections for fundraising communications; and regularly importing data from a wide range of sources to our database.

We have also ensured compliance with data protection and other regulations across the Fundraising and Engagement Directorate, including starting a wide-ranging project to ensure full Payment Card Industry (PCI) compliance.

Making the most of data

Using our data effectively means we can understand our supporters better and give them complete confidence in how we look after their data. We have commenced our database migration project, which will provide us with a better platform for managing data, and will start building this in summer 2024.

We have also further developed our suite of reports to inform effective, data-led decisions across the Fundraising and Engagement Directorate.

Responding to complaints

As members of the Chartered Institute of Fundraising and the Fundraising Regulator, we adhere to the Code of Fundraising Practice and are committed to the Fundraising Promise. There were no instances of non-compliance with the Code this year.

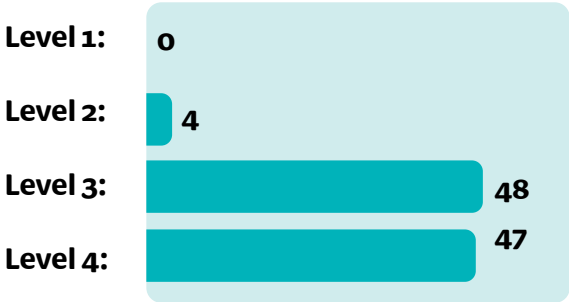
We make it easy for people to contact us with their complaints, which can be registered by phone, email, post or online form and are forwarded to the Supporter Care Team.



Depending on the severity, they may be escalated to more senior members of staff. We work together with each supporter in resolving their complaint and record the process and resolution on our database.

In 2023-24, we received 99 general complaints.

Our complaints are classified according to four levels – Level 1 being the most serious, and Level 4 the least.



While the number of complaints increased from 56 complaints in 2022-23, this reflects two main factors: the continued increase in the volume and scope of our fundraising activity; and a review and update of our Complaints handling policy, training and guidance.

Our overall volume of complaints remains low for a charity of our size. It is encouraging that we received no Level 1 complaints (the most serious), and that the number of Level 2 complaints was very similar to 2022-23 (three).

Third-party fundraising

We work with a small number of third parties, including commercial organisations and professional fundraisers, to raise money. We closely monitor all third parties, including compliance reviews of all contracts, regular review meetings, and call listening. We deliver training and support to professional fundraisers, including outlining how to recognise and protect vulnerable people and adhere to our Vulnerable donors policy. In 2023-24 we received six complaints about contact from these third parties, all of which were resolved.



What we'll do next: our priorities for 2024-25

Continue our database migration, enabling better reporting and analysis; close to real-time data; more responsive supporter journeys; seamless integration between data sources – and ultimately, a better supporter experience across the board.

Further contribute to the supporter experience project so we continually improve our supporters' experience of Dementia UK and our internal teams' ability to make effective, data-driven decisions. We will ensure a good supporter experience as the volume and breadth of fundraising activities grow.

Oversee adherence to data protection and other regulations across the fundraising programme, consulting the Data Protection Officer where necessary. We will complete our PCI compliance project; and create and update fundraising policies and ensure staff use these to govern day-to-day work and decision-making.

Support projects across the Fundraising and Engagement Directorate and other teams within the charity where appropriate.

Nurturing our staff

We believe Dementia UK is a great place to work, and we are committed to developing our people and organisation so that every member of the charity feels valued.

Our objectives for 2023-24

- Launch our new online recruitment platform and careers pages on our website to help us to reach a wider audience and communicate why Dementia UK is an employer of choice in the charity sector
- Create and launch our Equity, Diversity and Inclusion (EDI) policies and strategy to give clear direction regarding our commitment to inclusive mindsets, not just internally but across all that we do
- Review our volunteering model and engage people to volunteer their time and become advocates for our much-needed work

What we achieved

At Dementia UK, we are proud of our staff and are committed to their learning and development. This year, we launched our first Learning and Development Programme, including extending our e-learning offer to all staff and introducing line managers' coaching training, to support staff development and retention.

We understand the importance of making our staff feel valued. We have carried out salary benchmarking, achieved Living Wage accreditation, and reviewed our staff members' pension investments to ensure they are supported in retirement.

We have enhanced our flexible working policies and supported numerous staff with flexible working requests; and implemented hybrid working practices to

enable staff to divide their time between office and home where appropriate.

We carried out an all-staff survey in 2023 and are acting on the results to make sure everyone has the best experience of working at Dementia UK. We also held a two-day staff summer event: an invaluable chance to connect and learn from each other.

Attracting new talent

We are always looking to attract new colleagues who share our vision and values. In the past year, we have updated our recruitment processes and information packs, including our commitment to our Disability Confident approach, taking action to improve how we recruit, retain and develop disabled people.

By developing a clear recruitment planning tracker, we have improved the time it takes to fill vacancies. We have also developed frameworks for our e-recruit functionality and our e-onboarding approaches – the pace of change has delayed our formal launch, but this is planned for quarter two in 2024-25.

We have reviewed and updated our recruitment media to ensure we are reaching a broad spectrum of potential applicants, and are capitalising on LinkedIn Life pages by actively promoting Dementia UK as an employer of choice.

We now receive on average 50 applications for every role we advertise, and have supported the recruitment of almost 100 positions across the year.



Committed to equality

We want to be an employer that attracts a diverse workforce and have made great progress this year. We launched our new EDI policy and received Board approval to develop our EDI strategy, which will inform all that we do. To support staff in developing their understanding of EDI, we commenced our regular Connect internal learning sessions, building awareness across a range of topics including menopause, neurodiversity and intersectionality.

In the past year we have introduced new measures to support our colleagues at a variety of life stages, including producing our Carers policy and Carers Passport and our Baby loss policy; and signing the Pregnancy Loss Pledge, committing to supporting staff going through the distress of miscarriage.

We have trained new Mental Health First Aiders, giving all staff access to this support when required, committed to being a Menopause Friendly employer, and launched our supportive health review discussions to enable reasonable adjustments as required by staff.

We are also continually building our commitment to gender equality, including delivering our first gender pay gap audit, introducing transitioning at work guidelines, and developing a range of guides for staff, such as a guide to the use of pronouns.

Supporting our volunteers

Our volunteers – whether they are Volunteer Ambassadors (see page 64) or helping at one of our events – play a big role in supporting our work. In the past year we have centralised our volunteer recruitment and retention processes to make them more efficient, completed a review of our volunteer agreements to ensure everyone who represents Dementia UK does so to the best of their ability, and reviewed our volunteer policies and forms.

We have also updated our online support pages for volunteers to encourage more people to get involved and ensure our current volunteers feel valued. This will improve their experiences of supporting us and encourage them to remain in their volunteer roles, helping us bring in the funds we need to ensure no one faces dementia alone.



Dementia UK's Summer Staff Conference



What we'll do next: our priorities for 2024-25

Deliver our 2025-30 Corporate Strategy, working together with people with lived experience of dementia and staff across the charity to inform our direction for the next five years.

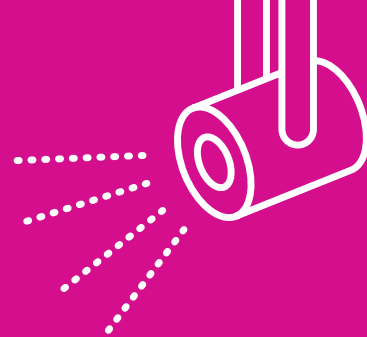
Support the charity's growth by ensuring we attract and recruit exceptional staff to help us deliver our vision and mission, appeal to a diverse range of people and grow our workforce to meet the needs of people affected by dementia.

Support the recognition and retention of our valued staff through a range of

new initiatives to recognise individuals who do amazing work every day and retain our talented staff.

Implement new project management approaches which support cross-charity collaboration and effective delivery of our work.

Be recognised as an employer of choice and strive to feature for the first time in the Sunday Times Top 100 Companies to Work For.



Spotlight

Our new mission, vision and values

In 2023-24, we undertook a major piece of work to refresh our vision, mission and values. Dr Hilda Hayo, Chief Admiral Nurse and Dementia UK CEO, explains why they are so important in guiding our work.

In 2023, we identified a need to review our vision and mission statements to create one clear, unambiguous articulation of the charity's purpose that communicates our commitment to supporting people affected by dementia through our Admiral Nurses. This was particularly important as we have embarked on developing our 2025-30 Corporate Strategy.

While our 11 previous organisational values still rang true, there was an opportunity to condense them to make them more memorable, allowing us to better embed them in our day-to-day work.

Our vision

Our new vision is, 'A world where no one faces dementia alone – where everyone gets the specialist support they need'. This reflects the change we want to see in the world, our hope for the future and why we exist.

We wanted our vision statement to remain concise and emotive, without losing the core of our purpose – the specialist dementia support that we provide through Admiral Nurses. All of our work is delivered directly or informed by our nurses. We believe our clinical expertise gives us a unique advantage in being able to support everyone living with dementia and the people around them.

Our mission

Our mission, which you can read in full on page 8, focuses on how we will achieve our vision, strongly communicating the role of Admiral Nursing. It also encompasses the broader work of the charity, highlighting our influence and expertise and the role that everyone plays in helping families affected by dementia get the specialist support they need.

Our updated vision and mission statements were refined through extensive discussion and collaboration with a range of people living with the impact of dementia, staff, senior management, the Executive Team, and Trustees, who are accountable for the overall direction of the charity.



Our values

This year we also took the opportunity to refresh our organisational values, moving from 11 values to four:



Collaboration



Compassion



Ambition



Integrity

Our values inform our approach to how we behave towards one another and how we deliver our work. The four values we chose are not new to Dementia UK; rather they are an amalgamation and simplification of the 11 words we used previously. Our culture and our passion for supporting people affected by dementia remain unchanged, but the new, simpler iteration of our values will help us to better embed them in everything we do, from the way we recruit to the services we deliver.

How our vision, mission and values will guide us

Our vision and mission will guide our strategic direction for the next five years, ensuring everything we set out to do will help us get closer to the world we want to see. As a clear articulation of our offering, they help our teams work together towards one common goal.

We also want the statements to give hope to our beneficiaries, mobilise supporters, partners and donors to help us achieve our mission, and inspire staff with the ultimate reason for doing the work we do.

Our values will be integrated into our day-to-day language, including our staff performance appraisals and our new recognition awards, ensuring we celebrate when they are actively lived out by our staff. We are creating resources for staff to help them remember our values and bring them to life on a daily basis.

The values will ensure that everyone who works for Dementia UK has a shared passion for our purpose, guiding us towards our vision of a world where no one faces dementia alone.

IT: keeping our systems running

A reliable and evolving IT infrastructure that responds to change ensures that all Dementia UK staff can do their work effectively and keeps our systems secure and efficient.

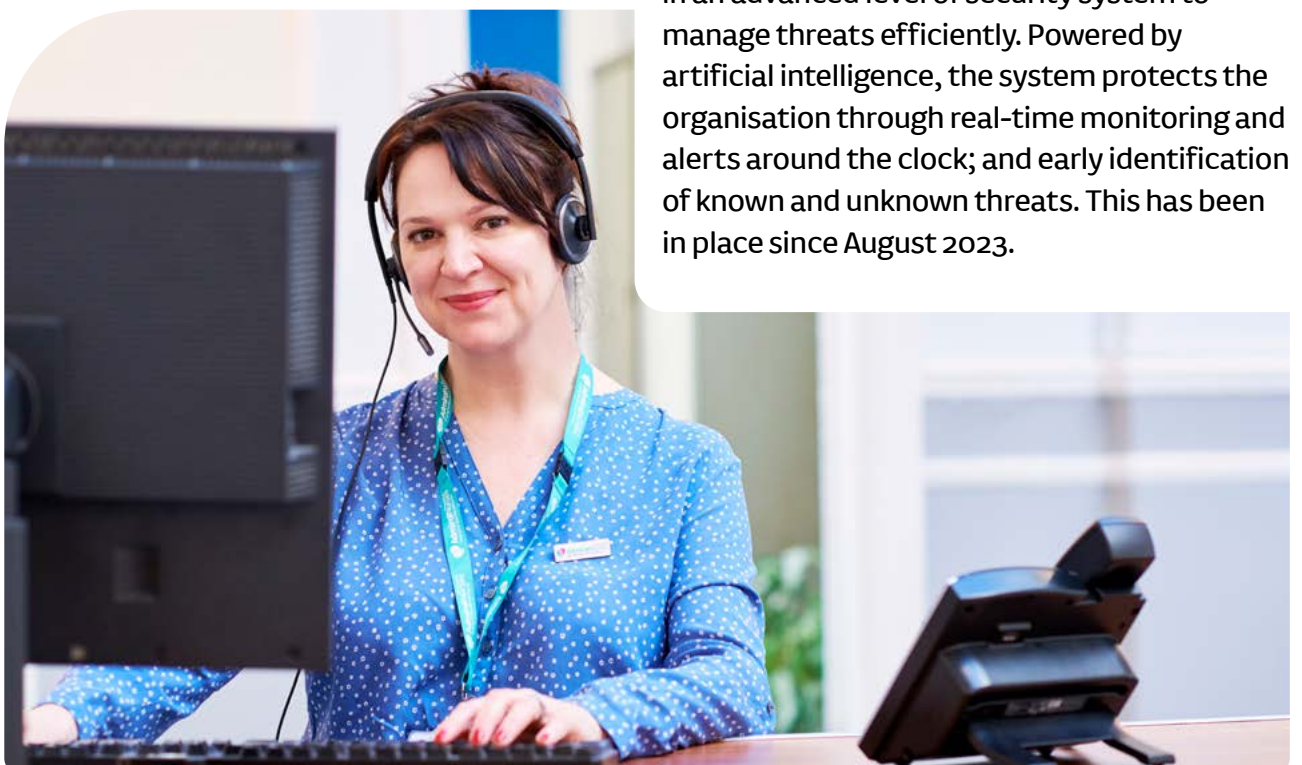
Our objectives for 2023-24

- Introduce contract and service management to optimise our software licences and data storage, reducing support costs and increasing efficiency
- Introduce a security information and event management (SIEM) solution which will enable the charity to detect, analyse and respond to security threats before they can cause harm
- Gain Cyber Essentials Plus accreditation to provide assurance to our beneficiaries, partners and stakeholders that Dementia UK is cyber-secure

What we achieved

To maintain precise records of our contracts with suppliers and service providers, the IT Team systematically reviewed contract details for all IT products and services. We created an updated list of software applications used within the organisation, enhancing the Information Asset Register. We also improved our processes to effectively manage new software and licensing requirements in the charity.

After a review of various solutions available in the marketplace and carefully considering the charity's requirements, we invested in an advanced level of security system to manage threats efficiently. Powered by artificial intelligence, the system protects the organisation through real-time monitoring and alerts around the clock; and early identification of known and unknown threats. This has been in place since August 2023.



Ensuring our IT security

In addition to introducing this security system, we conducted numerous tests to check the resilience of our systems, giving us confidence that the security controls have been configured in accordance with good practice; and to identify any weak spots in a system's defences which could be prone to threats.

We also rolled out several policies in relation to IT security, introduced enhanced security features for management of our equipment, and created a secure environment for accessing our data in the context of continuing to work in an agile way.

We achieved both Cyber Essentials and Cyber Essentials Plus accreditation in 2023-24. This demonstrates that we have robust cyber-security controls, policies and practices, providing a higher level of assurance to our beneficiaries, partners and stakeholders. The reaccreditation work will be repeated annually to provide ongoing assurance that our controls are working effectively.

We initiated mandatory cyber-security awareness training for all staff to embed a culture of security awareness across the organisation. We are also conducting phishing campaigns at regular intervals to test staff knowledge, and support them in developing an understanding of cyber risks.

Alongside the developments and improvements in security, we continued to work for the families we support by ensuring that all existing systems were functioning correctly, particularly our Helpline and virtual clinics. We maintained the existing IT computer systems and networks across the organisation, resolving technical problems and supporting automation of processes whilst managing end-user requests.

What we'll do next: our priorities for 2024-25

Upgrade and standardise our equipment to ensure all devices are compliant with Cyber Essentials standard and have improved security and software through a centralised mobile device management (MDM) solution; and introduce a specialised approach to oversee the entire lifecycle of devices with the aim of achieving efficiencies; and make improvements to the lifecycle management of our devices.

Support with replacing systems which are coming to the end of their useful life by conducting workshops to assess our requirements; and devise a focused procurement and implementation plan for new systems that will continue to meet the growing needs of our charity.

Test our ability to continue operations in the event of unplanned disruption to ensure we can provide uninterrupted service to our beneficiaries.

Test our cyber-resilience by identifying security vulnerabilities and risk. This includes identifying the assets that need to be protected, the threats that could pose a risk to those assets, and the vulnerabilities that could be exploited by attackers.

Educate staff to embed a cyber-security culture across the organisation and minimise the risk of malicious email attacks. We will benchmark this activity against the SANS Institute Cyber Maturity model to measure progress of this programme of work.

Governance, compliance and risk

We ensure that Dementia UK and its workforce comply with the necessary legal and regulatory requirements, mitigate against risk and have appropriate governance systems in place across all areas, so we can best support the families who need us.

Our objectives for 2023-24

- Introduce a rolling programme of internal audits to strengthen internal controls; enhance efficiencies; increase compliance; and manage risks effectively
- Improve Dementia UK's business continuity model to ensure the charity remains operational in the event of disruptions, and outline steps to take during and after unexpected disruptions
- Improve policy management, processes and internal controls including introducing new policies where appropriate
- Introduce Enterprise Risk Management strategies to help mitigate operational, financial, security, compliance, legal, and many other types of risks that can prevent the charity from achieving its objectives
- Strengthen our information governance processes to mitigate any data protection risks
- Review compliance with UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018 to ensure personal data is processed in a safe and secure way

What we achieved

In 2023-24, we partnered with Grant Thornton and introduced an internal audit function at Dementia UK. We conducted two audit engagements: risk management and payroll. We have ensured the recommendations from these are being followed up and implemented effectively, which has helped in strengthening our internal controls.

To ensure our support for people affected by dementia does not falter in the case of unexpected adverse circumstances, we have started to work on business continuity and introduced a high-level policy across the charity to maintain the provision of our services in the event of such situations. We will continue to build on this as we progress into 2024-25.

We have introduced a policy management process which ensures policies are reviewed in a timely way. We have also carried out extensive work to refresh and improve our internal measures for managing and maintaining all contracts that Dementia UK enters with external parties. This will enable greater oversight and control regarding our financial obligations with external organisations.

Introduction of a risk management framework

We have introduced the Enterprise Risk Management (ERM) framework in the organisation to:

- identify and assess a broad array of risks across the organisation that could negatively impact the achievement of our goals and objectives
- ensure appropriate ownership and accountability of risks
- develop and implement appropriate risk mitigation and monitoring plans by risk owners

This will enable us to identify and prioritise risks and provide the Executive Team and Board of Trustees with key information to make risk-informed decisions.

Alongside this, we reviewed the charity's Strategic Risk Register to ensure it accurately reflects our risks, root causes and consequences, linking our strategic risks with the overall objectives.

Strengthening our information governance

We improved our handling of data protection matters by analysing and creating robust data processing and data management processes across the charity.

We strengthened our information governance processes by implementing a culture of privacy by default and design when launching new projects. We continued to provide all staff with data protection training, and introduced an additional advanced data protection training module for members of senior management to create awareness and knowledge about handling sensitive and confidential data.





What we'll do next: our priorities for 2024-25

Establish an Information Governance Group to provide oversight and formal approval processes around the safe management of information assets. We will also establish a framework for use of artificial intelligence to ensure we benefit from the use of technology with due consideration of risks.

Develop a Risk Champions Programme to support our approach to risk management across the charity. The Risk Champions will play a pivotal role in helping ensure risks are identified by different directorates.

Introduce risk management inductions and training which will be tailored in accordance with the needs of staff across the charity.

Continue our work on business continuity by undertaking in-depth business impact analysis for our key areas of work and designing and testing our business continuity plan.

Implement the 'Three Lines of Defence Model' in risk management.

This model provides effective management of risk by identifying structures and processes that support us to achieve our objectives and facilitate strong governance and risk management.

The first line of defence will be managers and staff who are primarily responsible for identifying and managing risk as part of their accountability for achieving objectives.

The Governance Team will be the second line of defence, assisting with managing risk, as well as supporting and monitoring the effectiveness of those primarily responsible for risks.

Our internal and external auditors will be the third line of defence, providing independent assurance that the first two lines are operating effectively and offering advice on how they could be improved.

Looking after our finances

The members of our Finance Team are key enablers for growing Dementia UK sustainably and ensuring the funds we raise are channelled towards creating the maximum impact on families living with dementia.

Our objectives for 2023-24

- Review cash flow forecasting to provide reasonable understanding of short-term and long-term working capital requirements
- Achieve automation of routine finance processes by making process improvements to the current finance system, integrating systems, and streamlining finance processes and controls as the charity continues to grow

What we achieved

2023-24 saw us benefiting from a rolling programme of short-term fixed-interest time deposits, and long-term strategic investments. Our short-term deposits have enabled us to maximise returns by taking advantage of current high interest rates alongside maintenance of our strategic investment funds, which aim for capital growth over the long-term.

We have introduced a personal expenses management system and a purchase order system. These systems have not only enabled automation of finance processes, but also provided a legal and enforceable record of orders; and protected us against unexpected price increases. We also introduced Making Tax Digital (MTD) for filing our VAT returns electronically to streamline our tax administration and filing process.

What we'll do next: our priorities for 2024-25

Continue our automation journey to allow our finance system and processes to benefit from automation and have robust processes and controls. This will help us to work towards our ultimate vision of achieving real-time reporting.

Introduce a procurement strategy and policy to ensure a standardised and transparent approach to purchasing and spending practices across the charity. Once fully embedded, it will benefit the charity by ensuring value for money by identifying savings where possible, promoting best practice with contract management, ensuring a robust due diligence process for new suppliers, and encouraging effective supplier relationships.

Build key performance indicators (KPIs) to provide a clear framework for measuring success against predefined objectives.

Develop management reporting to help with making more accurate, data-driven decisions.

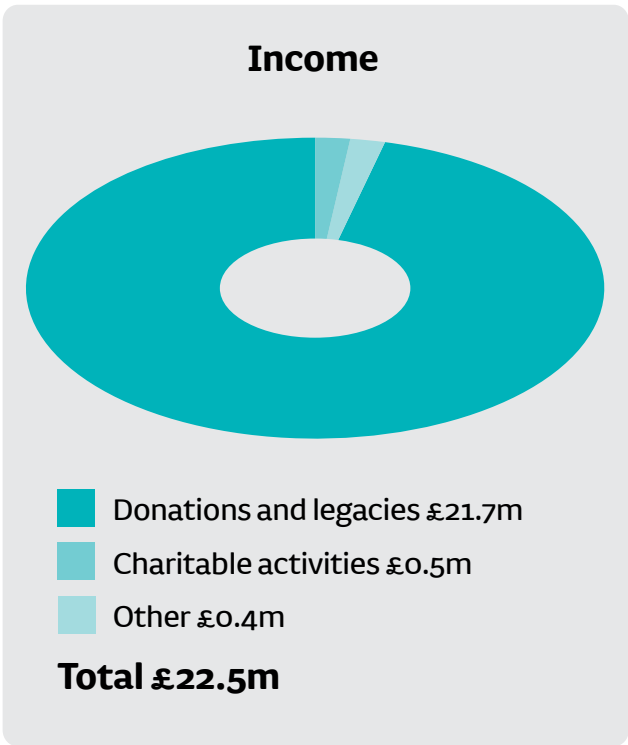
Financial review

The Trustees present their report and audited consolidated financial statements for the year ended 31st March 2024.

All Trustees are also Directors for the purpose of company law, and the Trustees’ Report represents the Directors’ Report required by Section 417 of the Companies Act 2006.

Objectives and activities for public benefit

The Trustees confirm that they have referred to the Charity Commission’s guidance on public benefit when reviewing the aims and objectives in planning future activities. We have further developed our Admiral Nurse Dementia Helpline and virtual clinic appointments, which can be accessed by beneficiaries throughout the UK. We have also increased the number of Consultant Admiral Nurses, who provide specialist support for families impacted by dementia who are experiencing specific and complex needs.



Financial review

The financial statements have been prepared in accordance with applicable Accounting Standards, current statutory requirements, the requirements of the Statement of Recommended Practice (SORP), Accounting and Reporting by Charities (SORP 2015), and the charity’s governing document.

Income and expenditure

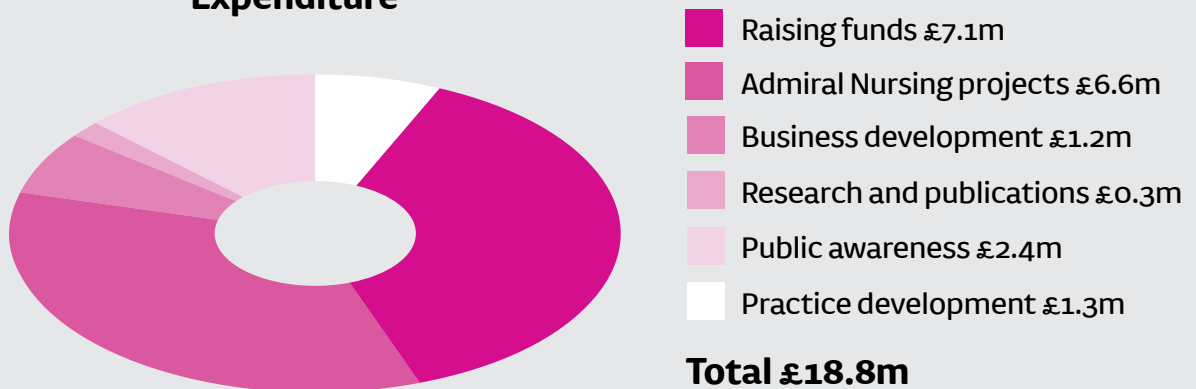
Our income this year increased by £3.1m to £22.5m in 2024 (2023: £19.4m). This was £2.3m greater than our forecast expectations set during the autumn period, largely due to donations and legacies being higher than projected.

Our total expenditure was £18.8m (2023: £17.7m), which was £0.9m below forecast expectations of £19.7m. This was primarily due to phasing in recruitment for budgeted posts throughout the year. Certain projects also started later than planned which contributed towards some cost savings in the year.

Overall, we had a net surplus for reinvestment of £3.7m (2023: £1.7m). Our net assets totalled £18.7m (2023: £15.1m) with net current assets of £16.6m (2023: £14.2m). The liquid cash balance (accessible within one year) was £17.6m (2023: £16.0m).

The Trustees consider that there are no material uncertainties about the charity’s ability to continue as a going concern. This is based on a detailed budget and cash flow projections for 2024-25.

Expenditure



Structure, governance and management

Board of Trustees

The Board of Trustees is the governing body that administers the charity. All major decisions are made by the Board, which meets at least four times a year to discuss and formulate policy, risk and strategic direction.

The Trustees of the charity are also the Directors of the company for the purpose of company law, and any reference to Trustees is therefore also to Directors. None of the Trustees has a beneficial interest in the company, and the charitable company held third-party indemnity insurance on behalf of the Trustees during the current and prior year.

Trustees who have been in office since 1st April 2023 are:

- Professor David Croisdale-Appleby OBE (Chair)
- Philippa Armitage
- David John Ball (appointed 17th August 2023)
- Alistair Burns (appointed 28th March 2024)
- Steven Clarke (Hon Treasurer)
- Emma Crozier (resigned 14th August 2024)

- Steve Jamieson (resigned 19th October 2023)
- Jane Keir
- Theresa Murphy (appointed 28th March 2024)
- William Roe
- Gavin Sanderson
- Anne Shinkwin (appointed 17th August 2023)
- David Stewart (appointed 17th August 2023)
- Mark Stroyan

Company Secretary: Suruchi Saraf, PGDip, FCCA

Trustee recruitment, appointment and induction

The existing Trustees of Dementia UK are empowered under the Articles of Association to elect new Trustees of the charity and to make co-options at any other time.

Dementia UK seeks to include a wide skillset within the Board of Trustees, and as part of our governance process, Trustees identify and remedy any gaps in skills on the Board.

We recruit new Trustees in different ways, including advertising vacancies and reaching out to people who are involved and interested in our work. We invite potential new Trustees to

observe at least one Board meeting to guide their decision about whether to agree to nomination as a Trustee.

We have an induction programme for all new Trustees of Dementia UK. This includes meeting the Chief Admiral Nurse/CEO, along with other members of staff across the charity. We also provide them with relevant historical documentation.

Sub-committees of the Board of Trustees

Trustees belong to one of three sub-committees that oversee and advise on the charity's work and report to the Board. This contributes to the smooth running of Dementia UK. The three sub-committees are:

- Clinical and Professional Committee
- Finance, Risk and Audit Committee
- Fundraising and Engagement Committee

Each committee meets at least four times a year and includes at least two Trustees, with one acting as Chair for these meetings. The Trustees contribute their relevant interests and skills to the work of the committees.

Chief Admiral Nurse/CEO and Executive Team

The Chief Admiral Nurse/CEO and Executive Team are responsible for the day-to-day affairs of Dementia UK, including operational matters, and a scheme of delegation is in place.

The members of Dementia UK's Executive Team are:

- Dr Hilda Hayo, Chief Admiral Nurse and Chief Executive Officer
- Martin Bishop, Director of Fundraising and Engagement
- Nando Caicedo, Director of People and Organisational Development
- Paul Edwards, Director of Clinical Services

- Suruchi Saraf PGDip, FCCA, Director of Finance and Corporate Services

Principal risks and uncertainties

As the governing body, the Board of Trustees has overall accountability for risk management at the charity. It will ensure that Dementia UK has in place effective internal controls to manage risks, whilst maximising opportunities.

The Strategic Risk Register is updated by the Executive Team and then reviewed by the Trustees at every sub-committee and Board meeting.

The main risks identified that the charity faces are:

Risk of not meeting net income targets, mainly as a result of relying heavily on voluntary income and the recent rises in the cost of living.

This risk is mitigated by our robust fundraising strategy, the creation of a diverse range of income streams (both long- and short-term), and having specific targets and KPIs.

We also encourage and drive innovation, and continually develop ways for existing and new donors to support and strengthen their engagement with – and commitment to – Dementia UK.

Risk that the integrity and reputation of the Admiral Nurse brand may be negatively impacted.

This is mitigated by ensuring all the systems, processes and support are in place to ensure the effective recruitment, maintenance and development of Admiral Nurses and Admiral Nurse services.

Admiral Nurses receive regular clinical supervision via Practice Action Learning Sets and their practice is guided by the Admiral Nurse Competency Framework, which outlines the knowledge, skills and attributes that they are required to demonstrate.

The Admiral Nurse Academy continues to grow and provides opportunities for continued professional development, including webinars, interactive learning, short courses and a leadership programme.

Risk of a cyber-attack on the charity's IT systems, resulting in loss of data, ransom payment and reputational damage.

The charity has strategies in place to limit the impact of a threat, and accordingly we have invested in several systems and initiatives this year to protect unauthorised access to the Dementia UK network. We have achieved this by continuously identifying, prioritising and remediating vulnerabilities. We have also introduced robust policies and processes to provide assurance on how our IT infrastructure is managed.

We do, however, recognise that cyber-attacks are getting more sophisticated by the day and there are many uncertainties associated with this. We are therefore trying to create a culture of awareness across the charity by training and educating our staff so that we are able to create a 'human firewall' to protect ourselves from malicious attacks.

Risk of data breaches, privacy incidents or security incidents (including third party).

This is mitigated by keeping up-to-date documentation in alignment with GDPR legislation, including a Data retention policy and schedule; Data privacy policy; record of processing activities; and information asset register. We are also striving to enhance staff awareness, education and the promotion of a cultural shift to embed the 'privacy by design and default' principle across all organisational activities.

The Governance Team ensures the monitoring of internal compliance on data privacy; informs and advises on data protection obligations; provides advice regarding data protection impact assessments; and acts

as a contact point for data subjects and the Information Commissioner.

Risk of financial mismanagement, poor financial planning or cash flow and inadequate reserves.

This risk of financial mismanagement is mitigated by having robust financial policies and procedures in place. In addition, we have income and expenditure monitoring, which is reported regularly to the Board of Trustees.

The charity has short-term and long-term cashflow projections in place. We ensure we maintain adequate levels of free reserves to cover us for any unexpected events.

Reserves policy

The charity holds unrestricted reserves to ensure we can continue to operate in the event of any unforeseen and significant decreases in income.

The Board of Trustees' policy with regards to unrestricted reserves has been set at three to six months of projected unrestricted expenditure.

The Trustees aim to achieve this by careful management of the charity's resources and reviewing the Reserves policy at least annually.

As of 31st March 2024, we held £12.4m in unrestricted reserves after deducting the Net Book Value of Fixed Assets (2023: £8.7m). This represents five-and-a-half months of total planned future operational costs.

The Trustees are of the opinion that maintaining reserves at this level is prudent given the economic uncertainty in the UK due to external environmental factors such as the impact of the cost of living crisis, especially as we are heavily reliant on voluntary income in the form of donations from the public.

The Trustees consider that the reserves level is in line with best practice within the

charity sector and guidance from the Charity Commission; and will give the charity time to continue its vital work supporting people with dementia and their families while finding alternative sources of income should we see a sudden drop in voluntary income.

As of 31st March 2024, the charity held £4.9m of designated funds (2023: £4.9m), of which £1m (2023: £1.5m) is held for the New Nurse Fund; £1.3m (2023: £1m) is for systems development work; £0.1m (2023: £0.8m) is for the enhancement of charitable activities including policies, campaigns and public affairs; and £0.6m (2023: £1m) is set aside for digital transformation of services. As of 31st March 2024, the remaining designated fund balance for the Admiral Nurse Development Programme was unassigned, leaving a balance of £nil (2023: £0.6m).

In the financial year 2023-24, the charity set aside a further designated sum of £2.2m for three new designated funds. This consisted of £0.9m for investment in clinical services; £0.4m for further investment in systems development work; and £0.9m for developing a diversified portfolio of fundraising. These projects are expected to commence in 2024-25. More detail on designated funds can be seen in Note 23 of the financial statements.

Investment policy

The Trustees' investment powers are governed by the Memorandum and Articles of Association, which permit the charity's funds to be invested in a wide range of securities and assets.

The charity holds long-term investments with two investment companies, Sarasin & Partners LLP and Ruffer LLP. As of 31st March 2024, the market value of these investments totalled £2.1m; £1.1m in Sarasin & Partners LLP and £1m in Ruffer LLP.

The purpose of investments is to preserve and protect the value of donations received

from the adverse impacts of inflation until such time as they are allocated towards charitable activities.

The charity aims for a diversified investment portfolio that seeks to produce the best financial return within an acceptable level of risk.

The charity's investment objective is capital growth: to invest long-term reserves with a view to capital preservation, with a focus on protection against inflation. There are no current plans for future spending commitments that the portfolio will fund, other than to protect against inflation.

The funds allocated towards investment are unrestricted and no donor restrictions have been placed on them.

In line with capital preservation, any income earned from the fund is to be accumulated and invested back into the portfolio. The charity does not expect to withdraw any investments in its long-term reserves and aims to invest no more than 25% of unrestricted net assets in long-term investments.

The charity is dedicated to ensuring that funds are invested in a responsible and ethical manner, incorporating environmental, social and governance considerations with particular emphasis on stewardship. The charity restricts investments in alcohol, tobacco, gambling, pornography, armaments, oil sands and thermal coal.

The Trustees have set a performance benchmark of CPI +3% a year in line with the investment strategy. The performance of our portfolio managers is kept under close and regular review and will be measured against inflation and agreed market indices. The level of capital volatility will be monitored to ensure the risk profile remains appropriate for the charity. For the financial year 2023-24, the portfolio performances of Sarasin and

Partners and Ruffer were 11.2% and (7.3)% respectively.

The charity has nominated a list of authorised signatories, two of whom are required to sign instructions to the Investment Manager. The investment firms will provide quarterly reports on the valuation of investments, transactions, cash reconciliation, performance analysis and commentaries.

The Trustees of the charity have delegated the decision-making on investment matters to the Finance, Risk and Audit Committee (FRAC). FRAC has the responsibility for:

- agreeing the investment strategy
- appointing/reappointing investment managers
- monitoring the investment assets

FRAC will review the information provided by the Investment Manager at least annually at the committee meeting to gain insights into investment performance and in-depth analysis to enable informed decision-making.

Pay for the Senior Management Team

Dementia UK has a Remuneration policy and pay for the CEO and Senior Management Team is decided by Trustees, who review pay based on market rates and benchmarking against charities of comparable size.

The CEO's remuneration for 2023-24 was a base salary of £120,600. This is five times more than the lowest paid staff member. Our CEO works four days per week and accordingly she was paid £96,480 in 2023-24.

Legal status

Dementia UK is established as a charitable company limited by guarantee and is registered

with the Charity Commission under charity number 1039404 (England and Wales) and SC 047429 (Scotland).

The charity's affairs are governed by its Memorandum and Articles of Association dated 28th March 2024, which allow for any activities covered by the charity's objectives with no specific restrictions.

The liability of the members in the event of the company being wound up is limited to a sum not exceeding £1.

Reference and administrative details

Dementia UK, 7th Floor, One Aldgate, London EC3N 1RE

Bankers

Lloyds Bank, PO Box, Andover BX1 1LT

National Westminster Bank Plc, 250 Bishopsgate, London EC2M 3UR

Investment Managers

Sarasin & Partners LLP, Juxon House, 100 St Paul's Churchyard, London EC4M 8BU

Ruffer LLP, 80 Victoria Street, London SW1E 5JL

Statutory Auditor

Sayer Vincent LLP, 110 Golden Lane, London, EC1Y 0TG

Internal Auditor

Grant Thornton UK LLP, 30 Finsbury Square, London EC2A 1AG

Solicitor

Charles Russell Speechlys LLP, 5 Fleet Place, London EC4M 7RD

Trustees' responsibilities in relation to the financial statements

The charity's Trustees (who are also the Directors of Dementia UK for the purposes of company law) are responsible for preparing the Trustees' Annual Report, including the Strategic Report and financial statements, in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity's Trustees to prepare financial statements for each year, which give a true and fair view of the state of affairs of the charitable company and the group; and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing the financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities Statement of Recommended Practice
- make judgements and accounting estimates that are reasonable and prudent
- state whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate

The Trustees are responsible for keeping adequate accounting records that disclose, with reasonable accuracy at any time, the financial position of the charity; and for ensuring that the financial statements comply with the Companies Act 2006. They are also

responsible for safeguarding the assets of the charity and the group, and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement as to disclosure to our Auditor

In so far as the Trustees are aware at the time of approving our Trustees' Annual Report:

- There is no relevant audit information of which the charitable company's Auditor is unaware
- The Trustees have taken all appropriate steps to ensure the Auditor is aware of any relevant audit information

The Trustees' Annual Report, which includes the Strategic Report, has been approved by the Trustees on 14th August 2024 and signed on their behalf by:

Professor David Croisdale-Appleby OBE
Chair of Trustees



Independent Auditor's report

for the year ended 31st March 2024

Opinion

We have audited the financial statements of Dementia UK (the 'parent charitable company') and its subsidiary (the 'group') for the year ended 31st March 2024 which comprise the consolidated statement of financial activities; the group and parent charitable company balance sheets; the consolidated statement of cash flows; and the notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31st March 2024 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulations six and eight of the Charities Accounts (Scotland) Regulation 2006 (as amended)

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report.

We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Dementia UK's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

Other information

The other information comprises the information included in the Trustees' Annual Report, including the Strategic Report, other than the financial statements and our Auditor's report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements, or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' Annual Report, including the Strategic Report, for the financial year for which the financial statements are prepared is consistent with the financial statements
- The Trustees' Annual Report, including the Strategic Report, has been prepared

in accordance with applicable legal requirements

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report, including the Strategic Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Accounts (Scotland) Regulations 2006 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Responsibilities of Trustees

As explained more fully in the statement of Trustees' responsibilities set out in the Trustees' Annual Report, the Trustees (who are also the Directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as Auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those acts.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations.

We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out here.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management and the Finance, Risk and Audit Committee, which included obtaining and reviewing supporting documentation, concerning the group's policies and procedures relating to:
 - identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance
 - detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud
 - the internal controls established to mitigate risks related to fraud
 - non-compliance with laws and regulations
- We inspected the minutes of meetings of those charged with governance
- We obtained an understanding of the legal and regulatory framework that the group operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the group from our professional and sector experience
- We communicated applicable laws and regulations throughout the Audit Team and remained alert to any indications of non-compliance throughout the audit
- We reviewed any reports made to regulators
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations

- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation.

This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at frc.org.uk/auditorsresponsibilities.

This description forms part of our Auditor's report.

Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005.

Our audit work has been undertaken so that we might state to the charitable company's

members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

30 October 2024

Noelia Serrano (Senior Statutory Auditor)

For and on behalf of Sayer Vincent LLP
Statutory Auditor
110 Golden Lane
London
EC1Y 0TG

Sayer Vincent LLP is eligible to act as Auditor in terms of section 1212 of the Companies Act 2006.

Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31st March 2024

		2024			2023		
	Note	Unrestricted £	Restricted £	Total £	Unrestricted £	Restricted £	Total £
Income from:							
Donations and legacies	2	19,991,306	1,675,487	21,666,793	16,903,300	1,884,796	18,788,096
Charitable activities							
Admiral Nursing projects	3	68,292	196,780	265,072	91,221	209,083	300,304
Business development	3	208,249	-	208,249	151,084	-	151,084
Research and publications	3	23,105	-	23,105	400	-	400
Other fundraising activities	4	111,803	-	111,803	83,975	-	83,975
Investments	5	266,852	-	266,852	100,567	-	100,567
Total income		20,669,607	1,872,267	22,541,874	17,330,547	2,093,879	19,424,426
Expenditure on:							
Raising funds	6a	7,070,107	-	7,070,107	5,932,694	-	5,932,694
Charitable activities							
Admiral Nursing projects	6a	4,822,675	1,749,829	6,572,504	5,176,063	2,246,142	7,422,205
Business development	6a	1,185,642	-	1,185,642	950,589	-	950,589
Research and publications	6a	305,023	3,059	308,082	323,482	-	323,482
Public awareness	6a	2,372,797	-	2,372,797	2,148,919	5,000	2,153,919
Practice development	6a	1,132,930	179,518	1,312,448	805,024	140,580	945,604
Total expenditure		16,889,174	1,932,406	18,821,580	15,336,771	2,391,722	17,728,493
Net income before net gains/ (losses) on investments		3,780,433	(60,139)	3,720,294	1,993,776	(297,843)	1,695,933
Net (losses)/gains on investments	14	(14,997)	-	(14,997)	14,999	-	14,999
Net income for the year	8	3,765,436	(60,139)	3,705,297	2,008,775	(297,843)	1,710,932
Transfers between funds		-	-	-	29,196	(29,196)	-
Funds transferred out to Age UK Oxfordshire	23	-	(95,766)	(95,766)	-	-	-
Net movement in funds		3,765,436	(155,905)	3,609,531	2,037,971	(327,039)	1,710,932
Reconciliation of funds:							
Total funds brought forward		13,751,330	1,313,652	15,064,982	11,713,359	1,640,691	13,354,050
Total funds carried forward	22	17,516,766	1,157,747	18,674,513	13,751,330	1,313,652	15,064,982

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 22a to the financial statements.

Balance sheets

Company no. 02944156

As at 31st March 2024

	Note	The group		The charity	
		2024	2023	2024	2023
		£	£	£	£
Fixed assets:					
Tangible assets	13	224,675	122,143	224,675	122,143
Investments	14	2,064,611	2,026,770	2,064,612	2,026,771
		2,289,286	2,148,913	2,289,287	2,148,914
Current assets:					
Debtors	17	2,033,928	1,714,073	2,055,874	1,715,284
Short-term deposits		14,000,000	6,589,709	14,000,000	6,589,709
Cash at bank and in hand		3,620,738	9,426,625	3,593,423	9,423,293
		19,654,666	17,730,407	19,649,297	17,728,286
Liabilities:					
Creditors: amounts falling due within one year	18	(3,019,856)	(3,551,323)	(3,017,396)	(3,549,117)
Net current assets		16,634,810	14,179,084	16,631,901	14,179,169
Total assets less current liabilities		18,924,096	16,327,997	18,921,188	16,328,083
Creditors: amounts falling due after one year	19	(249,583)	(1,263,015)	(249,583)	(1,263,015)
Total net assets	21	18,674,513	15,064,982	18,671,605	15,065,068
Funds:	22a				
Restricted income funds		1,157,747	1,313,652	1,157,747	1,313,652
Unrestricted income funds:					
Designated funds		4,867,439	4,894,045	4,867,439	4,894,045
General funds		12,649,327	8,857,285	12,646,419	8,857,371
Total unrestricted funds		17,516,766	13,751,330	17,513,858	13,751,416
Total funds		18,674,513	15,064,982	18,671,605	15,065,068

Approved by the Trustees on 14th August 2024 and signed on their behalf by:

Professor David Croisdale-Appleby OBE
Chairman

Steve Clarke CPFA
Treasurer

Consolidated statement of cash flows

For the year ended 31st March 2024

		2024		2023	
	Note	£	£	£	£
Net cash flows from operating activities	24		1,565,293		2,436,404
Cash flows from investing activities:					
Interest and dividends receivable		266,852		100,567	
Purchase of fixed assets		(174,904)		(97,158)	
Purchase of investments		(52,837)		(2,011,772)	
Investments in short-term deposits		(7,410,291)		(48,725)	
Net cash used in investing activities			(7,371,180)		(2,057,088)
Change in cash and cash equivalents in the year			(5,805,887)		379,316
Cash and cash equivalents at the beginning of the year			9,426,625		9,047,309
Cash and cash equivalents at the end of the year			3,620,738		9,426,625

Notes to the financial statements

For the year ended 31st March 2024

1. Accounting policies

- a Statutory information** Dementia UK is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address and principal place of business is 7th Floor, One Aldgate, London EC3N 1RE.
- b Basis of preparation** The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.
- Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.
- These financial statements consolidate the results of the charitable company and its wholly-owned subsidiary, Dementia UK Trading Limited, on a line-by-line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.
- c Public benefit entity** The charitable company meets the definition of a public benefit entity under FRS 102.
- d Going concern** The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.
- The Trustees are of the view that the immediate future of the charity for the next 12 months is secure on the basis of confirmation of continuing income streams and fundraising activity to generate additional income streams. Accordingly, the financial statements have been prepared on the going concern basis.
- The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.
- e Income** Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and the amount can be measured reliably.
- Income from Government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably and is not deferred.

For pecuniary legacies, entitlement is taken at the earlier of the date on which either the charity is aware that probate has been granted, and the amount receivable can be measured reliably, and the receipt is probable; or when a distribution is received from the estate. For residual legacies, entitlement is taken at the earlier of the date on which either the charity is aware that probate has been granted; the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made; or when a distribution is received from the estate. Where legacies have been notified to the charity or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

f Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service; any conditions associated with the donation have been met; the receipt of economic benefit from the use by the charity of the item is probable; and the economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

g Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

h Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

i Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party; it is probable that settlement will be required; and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of delivering services and other educational activities undertaken to further the purposes of the charity and their associated support costs

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

j Grants payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the Trustees have agreed to pay the grant without condition; or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

k Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity.

Where information about the aims, objectives and projects of the charity is provided to potential beneficiaries, the costs associated with this publicity are allocated to charitable expenditure.

Where such information about the aims, objectives and projects of the charity is also provided to potential donors, activity costs are apportioned between fundraising and charitable activities on the basis of area of literature occupied by each.

Support costs are the cost of overall direction and administration, comprising the salary and overhead costs of the central function.

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity:

Admiral Nursing projects	50%
Business development	8%
Research and publications	2%
Public awareness	6%
Practice development	8%
Raising funds	26%

l Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

m Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

• Equipment	15%-33% per annum, straight line
• Fixtures and fittings	15%-33% per annum, straight line
• IT hardware and software	15%-33% per annum, straight line

n Investments	Listed investments are included in the balance sheet initially at cost and revalued at the reporting date to bid price. Unrealised gains and losses on investments at the balance sheet date are included in the Statement of Financial Activities (SOFA) for the relevant underlying funds. The historical cost of investments is shown in Note 14 to the financial statements.
Fixed asset investments	
Investments in subsidiaries	Investments in subsidiaries are at cost.
o Admiral Nurse services	Funding is made available to employing authorities to meet employment, travelling and training costs incurred by them in the provision of Admiral Nurse services. The funding is accrued and recognised in the accounts in line with the provision of these services.
p Debtors	Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Any expenditure that exceeds £1,500 and is paid in advance or is related to a future dated event is held as a prepayment on the balance sheet. The prepayment is subsequently released to the SOFA in the month or months that the expenditure is incurred. Prepayments are valued at the amount prepaid net of any trade discounts due.
q Short-term deposits	Short-term deposits include cash balances that are invested in accounts with a maturity date of between three and 12 months.
r Cash at bank and in hand	Cash at bank and cash in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.
s Creditors and provisions	Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party, and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.
t Financial instruments	The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.
u Pensions	The charity subscribes to a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the SOFA in the year they are payable. The charity also subscribes to the NHS Pension Scheme, a multi-employer defined benefit pension scheme. It is not possible to identify the assets or liabilities relating to the charity, therefore the charity accounts for contributions to the scheme as if it were a defined contribution scheme. Contributions payable are charged to the SOFA in the year they are payable.

2. Income from donations and legacies

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Legacies	3,599,071	105,000	3,704,071	2,155,348	658,000	2,813,348
Voluntary donations	16,392,235	1,570,487	17,962,722	14,747,952	1,226,796	15,974,748
	19,991,306	1,675,487	21,666,793	16,903,300	1,884,796	18,788,096

3. Income from charitable activities

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Fees and contributions from institutions	68,292	196,780	265,072	91,221	209,083	300,304
Sub-total for Admiral Nursing projects	68,292	196,780	265,072	91,221	209,083	300,304
Management and development fees	208,249	-	208,249	151,084	-	151,084
Sub-total for business development	208,249	-	208,249	151,084	-	151,084
Contributions from institutions	23,105	-	23,105	400	-	400
Sub-total for research and evaluation	23,105	-	23,105	400	-	400
Total income from charitable activities	299,646	196,780	496,426	242,705	209,083	451,788

4. Income from other fundraising activities

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Carol concert, Christmas cards and merchandise	65,607	-	65,607	62,194	-	62,194
Income from trading subsidiary	46,196	-	46,196	21,781	-	21,781
	111,803	-	111,803	83,975	-	83,975

5. Income from investments

	2024			2023		
	Unrestricted	Restricted	Total	Unrestricted	Restricted	Total
	£	£	£	£	£	£
Dividends	52,998	-	52,998	11,904	-	11,904
Bank interest	213,854	-	213,854	88,663	-	88,663
	266,852	-	266,852	100,567	-	100,567

6a. Analysis of expenditure (current year)

	Charitable activities								2024 total £	2023 total £
	Raising funds	Admiral Nursing projects	Business development	Research and publications	Public awareness	Practice development	Governance costs	Support costs		
	£	£	£	£	£	£	£	£		
Staff costs (Note 9)	2,782,977	3,991,035	876,682	225,599	1,046,367	930,782	345,866	1,926,886	12,126,194	10,541,641
Direct activity costs	2,539,342	455,154	-	3,159	975,511	73,473	-	-	4,046,639	5,029,479
IT and telephone	102,513	182,311	-	-	-	1,152	-	575,645	861,621	651,684
Office and administration costs	216,797	25,614	2,307	2,632	70,770	388	12,188	292,696	623,392	543,440
Professional fees	431,859	1,811	-	29	50,160	-	66,765	209,718	760,342	580,709
Premises	-	-	-	-	-	-	-	403,392	403,392	381,540
	6,073,488	4,655,925	878,989	231,419	2,142,808	1,005,795	424,819	3,408,337	18,821,580	17,728,493
Support costs	886,167	1,704,169	272,667	68,167	204,500	272,667	- (3,408,337)	-	-	-
Governance costs	110,452	212,410	33,986	8,496	25,489	33,986	(424,819)	-	-	-
Total expenditure 2024	7,070,107	6,572,504	1,185,642	308,082	2,372,797	1,312,448	-	-	18,821,580	17,728,493

6b. Analysis of expenditure (prior year)

	Charitable activities								2023 total £
	Raising funds	Admiral Nursing projects	Business development	Research and publications	Public awareness	Practice development	Governance costs	Support costs	
	£	£	£	£	£	£	£	£	
Staff costs (Note 9)	2,475,555	3,993,946	709,958	263,183	832,591	584,742	210,300	1,471,366	10,541,641
Direct activity costs	2,101,302	1,780,618	-	-	1,026,302	121,257	-	-	5,029,479
IT and telephone	88,910	140,462	92	-	6	-	-	422,214	651,684
Office and administration costs	245,158	20,640	3,272	990	39,447	2,373	13,096	218,464	543,440
Professional fees	250,765	3,837	35	-	77,648	-	24,530	223,894	580,709
Premises	-	-	-	-	-	-	-	381,540	381,540
	5,161,690	5,939,503	713,357	264,173	1,975,994	708,372	247,926	2,717,478	17,728,493
Support costs	706,544	1,358,739	217,398	54,350	163,049	217,398	- (2,717,478)	-	-
Governance costs	64,460	123,963	19,834	4,959	14,876	19,834	(247,926)	-	-
Total expenditure 2023	5,932,694	7,422,205	950,589	323,482	2,153,919	945,604	-	-	17,728,493

7. Grant making

	Grants to institutions	2024	2023
	£	£	£
Cost			
Admiral Nursing projects	426,886	426,886	1,730,027
At the end of the year	426,886	426,886	1,730,027

During 2024, the charity provided investment for Admiral Nurses in five (2023: 20) new services. These costs are included in Note 6a under 'Direct activity costs'. Further details can be found on our website at dementiauk.org

8. Net income for the year

Includes the below charges:

	2024	2023
	£	£
Depreciation	72,371	63,645
Operating lease rentals:		
Property	359,836	357,759
Other	78,950	53,744
Auditors' remuneration (excluding VAT):		
Audit – current year	24,700	22,000
Audit – previous year under accrual	-	7,000
Other services – VAT and Corporation Tax services	7,400	3,690

9. Analysis of staff costs, Trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2024	2023
	£	£
Salaries	9,422,877	8,109,430
Termination/redundancy costs	27,779	74,000
Employer's National Insurance contributions	1,020,695	911,620
Employer's contributions to defined contribution pension scheme	621,725	617,553
Employer's contributions to defined benefit pension scheme	248,567	227,369
Other staff-related costs	784,551	601,669
	12,126,194	10,541,641

The following number of employees received employee benefits (excluding employer's pension costs and employer's National Insurance) during the year between:

	2024	2023
	No.	No.
£60,000-£69,999	17	14
£70,000-£79,999	3	3
£80,000-£89,999	2	2
£90,000-£99,999	3	2

The total employee benefits (including pension contributions and employer's National Insurance) of the key management personnel were £557,783 (2023: £476,152).

The charity's Trustees were neither paid nor received any other benefits from employment with the charity in the year (2023: £nil). No charity Trustee received payment for professional or other services supplied to the charity (2023: £nil).

Trustees' expenses represent the payment or reimbursement of travel and subsistence costs totalling £3,113 (2023: £2,152) incurred by three (2023: two) members relating to attendance at meetings. The charity also incurred expenditure totalling £614 on Trustees' meetings in the year (2023: £322).

10. Staff numbers

The average number of employees (head count based on number of staff paid per month) during the year was 238 (2023: 205).

This includes sessional employees and other employees who received no pay in certain months (head count based on number per month); the average during the year was 20 (2023: 16).

	2024 No.	2023 No.
Raising funds	57	53
Admiral Nursing projects	89	85
Business development	16	13
Research and publications	4	4
Public awareness	21	18
Practice development	17	10
Support	33	24
	238	205

11. Related party transactions

There are no related party transactions to disclose for 2024 (2023: none) other than those already disclosed in Note 8.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

The total amount of donations received from related parties, without conditions, was £355 (2023: £24,988).

12. Taxation

The charity is exempt from Corporation Tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Dementia UK Trading Limited Gift Aids available profits to the parent charity depending upon operational requirements. In 2023-24, Dementia UK Trading Limited made a profit before tax of £17,207 (2023: loss £2,087) and £14,000 profits (2023: £nil) were Gift Aided to the charity. Therefore, its charge to Corporation Tax in the year was £609 (2023: £nil). The 2023 loss was carried back to offset part of the tax paid in the previous year, resulting in tax repayable from HMRC of £397.

The directors of Dementia UK Trading Limited are William Roe, Paul Edwards, Martin Bishop and Suruchi Saraf. William Roe is a Trustee of Dementia UK and all other directors are staff members employed by Dementia UK.

13. Tangible fixed assets

Group and charity	Equipment	Fixtures and fittings	IT hardware and software	Total
	£	£	£	£
Cost				
At the start of the year	2,976	206,869	177,110	386,955
Additions in year	3,670	-	171,234	174,904
At the end of the year	6,646	206,869	348,344	561,859
Depreciation				
At the start of the year	-	182,735	82,078	264,813
Charge for the year	820	24,134	47,417	72,371
At the end of the year	820	206,869	129,495	337,184
Net book value				
At the end of the year	5,826	-	218,849	224,675
At the start of the year	2,976	24,135	95,032	122,143

All of the above assets are used for charitable purposes.

14a. Fixed asset investments

	2024	2023
	£	£
Market value at 1 st April	2,026,770	-
Add:		
Acquisitions at cost	53,425	2,011,183
Net cash reinvested	(587)	588
Gains on revaluation	(14,997)	14,999
Market value at 31 st March	2,064,611	2,026,770
Historical cost at 31 st March	2,064,609	2,011,772

Asset allocation	2024	2024	2023	2023
	£	%	£	%
Alternative investments	241,331	12	305,105	15
Equities	1,001,169	48	905,408	45
Fixed income	723,924	35	676,994	33
Liquid assets	58,336	3	94,715	5
Property	39,852	2	44,548	2
Total	2,064,611	100	2,026,770	100

14b. Investment in subsidiary undertaking

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
At the start and the end of the year	-	-	1	1

15. Subsidiary undertaking

The charitable company owns the whole of the issued ordinary share capital of Dementia UK Trading Limited, a company registered in England. All activities have been consolidated on a line-by-line basis in the statement of financial activities. A summary of the results of the subsidiary is shown below:

	2024	2023
	£	£
Turnover	46,196	21,781
Cost of sales	(23,412)	(17,484)
Gross profit	22,784	4,297
Administrative expenses	(5,577)	(6,384)
Profit/(loss) on ordinary activities before taxation	17,207	(2,087)
Taxation on profit on ordinary activities	(212)	-
Profit/(loss) for the financial year	16,995	(2,087)
Total retained earnings brought forward	(87)	2,000
Distribution under Gift Aid to parent charity	(14,000)	-
Total retained earnings carried forward	2,908	(87)

The aggregate of the assets, liabilities and funds was:

Assets	28,742	3,332
Liabilities	(25,833)	(3,418)
Funds	2,909	(86)

16. Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2024	2023
	£	£
Gross income	22,492,678	19,405,645
Result for the year	3,592,536	1,713,022

17. Debtors

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Trade debtors	68,947	51,513	68,947	51,513
Other debtors	-	1,916	-	1,916
Prepayments	920,648	705,040	920,648	705,040
Accrued income	1,044,333	955,604	1,044,333	955,604
Amounts due from group undertakings	-	-	21,946	1,211
	2,033,928	1,714,073	2,055,874	1,715,284

The charity received notifications regarding a number of legacies before the year-end totalling £2,005,237. However, these legacies did not meet the full income recognition criteria as per the accounting policy as at 31st March 2024, and therefore, have not been accrued in the 2024 financial statements (2023: £1,079,057).

18. Creditors: amounts falling due within one year

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Trade creditors	781,324	521,422	780,124	521,422
Taxation and social security	436,202	533,067	437,417	533,061
Other creditors	12,655	11,159	12,655	11,159
Accruals	436,582	453,432	434,107	451,232
Deferred income	74,417	77,306	74,417	77,306
Admiral Nurse projects – grant accruals	1,278,676	1,954,937	1,278,676	1,954,937
	3,019,856	3,551,323	3,017,396	3,549,117

19. Creditors: amounts falling due after one year

	The group		The charity	
	2024	2023	2024	2023
	£	£	£	£
Admiral Nurse projects – grant accruals	249,583	1,213,763	249,583	1,213,763
Rent-free provision	-	49,252	-	49,252
	249,583	1,263,015	249,583	1,263,015

Total grant commitments outstanding as at 31st March 2024 relating to the recruitment of Admiral Nurses payable to health institutions were £1,528,259 (2023: £3,168,699), of which payable within one year were £1,278,676 (2023: £1,954,537) and after one year were £249,583 (2023: £1,213,763). The amounts due within one year are included within accruals in Note 18 above.

20. Pension schemes

The charity operates two pension schemes, a Group Personal Pension scheme, administered by Aviva, and NHS Pensions. As at 31st March 2024, the amounts owed to the schemes were: Aviva £82,089 (2023: £28,795) and NHS £nil (2023: £nil). The number of members in Aviva is 206 and in NHS 39. The NHS Pension Scheme is an unfunded occupational scheme backed by the Exchequer, which is open to all NHS employees and certain employees of other approved organisations. Dementia UK is an approved organisation. The scheme is a defined benefit scheme. The scheme receives contributions from employees and employers to defray the costs of pensions and other benefits. From 1st April 2006 the NHS Business Services Authority (NHSBSA) has been the body responsible for the administration of the NHS Pension Scheme for England and Wales. In support of NHSBSA, NHS employers are required to explain the scheme to the employees. In addition, they submit pension data to NHSBSA. Every four years the Government Actuary conducts a full actuarial review of contribution rates. In order to defray the costs of benefits, in 2023-24 employers paid contributions of 14.38% of actual pensionable pay. From October 2022, there was a change to member contribution rates from the Department of Health and Social Care. From this date, employees contributed on a tiered scale from 5.1%-13.5% of their actual pensionable pay. Further information on benefits can be obtained from the NHS Pension Scheme website.

21a. Analysis of group net assets between funds (current year)

	General unrestricted	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	224,675	-	224,675
Fixed asset investments	2,064,611	-	2,064,611
Net current assets	15,381,647	1,253,164	16,634,810
Long-term liabilities	(154,167)	(95,417)	(249,583)
Net assets at 31st March 2024	17,516,766	1,157,747	18,674,513

21b. Analysis of group net assets between funds (prior year)

	General unrestricted	Restricted funds	Total funds
	£	£	£
Tangible fixed assets	122,143	-	122,143
Fixed asset investments	2,026,770	-	2,026,770
Net current assets	11,651,669	2,527,415	14,179,084
Long-term liabilities	(49,252)	(1,213,763)	(1,263,015)
Net assets at 31st March 2023	13,751,330	1,313,652	15,064,982

22a. Movements in funds (current year)

	At 1 st April 2023	Income	Expenditure	Transfers	Gains and losses	At 31 st March 2024
	£	£	£	£	£	£
Restricted funds:						
Admiral Nursing projects (Helpline and professional and practice development)	60,000	564,742	(549,348)	-	-	75,394
Admiral Nursing learning disability service and new nurse (national)	112,713	206,485	(153,996)	-	-	165,202
Admiral Nursing projects (geographical funds):						
Cambridgeshire	48,635	16,000	(51,500)	-	-	13,135
Devon	40,745	59,735	(66,366)	-	-	34,114
Dorset (Purbeck)	33,209	859	5,000	-	-	39,068
Essex	14,318	-	-	-	-	14,318
Gateshead	20,000	-	-	-	-	20,000
Isle of Wight	16,709	9,500	(14,000)	-	-	12,209
Leeds	55,187	328,319	(217,720)	-	-	165,786
Leicestershire	46,170	14,389	(9,800)	-	-	50,759

Continued

	At 1 st April 2023	Income	Expenditure	Transfers	Gains and losses	At 31 st March 2024
	£	£	£	£	£	£
London	235,590	189,324	(236,483)	-	-	188,431
Northamptonshire	1,777	81,800	(55,000)	-	-	28,577
Nottinghamshire	5,912	10,000	-	-	-	15,912
Scotland	58,304	3,930	(17,434)	-	-	44,800
Staffordshire	25,048	250	-	-	-	25,298
Sussex	67,767	15,446	-	-	-	83,213
Teesside (Newcastle)	23,564	40,000	(42,486)	-	-	21,078
Tyne and Wear	7,770	13,000	-	-	-	20,770
Wales	88,653	3,108	(14,000)	-	-	77,761
West Midlands	6,125	34,500	(29,000)	-	-	11,625
Other geographical restricted funds (less than £10,000 balances at 31 st March 2024)	237,642	148,488	(338,349)	-	-	47,781
YoungDementia UK projects	107,814	132,392	(141,924)	(95,766)	-	2,516
Total restricted funds	1,313,652	1,872,267	(1,932,406)	(95,766)	-	1,157,747
Unrestricted funds:						
Designated funds:						
Admiral Nursing Development Programme	586,000	-	-	(586,000)	-	-
New Nurse Fund	1,508,045	-	(151,720)	(356,000)	-	1,000,325
Investment in systems development	1,000,000	-	(65,985)	400,000	-	1,334,015
Investment in charitable activities	800,000	-	(658,901)	-	-	141,099
Clinical services digital development	1,000,000	-	-	(400,000)	-	600,000
Investment in clinical activities	-	-	-	942,000	-	942,000
Investment in fundraising	-	-	-	850,000	-	850,000
Total designated funds	4,894,045	-	(876,606)	850,000	-	4,867,439
General funds	8,857,285	20,669,607	(16,012,568)	(850,000)	(14,997)	12,649,327
Total unrestricted and designated funds	13,751,330	20,669,607	(16,889,174)	-	(14,997)	17,516,766
Total funds	15,064,982	22,541,874	(18,821,580)	(95,766)	(14,997)	18,674,513

22b. Movements in funds (prior year)

	At 1 st April 2022	Income	Expenditure	Transfers	Gains and losses	At 31 st March 2023
	£	£	£	£	£	£
Restricted funds:						
Admiral Nursing projects (Helpline and professional and practice development)	-	345,600	(285,600)	-	-	60,000
Admiral Nursing learning disability service and new nurse (national)	27,272	188,580	(84,571)	(18,568)	-	112,713
Admiral Nursing projects (geographical funds):						
Cambridgeshire	47,190	1,445	-	-	-	48,635
Cornwall	3,632	17,650	-	-	-	21,282
Cumbria	63,625	6,903	-	-	-	70,528
Derbyshire	160,258	581	(114,654)	-	-	46,185
Devon	156,496	32,474	(148,225)	-	-	40,745
Dorset (Purbeck)	14,093	19,116	-	-	-	33,209
Essex	9,995	4,323	-	-	-	14,318
Gateshead	-	20,000	-	-	-	20,000
Isle of Wight	8,209	8,500	-	-	-	16,709
Leeds	136,431	200,701	(281,945)	-	-	55,187
Leicestershire	30,018	16,152	-	-	-	46,170
London	31,960	653,630	(450,000)	-	-	235,590
National	10,370	162,516	(142,002)	-	-	30,884
Scotland	135,414	50	(77,160)	-	-	58,304
Somerset	12,247	-	-	-	-	12,247
Staffordshire	94,016	5,211	(74,179)	-	-	25,048
Sussex	85,337	12,398	(29,968)	-	-	67,767
Teesside (Newcastle)	37,760	40,000	(54,196)	-	-	23,564
Wales	68,046	27,107	(6,500)	-	-	88,653
Yorkshire	52,910	131,259	(168,572)	-	-	15,597
Other geographical restricted funds (less than £10,000 balances at 31 st March 2023)	217,426	105,227	(260,150)	-	-	62,503
YoungDementia UK projects	237,986	94,456	(214,000)	(10,628)	-	107,814
Total restricted funds	1,640,691	2,093,879	(2,391,722)	(29,196)	-	1,313,652

Continued

	At 1 st April 2022	Income	Expenditure	Transfers	Gains and losses	At 31 st March 2023
	£	£	£	£	£	£
Unrestricted funds:						
Designated funds:						
Admiral Nursing Development Programme	760,000	-	(174,000)	-	-	586,000
New Nurse Fund	2,084,872	-	(716,827)	140,000	-	1,508,045
Investment in systems development	-	-	-	1,000,000	-	1,000,000
Investment in charitable activities	-	-	-	800,000	-	800,000
Clinical services digital development	-	-	-	1,000,000	-	1,000,000
Total designated funds	2,844,872	-	(890,827)	2,940,000	-	4,894,045
General funds	8,868,487	17,330,547	(14,445,944)	(2,910,804)	14,999	8,857,285
Total unrestricted and designated funds	11,713,359	17,330,547	(15,336,771)	29,196	14,999	13,751,330
Total funds	13,354,050	19,424,426	(17,728,493)	-	14,999	15,064,982

A presentational adjustment has been made to the the prior year restricted fund for Gateshead (2024: £20,000; 2023: £20,000), which was presented under London (2024: £188,431; 2023: £235,590).

23. Purposes of restricted and designated funds

Restricted funds

Admiral Nursing projects are funded by donations specifically for the development and support of the services which Admiral Nurses provide.

The total restricted funds were raised by individuals, corporates, charitable trusts and fundraisers throughout the UK for the provision of services.

YoungDementia UK projects relate to funds transferred from YoungDementia UK when the charity became part of Dementia UK in November 2020. The funds will continue to be used for activities in line with YoungDementia UK's charitable objects. At 31st March 2024, the Young Onset Dementia Advisors (YODA) Oxfordshire service was transferred to Age UK Oxfordshire, and as such £95,766 of restricted funds relating to the service was transferred to Age UK Oxfordshire.

Designated funds

The charity holds the following designated funds at year-end:

Admiral Nursing Development Programme

The Admiral Nursing Development Programme was set up to enable current Registered Nurses (Adult, Mental Health and Learning Disability) to become Admiral Nurses and establish a new hosted service. There has been no activity in this area during 2023-24 and no activity is expected going forward, therefore, the full balance of the fund £586,000 brought forward at 31st March 2023 has been reassigned.

Continued

New Nurse Fund

The New Nurse Fund is used to fund Admiral Nurse services in host organisations to offer life-changing support to families facing dementia. The balance at 31st March 2024 is £1,000,325 (2023: £1,508,045), of which £356,000 has been reassigned given there are limited opportunities to fund new Admiral Nurse services in this way currently.

Systems development work across the charity

Funds totalling £1,000,000 were set aside in 2022-23 for systems development work across the charity. Work began in 2023-24, and an additional £400,000 has been added to fund a new system. The balance at 31st March 2024 was £1,334,015 (2023: £1,000,000). The projects are anticipated to be completed by 2026.

Investment in charitable activities

Funds of £800,000 were set aside at 31st March 2023 for the development of policy, campaigns, public affairs and raising awareness of our charitable activities during 2023-24. The balance at 31st March 2024 was £141,099, which is expected to be fully spent in 2024-25.

Clinical services digital development

This fund has been set aside for the development of our clinical services offering to include a digital service delivery for our beneficiaries. The balance at 31st March 2024 was £600,000 (2023: £1,000,000), £400,000 of which was reassigned. The expenditure is anticipated to commence in 2024-25 and to be completed towards the end of 2027.

Investment in clinical activities

Funds of £942,000 have been set aside for investment to help develop and drive expansion of activity within our clinical services teams. It is anticipated that this fund will be spent by 2027.

Investment in fundraising

A designated fund of £850,000 has been set up to help with further diversifying our portfolio of fundraising given the charity is heavily reliant on voluntary donations. This is expected to be utilised by 2025.

24. Reconciliation of net income to net cash flow from operating activities

	2024	2023
	£	£
Net income for the reporting period	3,705,297	1,710,932
(as per the statement of financial activities)		
Losses/(gains) on revaluation of investment assets	14,997	(14,999)
Depreciation charges	72,371	63,645
Dividends and interest from investments	(266,852)	(100,567)
(Increase)/decrease in debtors	(319,855)	369,329
(Decrease)/increase in creditors	(1,544,899)	408,063
Funds transferred out to Age UK Oxfordshire	(95,766)	-
Net cash provided by operating activities	1,565,293	2,436,403

25. Operating lease commitments

	Property		Equipment	
	2024	2023	2024	2023
	£	£	£	£
Periods:				
Less than one year	360,528	357,759	35,663	56,077
One to five years	47,730	404,789	16,083	51,745
	408,258	762,548	51,746	107,822

The 2023 lease commitments disclosure for property has been restated one to five years from £377,428 to £404,789. The 2023 lease commitments disclosure for equipment has been restated less than one year from £37,731 to £56,077 and one to five years from £3,205 to £51,745. This accurately reflects the outstanding position on operating leases.

Contingent liability

Dementia UK has entered into a rent lease agreement that expires in April 2025. The rent agreement includes a probability of 10% rent increase.

26. Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

Thank you

We are truly grateful for everyone who supported us in 2023-24, including our Volunteer Ambassadors. Because of you, we can offer more families a lifeline when they need it most. In particular, we would like to thank:

29th May 1961 Charitable Trust
 Michael Adamson
 Alliance Medical
 Paul and Aaron Anderson
 Aon
 Artemis Investment Management
 The Art File
 Assura plc
 James Baker
 Simon Baker
 Steven Brewster
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 Dementia UK Carol Concert Committee
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 Jill Dinsmore
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 Eden Valley Friends of Dementia UK
 Equin Ltd
 Everyone Active
 February Foundation
 Gaudet Luce Golf Club
 Simon Gibson Charitable Trust
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 Hodge Foundation
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The John Horseman Trust
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 Edward McGurk
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 Miller Homes
 Stuart Mills
 Daksha Mistry
 Sophie Mitchell
 Wendy Mitchell
 Mitie
 Moondance Foundation
 Susan Newman
 Next Retail Ltd Head Office
 Norwest Foods International Ltd
 The Openwork Foundation
 P&A Group
 Parklane Foundation
 PF Charitable Trust
 Elise Pilkington Trust
 Chris Pople
 Premia Solutions Head Office
 Purbeck Fundraising Group
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Rayne Foundation
Basil Samuel Charitable Trust
Sid Valley Memory Cafe
Charles Skey Charitable Trust
Sobell Foundation
Peter Sowerby Foundation
Ali Stearn
Steel Charitable Trust
Stewart Steele
Manjinder Singh Kang
The Swire Charitable Trust
tails.com
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Ben and Harriet Thorpe
Tokio Marine HCC
Jill Townsend
Venator
Westerleigh Group
West Leeds Fundraising Group
Wolseley UK
Worshipful Company of Butchers
Zochonis Charitable Trust
Zurich Community Trust

Dementia UK is the specialist dementia nursing charity that is there for the whole family. Our nurses, known as Admiral Nurses, provide free, expert advice, support and understanding to anyone who needs it.

How we can support you

‘Dementia: what next?’ online sessions

If you are caring for someone with dementia or living with the condition yourself, you can register for our free online sessions, ‘Dementia: what next?’, which are hosted by Admiral Nurses.

Sign up at dementiauk.org/dementia-what-next

Admiral Nurse Dementia Helpline

To speak to an Admiral Nurse on our free, confidential Helpline, call 0800 888 6678 (Monday-Friday 9am-9pm, Saturday and Sunday 9am-5pm, every day except 25th December) or email helpline@dementiauk.org

Virtual clinic appointments

To book a phone or video appointment with an Admiral Nurse at a time to suit you, please visit dementiauk.org/book. Appointments are free, confidential and available Monday-Friday.

dementiauk.org • 020 8036 5400 • info@dementiauk.org



Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SC 047429). Company number: 02944156

