

Beyond Dementia

England & Wales · Charity number 1048314

Details

Other names	ALZHEIMERS SUPPORT, ALZHEIMERS SUPPORT WEST WILTS, Beyond Dementia
Status	Registered
Legal form	Charitable company
Company number	03082546
Registered	1995-07-27
Register	View on the Charity Commission register

Contact

Address	Beyond Dementia 5 Sidmouth Street Devizes Wiltshire SN10 1LD
Phone	01380 739055
Email	finance@beyonddementia.org.uk
Website	www.beyonddementia.org.uk

Activities

Objects: TO IMPROVE THE QUALITY OF LIFE AND TO RELIEVE POVERTY SICKNESS AND DISTRESS AMONG PERSONS CONSIDERED TO BE SUFFERING FROM DEMENTIA ESPECIALLY ALZHEIMERS DISEASE TOGETHER WITH FAMILIES AND CARERS AND PRIMARILY FOR PEOPLE LIVING IN WEST WILTSHIRE

Activities: Alzheimer's Support exists to improve quality of life for people with all types of dementia and family carers. Services include: Dementia Advisers, Home Support, Day Clubs, carers groups, Alzheimer Cafes, Music for the Mind, Movement for the Mind, art groups, a range of outdoor activities, training courses for carers and local information and support offices.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** The Advancement Of Health Or Saving Of Lives, The Prevention Or Relief Of Poverty
- **Who:** Elderly/old People

Geography

- **Area of benefit:** PRIMARILY WEST WILTSHIRE
- Wiltshire

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£2,450,563	£2,445,076	£522,048	146
2024-03-31	£2,272,778	£2,380,771	£518,219	142
2023-03-31	£2,204,563	£2,183,855	£613,028	146
2022-03-31	£2,230,416	£1,918,229	£592,992	142
2021-03-31	£1,954,208	£1,819,857	£280,805	140

Trustees

Name	Role	Appointed
JANET DORE	Chair	
HARRY THEOBALD		2011-10-05
Jane Palmer		2023-12-09
Janet Sweetman		2024-12-11
Paul Whitby		2019-09-30
Steve Besent		2023-12-09
Wendy O'Grady		2021-11-29

Accounts



Company Number: 03082546

Charity Number: 1048314

**Alzheimer's Support
Report and Accounts
For the year ended
31st March 2025**

Alzheimer's Support

Legal and Administrative Information

Company Number:	03082546
Charity number:	1048314
Registered office:	5 Sidmouth Street Devizes Wiltshire SN10 1LD
Chair:	Janet Dore
Trustees Management Committee:	Janet Dore Harry Theobald Janet Sweetman Paul Whitby Wendy O'Grady Steve Besent Jane Palmer
Chief Executive Officer:	Sarah Marriott
Auditors:	Oakensen (Bristol) Ltd Chartered Accountants Suite 9 Westbury Court Church Road Westbury-on-Trym Bristol BS9 3EF
Bankers:	CAF Bank Ltd 25 Kings Hill Avenue Kings Hill West Malling Kent ME19 4JQ

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2025

Structure, Governance and Management

The Trustees, who are the directors of the charity for the purposes of the Companies Act, submit their annual report and audited financial statements of the year ended 31st March 2025. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities", issued in 2019, in preparing the annual report and financial statements for the charity. The Trustees Report incorporates the contents of the Directors Report for the year ended 31 March 2025

Governing Document

Alzheimer's Support is a charitable company limited by guarantee, incorporated on 21 July 1995 and registered as a charity on 27 July 1995. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Recruitment and Appointment of Management Committee

Any person may be elected to be a member of the Board, excluding a member of staff of the organisation, but not excluding any volunteer of the organisation.

It is our aim to have a skill mix of carers, ex carers and professionals working in the field of dementia and social care, finance, law and the corporate business sector as members of the Board. In the event of particular skills being lost due to retirements, efforts are made to close the skills gap as soon as possible.

The members of the Board of Trustees are elected at the Annual General Meeting. The trustees relinquish their positions every year and are eligible for re-election at the Annual General Meeting.

Trustee Induction and Training

Most prospective Trustees are already familiar with the work of the Charity; however, after completing an application form they are invited to attend a minimum of two Board meetings and sub-committees to understand more fully the expectations and demands of the role. There is a meeting of current Board members to review applicants and vote whether to progress their application. Assuming that prospective Trustees still wish to be elected, and the Board of Trustees voted in favour, they agree to be co-opted and standing for election at the AGM.

All new Trustees are encouraged to attend a comprehensive induction programme, which includes attending the services we provide, or team meetings, where appropriate. A Trustee handbook is distributed to all new Trustees (updated September 2023) along with the Memorandum and Articles and “The Essential Trustee” published by the Charity Commission. Feedback from new Trustees about their induction has been very positive.

Trustees are informed about suitable external training and their expenses are reimbursed. An annual joint meeting with senior managers; participation in sub committees; ongoing interaction within the different departments; attending team meetings when possible, has all helped to increase the visibility of the Trustees to the staff, and helped the Trustees have a good understanding of the organisation’s services and challenges.

Organisation

The Board of Trustees meets every six weeks and is responsible for the governance of the organisation. Subcommittees for Finance and Fundraising, Quality Assurance, and Risk Management meet regularly and report to the Board. Decisions on the day-to-day operation of the Charity are taken by the Chief Executive in consultation with the Senior Management Team. The Board receives quarterly Executive Reports from the Senior Management Team, which are circulated for discussion at the corresponding Board of Trustees meeting.

Decisions on matters with significant implications for the organisation are brought to the Board of Trustees.

These include:

- Organisational priorities
- Strategic planning
- All matters of risk to the organisation – in particular resource and reputation
- Significant organisational change
- Major initiatives
- Policy formation and development
- Appointment of senior posts (Trustees are usually part of the interview panel)

The **Finance and Fundraising Sub-Committee** meets at least quarterly, and is composed of both Trustees representatives and Senior Management Team. The specific responsibilities of this committee include the management of the assets and liabilities of the Charity, the agreement and monitoring of the annual budget, and credit control. It is chaired by the Treasurer (elected Trustee post).

The Trustees have delegated the day to day management of operation to the Charity's Chief Executive Officer– Sarah Marriott.

The organisation's structure is robust, with a full complement of committed Trustees. We have a very involved patron: Lady Lansdowne (ex High Sherriff of Wiltshire). An experienced Senior Management Team, comprising of the Heads of Departments, provides the drive and hands on approach to implementing the organisation's vision to an exceptional standard. Alzheimer's Support generally enjoys high levels of staff retention.

Internal control

The Trustees have overall responsibility for ensuring that the Charity has appropriate systems of internal controls across the entire organisation. They are also responsible for keeping proper accounting records which disclose, with reasonable accuracy at any time, the financial position of the Charity and enable them to ensure that the financial statements follow best practice (Finance and Fundraising Sub-Committee). They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss.

Internal control processes implemented by the Trustees include a **Quality Assurance Sub-Committee**, consisting of Trustees, Senior Managers, and representatives from each department, meeting at least three times a year and reporting to the Board of Trustees. It is responsible for providing:

- assurance to the Trustees that the Charity operates sound systems of internal control
- comfort and transparency to donors and beneficiaries that there are appropriate systems in place to ensure that the resources of the Charity are effectively allocated and utilised.
- A strategic plan and a contingency plan
- Delegation of authority and segregation of duties.
- Overview of Policies and Procedures – ensuring compliance with statutory employment law and Health & Safety law changes (advised by Croner, our HR and H&S contractor).

Risk Management

The Trustees have in place a formal risk management process to assess risks and implement risk management strategies. This live Risk Register is reviewed and updated at least 3 times a year by the **Risk sub-committee**, consisting of Trustees, Senior Managers, and representatives from each department (ensuring that changes are understood and implemented at all levels). The sub-committee identifies the types of risks the Charity faces, prioritises them in terms of likelihood of occurrence and potential impact, and identifies the means of mitigating these risks. Risk management is embedded in the day to day processes of the Charity.

Objectives, Activities and Achievements

The Trustees have complied with the duty set out in s.4 of the Charities Act 2006 to have regard to the public benefit guidance published by the Charity Commission.

The objectives of the Charity are to “improve the quality of life and to relieve poverty, sickness and distress for people with all forms of dementia and their carers, primarily for people living in Wiltshire.”

Specific activities which confirm the public benefit the Charity produces by its existence are set out below, within the principal operating activities and under the sub-headings “Ongoing Activities” and “The Difference We Make”, whilst the sub-heading “2024/2025 Achievements” sets out the targets set last year and the degree to which they have been achieved, and “2025/2026 Objectives” provide the main aims going forward.

Alzheimer’s Support enjoys the support of about 200 volunteers in all aspects of our work. Their involvement ranges from occasional fundraising events, cake bakes and staffing an information stall, to regular attendance at our day clubs or community groups. Volunteers are an integral part of the teams, dedicated to their role, and enable us to offer a uniquely high staff-client ratio and high-quality service delivery. The Volunteer Manager oversees recruitment, induction and ongoing training, monitoring and communications for them.

The Senior Management team is a cohesive and collaborative unit. The benefits of this are felt throughout the organisation, with the cascading example of teamwork and transparency.

Alzheimer’s Support is instrumental in the implementation of the National Dementia Strategy and is a member of the Wiltshire Dementia Strategy Delivery board.

The charity is a core partner in the Voice It Hear It consortium, engaging service users and staff in key projects for Integrated Care Board (NHS) and Wiltshire Council.

We are part of Carers Together Wiltshire, a consortium of charity partners delivering the commissioned Carers contract for Wiltshire Council and ICB

Organisation wide

By Sarah Marriott, CEO

Overview

This past financial year has been especially difficult for us as a charity, facing great uncertainty as to how we continue to provide the range and level of services provision, while faced with increasing financial demands.

We have been resilient and innovative to face these challenges, and formed new partnerships to strengthen our ability to continue meeting the needs and expectations of those we work to support throughout Wiltshire.

From 1st April 2024 we started delivering the new contracts awarded by Wiltshire Council and Integrated Care Board, for Dementia Community Services and Dementia Advisers. As the current incumbents this was straightforward in terms of logistics, but it did mean that we started the year knowing that we receive £100k less for the Dementia Community contract than previously, and the Dementia Adviser contract remains the same as before - so the additional salary and operational costs are met by the charity.

In addition, Wiltshire Council then refused to pay the same rate for all Council funded clients. Anyone who had their package of care brokered before they introduced the Living My Life Framework for Day care, or Wiltshire Council Home Care Flexible Framework for home care respite service, were viewed as Legacy Clients, and the Council refused any uplift to the rate from April 2023. Effectively they would only accept the subsidised rate, without paying us the subsidy. This affected over 80 of our clients. Our budget was set on receiving the higher rate, based on past history of uplifts, so combined with the loss via commissioned contract income, meant a potential loss of £200k from Wiltshire Council funded work. Finally, in mid-January 2025, we reached a compromise whereby we as a charity accepted the lower rate for 2024/25, but legacy clients were added to the WHCFF from April 2025. We covered the loss from our reserves, and took us below the target of 3 months reserves policy, but did allow us to plan for 2025/26 budget with a degree of reassurance.

Crucially, we were able to continue providing the services for clients without them knowing the threat to their care provision.

The government budget in October 2024, with the increase in National Minimum Wage and new National Insurance increase and lowered threshold, meant that we faced another £200k increase in salary costs. There was no additional funding granted to offset these costs, and although I and many other charities appealed for charities to be exempt from the NI increase, this was rejected.

Various adjustments were made to try and balance the budget, including minimal pay rises, and the stopping of Simply Health cash plan staff benefit. A recruitment freeze meant we only replaced staff when the roles couldn't be incorporated by other staff.

The fact that we have survived is due to the resilience of all the staff, their commitment to us as a charity and the work we do. I am enormously grateful for their dedication and understanding.

Ongoing Activities

As a charity we continue to look at ways of improvement to services, to engage everyone in what we do and how we do it. Our community engagement with other local networks and groups has developed. The Health Inequalities Project which ran from June 2024 to June 2025 was a wonderful inroad into communities historically hard to reach. Although now finished, the relationships that were built will continue to develop and raise awareness of us and the support we provide.

We continue to be involved in both a strategic and a local practical level with projects to enhance the lives of those living with a dementia, and those that care for them.

I have linked with other dementia focused charities throughout the UK as part of the Dementia Network. Together we can share experiences, learning, and support one another.

2025/2026 Priority Objectives

- Disability access project at Old Silk Works Warminster. Project to build a ramp to maintain accessibility for service users, and provide a long- term solution.
- New website
- Ongoing evaluation of procurement contracts and replace where necessary
- Wiltshire Dementia Strategy delivery, including the focus on the key priorities, many of which are linked to our services – Dementia Roadmap, Dementia Advisers, Understanding Dementia Training.
- Continuing to link with partners to deliver contracts: Carers Contract and Voice It Hear It
- New opportunities to link with smaller local providers in Wiltshire on projects we can deliver together. There is strength in sharing resources and experience.
- Consolidation of service delivery in all departments. Attempting to weather the financial crisis and pressures, while still attracting and retaining the high quality of staff we so rely on.

Information and Support – Dementia Advisers

By Jonathan Aldridge Mansfield, Head of Community Services

What is a Dementia Adviser? What can I expect from them?

Dementia Advisers work in the community to support people affected by dementia. They aren't medically trained but have specialist knowledge of dementia and local services. There are 12 Dementia Advisers in Wiltshire, each covering a different area and linked to certain GP surgeries or partnerships.

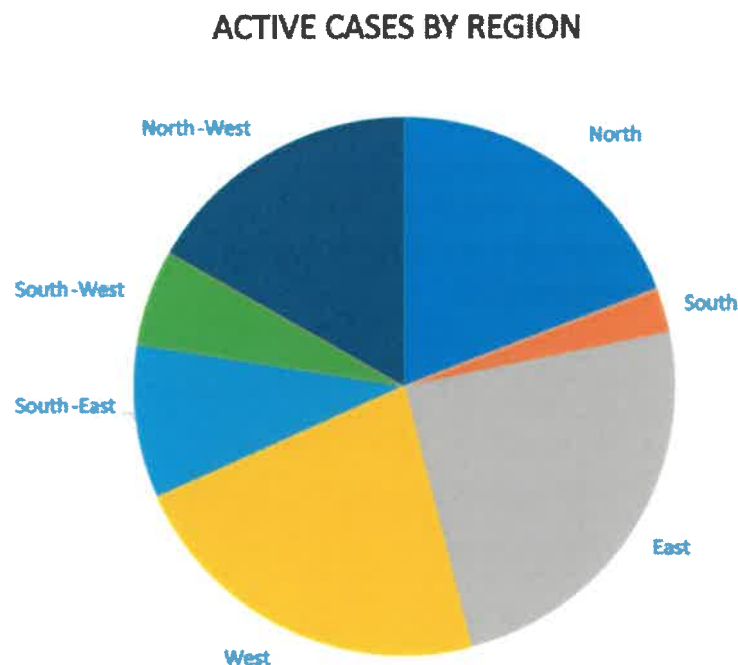
They offer information and advice to people diagnosed with dementia or undergoing diagnosis.

Advisers visit at home to discuss needs and help create a Support Plan, reviewed every six months. Service users can contact their Adviser at any time. Advisers provide details about specialist and general local support, signpost to useful services, and offer guidance on benefits, making referrals where needed.

The Dementia Adviser remains the main contact for individuals and families throughout the illness.

Active cases per region

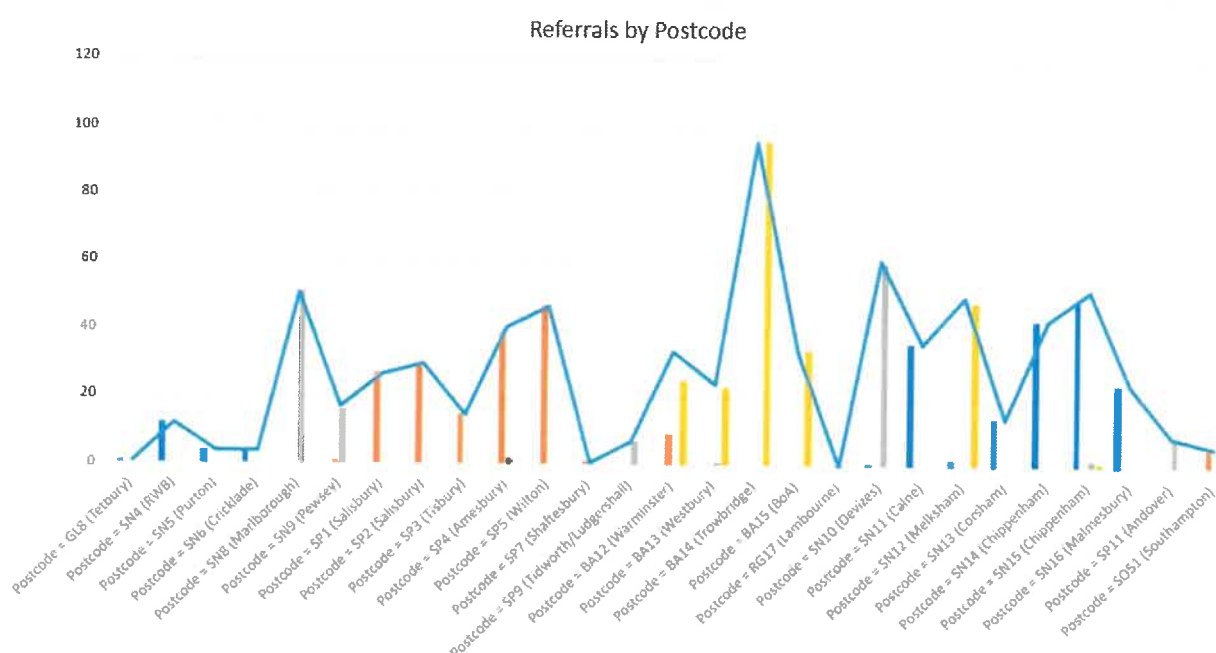
435	North
60	South
552	East
506	West
210	South-East
132	South-West
380	North-West



Achievements April 2024 – March 2025

- Maintaining the access to advice and support from our offices, website and online requests, through flexible and hybrid working. Ongoing contact with GP Surgeries and relevant staff within, although there has been an increase in staff turnover across the county.
- Dementia Advisers (DA) continue with their presence at online Avon & Wiltshire Partnership (AWP) meetings. South meetings tend to be more productive than North ones.
- DA Coordinator oversees all review lists, ensuring that when a DA is falling behind, support is provided so lists don't get too long. She also triages the referrals in, so that every request for support is actioned appropriately and within the timeframes expected.

- The Memory Service Liaison Dementia Adviser was a post funded by a grant from NHS Community Fund which finished October 2024. However, this post is an integral and important part of the team, so we have decided to continue funding the role as a charity.
- Some DA's attended Train the Trainer training, to be able to support with delivering Understanding Dementia Awareness sessions across the county.
- Several attended the Understanding Dementia roadshows in key targeted areas as part of the wider Health Inequalities work, linking with the CORE 20+ health Inequalities identified by NHS.
- Bereavement support is enhanced for both service users and staff. We have created a Bereavement Process so all staff and family carers have access to dedicated support. We deliver training for personal carers and sit on the Dementia and End of Life Strategy for Dorothy House Hospice and Community Care.



Ongoing activities/Community Engagement

The work of the DA is much wider than the case load stats reflect, involving networking with other healthcare professionals to ensure that referrals are made to the service, and a dementia pathway is established for patients.

This year the team have attended a wide variety of networking events, helping to establish them as the local source of support and guidance for people living with a dementia. Examples include – local

health and wellbeing boards, local surgeries wellbeing events, events held at Great Western Hospital and Salisbury Foundation Trust Hospital (SFT).

The difference we make

Cases remain complex and at times exhausting for the team. Clients' expectations of the service remain high, particularly when Primary Care Network (surgeries/medial centres) staff have high turnover. The DA's are a continued source of support, often being called on for tasks outside their job description.

Going forward, we are looking at re-establishing working boundaries and expectations.

Comments about Dementia Advisers:

MD said how fabulous V was, "With all of her help and advice and she has made getting information and getting help so much easier".

"Thank you very much for the support and it was good to talk earlier today. You have been very caring and supportive and it is very much appreciated!"

2025/2026 priority objectives

- Continue responding to the increased referral rates for Dementia Advisers in a timely manner.
- Evaluation of service demands and where the pressure points are – how do we support both the staff and the public?
- Building on the established links, particularly within Primary Care Networks.
- New documents to streamline referral processes, and working practices.
- Training development for the team.

Alzheimer's Support subsidises the Dementia Adviser Service by about 12% of the operating costs. This figure will increase as we go into the new financial year, as there is no uplift mechanism built into the contract – it is assumed that we absorb the increased costs due to statutory changes e.g, increased National Insurance, and pay rises, or the external operational costs e.g. replacing outdated computer equipment and mobile phones etc.

Home Support Service (Registered and inspected by CQC)
By Monique Bentley – Head of Care Services

The service continued to enjoy a period of strong stability through to quarter 3 of 2024. At that point, data began to highlight emerging trends indicating a decreased demand for the service, which persisted throughout the remainder of the financial year and is reflected in performance data. The service responded quickly, implementing measures to manage and mitigate the impact. Actions were supported by the senior management team and demonstrate the service's commitment to continuity and efficiency.

Service staffing levels for both retention and recruitment have remained stable throughout the period and continue to outperform sector benchmarks.

Achievements:

- With the support of the senior management team, successfully addressed and resolved service rate issues with Wiltshire Council.
- Completed the implementation of a digital records and rostering system, enhancing efficiency, accuracy and accessibility across the service.
- The initial phase of work to align service training with regulatory requirements and the expectations of both staff and service users has been successfully completed. A formal training schedule has been developed and is set to be integrated into staff terms and conditions, with implementation anticipated in January 2026. Following recent changes to job roles, further work will now be undertaken to ensure training delivery remains efficient, relevant and reflective of the evolving structure of the service.
- A new leadership structure was implemented, bringing greater resilience to the service. The structure has proven to be both robust and effective. Its strength has been particularly evident during unplanned absences, where operational impact was minimal.

Ongoing Activities

Reported from digital records and rostering system. Please note that the system was implemented in June 2024; therefore, data for this period may be incomplete or inaccurate and is not directly comparable to previously reported data.

Active Service Users: 202

Hours of Care Delivered: 29, 557

Throughout the period, **100%** of scheduled hours were delivered & **100%** of completed visits had a visit report.

In addition, **97%** of scheduled visits were fulfilled (duration of at least 75% of rostered time) and of those, **95%** commenced on time (as rostered).

The Difference We Make

The home support service empowers individuals living with dementia to maintain their independence and continue living comfortably in their own homes for longer. Their quality of life is enriched through consistent, one-to-one support from trained professionals who encourage meaningful engagement — whether through exploring personal interests, enjoying hobbies or reconnecting with their local community.

Family carers benefit from reliable respite during support visits, along with the peace of mind that their loved one is in safe, compassionate hands. Our dedicated staff not only provide high-quality care but also serve as advocates for individuals with dementia and their carers, helping to raise awareness and promote understanding of dementia within the wider community.

Regional managers work closely with our Dementia Advisers and have a good relationship with the Adult Care Teams, CIT (Complex Interventions Team) and Resource Teams. We continue to build relationships with the wider healthcare provision to encourage and manage referrals into the service.

Feedback received on the service:

"Danna is lovely. She's cheerful, kind, chatty, warm and friendly and is very good with and, for Paul. We all think she's great to have. Thank you - L". (family carer)

"I hope you are well. I wanted to get in touch to say thank you for all the support you gave me with Mum. I feel for the first time I can actually take a step back and feel like things have finally moved on. I wanted to send this email at the end of September but the amount of work that's been involved in getting mum in the home and settled and getting the house cleared to rent out to help pay for her care has just been enormous so I'm sorry I've not been in contact sooner. So thank you for all your help, and M's and J's help, and others who stepped in from time to time. I would have been lost navigating my way through this without your help. - S." (family carer)

"The support that has been arranged for C has made such a massive difference to our family and we really appreciate the care that went into matching C up with suitable carers." (family carer)

"I have to say the support that S receives is second to none - something I can't see us being without." (family carer)

"It has been my absolute pleasure and privilege to have worked alongside you amazing colleagues. Individually you all bring something new, heartfelt and fun. I have seen many changes over the years, but the people we support have always been at the heart of those decisions. I have met some wonderful people. The stories, their wisdom, the thousands of photos I have shared and cried over with clients - will remain forever. I have learnt lessons along the way. The biggest being... life is short, enjoy every moment and keep making memories." (ex-staff)

Priority objectives 2025/2026:

- To review and redesign the service to ensure it effectively meets the evolving needs of the population it serves and supports long-term sustainability.
- Continue progressing toward the finalisation and implementation of the service training schedule.

Day Care Service

By Monique Bentley, Head of Care Services

Achievements

Over the past year, Day Care has continued to deliver a high-value, person-centred service to the communities it proudly serves. With care, compassion and unwavering enthusiasm, the team has gone above and beyond to ensure that every individual who walks through their doors feels seen, heard, and valued. This dedication has not only maintained but strengthened Day Care's reputation as a cornerstone of community support, where relationships are built, trust is nurtured and lives are enriched.

Throughout the year, the service has welcomed a wide range of supporters, including local Mayors, health and social care professionals, community groups and funders. These visits have showcased the vital role Day Care plays and reaffirmed its importance in the broader care landscape. Collaborative work has flourished and these connections have led to a host of shared initiatives and experiences that truly embody Day Care's mission: to create *moments that matter and memories that last*.

In addition—and of special significance this year—the service prepared to say farewell to Grant Newton. As a founding figure and driving force behind Day Care's success, Grant has been instrumental in shaping its vision and impact. His leadership, innovation and passion for community wellbeing have left a lasting legacy. Under Grant's guidance, the service grew from a modest initiative into a vibrant, multi-faceted support network that touches the lives of many. He championed inclusion, encouraged creativity and built a team culture rooted in kindness and professionalism. His influence is woven into the fabric of the service and his departure marks the end of an era—one defined by growth, impact and heartfelt dedication.

Ongoing Activities:

- The club offers a wide variety of activities and events, bringing extraordinary moments to ordinary days. These experiences add real value to the lives of those living with dementia, supporting joy, purpose and the opportunity to live their best life.
- Inviting animals, particularly dogs, into the club has brought significant benefits to our members. Their presence offers comfort, companionship and emotional connection. These visits create calming, uplifting moments that contribute meaningfully to members' overall wellbeing.
- Occupancy rates continue to fluctuate, and at present, there appears to be a notable decline in demand. This is being actively addressed through targeted outreach, stronger community engagement and the development of new referral pathways. Efforts are also focused on raising awareness of the service's value, strengthening partnerships with health and social care providers and adapting offerings to better meet the evolving needs of the communities served.

The Difference We Make

Day Care services offer members a welcoming, socially engaging and safe environment that fosters

meaningful connections and supports the pursuit of personal interests and hobbies. At the heart of the service is a strong commitment to person-centred care, where each individual is recognised, valued and supported for who they are. High staff-to-member ratios (1:2), made possible through the valuable contribution of volunteers, ensure that each person's unique needs and preferences are met with care and attention. The positive impact of this support extends beyond the time spent in the club, enriching home life and providing families with much-needed, dependable respite. Family carers can take comfort in knowing their loved one is in safe hands, receiving compassionate, personalised care in a stimulating and supportive setting.

Feedback received on the service:

"You are all absolute stars! Your attitude to your members is something special and letting our students be involved in that is fantastic. I am so pleased with Dauntsey's students for attending regularly. Chatting to them, they said it has meant so much to them." (partner school)

"Mum thrives at Old Silk Works because of all the hard work put in by your wonderful team" (family carer)

"It has been deeply reassuring knowing that there has been a constant, familiar and supportive environment with people who genuinely care. The Sidmouth club and the team who make it the special place it is ... is one of a kind" (family carer)

"It wasn't until I experienced the feeling of relief from worry when I dropped her off at your door that I realised the tremendous value in what you do for the carers." (family carer)

"Really recommend Old Silk Works, full of fun and caring. My husband is a different person when he is there, amongst others who suffer the same. It will change the life for someone with dementia. Go along and see for yourself.!!" (family carer)

Priority objectives 2025/2026:

- Implement and embed a digital records system to improve efficiency, enhance accuracy and support high-quality, person-centred care delivery within the service.
- Increase awareness of the value and impact of the service among health professionals, social care providers and the wider community to drive a sustained growth in referrals.
- Strengthen community engagement and collaboration by working closely with local supporters, partners and groups from across our community to inform, promote and support fundraising efforts.
- Maintain and promote an open-door policy to increase visibility of dementia care, inspire best practices and encourage shared learning across professionals, carers and the wider community.

Community Groups

By Jonathan Aldridge Mansfield, Head of Community Services

Alzheimer's Support provides a range of practical services to enhance life and promote independence for those living at home with all types of dementia in Wiltshire and for their family carers.

More than 30 community activity groups include Music for the Mind, Movement for the Mind, memory cafes, art groups, discussion group, outdoor and gardening groups, and many more - all designed to keep minds and bodies active and reduce isolation.

We also have services to support family carers, including monthly carers' groups and twice-yearly training courses. We support people living with all types of dementia.

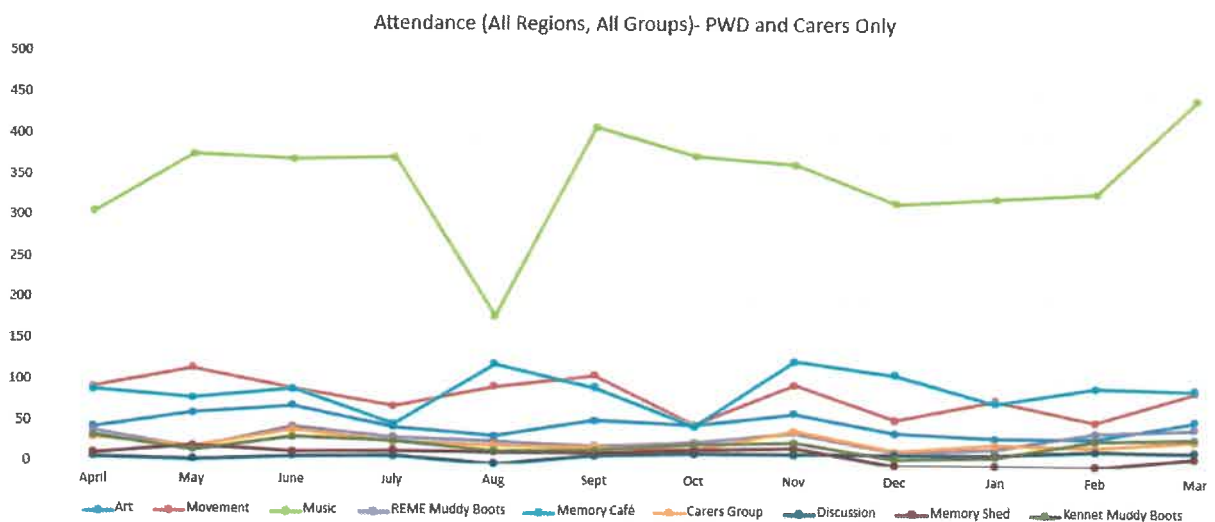
Evaluation 2024

A total of 151 individual evaluation forms were completed (63 PWD, 58 Carers, 14 Paid Carers and 16 'Other'). **92% of the evaluation feedback responses were highly positive.**

2024 – 2025 Achievements

Key Highlights

- 657 Individual Activity Sessions (all groups)
- 1,932 Total Activity Session (including partners)
- 7,969 Attendance (PWD and Carers only)
- 2,214 Female PWD; 1,947 Male PWD
- 2,574 Female Carers; 1,095 Male Carers
- 2,083 Volunteer Attendance
- Music (singing) groups are the most popular (4,255 = 53% of all attendance)



We are keen to keep a wide range of activities on offer, so that we are meeting the diverse needs and interest of local residents. We continue to be innovative and react to changing demands.

Ongoing Achievements

Working with Local Organisations

As a key stakeholder in the Wiltshire Council Dementia Strategy Group, Alzheimer's Support continues to build strong partnerships with NHS hospitals and primary care networks, Health and Wellbeing boards, charities, community interest companies, and not-for-profit groups across the county that support people living with dementia. By signposting to each other, attending groups, and engaging with organisers, we create a connected network. This ensures better access to services, shared expertise, and a stronger community for those living with dementia and their carers.

Examples of organisations:

Royal Wootton Bassett Dementia Choir	Salisbury Men's Coffee & Chat
Age UK Wiltshire	Bradenstoke Toucan Café
Forget-me-Not Café, Calne	Devizes Good Afternoon Choir
Celebrating Age Wiltshire	Warminster Carer Support Group
Arts Together	Afternoon Tea & Chat, Amesbury

The difference we make

"It's obvious that thought and care are part of the prep for each session, which is much appreciated, and a healthy tiredness is induced in both of us! You and all the volunteers are superb in making sure no one is left out"

– Music for the Mind Member

"It gets the week off to a good start!"

– Music for the Mind Member

"A wonderful group"

– Movement for the Mind Member

"We really appreciate this group. It has helped us both come to terms with the challenges of dementia. Thank you!"

– Art Group Member

"It helps to know you are not alone"

– Carers Group Member

Priority Objectives 2025-2026

- Consolidation of groups, moving venues or new staff as required.
- A second Memory Shed opens in Calne (April 2025). The shed will accommodate 4 people with dementia to begin with. Discussions with existing sheds in Chippenham and a newly built shed in Amesbury will continue.
-
- As a partner in Carers Together Wiltshire, Alzheimer's Support will be involved in the transfer of carer groups previously run by Carers Support Wiltshire. This will help us reach the larger cohort of carers across Wiltshire, and by working with our partners, we can share resources to achieve this.
- Alzheimer's Support (working alongside AgeUK Wiltshire) will assist with the management of six art groups formerly run by Arts Together. We will take over the responsibility of groups supporting people in Bradford on Avon, Melksham and Trowbridge (Autumn 2025).
- Alzheimer's Support will assist with the running of 'Downton Downtime' partnering with Sounds Better CIC in partnership with MUSE SW CIO (Summer 2025).
- Further exploration of partnerships and groups in the South West (Tisbury, Mere, etc.) and adaptations to current offers in the South East (Ludgershall) and far north (Royal Wooten Bassett, Cricklade, Malmesbury). Feasibility will be undertaken for new groups in: Marlborough, Gastard, Salisbury.

Although Wiltshire Council and ICB fund the majority of the costs, and we collect client contributions, we substantially subsidise this service each year, helped by various grants and local fundraising.

Awareness Raising – Communication, Engagement and Fundraising.

By Stephany Bardzil, Head of Communications and Fundraising

2024-25 achievements

- Continued strong performance in fundraising, exceeding targets with 7.75% growth in community fundraising income and 14.5% increase from Trusts and Foundations
- Brought A Walk to Remember to Wilton House, achieving record revenue of £22,000 from both walks
- More than doubled revenue from our second annual matched funded Christmas appeal
- Added a second Denim4Dementia campaign in February, increasing the total income by 25%

- Achieved a 9% increase in income from regular donors
- Continued to develop our legacies offer with joint marketing campaign with National Free Wills Network
- Launched a quarterly e-bulletin for volunteers
- Achieved average open rates of 74% for our regular Supporters bulletins
- Developed short-form video and reels for our new TikTok channel
- Won National Lottery funding for Understanding Dementia and continued to market sessions with 435 people attending a session and volunteer Champions trained to deliver sessions
- Reached the milestone of 200 volunteers (at April 2025)
- Revamped and made accessibility improvements to our Support Village online guide and Dementia Roadmap guide to diagnosis.

Ongoing activities

The fundraising team continued to buck the trend in 2024-25, increasing revenue in the face of the cost of living crisis and very challenging climate for fundraising. This was helped by new challenge events and renewing strong relations with our longstanding corporate partner, apetito. Given the financial climate, the fundraising team's contribution is more important than ever and we are reliant on, and very grateful to, our fundraising volunteers, including staff volunteers.

Understanding Dementia sessions, boosted by lottery funding and our fledgling team of volunteer champions, were rolled out across the county to great acclaim.

The Difference We Make

"We loved A Walk to Remember. Thank you to all the volunteers for your enthusiasm, support and hard work for making this a fabulous event. Till next year!"

"Having had a diagnosis last year of early onset Alzheimer's, Ali has said she wants to raise as much money as she can while she can. After her skydive I think she is planning on me doing one next and a 'wing walk' for herself. We'll keep you updated on Ali's next adventure."

"I'm so glad I came over to Revving Up for Dementia. What an amazing time it was, you were all brilliant. I will volunteer next time."

"My dad was recently diagnosed - I feel like a rabbit in the headlights. The Understanding Dementia has given me useful tips and helped me think about next steps. Thank you."

"I wish I had done this session sooner. I loved the group discussions and exercises - really thought provoking! Thank you for giving the opportunity to learn."

“So grateful to have Alzheimer’s Support on our doorstep - other counties are not so lucky.”

2025-26 Priority objectives

- Major digital project including a new website and fundraising CRM with better integration and smoother user journeys
- Develop an online portal for the families we support
- Continue to develop and market our legacy offer
- Build on the success of Understanding Dementia, secure further funding to develop more volunteer Champions and a schools programme.
- Continue to recruit regular donors

Chair of Trustees Additional commentary

By Janet Dore, Chair of Trustees

This year, financial issues have again been at the top of the agenda with less money coming from Wiltshire Council and the additional costs added by the Government. It has resulted in the CEO and Management Team having to restructure the organisation to keep costs as low as possible without affecting the services we provide.

I must thank the staff for the way that they have adapted to the changes and the new structure seems to be working well.

Working with other organisations is continuing to be very effective and new contacts are being established.

Despite all the changes that have taken place within the organisation, the services we provide to our users have not suffered and is what is so important.

FINANCIAL REVIEW

Principal sources of funding during this financial year were: Wiltshire Council and Integrated Care System (commissioned contracts), Lottery Community Fund, Wiltshire Community Foundation, Royal British Legion – Aged Veterans Fund, NHS Community Funding. Local financial support is also received from a variety of community groups including Rotary, Lions, Freemasons and Town Councils.

During the 12 months under review income exceeded expenditure by £3,830.

During the year the unrestricted reserves increased marginally to £522,051.

RESERVES POLICY

The Finance and Fundraising Sub-Committee, on behalf of the Board of Trustees, conducts an annual review of the level of unrestricted reserves by considering risks associated with the various income streams, expenditure plans and balance sheet items. This enables an estimate to be made of the level of reserves that are sufficient:

- to allow time for re-organisation in the event of a downturn in income
- to protect ongoing work programmes; and
- to allow the Charity to meet its objectives.

Risks and issues considered by the Finance and Fundraising Sub-Committee in making this judgement on the level of unrestricted reserves include:

- over-dependence on any single source of income;
- likelihood of a downturn in income streams;
- period of time required to re-establish income streams;
- period of time required to downsize the Charity operations;
- whether there is adequate control over budgets;
- requirements for a reasonable level of working capital.

The target for unrestricted level of reserves is estimated at the equivalent of three to six months of the Charity's general expenditure budget. The unrestricted reserve held as at 31 March 2025 is £522,048 which is below the target. We are working to restore reserve levels to within our target guidelines when we can.

We are looking at diversifying our range of income, so not heavily reliant on one source, which leaves us vulnerable, as our dependence on Wiltshire Council demonstrated.

TRUSTEES RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

Company law requires the Trustees to prepare financial statements that give a true and fair view of the state of affairs of the Charity as at the end of the financial year and of its surplus or deficit for the financial year. In doing so the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make sound judgments and estimates that are reasonable and prudent; and
- prepare the financial statements on a going-concern basis, unless
it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for maintaining proper accounting records, which disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure, that the financial position of the Charity and the financial statements comply with the Companies Act 1985. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

So far as each trustee is aware, at the time the audit report is approved:

- There is no relevant audit information (information needed by the company's auditors in connection with preparing their report) of which the company's auditors are unaware.
- Each trustee has taken all the steps that they ought to have taken as a trustee in order to make themselves aware of any relevant audit information and to establish that the company's auditors are aware of that information.

AUDITORS

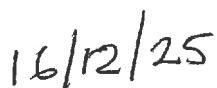
A resolution will be proposed at the Annual General Meeting that Oakensen be appointed as auditors to the charity for the coming year.

This report has been prepared in accordance with the special provisions of part VII of the Companies Act 1985 relating to small companies.



Chair

Janet Dore



Date:

Alzheimer's Support
Independent auditor's report
to the members of Alzheimer's Support

Opinion

We have audited the financial statements of Alzheimer's Support (the 'company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Statement of Financial Position, the Statement of Cash Flows and 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 Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and the 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 company's affairs as at 31 March 2025 and of its profit 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.

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 company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC'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 the company's ability to continue as a going concern for a period of at least twelve 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 annual 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' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report have been prepared in accordance with applicable legal requirements.

Alzheimer's Support
Independent auditor's report
to the members of Alzheimer's Support

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the 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 directors

As explained more fully in the trustees' responsibilities statement, the trustees 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 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 company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtain an understanding of the legal and regulatory framework applicable to the company and the sector in which it operates, and then obtain an understanding of how the company is complying with that legal and regulatory framework by enquiry and review;
- We assess the susceptibility of the company's financial statements to material misstatement, including how fraud might occur, and perform specific audit procedures, including the assessment of controls management has in place to prevent and detect fraud, the review of significant accounting estimates and the testing of journal entries.

A further description of our responsibilities for the audit of the financial statements is available on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the 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 company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

David Alan Oakensen FCA
(Senior Statutory Auditor)
for and on behalf of
Oakensen (Bristol) Limited
Chartered Accountants and Statutory Auditor

Westbury Court
Westbury-on-Trym
Bristol
BS9 3EF

Alzheimer's Support

(A company limited by guarantee)

**Statement of Financial Activities (including Income and Expenditure Account)
for the year ended 31 March 2025**

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2025 £	Total Funds 2024 £
INCOME AND ENDOWMENTS FROM:					
Income from donations and legacies	2	266,746	-	266,746	261,499
Income from charitable activities	3	1,431,992	737,977	2,169,969	1,999,625
Interest receivable		13,848	-	13,848	11,654
TOTAL INCOME AND ENDOWMENTS		1,712,586	737,977	2,450,563	2,272,778
EXPENDITURE ON:					
Expenditure on raising funds	4	113,022	-	113,022	104,781
Expenditure on charitable activities	5	1,594,077	737,977	2,332,054	2,275,990
TOTAL EXPENDITURE		1,707,099	737,977	2,445,076	2,380,771
Net income		5,487	-	5,487	(107,993)
Gross transfers between funds		-	-	-	-
		5,487	-	5,487	(107,993)
Unrealised gains/ (losses) on investment assets		(1,658)	-	(1,658)	13,184
Net movement in funds		3,829	-	3,829	(94,809)
Reconciliation of funds:					
Total Funds at 1 April 2024		518,219	-	518,219	613,028
Total Funds at 31 March 2025		522,048	-	522,048	518,219

There were no recognised gains and losses other than those shown in the above Statement of Financial Activities.

**Alzheimer's Support
Statement of Financial Position
as at 31 March 2025**

	Notes	2025 £	2024 £
Fixed assets			
Tangible assets	9	196,194	208,664
Investments	10	<u>110,854</u>	<u>112,512</u>
		307,048	321,176
Current assets			
Debtors	11	213,700	174,045
Cash at bank and in hand		<u>389,203</u>	<u>404,186</u>
		602,903	578,231
Creditors: amounts falling due within one year	12	(387,903)	(381,188)
Net current assets		<u>215,000</u>	<u>197,043</u>
Net assets		<u>522,048</u>	<u>518,219</u>
Funds			
Unrestricted funds	14	522,048	518,219
Total Funds		<u>522,048</u>	<u>518,219</u>

The trustees are satisfied that the company was entitled to exemption from audit under section 477 of the Companies Act 2006 and that members have not required an audit in accordance with section 476. However, an audit is required in accordance with the Charities Act 2011.

The trustees acknowledge their responsibilities for:

- i) ensuring that the company keeps accounting records which comply with section 476; and
- ii) for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

Janet Dore
Trustee

Approved by the board on

J. E Dore

10th December 2025

**Alzheimer's Support
Statement of Cash Flows
for the year ended 31 March 2025**

	Notes	2025 £	2024 £
Operating activities			
Deficit for the financial year		(10,019)	(106,463)
Adjustments for:			
Loss on sale of fixed assets		1,898	-
Unrealised (gains)/losses on investment assets		1,658	(13,184)
Depreciation		47,480	45,018
(Increase)/decrease in debtors		(39,655)	43,633
Increase/(decrease) in creditors		6,715	(79,042)
		<u>8,077</u>	<u>(110,038)</u>
Interest received		13,848	11,654
Cash generated by/(used in) operating activities		<u>21,925</u>	<u>(98,384)</u>
Investing activities			
Payments to acquire tangible fixed assets		(37,548)	(34,229)
Proceeds from sale of tangible fixed assets		640	-
Cash used in investing activities		<u>(36,908)</u>	<u>(34,229)</u>
Net cash used			
Cash generated by/(used in) operating activities		21,925	(98,384)
Cash used in investing activities		(36,908)	(34,229)
Net cash used		<u>(14,983)</u>	<u>(132,613)</u>
Cash and cash equivalents at 1 April		<u>404,186</u>	<u>536,800</u>
Cash and cash equivalents at 31 March		<u>389,203</u>	<u>404,186</u>
Cash and cash equivalents comprise:			
Cash at bank		<u>389,203</u>	<u>404,186</u>

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2025

1 Accounting policies

Basis of accounting

The Charity constitutes a public benefit entity as defined by FRS 102. 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 to the United Kingdom and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and "Accounting and Reporting by Charities" published in 2019 and applicable charity and company law. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise noted in the relevant accounting policy note.

The financial statements are presented in sterling and are rounded to the nearest £.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SOFA) when the Charity is legally entitled to the income after performance conditions are met, when the amount can be measured reliably and it is probable that the income will be received.

Grant income is recognised on an accruals basis and is allocated to accounting periods specified by the donor.

Grants awarded for the provision of a particular service are shown as charitable activities income and where a service level agreement is in place or a period of funding support is specified in the terms of the award the income is allocated across the period specified in that agreement.

Where no period is specified grant income is allocated equally over a period of twelve months from the month of receipt.

Client repayments are fees for the provision of services or charges for travel and ancillary items and are accounted for as Charitable Activities income on an accruals basis.

Funds raised by events, gifts, donations and legacies and other sources of funds raised are accounted for as Donations and legacies and are taken to the SOFA when received.

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.

Charitable expenditure

Expenditure is recognised when 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.

- Costs of raising funds are those incurred by the fundraising department in attracting grants from trust, voluntary donations and in activities to raise funds.

- Charitable activities costs include both direct and indirect support costs relating to the activities. The salary element of indirect support costs are allocated to the activity in proportion to staff time spent on the particular activity and all other costs are allocated according to usage of the service provided. The value of services provided by volunteers is not included.

- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the Charity and include a proportion of indirect support costs.

Expenditure incurred by the head office function is allocated to specific projects in accordance with the level of management time and cost incurred and is charged directly to the restricted and unrestricted funds and projects as each cost is incurred.

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2025

Funds

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the trustees.

Restricted funds can only be used for particular purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Expenditure which meets these criteria is charged to the fund. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Tangible Fixed assets

Fixed assets are recorded at their original cost. The net residual value of the asset base is estimated to be nil.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Leasehold improvements	Over the length of the leases
Computer equipment	33% straight line
Other equipment	20% straight line

Investments

Investments are measured at fair value. Changes in fair value are recognised in profit or loss. Fair value is estimated by using market value.

Cash at Bank and in Hand

Cash at bank and in hand includes cash and short-term bank deposits.

Trade debtors

Short term debtors are measured at transaction price, which is usually the invoice price, less any impairment losses for bad and doubtful debts

Trade creditors

Short term creditors are measured at transaction price, which is usually the invoice price.

Pensions

The charitable company operates a defined contribution pension scheme for its employees.

Taxation

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2025

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described below:

Depreciation

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life.

2 Income from donations and legacies	Unrestricted	Restricted	2025	2024
	£	£	£	£
Gifts, legacies and donations	189,823	-	189,823	152,594
Fundraising events	76,923	-	76,923	108,905
	<u>266,746</u>	<u>-</u>	<u>266,746</u>	<u>261,499</u>
3 Income from charitable activities	Unrestricted	Restricted	2025	2024
	£	£	£	£
Grants and contracts	17,642	737,977	755,619	804,274
Client repayments: fees	1,370,230	-	1,370,230	1,151,065
Client repayments: travel	44,042	-	44,042	38,656
Client repayments: other	78	-	78	5,630
	<u>1,431,992</u>	<u>737,977</u>	<u>2,169,969</u>	<u>1,999,625</u>
4 Expenditure on raising funds	Unrestricted	Restricted	2025	2024
	£	£	£	£
Staff costs	102,359	-	102,359	89,971
IT equipment and support	7,360	-	7,360	7,663
Other Fundraising costs	3,303	-	3,303	7,147
	<u>113,022</u>	<u>-</u>	<u>113,022</u>	<u>104,781</u>
5 Expenditure on charitable activities	Unrestricted	Restricted	2025	2024
	£	£	£	£
Community activities	108,481	95,716	204,197	210,008
Dementia adviser service	272,344	117,707	390,051	362,559
Home support	701,008	303,087	1,004,095	1,003,621
Day care	499,753	216,080	715,833	687,375
Governance	12,491	5,387	17,878	12,427
	<u>1,594,077</u>	<u>737,977</u>	<u>2,332,054</u>	<u>2,275,990</u>

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2025

6 Operating surplus/(deficit)	2025	2024
	£	£
This is stated after charging		
Depreciation of fixtures fittings and equipment	13,046	12,656
Amortisation of leasehold improvements	34,435	32,361
Salaries	1,790,225	1,715,822
Social Security costs	97,817	92,148
Pension costs	69,509	63,619
Auditor's remuneration:		
- Audit fee	6,000	4,500
- Other services	3,000	2,988

The total average monthly number of employees during the year was 146 (2024: 142).

No employees received emoluments as defined for taxation purposes of over £60,000.

The company contributes to the employees' personal pension schemes which are defined contribution schemes.

The key management of the Charity comprises the Trustees, Chief Executive and other Senior Managers, to whom responsibility for the day-to-day activities of the charity is delegated. The total employee benefits received by key management personnel during the year amounted to £35,067 (2024: £55,946)

7 Related Party Transactions

There were no related party transactions in the year to 31 March 2025.

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2025

8 Resources analysis

	Community £ activities	Dementia £ advisers	Home £ Support	Day Care £	Governance £	Fundraising £	2025 Total £	2024 Total £
Costs directly allocated to activities								
Staff costs	137,839	353,189	842,528	521,635	-	102,359	1,957,550	1,871,588
Volunteer costs	-	-	-	-	-	-	-	25
Consultants	30,868	540	-	83	-	-	31,491	30,272
Travel	4,803	7,087	23,627	4,008	-	-	39,525	46,625
Recoverable travel	25	57	1,415	45	-	-	1,542	38,175
Subsistence and hospitality	3,507	1,531	47,925	21,103	-	-	74,066	34,244
Recruitment	81	186	395	145	-	-	807	9,224
Training	265	710	4,120	45	-	-	5,140	6,434
Rent and rates	14,489	2,777	6,015	65,754	-	-	89,035	90,981
Light and heat	357	820	1,748	21,911	-	-	24,836	20,665
Insurance	764	1,757	3,744	3,088	-	-	9,353	10,950
Printing, postage and stationery	641	1,494	3,139	1,429	-	-	6,703	8,842
Subscriptions	1,379	3,171	6,756	3,556	-	-	14,862	17,947
Repairs and renewals	919	118	732	21,094	-	-	22,863	27,289
IT support	2,870	6,493	35,964	5,543	-	7,360	58,230	65,278
Photocopier leasing	1,723	3,962	8,441	3,101	-	-	17,227	16,861
Telephone	1,321	1,915	7,640	507	-	-	11,383	12,053
Accountancy	-	-	-	-	3,000	-	3,000	1,000
Audit fees	-	-	-	-	6,000	-	6,000	4,500
Legal fees	-	-	-	-	6,980	-	6,980	6,927
Bank charges	572	1,316	2,803	1,030	-	-	5,721	3,874
Other Fundraising costs	352	809	1,723	633	-	3,303	6,820	7,147
Depreciation and amortisation	1,258	1,742	4,283	40,197	-	-	47,480	45,018
Bad debts (recovered)	164	377	1,097	926	-	-	2,564	2,852
Grants	-	-	-	-	-	-	-	2,000
Gain/loss on sale of fixed assets	-	-	-	-	1,898	-	1,898	-
Total Resources Expended	204,197	390,051	1,004,095	715,833	17,878	113,022	2,445,076	2,380,771

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2025

9 Tangible fixed assets

	Property improvements £	Computer equipment £	Other equipment £	Total £
Cost				
At 1 April 2024	386,850	115,225	75,289	577,364
Additions	29,783	6,489	1,278	37,550
Disposals	(9,486)	(13,956)	-	(23,442)
At 31 March 2025	407,147	107,758	76,567	591,472
Depreciation				
At 1 April 2024	205,689	99,198	63,813	368,700
Charge for the year	34,436	8,816	4,230	47,482
On disposals	(6,948)	(13,956)	-	(20,904)
At 31 March 2025	233,177	94,058	68,043	395,278
Net book value				
At 31 March 2025	173,970	13,700	8,524	196,194
At 1 April 2024	181,161	16,027	11,476	208,664

	Listed Investments £
10 Investments	
Valuation as at 01/04/2024	112,512
Revaluation	(1,658)
Valuation as at 31/03/2025	110,854

	2025 £	2024 £
11 Debtors		
Trade debtors	90,466	63,191
Prepayments and accrued income	123,234	110,854
	213,700	174,045

	2025 £	2024 £
12 Creditors: amounts falling due within one year		
Trade creditors	13,929	74,735
Other taxes and social security costs	31,904	32,176
Accruals	234,843	236,512
Deferred income (Note 14)	107,227	37,765
	387,903	381,188

Deferred income represents grants received that are specified to future periods.

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2025

13 Deferred grants and contracts

	2025	2024
	£	£
Deferred income at 1 April	37,765	140,330
Released during the year	(27,920)	(140,330)
Income received during the year to be deferred	97,382	37,765
Deferred income at 31 March	107,227	37,765

14 Unrestricted funds

	Balance as at 1 April 2024	Income	Expenditure	Unrealised gains on investments	Balance as at 31 March 2025
	£	£	£	£	£
General funds	518,219	1,712,586	(1,707,099)	(1,658)	522,048
	518,219	1,712,586	(1,707,099)	(1,658)	522,048

15 Restricted funds

	Balance as at 1 April 2024	Income	Expenditure	Balance as at 31 March 2025
	£	£	£	£
Statutory funding	-	737,977	(737,977)	-
	-	737,977	(737,977)	-

16 Other financial commitments

As at the year-end the charitable company had total minimum commitments under non-cancellable operating leases as set out below.

	2025	2024
	£	£
within one year	76,219	99,933
within two to five years	26,917	175,626
in over five years	-	42,292
	103,136	317,851

The amount of non-cancellable operating lease payments recognised as an expense during the year £82,433 (2024: £68,310)

17 Trustees expenses

No trustees received emoluments or expenses during the year (2024 - £Nil).

18 Ultimate Controlling party

The trustees consider that the organisation does not have an ultimate controlling party.

19 Analysis of net assets between funds

	Restricted	Unrestricted	Total
		£	£
Tangible Fixed Assets	-	196,194	196,194
Investments	-	110,854	110,854
Current Assets	107,227	495,676	602,903
Current Liabilities	(107,227)	(280,676)	(387,903)

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2025

20 Going concern

The Charity's accounts are produced under the going concern convention. The Charity is reliant for future operation on the continuing support of its principal funders, in particular, Wiltshire Council and the Wiltshire ICB. These funders have continued to support the Charity for many years and are expected to do so in the future. They ensure the provision of its core services and the fulfilling of the Charity's main aims and objectives.

21 Subsequent events

On the 30th September 2025, the Charity's name was changed to Beyond Dementia.

Accounts



Company Number: 03082546
Charity Number: 1048314

Alzheimer's Support
Report and Accounts
For the year ended
31st March 2024

Legal and Administrative Information

Company Number: 03082546
Charity number: 1048314
Registered office: 5 Sidmouth Street
Devizes
Wiltshire
SN10 1LD

Chair: Janet Dore

Trustees and Officers: Janet Dore
Melissa McCloy
Harry Theobald
Paul Tumim
Paul Whitby
Wendy O'Grady
Jane Ebel (resigned 5 December 2023)
Michael Streams (resigned 8 April 2023)
Steve Besent (appointed 4 December 2023)
Jane Palmer (appointed 4 December 2023)
William Harper (appointed 4 December 2023)

**Chief Executive Officer and
Company Secretary:**

Sarah Marriott

Auditors:

Oakensen (Bristol) Ltd
Chartered Accountants
Suite 9 Westbury Court
Church Road
Westbury on Trim
Bristol
BS9 3EF

Bankers:

CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2024

The Trustees, who are the directors of the charity for the purposes of the Companies Act, submit their annual report and audited financial statements of the year ended 31st March 2024. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities", issued in 2019, in preparing the annual report and financial statements for the charity. This Trustees Report incorporates the contents of the Directors Report for the year ended 31 March 2024.

Structure, Governance and Management

Governing Document

Alzheimer's Support is a charitable company limited by guarantee, incorporated on 21 July 1995 and registered as a charity on 27 July 1995. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Recruitment and Appointment of Management Committee

Any person may be elected to be a member of the Board, excluding a member of staff of the organisation, but not excluding any volunteer of the organisation.

It is our aim to have a skill mix of carers, ex carers and professionals working in the field of dementia and social care, finance, law and the corporate business sector as members of the Board. In the event of particular skills being lost due to retirements, efforts are made to close the skills gap as soon as possible.

The members of the Board of Trustees are elected at the Annual General Meeting. The trustees relinquish their positions every year and are eligible for re-election at the Annual General Meeting.

Trustee Induction and Training

Most prospective Trustees are already familiar with the work of the Charity; however, after completing an application form they are invited to attend a minimum of two Board meetings and sub-committees to understand more fully the expectations and demands of the role. There is a meeting of current Board members to review applicants and vote whether to progress their application. Assuming that prospective Trustees still wish to be elected, and the Board of Trustees voted in favour, they agree to be co-opted and standing for election at the AGM.

All new Trustees are encouraged to attend a comprehensive induction programme, which includes attending the services we provide, or team meetings, where appropriate. A Trustee handbook is distributed to all new Trustees (updated September 2023) along with the Memorandum and Articles and "The Essential Trustee" published by the Charity Commission. Feedback from new Trustees about their induction has been very positive.

Trustees are informed about suitable external training and their expenses are reimbursed. An annual joint meeting with senior managers; participation in sub committees; ongoing interaction within the different departments; attending team meetings when possible, has all helped to increase the

visibility of the Trustees to the staff, and helped the Trustees have a good understanding of the organisation's services and challenges.

Organisation

The Board of Trustees meets every six weeks and is responsible for the governance of the organisation. Subcommittees for Finance and Fundraising, Quality Assurance, and Risk Management meet regularly and report to the Board. Decisions on the day-to-day operation of the Charity are taken by the Chief Executive in consultation with the Senior Management Team. The Board receives quarterly Executive Reports from the Senior Management Team, which are circulated for discussion at the corresponding Board of Trustees meeting.

Decisions on matters with significant implications for the organisation are brought to the Board of Trustees.

These include:

- Organisational priorities
- Strategic planning
- All matters of risk to the organisation – in particular resource and reputation
- Significant organisational change
- Major initiatives
- Policy formation and development
- Appointment of senior posts (Trustees are usually part of the interview panel)

The Finance and Fundraising Sub-Committee meets at least quarterly. The specific responsibilities of this committee include the management of the assets and liabilities of the Charity, the agreement and monitoring of the annual budget, and credit control. It is chaired by the Treasurer (elected Trustee post).

The Trustees have delegated the day to day management of operation to the Charity's Chief Executive Officer– Sarah Marriott.

The organisation's structure is robust, with a full complement of committed Trustees. We have a very involved patron: Lady Lansdowne (ex High Sherriff of Wiltshire). An experienced Senior Management Team, comprising of the Heads of Departments, provides the drive and hands on approach to implementing the organisation's vision to an exceptional standard. Alzheimer's Support generally enjoys high levels of staff retention.

Internal control

The Trustees have overall responsibility for ensuring that the Charity has appropriate systems of internal controls across the entire organisation. They are also responsible for keeping proper accounting records which disclose, with reasonable accuracy at any time, the financial position of the Charity and enable them to ensure that the financial statements follow best practice. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss.

Internal control processes implemented by the Trustees include:

- A Quality Assurance Sub-Committee, consisting of Trustees, Senior Managers, and representatives from each department, meets at least three times a year and reports to the Board of Trustees. It is responsible for providing:
 - assurance to the Trustees that the Charity operates sound systems of internal control; and

- comfort and transparency to donors and beneficiaries that there are appropriate systems in place to ensure that the resources of the Charity are effectively allocated and utilised.
- An internal audit system which conducts an ongoing programme of reviews of internal controls across all areas of the Charity.
- A strategic plan and an annual budget approved by the Trustees.
- Regular consideration by the Trustees of financial results, variances from budgets, forecasts and performance indicators.
- Delegation of authority and segregation of duties.
- Identification and management of risk.

Risk Management

The Trustees have in place a formal risk management process to assess risks and implement risk management strategies. This Risk Register is reviewed and updated at least 3 times a year by the Risk sub-committee, consisting of Trustees, Senior Managers, and representatives from each department (ensuring that changes are understood and implemented at all levels). The sub-committee identifies the types of risks the Charity faces, prioritises them in terms of likelihood of occurrence and potential impact, and identifies the means of mitigating these risks. Risk management is embedded in the day to day processes of the Charity.

We have appointed Croner as our provider of HR and Health and Safety advice and guidance, helping to create new Staff Handbooks, a Health and Safety Handbook and update Policy and Procedures so we comply with all current employment, and health and safety law.

Objectives, Activities and Achievements

The Trustees have complied with the duty set out in s.4 of the Charities Act 2006 to have regard to the public benefit guidance published by the Charity Commission.

The objectives of the Charity are to “improve the quality of life and to relieve poverty, sickness and distress for people with all forms of dementia and their carers, primarily for people living in Wiltshire.”

Specific activities which confirm the public benefit the Charity produces by its existence are set out below, within the principal operating activities and under the sub-headings “Ongoing Activities” and “The Difference We Make”, whilst the sub-heading “2023/2024 Achievements” sets out the targets set last year and the degree to which they have been achieved, and “2024/2025 Objectives” provide the main aims going forward.

Alzheimer’s Support enjoys the support of about 150 volunteers in all aspects of our work. Their involvement ranges from occasional fundraising events, cake bakes and staffing an information stall, to regular attendance at our day clubs or community groups. Volunteers are an integral part of the teams, dedicated to their role, and enable us to offer a uniquely high staff-client ratio and high-quality service delivery. The Volunteer Manager oversees recruitment, induction and ongoing training, monitoring and communications for them.

Alzheimer’s Support is instrumental in the implementation of the National Dementia Strategy and is a member of the Wiltshire Dementia Strategy Delivery board.

The Senior Management team is a cohesive and collaborative unit. The benefits of this are felt

throughout the organisation, with the cascading example of teamwork and transparency.

Organisation wide

By Sarah Marriott - CEO

2023/2024 achievements

- The Cost of Living Crisis continues to impact on the charity, both for our staff and service users. Again, we gave a significant pay rise to staff, in line with the increase in National Minimum Wage, and still pay all staff above this threshold.
- We renewed our contract with Simply Health to provide a cash plan benefit to staff, plus the Employee Assistance Programme.
- However, there has been no increase in funding from commissioned contracts with Wiltshire Council and the Integrated Care Board (ICB), so the additional salary and operational costs are met by the charity. This puts additional financial pressure on us.
- We have developed our fundraising team, and monitored our fundraising strategy, to strengthen this essential income stream.
- Annual price increases for services have been set to help offset the increased expenditure, but as always, we have strived to keep them as low as possible, so that our services are still accessible to those who rely on us.
- Collaborated with partners to distribute Dementia Wristbands to Wiltshire and Swindon residents. (Partners are Wiltshire Bobby Van Trust; Police and Crime Commissioner; Wiltshire Police; Carers Support Wiltshire.) We continue to be a key partner in supplying, monitoring and developing this project.
- Linked with other local charities to be part of the "Voice It, Hear It" consortium, working with Wiltshire Council and ICB to develop and deliver the service user engagement contract.
- Partnership consortium with other local charities to form "Carers Together Wiltshire". We tendered for and won the Carers Contract for Wiltshire. This strengthens and quantifies our work with carers, plus enables us to be part of the wider strategy towards supporting this group of people.
- Tendered for and retained our two ongoing contracts with Wiltshire Council and ICB:
Dementia Community Services
Dementia Adviser contract
- The Home Support Service (HSS) and Day Care are no longer part of the commissioned contract, so we are now looking for fundraising opportunities to financially support these services.
- New frameworks have been introduced to broker packages of care for people requiring HSS and Day Care, (after they have had a Carers Assessment, or a Care Needs Assessment). I have tendered for and been accepted onto the Wiltshire Home Care Flexible Framework (WHCFF) for HSS, and Living My Life Framework (LmL) for Day Care. As part of their ongoing monitoring, we have had, and passed with high praise, the Quality Assurance checks by Wiltshire Council for our services. These frameworks broker spot purchase agreements for individuals, in an open market format. Perhaps inevitably, we have seen a decline in the number of packages of care we have into these services via the new system.
- Introduced Birdie Care as our new digital records system. Gradual roll out planned during 2024, with the training for all appropriate staff. The timing of this purchase was partly prompted by our application for a grant via Wiltshire Care Partnership to help us afford this upgrade.
- The Wiltshire Dementia Strategy 2023-2028 was finalised and sent for sign off by Wiltshire Council in September 2023. We were part of the team collating opinions and priorities for this. Now I am part of the Dementia Strategy Delivery Group, and have also included Head of Dementia Advisers and Head of Community Services. Together we present a strong voice on

behalf of Alzheimer's Support.

Ongoing Activities

Everyone continued to work with dedication and commitment to provide the valuable services for which we have a great reputation. We not only consolidated what we do, but looked at ways of improving the services wherever possible, working with all stakeholders for ideas and suggestions.

We are working within increasingly difficult circumstances. We have faced significant increases in operating costs, with no additional funding. The voluntary sector is relied upon to fill the gap in healthcare provision, and as CEO I am concerned as to how long we can continue to provide the high- quality services we do, maintain our exceptional staff, and magic up the funds to do so! Currently we have the safety of a good level of reserves, but we must be careful that we don't rely on these to fund the likely deficit for the coming year. Changes to working practices and making savings wherever possible, whilst looking for income opportunities continues to be a key focus. We have to ensure the financial sustainability of the charity. Alzheimer's Support has a reputation for innovation, and adaptation to the external environment, so we will be as creative and resilient as we can.

2024/2025 Priority Objectives

- Finding opportunities to support the operational costs of HSS and Day Care
- Find new funding for the Dementia Adviser Memory Liaison post which is funded currently by NHS funding, and runs out September 2024.
- Evaluation of the WHCFF and LmL frameworks, monitoring the levels of work provided and the mix between those clients and self-funded clients.
- Health Inequalities Project - part of the wider NHS project and focus
- Evaluation of training and development opportunities for staff and volunteers. Looking for ways to share resources where possible with other partners
- Evaluate and change where necessary any procurement contracts eg telephone system; photocopier contract; mobile phone contract; utility suppliers; memberships of various support services and associations.
- Completion of energy efficiency plans at Old Silk Works premises in Warminster. We have a grant from Wolfson Foundation to pay for the proposed upgrades to the building. This will also reduce our electricity costs in the long term.
- The lift at Old Silk Works has been incurring increased costs, and is inoperable without significant investment. Project to evaluate alternative option to maintain accessibility for service users, and provide a long- term solution.
- Potentially monetising some of our best practice guidelines and consultancy advice, which we have historically provided for free.
- Improve how we market our sought- after training resources, and strengthen this as an income stream.
- Continued roll out of Birdie Care, so all departments are using this system. (corresponding closure of the old Care Planner System, and reduction in ongoing costs).

Information and Support – Dementia Advisers

By Diane Barkham – Head of Dementia Adviser Team

2023/2024 achievements

- Being awarded the contract from Wiltshire Council to provide Dementia Adviser service.
- Maintaining the access to advice and support from our offices, website and online requests, through flexible and hybrid working. Ongoing contact with GP Surgeries and relevant staff within although there has been an increase in staff turnover across the county.
- Dementia Advisers continue with their presence at online Avon & Wiltshire Partnership (AWP) meetings. South meetings tend to be more productive than North ones.
- Referral rates have stayed steady, the system we implemented last year has worked well and we have promoted our DA Admin assistant to oversee Reviews and co-ordinate the review list so lists don't get too long.
- We are coming to the end of The Memory Liaison Dementia Adviser post. (September) Veronica has done extremely in the post and has received some lovely comments from AWP staff, she is very well thought of. The decision has been made to continue the post due to its success and referral rate.
- The team have continued to support each other throughout the year especially when staff have been off sick/holidays.
- We welcomed two new members of staff to the team and they have settled in well.
- New phones were introduced which proved popular as they are much better to use and will facilitate the move to 3CX.
- Some of the team have attended Train the Trainer training to be able to support Annie Clayton provide Dementia Awareness sessions across the county.
- Head of Dementia Advisers completed her End of Life Foundation training. Diane can now offer support in planning for End of Life i.e. POA, Respect and DNAR forms and this will be added to the Training Course for Carers alongside discussions around what happens when someone is terminally ill/dying. Bereavement Support is also being offered. We have set up a process where all bereaved carers are sent a card and offered support.
- Diane now sitting on the Dementia and End of Life Strategy for Dorothy House Hospice and Community Care.

Ongoing Activities

The team continue to help with stands and activities throughout the county. Carers Cafes are a popular place for the DA's to attend. Groups and Activities are attended when workload permits. They also attend local events when requested to help raise awareness of Dementia in the community.

The Difference We Make

Cases remain complex and at times exhausting for the team. Clients' expectations of the service remain high as it appears we get things done when other agencies don't. Adult Social Care and AWP continue to struggle to cope and inevitably the work load ends up in our lap. The team are very proactive and do what they can to continue to support.

Comments about Dementia Advisers:

MD said how fabulous Veronica was with all of her help and advice and she has made getting information and getting help so much easier.

It was good to speak to you at the end of June and also lovely to meet you at the day care centre when my mum attended for a trial day a couple of weeks ago. Mum has been to the centre twice now since the trial and absolutely loves it so a huge thank you for your help in contacting Heidi to organise that and also to everyone involved in the centre. I have now registered with csw transport and arrangements are in place for mum to start at the Harnham social groups, which is wonderful, thank you for pointing me in the direction of both of those.

Thank you very much for the support and it was good to talk earlier today. You have been very caring and supportive and it is very much appreciated!!!

2024/2025 Priority objectives

- Continue responding to the increased referral rates for Dementia Advisers in a timely manner
- Taking on the Carers Assessments contract alongside Carers Together Wiltshire.
- Introduction of the new Birdie Care Database and transfer of all clients.
- Upskilling staff to enable them to be up to date with current practices and information regarding Dementia
- Maintaining contacts with GP surgery staff
- Management continue working with various Dementia Strategies.
- Review and adjust where necessary the allocation of territories covered by each DA.
- Recruit new staff as necessary to meet the increasing demand on the service.

Home Support Service (Registered and inspected by CQC)

By Monique Bentley – Head of Home Support Service

The service continues to enjoy a period of stability. We have embarked on our digital records journey and, successfully navigated the challenges that come with it. Both staff retention and recruitment have shown improvement, though long-term absences have presented some difficulties along the way. As a result, some of our objectives from the past year are still outstanding; however, we remain dedicated to sustaining this positive momentum.

Achievements 2023/2024:

- The service was accepted onto the Wiltshire Homecare Flexible Framework.
- Performed well and received a positive score in our Wiltshire Council Quality Assurance Framework inspection.
- The service has commenced roll-out of our new digital records and rostering system.
- Hours of support have remained consistent, with most areas working at capacity.

Ongoing Activities

Reported from our new digital records and rostering system. Please note that the service is currently rolling-out the system with completion planned for June 2024. As a result, data is incomplete and not comparable to that reported 2022-23 however, reflects service performance as monitored through the system in March 2024.

Number of Active Service Users: **262**

100% of scheduled hours were delivered & **100%** of completed visits had a visit report, with **2803** care tasks undertaken.

In addition, **97%** of scheduled visits were fulfilled and of those, **97%** commenced on time (as rostered).

Hours of care delivered have remained consistent throughout the year with no concerning trends and reflect the roll-out of the system to areas. Fluctuations observed are expected due to national bank holidays and seasonal trends.

The Difference We Make

Through the provision of home support, individuals with dementia retain a degree of independence that allows them to continue to live at home for longer. Their quality of life is enhanced by a one-to-one association with a trained support worker who encourages them to participate actively in life, through the exploration of likes and interests, participation in hobbies and to (re)connect with their local community. The family carer benefits by receiving a reliable respite during the visits, and are afforded the knowledge that their loved one is safe and well looked after by the support worker. All staff work effectively as advocates for the individual with dementia and their carer, raising the profile of dementia in the local community.

Care Co-ordinators work closely with our Dementia Advisers and have a good relationship with the Adult Care Teams, CIT (Complex Interventions Team) and Resource Teams. We continue to build relationships with the wider healthcare provision to encourage and manage referrals into the service.

Feedback received on the service:

"... I want to thank you and your team for the excellent work you did on Friday when Mum was unwell. Paula was clearly concerned, but very calm and communicated clearly with me. Lily showed great willingness and flexibility by staying for several hours with Mum at almost no notice. And I understand that you yourself were contacted on your day off. As I live 100 miles away, it is a great comfort to me to know that there are people who care for Mum's welfare, and will put them out themselves out in this way."

"... Hello, my name is SM. Kelda comes to see me once a week. I would just like to say what a difference she has made in my life. She is very kind and very willing to do anything that I ask and I just wanted to make you aware of how wonderful I think she is."

"... I just want to write to let you know how very pleased S and I are with the Home Support that you have provided and in particular Gemma, Sandra's companion, we could not have wished for a

better match. Gemma is kind, compassionate, has empathy and can communicate in an open and honest fashion, truly a great asset to the charity. After recently going through what we considered one of the worst times of our lives with S's sudden increase in illness, hospitalisation, various home visits from NHS professional care departments but not withstanding this, by engaging with Alzheimer Support it has been a relief to us as a family, everyone who has been in contact throughout this time has been so committed and understanding we thank you all. Although clearly this is the start of our journey, I have no doubt the support and care that the charity has to offer will always be there no matter what. I consider this the best medicine anyone can give. "

" . . . they are both wonderful and I would be lost without the support they give during their visits. Each goes above and beyond in their care. My life is hard as a carer 24/7 but their visits make such a difference by giving me some time to myself."

" . . . It's been such a tough couple of years so we are all incredibly grateful that you were part of the wonderful team that helped to keep Dad as independent and in his familiar surroundings for as long as possible. You've been so patient, kind and professional and I am so very grateful for your support for me too! Especially big thanks to Phil ... Dad didn't find his various visitors very easy to manage but he really did seem to enjoy Phil's time and he was just fabulous with Dad."

Priority objectives 2024/2025:

- To review and consolidate service activity spread and structure.
- We aim to build on the work already completed to ensure that service training not only complies with the regulations governing our work but also meets the expectations and needs of both staff and service users. From this, a formal training schedule will be developed and integrated into staff terms and conditions of employment, with the anticipated roll-out set for April 2025.
- We will continue developing and, subsequently implement, an internal audit program aimed at driving excellence within the service. This will enable the service to respond proactively to industry changes and maintain competitiveness in the market.

Day Care Service

By Grant Newton – Head of Day Care

2023/2024 achievements

- The day club teams continue to provide this highly valued service to our communities with the care and enthusiasm that has brought them so much recognition locally and nationally.
- As always, the clubs welcomed some of their many supporters throughout the year, including social and healthcare professionals, funders and community groups. Joint projects with schools, colleges and universities continued and we welcomed sharing our knowledge with GP surgeries and hospitals through their staff and trainees spending time with us.
- Day Clubs are the Winners of the Markle Third Sector Care Award – a national sector wide award scheme. for a local charity to win this prestigious award is a major achievement and recognition of the high standard of care and support we provide.

Ongoing Activities

. Activities in the clubs are many and varied and include numerous visitors from the local community. We welcome musicians, young people, poets, dance groups, schools, choirs, churches, theatre groups, animal visitors of all kinds, ice cream vans, classic cars, arts and crafts and much, much more

· Our therapy dog programme extends across all clubs providing much comfort and many smiles to those club members that cherish or have cherished companion animals

· Occupancy of the Clubs is volatile. Throughout the year we have experienced periods of underoccupancy, which is a concern for us both in terms of service provision, and the financial impact of reduced income. This pressure will be enhanced when we lose the subsidy for Day care in the new Dementia Community Services contract with Wiltshire Council and ICB, which will exclude Day Care.

The Difference We Make

Day Care Services provide members with an informal, socially engaging and safe environment to feel connected with others, pursue hobbies or activities, and most importantly feel recognised for the person they are. The high staff ratio (1:2), which is achieved through volunteer input, ensures that each member's needs are met. This positive impact extends beyond their time in the club into the home life. Family carers benefit from up to 7 hours of respite, secure in the knowledge that their loved one is receiving person-centred care in a stimulating environment.

Recent comments about our clubs:

Thank you for everything you did for Gran, Norman and everything you are doing for all families affected by Dementia. Your work is invaluable

Thank you to all at OSW, I would be lost without you all and my job as a 24/7 carer is a bit easier because of you all.

My Dad absolutely loves coming to your club and talks about you all and the club on a daily basis. all round. I just I just wanted to say good luck too, as my Mum said the club was short listed for an award! You must all be so proud of the work that you and your team do. You all deserve it and we hope you win. You are all such a lovely, caring and inspirational set of human beings!

2024/2025 Priority objectives

- Continue to raise awareness of Day Clubs and what we offer, hoping to reach new members.
- We will continue to engage with our many community supporters to inform, support and include them in the running of the clubs where appropriate, and be a tangible example of what the charity does when they are fundraising for us.
- We will maintain the excellent reputation we already have with our members and carers and peer group care organisations.
- We will also retain and encourage our 'open door policy' of inviting people in to see what we do, make dementia visible, and hope they find some inspiration from our practices that they can take away for themselves

Community Groups

By Jon Aldridge-Mansfield – Head of Community Services

Achievements for 2023/24

Ongoing Activities

- We continue to offer a diverse range of activities: Music for the Mind, Movement for the Mind, Art and Crafts, Muddy Boots (Outdoor or Gardening), Memory Cafe, Memory Shed, Carers Group, Discussion Group, and Training Courses for Carers. Our facilitators strive to provide stimulating, friendly, and fun environments that foster continuity and build lasting connections. Feedback is collected regularly to ensure we keep evolving and delivering value.
- 2023/2024 stats show the continued engagement in our community groups. A total number of 690 sessions during the period: 257 Music for the Mind; 130 Movement for the Mind; 92 Memory Cafes; 89 Art Group; 32 Carers Group; 23 Muddy Boots (Kennet) and 13 REME Muddy Boots Groups; 21 Discussion Group. Total attendances by individuals with dementia: 4,104, with 3,816 carers and family members accompanying them.
- We continued to rely on the incredible support of our volunteers, some of whom have supported Alzheimer's Support for over 15 years. During the 2023/2024 period our volunteers registered an amazing 2,132 attendances across our community groups. Celebrating Volunteers Month in June 2023, all group coordinators made an extra effort to thank each volunteer personally with cards, gifts, cakes and hugs.
- The new Discussion Group (fortnightly, Devizes) is now a year old and continues to provide a safe space for individuals with dementia to share their thoughts and feelings without their carers present. Often, participants share fears and concerns about the future, but more often than not, the group discuss holidays, music memories, and more 'everyday' matters. Attendance has remained steady at five individuals, with Kay Sharpe and Juliet Bonser facilitating.
- Karen Boyce became the new Community Services Coordinator for the East, and Jackie Bradford the new Community Services Coordinator for the South. Georgina Hart and Michelle Stock joined in early 2024 to run the new Muddy Boots (REME) group (see below). Kay Sharpe and Sarah Dignum joined as Office Administrators, and along with Karen Boyce make up the Reception team in Sidmouth Street. Kate Sharpe (Head of Community Services) left Alzheimer's Support in March 2024 after nine years, and was replaced by Jonathan Aldridge-Mansfield.
- Our new Muddy Boots/Gardening/Craft group, based at REME in Lyneham has attracted a dedicated group of 'green-fingered' individuals. A new shed storing second hand gardening equipment is on site, and new raised beds (gratefully supplied by the volunteers at the

Corsham Men's Shed) have already been harvested at least once.

- Community groups participants, facilitators and volunteers continue to help fundraising efforts wherever possible. In October 2023, fundraising for 'Denim for Dementia', Nick and Caroline (Bradford on Avon/Westbury Leigh music group facilitators) raised nearly £1,000 from their groups along with choirs that they both belong to.

Community Highlights

- Easter was celebrated across many of our groups and Easter gifts were given to our members. For many people, it was the only Easter gift they received. More importantly, celebrating with other people helps our members feel part of the community, and of a friendship group.
- Pam Ollis (Community Services Coordinator, North) took a group of 24 members for a tour of Lacock Abbey and grounds. The National Trust very kindly offered free passes for everyone (saved £19 per-person!).
- In May 2023 all of our groups celebrated the King's coronation in one way or another. High tea, flag waving, singing and reminiscing about the coronation of Elizabeth II (for those who were old enough to remember).
- Outreach and collaboration continue, both with partner organisations offering similar community groups services in locations where we have a minimal presence, and with health and social care organisations, focus groups, online committees, local area board, etc.
- Our annual Christmas concert at Seend was another festive favourite with close to 100 attendees, mince pies, crafts, and merry-making. 80 tickets were sold, 25 volunteers helped out on the day. Many volunteers baked cakes and made items to sell. Each community group had its own Christmas party; we sold Christmas cards and raffle tickets to help with fundraising.

Making a Difference

Social Interaction: Staying connected with others is crucial for mental and emotional health. Our community groups provide opportunities for social interaction, reducing feelings of isolation and loneliness.

Cognitive Stimulation: Participating in our group activities stimulates the brain. Whether it's singing or creating artwork together, these activities keep the mind active and engaged.

Emotional Support: Being part of a community group such as our Discussion Group means having a support network. People with dementia can share experiences, learn coping strategies, and receive emotional support from others who understand their challenges. Our Carers Group provides matching support for carers.

Physical Activity: Many community groups involve physical activities like gentle exercise classes or gardening. Regular movement is essential for overall health and can contribute to maintaining independence.

Sense of Purpose: Having a reason to get out of the house and engage with others gives a sense of purpose. It helps combat feelings of helplessness and contributes to overall life satisfaction.

Feedback from Participants:

I wanted to thank you and all the volunteers for all you have done. We have loved being part of the group which has felt like a little family and has been more support to me than you may ever realise. You do an amazing job and I am grateful that we were able to be with you for so long.
(Harnham Café)

The Movement group has done wonders for my mum's mobility (and possibly mine), I'd recommend to anybody. Pam does a great job running the groups, Emma makes the exercises fun as well as relevant and we're very grateful to all the volunteers who make it happen.
(Chippenham Movement)

The singing is so wonderful to see. I love your work and everything you stand for. You enrich the lives of those you care for, not all care facilities are like this! You're amazing.
(Westbury Music for the Mind)

I am enjoying all the classes I have attended so far. Informative and resourceful. Well-presented and I come away with something I can apply to my situation. Thank you very much.
(Training Course for Carers)

I did this course in January of last year and it was life changing - it made me see things from Mum's point of view and how I can ease her transition and allay her anxiety. Absolutely brilliant and I don't think I'd have managed thus far without it.
(Training Course for Carers)

I still remember our days attending all the different groups with such fondness, despite the difficult circumstances. You all really do make such a huge difference and everyone's love and compassion will forever be in my heart. It allowed us all as a family to enjoy this stage of Mums life and to be become part of your family

Priority Objectives for 2024/25

- Maintain Wiltshire Council/ICB contract monitoring and evaluation.
- Participation in Dementia strategy Delivery group, in partnership with the wider healthcare team within Wiltshire
- Continue consolidating and evaluating our department's value to members.
- Expand the delivery of Training Course for Carers with three sessions in 2025.
- Launch additional courses for those recently diagnosed, and for Carers whose loved one is at the later stages of the disease.
- Review marketing and communications for all groups.
- Explore feasibility of new groups and diversity of activities.
- Explore opportunities to attract younger participants with dementia (under 65s).
- Strengthen partnerships with healthcare providers to raise awareness of our services.
- Raise standard fees across all groups.
- Offer 'pay what you can' on trial basis then roll out across all groups.
- Continue to provide relevant training for administrative staff and new facilitators.
- Host another Christmas concert.

- Engage Community Services in local health and wellbeing days.
- Foster community-driven fundraising initiatives.

Awareness Raising – Communication, Engagement and Fundraising.

By Stephany Bardzil – Head of Communications and Fundraising

- Continued strong performance in fundraising, exceeding targets with a 10% growth in income from community fundraising (following on from an exceptionally good year in 2022-23) and a 14% increase in T&F income
- Launched a second Walk to Remember at Bowood House, increasing revenue from both walks to £15,000
- Our first double your donations appeal helped achieve a record total for Christmas campaign
- Website generated income increased by 17%, led once again by individual challenge events and in memory tribute pages
- We continued to increase income from Denim4Dementia campaign, thanks to new marketing materials and dedicated social media accounts
- We developed our legacies offer and improved legacy administration with Smee and Ford account
- Our Christmas bulletin achieved 68%+ open and 6.8% click through rate
- We increased our occasional Supporters' e-bulletins to at least bi-monthly
- Revived our Spotlight On feature for internal communications
- Developed more short-form video and reels focusing on story telling
- Introduced location-based search and services maps to the website to improve user journeys
- Continued to market Understanding Dementia sessions with 269+ people attending sessions, and champions programme launched.
- 182 volunteers (at April 2024)
- Successfully nominated our day clubs for the Markel 3rd Sector Care Awards

Ongoing activities

Despite a depleted team (for both fundraising and comms) for much of the year due to industry-wide recruitment issues, the team performed strongly to exceed targets, develop key partnerships and relaunch or expand reliable events and campaigns. We continue to enjoy and build on very strong relationships in communities across Wiltshire and are supported so much in this by our fundraising volunteers, who enable us to be everywhere all at once, or so it seems some weekends! Our dementia awareness work has been supercharged by our own Understanding Dementia information sessions. These are attracting growing interest and demand which we will meet in part through the new volunteer champions program.

The Difference We Make

"I made the donation because I know what excellent work your charity does for those living with dementia here in Wiltshire. That includes friends who have used your services and my Mother. Keep up the good work."

"Just thought I'd drop you a line to say how delighted I am to see that you are running the Memory Walk at Bowood again this year. Last year's event was just an absolute honour to take part in. My aunt has sadly fallen victim to this horrible disorder, so to be able to enjoy the fresh air and fabulous scenery that comes with walking on the Bowood estate, and at the same time raise funds, is something I'm so proud and pleased to be able to do."

"The fact you are on the ground providing support is phenomenal not to just those with dementia but the carers too. I am a carer myself and know first-hand. You are all so lovely, it's been a pleasure working with the fundraising team."

"What an amazing experience. The whole team at Go Skydive are brilliant. The sponsor money is still coming in and doing this for such an amazing cause, close to my heart, made me all the more determined to face my fears. Highly recommend it."

"The Understanding Dementia awareness session we so useful, thank you. I wish I'd had this when my mum was diagnosed some years ago. This is really helpful for when I visit with my husband."

2024/2025 Priority objectives

- Continue to develop and market our legacy offer
- Build and develop email communications
- Develop our training offer as a reliable income stream
- Review social media strategy and launch TikTok channel
- Recruit and support regular donors

Chair of Trustees Additional commentary

By Janet Dore – Chair of Trustees

This year has been a year of change, building on all the work undertaken last year. It has been a year of addressing the impact of the increases in the cost of living on the organisation itself, all our staff, plus the impact on the users of our services and their carers'. Having to raise rates for our services, while being a necessity, gives us concerns about the user's ability to pay for the services they need.

The introduction of joint working with other charities has increased our involvement in the services provided within Wiltshire for those who have a Dementia. It seems to be working well.

Upgrading to Birdie Care as our new integrated recording system has been another big challenge, but enables us to collect more data and analyse it across all services we provide.

Change is a way of life and I am sure that next year will provide more challenges. However, the management of the organisation has spent time and effort to take on and resolve the recent complex issues, and so is far better placed to know how to tackle next year's challenges when they come.

FINANCIAL REVIEW

Principal sources of funding during this financial year were Wiltshire Council and Integrated Care System (commissioned contracts), Lottery Community Fund, Wiltshire Community Foundation, Royal British Legion – Aged Veterans Fund, NHS Community Funding. Local financial support is also received from a variety of community groups including Rotary, Lions, Freemasons and Town Councils. We also received several legacies totalling £32,503.

During the 12 months under review expenditure exceeded income by £94,809 and the unrestricted reserves decreased from £613,028 to £518,219.

The Trustees have managed the investments of the charity during the year, except that this function has been delegated to CCLA Fund Managers Ltd in respect of the managed funds. The value of the investments at 31 March 2024 was £112,512 (31 March 2023: £99,328). The investment fund achieved a gain on revaluation of £13,184 during the year (2023: loss of £672). The purpose of the investment is to provide an above inflation return on the charity's funds at low to medium risk.

RESERVES POLICY

The Finance and Fundraising Sub-Committee, on behalf of the Board of Trustees, conducts an annual review of the level of unrestricted reserves by considering risks associated with the various income streams, expenditure plans and balance sheet items. This enables an estimate to be made of the level of reserves that are sufficient:

- to allow time for re-organisation in the event of a downturn in income
- to protect ongoing work programmes; and
- to allow the Charity to meet its objectives.

Risks and issues considered by the Finance and Fundraising Sub-Committee in making this judgement on the level of unrestricted reserves include:

- over-dependence on any single source of income;
- likelihood of a downturn in income streams;
- period of time required to re-establish income streams;
- period of time required to downsize the Charity operations;
- whether there is adequate control over budgets;
- requirements for a reasonable level of working capital.

The target for unrestricted level of reserves is estimated at the equivalent of three to six months of the Charity's general expenditure budget. The unrestricted reserve held as at 31 March 2024 is £518,219 which is within this target.

TRUSTEES RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The Trustees (who are also directors of Alzheimer's Support for the purposes of Company Law) are responsible for preparing the Trustees Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards 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 in operation.

The Trustees are also responsible for maintaining adequate accounting records, which disclose with reasonable accuracy at any time the financial position of the Charity and which are sufficient to show and explain the charity's transactions and enable them to ensure, that the financial statements comply with the Companies Act 2006. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

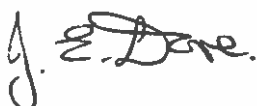
In so far as the Trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

AUDITORS

A resolution will be proposed at the Annual General Meeting that Oakensen (Bristol) Limited be appointed as auditors to the charity for the coming year.

Approved by the Trustees on 11th December 2024 and signed on their behalf by:



Janet Dore, Chair

Alzheimer's Support
Independent auditor's report
to the members of Alzheimer's Support

Opinion

We have audited the financial statements of Alzheimer's Support (the 'company') for the year ended 31 March 2024 which comprise the Income Statement, the Statement of Comprehensive Income, the Statement of Financial Position, the Statement of Changes in Equity, the Statement of Cash Flows and 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 Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and the 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 company's affairs as at 31 March 2024 and of its loss 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.

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 company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC'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 the company's ability to continue as a going concern for a period of at least twelve 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 annual 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 strategic report and the Trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the Trustees' report have been prepared in accordance with applicable legal requirements.

Alzheimer's Support
Independent auditor's report
to the members of Alzheimer's Support

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the Trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the 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 directors

As explained more fully in the trustees' responsibilities statement, the trustees 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 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 company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

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.

The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

- We obtain an understanding of the legal and regulatory framework applicable to the company and the sector in which it operates, and then obtain an understanding of how the company is complying with that legal and regulatory framework by enquiry and review;
- We assess the susceptibility of the company's financial statements to material misstatement, including how fraud might occur, and perform specific audit procedures, including the assessment of controls management has in place to prevent and detect fraud, the review of significant accounting estimates and the testing of journal entries.

A further description of our responsibilities for the audit of the financial statements is available on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the 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 company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

David Oakensen
(Senior Statutory Auditor)
for and on behalf of
Oakensen (Bristol) Ltd
Statutory Auditor

Westbury Court
Westbury-on-Trym
Bristol
BS9 3EF

Alzheimer's Support
(A company limited by guarantee)
Statement of Financial Activities (including Income and Expenditure Account)
for the year ended 31 March 2024

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £
INCOME AND ENDOWMENTS FROM:					
Income from donations and legacies	2	216,472	45,027	261,499	319,627
Income from charitable activities	3	1,664,456	335,169	1,999,625	1,880,462
Interest receivable		11,654	-	11,654	4,474
TOTAL INCOME AND ENDOWMENTS		1,892,582	380,196	2,272,778	2,204,563
EXPENDITURE ON:					
Expenditure on raising funds	4	104,781	-	104,781	105,432
Expenditure on charitable activities	5	1,895,794	380,196	2,275,990	2,078,423
TOTAL EXPENDITURE		2,000,575	380,196	2,380,771	2,183,855
Net income		(107,993)	-	(107,993)	20,708
Gross transfers between funds		-	-	-	-
		(107,993)	-	(107,993)	20,708
Unrealised gains/ (losses) on investment assets		13,184	-	13,184	(672)
Net movement in funds		(94,809)	-	(94,809)	20,036
Reconciliation of funds:					
Total Funds at 1 April 2023		613,028	-	613,028	592,992
Total Funds at 31 March 2024		518,219	-	518,219	613,028

There were no recognised gains and losses other than those shown in the above Statement of Financial Activities.

**Alzheimer's Support
Statement of Financial Position
as at 31 March 2024**

	Notes	2024 £	2023 £
Fixed assets			
Tangible assets	10	208,664	219,452
Investments	11	112,512	99,328
		<u>321,176</u>	<u>318,780</u>
Current assets			
Debtors	12	174,045	217,678
Cash at bank and in hand		404,186	536,800
		<u>578,231</u>	<u>754,478</u>
Creditors: amounts falling due within one year	13	(381,188)	(460,230)
Net current assets		<u>197,043</u>	<u>294,248</u>
Net assets		<u>518,219</u>	<u>613,028</u>
Funds			
Unrestricted funds	15	518,219	613,028
Total Funds		<u>518,219</u>	<u>613,028</u>

The trustees are satisfied that the company was entitled to exemption from audit under section 477 of the Companies Act 2006 and that members have not required an audit in accordance with section 476. However, an audit is required in accordance with the Charities Act 2011.

The trustees acknowledge their responsibilities for:

- i) ensuring that the company keeps accounting records which comply with section 476; and
- ii) for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

Janet Dore
Trustee

Approved by the board on

J. Dore

11th December 2024

Alzheimer's Support
Statement of Cash Flows
for the year ended 31 March 2024

	Notes	2024 £	2023 £
Operating activities			
(Deficit)/surplus for the financial year		(106,463)	15,562
Adjustments for:			
Unrealised (gains)/losses on investment assets		(13,184)	672
Depreciation		45,018	31,579
Decrease in debtors		43,633	64,178
(Decrease)/increase in creditors		(79,042)	14,275
		<u>(110,038)</u>	<u>126,266</u>
Interest received		11,654	4,474
Cash (used in)/generated by operating activities		<u>(98,384)</u>	<u>130,740</u>
Investing activities			
Payments to acquire tangible fixed assets		(34,229)	(109,433)
Payments to acquire investments		-	(100,000)
Cash used in investing activities		<u>(34,229)</u>	<u>(209,433)</u>
Net cash used			
Cash (used in)/generated by operating activities		(98,384)	130,740
Net cash used		<u>(132,613)</u>	<u>(78,693)</u>
Cash and cash equivalents at 1 April		536,800	615,493
Cash and cash equivalents at 31 March		<u>404,186</u>	<u>536,800</u>
Cash and cash equivalents comprise:			
Cash at bank		<u>404,186</u>	<u>536,800</u>

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2024

1 Accounting policies

Basis of accounting

The Charity constitutes a public benefit entity as defined by FRS 102. 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 to the United Kingdom and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and "Accounting and Reporting by Charities" published in 2019 and applicable charity and company law. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise noted in the relevant accounting policy note.

The financial statements are presented in sterling and are rounded to the nearest £.

Incoming resources

All incoming resources are included in the Statement of Financial Activities (SOFA) when the Charity is legally entitled to the income after performance conditions are met, when the amount can be measured reliably and it is probable that the income will be received.

Grant income is recognised on an accruals basis and is allocated to accounting periods specified by the donor.

Grants awarded for the provision of a particular service are shown as charitable activities income and where a service level agreement is in place or a period of funding support is specified in the terms of the award the income is allocated across the period specified in that agreement.

Where no period is specified grant income is allocated equally over a period of twelve months from the month of receipt.

Client repayments are fees for the provision of services or charges for travel and ancillary items and are accounted for as Charitable Activities income on an accruals basis.

Funds raised by events, gifts, donations and legacies and other sources of funds raised are accounted for as Donations and legacies and are taken to the SOFA when received.

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.

Charitable expenditure

Expenditure is recognised when 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.

- Costs of raising funds are those incurred by the fundraising department in attracting grants from trust, voluntary donations and in activities to raise funds.

- Charitable activities costs include both direct and indirect support costs relating to the activities. The salary element of indirect support costs are allocated to the activity in proportion to staff time spent on the particular activity and all other costs are allocated according to usage of the service provided. The value of services provided by volunteers is not included.

- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the Charity and include a proportion of indirect support costs.

Expenditure incurred by the head office function is allocated to specific projects in accordance with the level of management time and cost incurred and is charged directly to the restricted and unrestricted funds and projects as each cost is incurred.

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2024

Funds

Unrestricted funds can be used in accordance with the charitable objects at the discretion of the trustees.

Restricted funds can only be used for particular purposes within the objects of the Charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes. Expenditure which meets these criteria is charged to the fund. Further explanation of the nature and purpose of each fund is included in the notes to the financial statements.

Tangible Fixed assets

Fixed assets are recorded at their original cost. Assets costing less than £100 are charged to resources expended in the year they are purchased. The net residual value of the asset base is estimated to be nil.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Leasehold improvements	Over the length of the leases
Computer equipment	33% straight line
Other equipment	20% straight line

Investments

Investments in unquoted equity instruments are measured at fair value. Changes in fair value are recognised in profit or loss. Fair value is estimated by using a valuation technique.

Cash at Bank and in Hand

Cash at bank and in hand includes cash and short-term bank deposits.

Trade debtors

Short term debtors are measured at transaction price, which is usually the invoice price, less any impairment

Trade creditors

Short term creditors are measured at transaction price, which is usually the invoice price.

Pensions

The charitable company operates a defined contribution pension scheme for its employees.

Taxation

The Charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2024

Judgements and key sources of estimation uncertainty

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the amounts reported. These estimates and judgements are continually reviewed and are based on experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The key sources of estimation uncertainty that have a significant effect on the amounts recognised in the financial statements are described below:

Depreciation

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life.

2 Income from donations and legacies	Unrestricted	Restricted	2024	2023
	£	£	£	£
Gifts, legacies and donations	107,567	45,027	152,594	282,001
Fundraising events	108,905		108,905	37,626
	<u>216,472</u>	<u>45,027</u>	<u>261,499</u>	<u>319,627</u>
3 Income from charitable activities	Unrestricted	Restricted	2024	2023
	£	£	£	£
Grants and contracts	469,105	335,169	804,274	838,209
Client repayments: fees	1,151,065	-	1,151,065	996,680
Client repayments: travel	38,656	-	38,656	37,627
Client repayments: other	5,630	-	5,630	7,946
	<u>1,664,456</u>	<u>335,169</u>	<u>1,999,625</u>	<u>1,880,462</u>
4 Expenditure on raising funds	Unrestricted	Restricted	2024	2023
	£	£	£	£
Staff costs	89,971	-	89,971	91,958
IT equipment and support	7,663	-	7,663	5,647
Other Fundraising costs	7,147	-	7,147	7,827
	<u>104,781</u>	<u>-</u>	<u>104,781</u>	<u>105,432</u>
5 Expenditure on charitable activities	Unrestricted	Restricted	2024	2023
	£	£	£	£
Information and support	-	-	-	15,666
Community activities	199,147	10,861	210,008	213,444
Dementia adviser service	123,157	239,402	362,559	349,596
Home support	1,000,168	3,453	1,003,621	958,405
Day care	560,895	126,480	687,375	534,589
Governance	12,427	-	12,427	6,723
	<u>1,895,794</u>	<u>380,196</u>	<u>2,275,990</u>	<u>2,078,423</u>

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2024

6 Governance costs	2024	2023
	£	£
Audit fees	4,500	2,400
Accountancy fees	1,000	1,871
Legal and professional	6,927	2,452
	<u>12,427</u>	<u>6,723</u>

7 Operating surplus/(deficit)	2024	2023
	£	£
This is stated after charging		
Depreciation of fixtures fittings and equipment	12,656	10,197
Amortisation of leasehold improvements	32,361	21,383
Salaries	1,715,822	1,571,228
Social Security costs	92,148	73,141
Pension costs	63,619	56,535
Auditor's remuneration:		
- Audit fee	4,500	2,400
- Other services		
	<u></u>	<u></u>

The total number of employees during the year was 142 (2023 : 146).

No employees received emoluments as defined for taxation purposes of over £60,000.

The company contributes to the employees' personal pension schemes which are defined contribution schemes.

The key management of the Charity comprises the Trustees, Chief Executive and other Senior Managers, to whom responsibility for the day-to-day activities of the charity is delegated. The total employee benefits received by key management personnel during the year amounted to £55,946 (2023: £43,561)

8 Related Party Transactions

There were no related party transactions in the year to 31 March 2024

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2024

9 Resources analysis

	Community activities £	Dementia advisers £	Home Support £	Day Care £	Governance £	Fundraising £	2024 Total £	2023 Total £
Costs directly allocated to activities								
Staff costs	142,777	318,336	823,586	496,918	-	89,971	1,871,588	1,715,486
Volunteer costs	-	-	-	25	-	-	25	1,581
Consultants	29,298	648	-	326	-	-	30,272	34,573
Travel	4,635	8,805	28,017	5,168	-	-	46,625	50,939
Recoverable travel	363	57	37,456	299	-	-	38,175	39,130
Susbsistence and hospitality	2,425	1,665	11,580	18,574	-	-	34,244	31,494
Recruitment	881	2,104	4,517	1,722	-	-	9,224	2,015
Training	777	839	4,617	201	-	-	6,434	7,990
Rent and rates	15,969	3,625	8,011	63,376	-	-	90,981	83,232
Light and heat	445	1,133	2,283	16,804	-	-	20,665	24,418
Insurance	886	2,117	4,545	3,402	-	-	10,950	6,116
Printing, postage and stationery	779	1,861	4,001	2,201	-	-	8,842	7,064
Subscriptions	1,280	3,058	7,639	5,970	-	-	17,947	17,514
Repairs and renewals	1,279	785	1,878	23,347	-	-	27,289	24,793
IT support	3,432	8,201	39,103	6,879	-	7,663	65,278	57,815
Photocopier leasing	1,623	3,878	8,325	3,035	-	-	16,861	18,238
Telephone	1,234	1,923	8,306	590	-	-	12,053	11,266
Accountancy	-	-	-	-	1,000	-	1,000	1,871
Audit fees	-	-	-	-	4,500	-	4,500	2,400
Legal fees	-	-	-	-	6,927	-	6,927	2,452
Bank charges	373	892	1,912	697	-	-	3,874	3,971
Other Fundraising costs	-	-	-	-	-	7,147	7,147	7,827
Depreciation and amortisation	1,084	1,516	5,450	36,968	-	-	45,018	31,579
Bad debts (recovered)	275	656	1,408	513	-	-	2,852	91
Grants	193	460	987	360	-	-	2,000	-
Total Resources Expended	210,008	362,559	1,003,621	687,375	12,427	104,781	2,380,771	2,183,855

Alzheimer's Support
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Notes to the Accounts
for the year ended 31 March 2024

10 Tangible fixed assets

	Property improvements £	Computer equipment £	Other equipment £	Total £
Cost				
At 1 April 2023	378,136	96,692	68,307	543,135
Additions	8,714	18,533	6,982	34,229
Surplus on revaluation	-	-	-	-
Disposals	-	-	-	-
At 31 March 2024	<u>386,850</u>	<u>115,225</u>	<u>75,289</u>	<u>577,364</u>
Depreciation				
At 1 April 2023	173,328	90,244	60,111	323,683
Charge for the year	32,361	8,954	3,702	45,017
Surplus on revaluation	-	-	-	-
On disposals	-	-	-	-
At 31 March 2024	<u>205,689</u>	<u>99,198</u>	<u>63,813</u>	<u>368,700</u>
Net book value				
At 31 March 2024	<u>181,161</u>	<u>16,027</u>	<u>11,476</u>	<u>208,664</u>
At 1 April 2023	<u>204,808</u>	<u>6,448</u>	<u>8,196</u>	<u>219,452</u>
Freehold land and buildings:				

11 Investments

	£	£
Valuation b/fwd	99,328	100,000
Add: Gain incurred	13,184	(672)
	<u>112,512</u>	<u>99,328</u>

12 Debtors

	2024 £	2023 £
Trade debtors	63,191	122,263
Prepayments and accrued income	110,854	95,415
	<u>174,045</u>	<u>217,678</u>
Amounts due after more than one year included above	-	-

13 Creditors: amounts falling due within one year

	2024	2023
Trade creditors	74,735	85,648
Other taxes and social security costs	32,176	14,340
Accruals	236,512	219,912
Deferred income (Note 14)	37,765	140,330
Other creditors	-	-
	<u>381,188</u>	<u>460,230</u>

Deferred income represents grants received that are specified to future periods as set out in Note 14

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2024

14 Deferred grants and contracts

	Deferred Income B/fwd £	Grant Received £	Deferred Income C/fwd £	Income 2024 £
Restricted funds				
<u>Statutory funding: WC/ICB</u>				
Dementia Advisors Project	39,334	200,068	-	239,402
Royal British Legion - Aged Veterans Fund	14,224		(2,224)	12,000
Pargiter Trust	10,000		(10,000)	-
Dyers Charitable Trust	2,000	2,000	(2,000)	2,000
Wessex Water Community Fund	1,619			1,619
Melksham Town Council	1,400			1,400
Tidworth Area Board Grant	206			206
Lottery Fund - Scots Lane		25,524	(3,897)	21,627
NHS Charities Together		12,777		12,777
McClay Dementia Trust		10,000	(7,501)	2,499
St Thomas PCC		7,000		7,000
James Tudor Foundation Grant		5,000		5,000
Bill Browns 1989 Charitable Trust		5,000		5,000
Girdlers Charity		3,000		3,000
Salisbury City Council		3,000		3,000
Friends of Warminster Hospital		2,750	(211)	2,539
St James Trust		2,160		2,160
Samuel William Farmer Trust		2,000		2,000
Selwood Housing		1,800		1,800
Ernest and Marjorie Fudge Trust		1,440		1,440
WC Sidmouth St		1,440		1,440
Warminster Arts Group		1,400		1,400
Warminster Area Board		1,206		1,206
SW Community Benefit Fund		1,000		1,000
Jack Lane Trust Malmesbury		900		900
Warminster Town Council		604		604
Asda		600		600
Marlborough Area Board		590		590
Calne Town Council		520		520
Corsham Town Council		440		440
	29,449	92,151	(25,833)	95,767
Total restricted grants (see note 15)	68,783	292,219	(25,833)	335,169
Unrestricted funds				
<u>Statutory funding: WC/ICB</u>	71,547	399,977	(11,932)	459,592
Longleat Lodge		3,000		3,000
Malmesbury Town Council		1,700		1,700
Mrs RP Tindall's Charitable Trust		1,500		1,500
The Fulmer Charitable Trust		1,200		1,200
Voice it Hear it		1,000		1,000
Charities Trust		750		750
Amesbury Town Council		200		200
Other		163		163
Total unrestricted grants	71,547	409,490	(11,932)	469,105
	140,330	701,709	(37,765)	804,274

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2024

15 Unrestricted funds

	Balance as at 1 April 2023 £	Income £	Expenditure £	Unrealised gains on investments £	Balance as at 31 March 2024 £
General funds	613,028	1,892,582	(2,000,575)	13,184	518,219
	<u>613,028</u>	<u>1,892,582</u>	<u>(2,000,575)</u>	<u>13,184</u>	<u>518,219</u>
Undesignated	-	-	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

16 Restricted funds

	Balance as at 1 April 2023 £	Income (see note 14) £	Expenditure £	Balance as at 31 March 2024 £
<u>Statutory funding</u>				-
Dementia advisors project per note 14	-	239,402	(239,402)	-
Trusts and Foundations per note 14	-	95,767	(95,767)	-
Gifts, Legacies and Donations	-	45,027	(45,027)	-
Total restricted funds	<u>-</u>	<u>380,196</u>	<u>(380,196)</u>	<u>-</u>

17 Other financial commitments

As at the year-end the charitable company had total minimum commitments under non-cancellable operating leases as set out below.

	2024 Land & Buildings £	2023 Land & Buildings £
within one year	81,950	64,950
within two to five years	174,592	186,625
in over five years	42,292	59,792
	<u>298,834</u>	<u>311,367</u>
	2024 Equipment £	2023 Equipment £
Operating leases which expire:		
within one year	17,983	20,860
within two to five years	1,034	21,040
in over five years	-	-
	<u>19,017</u>	<u>41,900</u>

18 Trustees expenses

No trustees received emoluments or expenses during the year (2023 - £Nil).

19 Ultimate Controlling party

The trustees consider that the organisation does not have an ultimate controlling party.

Alzheimer's Support
(A company limited by guarantee)
Notes to the Accounts
for the year ended 31 March 2024

20 Analysis of net assets between funds

	Restricted	Unrestricted	Total
		£	£
Tangible Fixed Assets	-	208,664	208,664
Investments		112,512	112,512
Current Assets	25,833	552,398	578,231
Current Liabilities	(25,833)	(355,355)	(381,188)
Net assets at the end of the year	<u>-</u>	<u>518,219</u>	<u>518,219</u>

21 Going concern

The Charity's accounts are produced under the going concern convention. The Charity is reliant for future operation on the continuing support of its principal funders, in particular, Wiltshire Council and the Wiltshire ICB. These funders have continued to support the Charity for many years and are expected to do so in the future. They ensure the provision of its core services and the fulfilling of the Charity's main aims and objectives.

Accounts



Company Number: 03082546
Charity Number: 1048314

Alzheimer's Support
Report and Accounts
For the year ended
31st March 2023

**Alzheimer's Support
Legal and Administrative Information**

Company Number: 03082546
Charity number: 1048314
Registered office: 5 Sidmouth Street
Devizes
Wiltshire
SN10 1LD

Chair: Janet Dore

Trustees Management Committee: Janet Dore
Melissa McCloy
Harry Theobald
Paul Tumim
Paul Whitby
Wendy O'Grady
Jane Ebel

Chief Executive Officer: Sarah Marriott

Accountants: William Price & Co.
Chartered Accountants
Suite 9 Westbury Court
Church Road
Westbury on Trym
Bristol
BS9 3EF

Bankers: CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2023

Structure, Governance and Management

The Trustees, who are the directors of the charity for the purposes of the Companies Act, submit their annual report and audited financial statements of the year ended 31st March 2023. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities", issued in 2019, in preparing the annual report and financial statements for the charity.

Governing Document

Alzheimer's Support is a charitable company limited by guarantee, incorporated on 21 July 1995 and registered as a charity on 27 July 1995. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Recruitment and Appointment of Management Committee

Any person may be elected to be a member of the Board, excluding a member of staff of the organisation, but not excluding any volunteer of the organisation.

It is our aim to have a skill mix of carers, ex carers and professionals working in the field of dementia and social care, finance, law and the corporate business sector as members of the Board. In the event of particular skills being lost due to retirements, efforts are made to close the skills gap as soon as possible.

The members of the Board of Trustees are elected at the Annual General Meeting. The trustees relinquish their positions every year and are eligible for re-election at the Annual General Meeting.

Trustee Induction and Training

Most prospective Trustees are already familiar with the work of the Charity; however, after completing an application form they are invited to attend a minimum of two Board meetings and sub-committees to understand more fully the expectations and demands of the role. There is a meeting of current Board members to review applicants and vote whether to progress their application. Assuming that prospective Trustees still wish to be elected, and the Board of Trustees voted in favour, they agree to be co-opted and standing for election at the AGM.

All new Trustees are encouraged to attend a comprehensive induction programme, which includes attending the services we provide, or team meetings, where appropriate. A Trustee handbook is distributed to all new Trustees (updated September 2023) along with the Memorandum and Articles and "The Essential Trustee" published by the Charity Commission. Feedback from new Trustees about their induction has been very positive.

Trustees are informed about suitable external training and their expenses are reimbursed. An annual joint meeting with senior managers; participation in sub committees; ongoing interaction within the different departments; attending team meetings when possible, has all helped to increase the visibility of the Trustees to the staff, and helped the Trustees have a good understanding of the organisation's services and challenges.

Organisation

The Board of Trustees meets every six weeks and is responsible for the governance of the organisation. Subcommittees for Finance and Fundraising, Quality Assurance, and Risk Management meet regularly and report to the Board. Decisions on the day-to-day operation of the Charity are taken by the Chief Executive in consultation with the Senior Management Team. The Board receives quarterly Executive Reports from the Senior Management Team, which are circulated for discussion at the corresponding Board of Trustees meeting.

Decisions on matters with significant implications for the organisation are brought to the Board of Trustees.

These include:

- Organisational priorities
- Strategic planning
- All matters of risk to the organisation – in particular resource and reputation
- Significant organisational change
- Major initiatives
- Policy formation and development
- Appointment of senior posts (Trustees are usually part of the interview panel)

The Finance and Fundraising Sub-Committee meets quarterly. The specific responsibilities of this committee include the management of the assets and liabilities of the Charity, the agreement and monitoring of the annual budget, and credit control. It is chaired by the Treasurer (elected Trustee post).

The Trustees have delegated the day to day management of operation to the Charity's Chief Executive Officer– Sarah Marriott.

The organisation's structure is robust, with a full complement of committed Trustees. We have two patrons: Lady Lansdowne (ex High Sherriff of Wiltshire), and John Bush, (ex Lord Lieutenant of Wiltshire). An experienced Senior Management Team, comprising of the Heads of Departments, provides the drive and hands on approach to implementing the organisation's vision to an exceptional standard. Alzheimer's Support generally enjoys high levels of staff retention.

Internal control

The Trustees have overall responsibility for ensuring that the Charity has appropriate systems of internal controls across the entire organisation. They are also responsible for keeping proper accounting records which disclose, with reasonable accuracy at any time, the financial position of the Charity and enable them to ensure that the financial statements follow best practice. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss.

Internal control processes implemented by the Trustees include:

- A Quality Assurance Sub-Committee, consisting of Trustees, Senior Managers, and representatives from each department, meets at least three times a year and reports to the Board of Trustees. It is responsible for providing:
 - assurance to the Trustees that the Charity operates sound systems of internal control; and
 - comfort and transparency to donors and beneficiaries that there are appropriate systems in place to ensure that the resources of the Charity are effectively allocated

and utilised.

- An internal audit system which conducts an ongoing programme of reviews of internal controls across all areas of the Charity.
- A strategic plan and an annual budget approved by the Trustees.
- Regular consideration by the Trustees of financial results, variances from budgets, forecasts and performance indicators.
- Delegation of authority and segregation of duties.
- Identification and management of risk.

Risk Management

The Trustees have in place a formal risk management process to assess risks and implement risk management strategies. This Risk Register is reviewed and updated at least 3 times a year by the Risk sub-committee, consisting of Trustees, Senior Managers, and representatives from each department (ensuring that changes are understood and implemented at all levels). The sub-committee identifies the types of risks the Charity faces, prioritises them in terms of likelihood of occurrence and potential impact, and identifies the means of mitigating these risks. Risk management is embedded in the day to day processes of the Charity.

We have appointed Croner as our provider of HR and Health and Safety advice and guidance, helping to create new Staff Handbooks, a Health and Safety Handbook and update Policy and Procedures so we comply with all current employment, and health and safety law.

Objectives, Activities and Achievements

The Trustees have complied with the duty set out in s.4 of the Charities Act 2006 to have regard to the public benefit guidance published by the Charity Commission.

The objectives of the Charity are to “improve the quality of life and to relieve poverty, sickness and distress for people with all forms of dementia and their carers, primarily for people living in Wiltshire.”

Specific activities which confirm the public benefit the Charity produces by its existence are set out below, within the principal operating activities and under the sub-headings “Ongoing Activities” and “The Difference We Make”, whilst the sub-heading “2022/2023 Achievements” sets out the targets set last year and the degree to which they have been achieved.

Alzheimer’s Support enjoys the support of about 150 volunteers in all aspects of our work. Their involvement ranges from occasional fundraising events, cake bakes and staffing an information stall, to regular attendance at our day clubs or community groups. Volunteers are an integral part of the teams, dedicated to their role, and enable us to offer a uniquely high staff-client ratio and high-quality service delivery. The Volunteer Manager oversees recruitment, induction and ongoing training, monitoring and communications for them.

Alzheimer’s Support is instrumental in the implementation of the National Dementia Strategy and is a member of the countywide Dementia Delivery Board. Our CEO has been part of the Dementia Strategy group which has been contributing to the Wiltshire Dementia Strategy 2023-2025, and as an organisation we have promoted the opportunity for all stakeholder engagement into the new strategy. Alzheimer’s Support will continue to play an active part in planning and delivering the strategy, and future development.

The Senior Management team is a cohesive and collaborative unit. The benefits of this are felt

throughout the organisation, with the cascading example of teamwork and transparency.

Sarah Marriott – CEO (September 2023)

Information and Support – Dementia Advisers

By Diane Barkham – Head of Dementia Adviser Team

2022/2023 achievements

- Maintaining the access to advice and support from our offices, website and online requests, through flexible and hybrid working. This has been particularly important for our clients due to the difficulties in speaking to GP surgeries and Avon & Wiltshire Partnership. Clients often feel we are the only people they are able to contact directly.
- Dementia Advisers have increased their presence at online Avon & Wiltshire Partnership (AWP) meetings and feel they are now listened to at these meetings and comments are acted upon.
- Referral rates have stayed steady. We have developed an improved system for tracking referrals and the onward work streams.
- The Memory Liaison Dementia Adviser referrals have risen steadily since the post was started, demonstrating the need for this specialist post. Veronica remains a steadfast member of the Multi Disciplinary Team at Fountain Way (Salisbury Memory Service) team meetings.
- With two members of the team off long term sick the rest of the team have covered the work load without complaint, and clients have not been left waiting longer than necessary.

Ongoing Activities

A lot has changed throughout the year with staff in GP surgeries, with a constant flow of new staff. The team have worked hard keeping up together with the constant changes. Health and Wellbeing Boards are not as active as before but we continue to be involved when able. Bradford On Avon area has been particularly busy with the Dementia Action Alliance and Claire Mitchell has been very involved with them.

The team continue to help with stands and activities throughout the county. Carers Cafes are a popular place for the DA's to attend.

The Difference We Make

Cases remain complex and at times exhausting for the team. Clients' expectations of the service are high as it appears we get things done when other agencies don't. Adult Social Care and AWP are struggling to cope and inevitably the work load ends up in our lap. The team are very proactive and do what they can to support clients but at times I do feel we are stepping outside our remit. The team however feel if we don't do it who will?

Feedback from carers regarding Dementia Advisers

Hi Alex

Yesterday's visit I think where I'm not socialising myself currently, makes me waffle and have verbal diarrhoea, and it makes a pleasant change to talk to someone who hasn't got dementia. A little bit of "normalness" goes a long way. So, I just wanted to say the job that you and your fellow colleagues do, is appreciated, by people like myself, so never feel undervalued or anything.

Professionals Quote

Good Afternoon Pam and Sharon,

I just wanted to say a huge thank you for the support and great work you have done for us with the clients/patients we have referred to you over the past few months.

I had a telephone call with xxxxxxxxx today who shared with me that his wife xxxxx really enjoyed yesterday's craft session and that she was so happy which in turn made him feel brilliant. The support you have shown them recently has been really appreciated and thought you would both like to hear this.

We as a team really appreciate the work you do and look forward to continuing this.

With kind regards,

Kelly

Kelly Davies
Living Well – Senior Project Worker

Priority objectives

- Continue responding to the increased referral rates for Dementia Advisers in a timely manner
- Upskilling staff to enable them to be up to date with current practices and information regarding Dementia
- Maintaining contacts with GP surgery staff
- Management working with various Dementia Strategies and a new venture working with Dorothy House Hospice Admiral Nurses.
- Review and adjust where necessary the allocation of territories covered by each DA.
- Recruit new staff as necessary to meet the increasing demand on the service.

Home Support Service (Registered and inspected by CQC)

By Monique Bentley – Head of Home Support Service

This end of this year sees the service enjoying a period of stability and reflection. Staff retention has improved though recruitment remains challenging.

Achievements 2022/2023:

- Increased the resilience of the service through the implementation of strategies to increase staff retention and recruitment, including the introduction of fixed hour contracts, improving our recruitment and on-boarding working practices and prioritising the well-being of staff. This has also assisted in addressing our ways of working with regards to annual leave, sickness cover, and

- service cancellation policy, increasing service capacity.
- The development and successful implementation of the senior support worker role.
- We have continued to successfully navigate the ongoing national retention and recruitment crisis in health and social care so that existing service provision remained unaffected.
- Work has begun reviewing service training needs to ensure the regulatory and legislative requirements of the sector are being consistently met in addition to ensuring staff have the information and skills to meet the complex needs of our service users.
- Successfully navigated a full CQC inspection and maintained our good rating.
- Hours of support have increased in all areas. Of note, we have continued to see a significant increase in hours of support in the North East HSS team.

Ongoing Activities

During 2022/23 the service provided 23,023 hours of support over 9647 visits. This is consistent with reported data from 2021/22. This is primarily due to difficulties recruiting and success in increasing staff retention resulting in service capacity being static throughout the year.

The Difference We Make

Through the provision of home support, individuals with dementia retain a degree of independence that allows them to continue to live at home for longer. Their quality of life is enhanced by a one-to-one association with a trained support worker who encourages them to participate actively in life, through the exploration of likes and interests, participation in hobbies and to (re)connect with their local community. The family carer benefits by receiving a reliable respite during the visits, and are afforded the knowledge that their loved one is safe and well looked after by the support worker. All staff work effectively as advocates for the individual with dementia and their carer, raising the profile of dementia in the local community.

Care Co-ordinators work closely with our Dementia Advisers and have a good relationship with the Adult Care Teams, CIT (Complex Interventions Team) and Resource Teams. We continue to build relationships with the wider healthcare provision to encourage and manage referrals into the service.

Feedback on the service:

" . . . he is a lovely man and cheers me up when I am sad. When I first met him, I was a little nervous but he immediately put me at ease and made me feel comfortable in his company. He always looks after me and makes me feel safe."

" . . . I'm sorry it had to end this way because I know how hard you all work to bring a little something into your clients' lives. I would like particularly to thank Kay very much for her time spent with us (4 years, less Covid). She was unfailingly professional, kind, concerned, helpful, caring and accepting of all Daphne's vagaries."

" . . . Margaret said that Nikki is a joy, has so much energy and really cheers her up. She said that she is really good with Rolf and very supportive to both. Margaret had a hospital appointment this week during Nikki's visit. It was a difficult one and she was really tired and down when she arrived home. She said Nikki took control, sat her down, made a cup of tea and checked to make sure she had something to eat while also keeping Rolf occupied. They were playing a game. Margaret said it made such a difference to come home & know someone cared."

“ . . . I would also like to send an extra special thank you for the support that I’m getting from Michelle, she frequently texts me on days when she knows I might be struggling, and the support and understanding and friendship that she extends to me way out weigh the 2 1/2 hours per week that she’s paid to Care. So, thank you to all of you for holding my hand so brilliantly through all of this.”

“ . . . I am really enjoying the job and being part of the team. I have found that there is always help available from others if needed and AS appears to be a very happy organisation to be part of.”

“ . . . I just wanted to let you know that he commented that Wally & Alison have been amazing and he would like to convey his thanks to them. He also said that he has been very happy with the service provided by Alzheimer’s Support as a whole and he thinks we are all wonderful.”

Priority objectives 2023/2024:

- To continue to increase the resilience of the service including (but not limited to): exploring the creation of a service staff bank from existing organisational employees and to be to staff concerns to maintain staff retention levels.
- To review and consolidate service activity spread and structure.
- To develop and implement an internal audit programme to drive excellence within the service.
- To continue work reviewing service training needs.

Day Care Service

By Grant Newton – Head of Day Care

2022/2023 achievements

- The day club teams continue to provide this highly valued service to our communities with the care and enthusiasm that has brought them so much recognition locally and nationally.
- As always, the clubs welcomed some of their many supporters throughout the year, including social and healthcare professionals, funders and community groups. Joint projects with schools, colleges and universities continued and we welcomed sharing our knowledge with GP surgeries and hospitals through their staff and trainees spending time with us.

Ongoing Activities

- Activities in the clubs are many and varied and include numerous visitors from the local community. We welcome musicians, young people, poets, dance groups, schools, choirs, churches, theatre groups, animal visitors of all kinds, ice cream vans, classic cars, arts and crafts and much, much more
- Our therapy dog programme extends across all clubs providing much comfort and many smiles to those club members that cherish or have cherished companion animals
- All day clubs are generally running at capacity providing 144 places of day care each week. In May 2022 we opened an additional day at Old Silk Works, Warminster, so it offers 5 days a week. When our Salisbury club opened in March 2023, we had a further 44 spaces each week bringing our offering to 188 day care places each week across the county.

The Difference We Make

Day Care Services provide members with an informal, socially engaging and safe environment to feel connected with others, pursue hobbies or activities, and most importantly feel recognised for the person they are. The high staff ratio (1:2), which is achieved through volunteer input, ensures that each member's needs are met. This positive impact extends beyond their time in the club into the home life. Family carers benefit from up to 7 hours of respite, secure in the knowledge that their loved one is receiving person-centred care in a stimulating environment.

Recent comments about our clubs

wanted to thank everyone for making me and my parents so welcome yesterday. You have made a wonderful place for people to feel safe and have fun. I am so pleased my mum has decided to join and am looking forward to seeing everyone next Wednesday.

OSW Club - from Liz Little, Carer, 22/06/22

I work from home 1 day a week which I couldn't do if mum not at club. Gives me respite and mum some normalisation. She comes out happy wanting to talk and share. It is a God send. She would come every day if she could.

Sidmouth Club - from Anne Corbin, Carer, 30.09.22

I just wanted to feed back to you the difference the day centre is making to one of my clients. Our client was welcomed from day one although she was rather reserved on the first visit, she had lost all of her confidence during lock down and felt very isolated. I arranged for her to attend one day a week. The difference this has made to her week is incredible and she tells everyone about it and her brother is very grateful she is enjoying it.

Scots Lane club – From Liz, Home Instead Support Manager, 01.07.23

Thank you so much for all you have done for Dad, it has been lovely to see the difference his "own shape of week" has had. Thanks also for the support, advice, listening ear and cups of tea you have given us to help us through the challenges. We will never be able to put into words fully, just how much it has meant.

Mill St – From Jacqui Dimmock-Wilson, carer, 24.02.23

You all have been a fantastic help. It would have been so so much harder without you all.

OSW Club - From Cliff Dye, carer, 13.07.22

Sidmouth club is a life saver to me.

Sidmouth Club – from Sue, carer, 05.05.22

2023/2024 Priority objectives

- Going forward in the next 12 months we look forward to establishing the Scots lane Club in Salisbury and bringing much needed day care to this community.
- We will continue to engage with our many community supporters to inform, support and include them in the running of the clubs where appropriate, and be a tangible example of what the charity does when they are fundraising for us.
- We will maintain the excellent reputation we already have with our members and carers and peer group care organisations.
- We will also retain and encourage our 'open door policy' of inviting people in to see what we do, make dementia visible, and hope they find some inspiration from our practices that they can take away for themselves

Community Groups

By Kate Sharpe – Head of Community Services

2022/2023 achievements

- March 2022 onwards we have gone from strength to strength with all of our existing groups and have two new groups: Living well group – Discussion group (for person diagnosed with a dementia) ; and the Gardening and Craft Group in North Wiltshire.
- Delivered over 246 sessions of Music for the Mind; 80 x Movement for the Mind; 78 x Art; 65 x Cafes; 48 x Carers Groups; 24 x Muddy Boots; 3 x Training Course for Carers (each 6 weeks in length. 21 x Memory Shed; 16 x discussion group; 4 craft and gardening group.
- The face to face sessions achieved an average of 20-24 people attending per session, a mix of people with dementia, family carers. We also have 4-5 volunteers at each session along with an Alzheimer's Support Facilitator and an Art/music/Shed/Movement Specialist.
- Training Course for Carers was so successful online that we have carried running them online. Generally, we have 20-25 family members using Zoom to get the advice needed when family members have recently been diagnosed.
Online has proved a great success as carers can be at home and can continue to care for their loved one while the course is running. Getting help to look after the person with dementia if we do face to face is always a problem.
- The Carers Group works nicely in conjunction with the Training Course for Carers. Being able to talk face to face with people in the same position has proved to be a big success.
- Living well with Dementia Training took place with Rick Cheston (Professor of Dementia Research at UWE Bristol), for Juliet Bonser & Kay Sharpe. The 6- week course gave them the skills to enable us to start our new Discussion Group in January.
- New staff member for our Muddy Boots Group.
- New staff members in Sidmouth Street replacing Judith Campbell who had worked for us for 9 years.
- Fire Marshall Training for all office-based staff.
- Caroline Radcliffe won the Teacher/ Coach of the year at the Wiltshire Life Awards 2023
- New Art Group in Chippenham.
- Increase in fees across all groups.
- Office improvements; rewiring, new windows and fire alarm system.

Ongoing Activities

The range of activities we offer include: Music for the Mind, Movement for the Mind, Art Groups, Muddy Boots outdoor groups, Memory Cafes, Memory Shed, carers group, discussion group, Graft & Gardening and also the Training Courses for Carers.

It is very important to Community Services and that of our facilitators, that we continue to offer diversity to all our members.

We have regular evaluation forms so that we can get feedback and suggestions from our clients, so that we can collate more qualitative and quantifiable data. This is done in June before our summer break.

It is important to have regular volunteers and instructors so that they are familiar to our clients, and to make our activities stimulating, friendly and fun places to be, with continuity to all who come along on a weekly basis.

The groups all follow a familiar format, guidelines of which are reviewed regularly.

We run groups each and every week but what is fantastic to see is that our members go on to make

friendships beyond Alzheimer's Support.

Christmas concert

We had a big Christmas concert, where 70 members came along to sing carols and enjoy festive food and drink. We had our Music Facilitators either leading a song or singing a solo and also a song written by a Caroline Radcliffe.

The Difference We Make

The groups provide a fun and welcoming environment for the various activities, and help people re-engage with familiar activities. It creates a sense of community, and reminiscence. However, more than that, it also allows a period of time for couples to reconnect, to return to being wife & husband, mother and daughter. Together they are people enjoying an art project, or singing together. We are linking with the person behind the diagnosis, which is so crucially important.

Feedback on Community Groups:

'The course is really good. So much useful information. I have realised that I do some things wrong, but I also do lots of things right which is very comforting. Every person who interacts with someone with dementia should do this course'. Participant from the Training Course for Carers.

'Well, I can tell you that I nearly cried. Really had to hold back the tears! Terry was amazing, joined in and loved it! The night before Sheila was messaging as so worried and so apprehensive about it. Gave her loads of reassurance and promised to take good care of him and if he didn't like it or settle we would leave. She was over the moon as well. So defo going next week too! Feeling very happy and accomplished, so thank you very much'. Home Support Staff bringing a member to a group for the first time.

'Many thanks to everyone at Alzheimer's Support. We do really appreciate your on-hand support. A Charity that delivers'! A member of our carers group.

'The groups really are fantastic. We both really enjoy them – David, Hen and Jan are great leaders and the volunteers are so lovely and supportive. The carers lunch is also brilliant – I have been twice now and it is so useful, informative and supportive. I am now making sure I prioritise that it's in the calendar each month. Many thanks to you and all your team of staff and volunteers. You are doing an amazing job and have definitely been a lifeline for Terry and I.' Carer using many of our services.

2022/2023 Priority objectives

- Continued consolidation of department – evaluation of value to members and development of best practice.
- Delivery of more Training Courses for Carers.
- Run another course for those recently diagnosed.
- Link with other healthcare providers for increased awareness of our services.
- Group facilitators to use the 'Sum up machine' to ensure that fees are paid.
- Increase in fees across all groups.
- Memory Shed Arts & Craft.
- Admin Staff to receive relevant training.
- New facilitators – to receive relevant training.
- Another Christmas concert in Seend and Salisbury.
- Community Services being involved with local Health and wellbeing days.
- Community Services getting involved with fund raising in a group setting

Awareness Raising – Communication, Engagement and Fundraising.

By Stephany Bardzil – Head of Communications and Fundraising

- The first year of our new fundraising strategy saw increases in all sectors. Community fundraising performed particularly strongly raising £185,836, a 46.5% increase on the previous year as face-to-face events returned post Covid
- Scots Lane Dementia Centre appeal raised £105,000 from all sources with further revenue funding pledged from the National Lottery and Salisbury City Council
- Website generated income of £58,012, up from £47,435, led by challenge events and in memory tribute pages
- A Walk to Remember relaunched in Warminster in June 2022, raising £10,000
- Denim4Dementia relaunched with new marketing materials and dedicated social media accounts
- New suite of flyers with trackable QR codes
- Website used as an example of excellent content and user journeys in Access Group webinars to 100+ UK charities
- Launched a FreeWill writing offer on the website
- Christmas bulletin achieved 70%+ open and 8.4% click through rate
- Volunteer materials and procedures updated in accordance with our new volunteer strategy
- Soft launch of Understanding Dementia information sessions with 160 people taking part in community and corporate settings
- National award for Duncan Baxter (Barbara Windsor Award) and local success for Music for the Mind teacher Caroline Radcliffe (Wiltshire Life Award)

Ongoing activities

The increased activity in community fundraising seen in the last quarter of 2021-22 continued and grew, making the rest of the year the busiest ever for the team with new partnerships and event requests from across Wiltshire. We recruited our first community fundraising assistant to help with admin and support at events. Skydives continued to be popular for a third year and our 2022 Christmas campaign was the busiest ever, raising more than £12,000 in donations and sales.

In Salisbury, despite being ‘new kids on the block’ we built strong community connections from churches, schools and local networks as the dementia centre took shape.

Annie Clayton’s Understanding Dementia sessions have been well received and a team of volunteer trainers is coming together to deliver these as demand increases. We are also now actively marketing Learning to Live with Dementia training sessions to professionals and community group.

Our presence on social media continued to grow. Facebook continued to be our most engaged platform where followers grew by 24% to 3,682. Twitter (X) followers grew by 5.5% to 2,835. Instagram grew by 45% to 700 followers.

The Difference We Make

“Brilliant morning at A Walk to Remember. Sunshine, a great atmosphere and lots of tired feet. But worth every step for us both. Thank you to Alzheimer’s Support for your hard work to make this happen – a wonderful event.”

“Hi Steph, S is really flattered that you would like to use her picture for social media. She has been really depressed with her diagnosis of Alzheimer’s and I think this has given her self-esteem a boost.”

“Normally we split donations and give to two causes, but meeting you at the new Salisbury centre and seeing the effort you were giving, we’ve made decision to make just the one donation this year.”

2023/2024 Priority objectives

- Implement a legacies marketing campaign
- Continue to develop and market our training offer
- Increase matched funding opportunities with corporate supporters

Organisation wide

By Sarah Marriott - CEO

2022/2023 achievements

- The Cost of Living Crisis has had a huge impact on the charity, both for our staff and service users. We introduced a pay rise across all staff salaries in April, with an enhanced uplift for those on the lower banding. We now pay all staff above National Minimum Wage. This has not only communicated to employees that we value them and wish to retain staff, but also helps with recruitment at a time that is difficult across the whole social care sector.
- Prices have had to be increased to meet the increased salary cost, but we have kept them as low as possible, and always fundraise to help meet these operating costs.
- Simply Health was maintained as a source of both financial and advice support for staff.
- We opened a 4th Day Club and administrative base in Salisbury.
- New contracts for all staff, ensuring that we now comply with current employment law. The new Staff Handbook provides a collated source of relevant policies by which we work.
- Health and Safety Handbook has been created to collate relevant policies. All staff receive this.
- Risk Assessments for working conditions, both office and hybrid working, have been reviewed and updated.
- Introduction of Bright HR as a database for employee details, and an efficient annual leave recording system. This has been positively received by all staff. Going forward we will increase the use of this system to utilise the training opportunities.
-

Ongoing Activities

Everyone continued to work with dedication and commitment to provide the valuable services for which we have a great reputation. We not only consolidated what we do, but looked at ways of improving the services wherever possible, working with all stakeholders for ideas and suggestions.

2022/2023 Primary Objectives

- We will continue to be innovative, but within the parameters of current service provision.
- Review internal structures and roles, reflecting the changing demands for services. Recruitment where necessary/possible.
- Evaluation of training and development opportunities for staff and volunteers.
- Implementation of new Digital Records system. This will be across all service provision, and will require much training and monitoring. The roll out will be controlled and evaluated regularly.
- Recruitment of new Trustees to ensure our skills and knowledge base is maintained, following the sad death of one member, and the stepping down of another.
- Monitoring our income sources. Collaboration with other providers where possible to help spread our risk.
- Look for diversification opportunities and new funding partners.

Chair of Trustees Additional commentary

By Janet Dore – Chair of Trustees

The most important thing that I think has happened this year, as we move away from the COVID era, has been the way the organisation, in the words of one member of staff, has 'grown up'.

An unusual thing to say, but it reflects the impact of changes that have occurred. Processes and procedures have been reviewed and updated to reflect new ways of working. Representatives of all areas of the organisation now sit on the sub committees of Quality Assurance and Risk, with Senior Managers and Trustees. This has made an enormous difference and now ensures that issues are not missed and the impact on all levels of the organisation is fully understood. It means also that staff are aware of how issues are being dealt with and know that anything they raise will be investigated. The pay increases awarded, and the move to give staff some financial reward for their work during very difficult times, was fully endorsed by the whole Board. We are aware of the impact that the cost of Living Crisis is having, and we will do what we can to continue to pay fair and reflective salaries, within the constraints of our own financial position.

Being able to open the new day centre and information base in Scots Lane, Salisbury, has demonstrated our future strategic planning, looking forward as the need for our services continues to rise. We must thank Lady Lansdowne for formally opening the Day Club there in March 2023.

Sadly, we lost one of our trustees, Mike Streams, during the year. He is sadly missed. During the coming year we must recruit more trustees to ensure the right mix of backgrounds and experience on the Board.

FINANCIAL REVIEW

Principal sources of funding during this year were: Wiltshire CCG (now integrated care system), Wiltshire Council, Lottery Community Fund, Wiltshire Community Foundation. We also received several substantial legacies totalling £106,000, and local financial support was provided by a variety of community groups, including Rotary, Lions, Freemasons and Town Councils.

During the 12 months under review, expenditure exceeded income by £20,036 and the unrestricted reserves increased from £592,992 to £613,028.

Reflecting this more robust financial position, the Board agreed in June 2022 that a portion of the reserves could be invested on a medium-term basis, and a £100,000 investment was made with CCLA's COIF Charities Ethical Investment Fund.

RESERVES POLICY

The Finance and Fundraising Sub-Committee, on behalf of the Board of Trustees, conducts an annual review of the level of unrestricted reserves by considering risks associated with the various income streams, expenditure plans and balance sheet items. This enables an estimate to be made of the level of reserves that are sufficient:

- to allow time for re-organisation in the event of a downturn in income
- to protect ongoing work programmes; and
- to allow the Charity to meet its objectives.

Risks and issues considered by the Finance and Fundraising Sub-Committee in making this judgement on the level of unrestricted reserves include:

- over-dependence on any single source of income;
- likelihood of a downturn in income streams;
- period of time required to re-establish income streams;
- period of time required to downsize the Charity operations;
- whether there is adequate control over budgets;
- requirements for a reasonable level of working capital.

The target for unrestricted level of reserves is estimated at the equivalent of three to six months of the Charity's general expenditure budget. The unrestricted reserve held as at 31 March 2023 is £613,208 which is within target.

TRUSTEES RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

Company law requires the Trustees to prepare financial statements that give a true and fair view of the state of affairs of the Charity as at the end of the financial year and of its surplus or deficit for the financial year. In doing so the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make sound judgments and estimates that are reasonable and prudent; and
- prepare the financial statements on a going-concern basis, unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for maintaining proper accounting records, which disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure, that the financial position of the Charity and the financial statements comply with the Companies Act 1985. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the special provisions of part VII of the Companies Act 1985 relating to small companies.

Chair
Janet Dore

Date:

Alzheimer's Support

Independent Auditors' report

to the members of Alzheimer's Support

Opinion

We have audited the financial statements of Alzheimer's Support (the 'charitable company') for the year ended 31 March 2023 which comprise of the Statement of Financial Activities, Balance Sheet, Cash Flow statement and 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 Financial Reporting Standard 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 charitable company's affairs as at 31 March 2023 and of its 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; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

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 charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC'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 the charitable company's ability to continue as a going concern for a period of at least twelve 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, 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.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charitable company has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Alzheimer's Support

Independent Auditors' report

to the members of Alzheimer's Support

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement the trustees (who are also the directors of the 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 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 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 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

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 is detailed below.

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: <https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Alzheimer's Support

Statement of Financial Activities (including summary income & expenditure account)

For the year ended 31 March 2023

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2023 £	Total Funds 2022 £
Incoming and endowments from:					
Donations and legacies	2	248,525	71,102	319,627	510,637
Charitable activities	3	1,508,574	371,888	1,880,462	1,719,689
Investments - interest received		4,474	-	4,474	90
Total incoming resources		1,761,573	442,990	2,204,563	2,230,416
Expenditure on:					
Raising funds	4	105,432	-	105,432	82,785
Charitable activities	5	1,635,433	442,990	2,078,423	1,835,444
Total resources expended		1,740,865	442,990	2,183,855	1,918,229
<u>Net incoming resources/ (resources expended)</u>		20,708	-	20,708	312,187
Realised gains/(losses) on investment assets		-	-	-	-
<u>Net incoming resources/(resources expended)</u>					
<u>including realised gains on investments</u>		20,708	-	20,708	312,187
Unrealised losses on investment assets		(672)	-	(672)	-
<u>Net movement in funds</u>		20,036	-	20,036	312,187
Funds balances brought forward at 1 April		592,992	-	592,992	280,805
Funds balances carried forward at 31 March		613,028	-	613,028	592,992

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing operations.

**Alzheimer's Support
Balance Sheet
As at 31 March 2023**

	Notes	£	2023 £	£	2022 £
Fixed assets					
Tangible assets	11		219,452		141,599
Investments	12		99,328		-
			<u>318,780</u>		<u>141,599</u>
Current assets					
Debtors	13	217,678		281,856	
Cash at bank and in hand		<u>536,800</u>		<u>615,492</u>	
		754,478		897,348	
Creditors: amounts falling due within one year	14	(460,230)		(445,955)	
Net current assets			<u>294,248</u>		<u>451,393</u>
Net assets			<u>613,028</u>		<u>592,992</u>
Funds					
Unrestricted funds	16		613,028		592,992
Total Funds	20		<u>613,028</u>		<u>592,992</u>

The trustees are satisfied that the company was entitled to exemption from audit under section 477 of the Companies Act 2006 and that members have not required an audit in accordance with section 476. However, an audit is required in accordance with the Charities Act 2011.

The trustees acknowledge their responsibilities for:

- i) ensuring that the company keeps accounting records which comply with section 476; and
- ii) for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

Janet Dore

Date:

Company Number

3082546

Alzheimer's Support
Cash Flow Statement
For the year ended 31 March 2023

	2023	2022
	£	£
Cash generated from operating activities		
Operating surplus	15,562	312,097
Reconciliation to cash generated from operations:		
Depreciation	31,580	32,882
Unrealised losses on investment assets	672	-
Decrease/(increase) in debtors	64,178	(23,299)
Increase in creditors	14,275	8,182
	<u>126,267</u>	<u>329,862</u>
Cashflow incoming from investing activities		
Interest received	4,474	90
	<u>4,474</u>	<u>90</u>
Cashflow outgoing from non trading activities		
Purchase of tangible fixed assets	(109,433)	(11,038)
Purchase of investments	(100,000)	-
	<u>(209,433)</u>	<u>(11,038)</u>
Net (decrease)/increase in cash	(78,692)	318,914
Cash at bank and in hand less overdrafts at 1 April	<u>615,492</u>	<u>296,578</u>
Cash at bank and in hand less overdrafts at 31 March	<u>536,800</u>	<u>615,492</u>
Consisting of:		
Cash at bank and in hand	<u>536,800</u>	<u>615,492</u>

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2023

1 Summary of significant accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a) General information and basis of preparation

The financial statements have been prepared in accordance with the Financial Reporting Standard 102 (FRS 102), the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in 2019 and applicable charity and company law. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Funds

Unrestricted funds are available for use at the discretion of the trustees in the furtherance of the general objectives of the charity.

Restricted funds are funds which are to be used in accordance with specific instructions imposed by donors or which have been raised by the charity for a particular purpose. The costs of raising and administering such funds and the costs incurred in complying with the specific restrictions are charged against the specific fund.

c) Income recognition

All incoming resources are included in the Statement of Financial Activities (SOFA) when the charity is legally entitled to the income after performance conditions are met, when the amount can be measured reliably and it is probable that the income will be received.

Grant income is recognised on an accruals basis and is allocated to accounting periods specified by the donor.

Grants awarded for the provision of a particular service are shown as charitable activities income and where a service level agreement is in place or a period of funding support is specified in the terms of the award the income is allocated across the period specified in that agreement.

Where no period is specified grant income is allocated equally over a period of twelve months from the month of receipt.

Client repayments are fees for the provision of services or charges for travel and ancillary items and are accounted for as Charitable Activities income on an accruals basis.

Funds raised by events, gifts, donations and legacies and other sources of funds raised are accounted for as Donations and legacies and are taken to the SOFA when received.

d) Expenditure recognition

Expenditure is recognised when 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.

- Costs of raising funds are those incurred by the fundraising department in attracting grants from trust, voluntary donations and in activities to raise funds.
- Charitable activities costs include both direct and indirect support costs relating to the activities. The salary element of indirect support costs are allocated to the activity in proportion to staff time spent on the particular activity and all other costs are allocated according to usage of the service provided. The value of services provided by volunteers is not included.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include a proportion of indirect support costs.

Expenditure incurred by the head office function is allocated to specific projects in accordance with the level of management time and cost incurred and is charged directly to the restricted and unrestricted funds and projects as each cost is incurred.

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2023

e) Tangible Fixed assets

Fixed assets are recorded at their original cost. Assets costing less than £100 are charged to resources expended in the year they are purchased. The net residual value of the asset base is estimated to be nil.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Leasehold improvements	Over the length of the leases
Computer equipment	33% straight line
Other equipment	20% straight line

f) Debtors and creditors receivable or payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

g) Pensions

The company operates a defined contribution pension scheme. Contributions are charged as they become payable in accordance with the rules of the scheme.

2	Income from donations and legacies	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £	2022 Total Funds £
	Gifts, legacies and donations	210,899	71,102	282,001	481,402
	Fundraising events	37,626	-	37,626	29,235
		<u>248,525</u>	<u>71,102</u>	<u>319,627</u>	<u>510,637</u>
3	Income from charitable activities	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £	2022 Total Funds £
	Grants and contracts (see note 15)	466,321	371,888	838,209	748,609
	Client repayments: fees	996,680	-	996,680	927,323
	Client repayments: travel	37,627	-	37,627	35,989
	Client repayments: other	7,946	-	7,946	7,768
		<u>1,508,574</u>	<u>371,888</u>	<u>1,880,462</u>	<u>1,719,689</u>
4	Expenditure on raising funds	Unrestricted Funds £	Restricted Funds £	2023 Total Funds £	2022 Total Funds £
	Staff costs	91,958	-	91,958	71,705
	IT equipment and support	5,647	-	5,647	5,040
	Other Fundraising costs	7,827	-	7,827	6,040
		<u>105,432</u>	<u>-</u>	<u>105,432</u>	<u>82,785</u>

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2023

5 Expenditure on charitable activities	Unrestricted Funds	Restricted Funds	2023 Total Funds	2022 Total Funds
	£	£	£	£
Information and support	15,666		15,666	15,091
Community activities	192,450	20,994	213,444	203,772
Dementia adviser service	97,031	252,565	349,596	326,039
Home support	956,264	2,141	958,405	868,565
Day care	367,299	167,290	534,589	418,577
Governance	6,723	-	6,723	3,400
	<u>1,635,433</u>	<u>442,990</u>	<u>2,078,423</u>	<u>1,835,444</u>

6 Governance costs	Unrestricted Funds	Restricted Funds	2023 Total Funds	2022 Total Funds
	£	£	£	£
Audit	2,400	-	2,400	2,400
Accountancy	1,871	-	1,871	1,000
Legal and professional	2,452	-	2,452	
	<u>6,723</u>	<u>-</u>	<u>6,723</u>	<u>3,400</u>

7 Operating surplus/(deficit)	2023	2022
	£	£
This is stated after charging:		
Depreciation of fixtures fittings and equipment	10,197	11,874
Amortisation of leasehold improvements	21,383	21,009
Salaries	1,571,228	1,408,722
Social security costs	73,141	61,903
Pension costs	56,535	33,134
Auditors' remuneration:		
- Audit Fee	2,400	2,400
- Other services	-	-

The total number of employees during the year was 146 (2022 - 142).

No employees received emoluments as defined for taxation purposes of over £60,000.

The company contributes to the employees' personal pension schemes which are defined contribution schemes.

The key management personnel of the charity comprises the trustees and the Chief Executive, to whom responsibility for the day-to-day activities of the charity is delegated. The total employee benefits received by key management personnel during the year amounted to £43,561 (2022: £44,907).

8 Related Party Transactions

There were no related party transactions in the year to 31st March 2023.

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2023

9 Resources analysis

	Information and support £	Dementia advisors £	Community activities £	Home Support £	Day Care £	Governance £	Fundraising £	2023 Total £	2022 Total £
Costs directly allocated to activities									
Staff costs	10,909	312,221	142,881	787,505	370,012	-	91,958	1,715,486	1,506,921
Volunteer costs	-	50	129	124	1,278	-	-	1,581	1,605
Consultants	17	650	31,150	-	2,756	-	-	34,573	33,144
Travel	68	8,095	4,592	33,331	4,853	-	-	50,939	45,709
Recoverable travel	-	671	833	37,081	545	-	-	39,130	36,408
Subsistence and hospitality	120	1,792	1,980	13,680	13,922	-	-	31,494	26,932
Client shopping	-	-	-	-	-	-	-	-	175
Recruitment	7	477	72	719	740	-	-	2,015	705
Training	17	1,643	661	4,904	765	-	-	7,990	3,436
Rent and rates	967	4,069	18,468	10,367	49,361	-	-	83,232	75,548
Light and heat	206	1,091	689	2,698	19,734	-	-	24,418	14,655
Insurance	225	770	486	1,903	2,732	-	-	6,116	7,723
Printing postage & stationery	235	1,248	758	2,985	1,838	-	-	7,064	7,565
Subscriptions	293	3,072	1,841	7,871	4,437	-	-	17,514	12,279
Repairs and renewals	120	313	198	1,253	22,909	-	-	24,793	24,372
IT support	1,447	6,918	4,125	32,494	7,184	-	5,647	57,815	57,512
Photocopier leasing	568	3,460	2,186	8,563	3,461	-	-	18,238	15,929
Telephone and fax	197	1,810	1,287	7,097	875	-	-	11,266	4,621
Accountancy fees	119	421	266	1,041	1,609	1,871	-	1,871	1,000
Audit fees	-	-	-	-	-	2,400	-	2,400	2,400
Legal fees	-	-	-	-	-	2,452	-	2,452	-
Bank charges	100	725	459	1,797	890	-	-	3,971	2,772
Fundraising costs	-	-	-	-	-	-	7,827	7,827	6,040
Depreciation & amortisation	126	927	906	4,947	24,673	-	-	31,579	32,883
Bad debts (recovered)	(75)	15	9	127	15	-	-	91	(2,105)
Total Resources Expended	15,666	349,596	213,444	958,405	534,589	6,723	105,432	2,183,855	1,918,229

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2023

10 Taxation

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

11 Tangible fixed assets

	Property improvements £	Computer equipment £	Other equipment £	Total £
Cost				
At 1 April 2022	271,215	95,673	66,814	433,702
Additions	106,921	1,019	1,493	109,433
At 31 March 2023	<u>378,136</u>	<u>96,692</u>	<u>68,307</u>	<u>543,135</u>
Depreciation				
At 1 April 2022	151,945	82,981	57,177	292,103
Charge for the year	21,383	7,263	2,934	31,580
At 31 March 2023	<u>173,328</u>	<u>90,244</u>	<u>60,111</u>	<u>323,683</u>
Net book value				
At 31 March 2023	<u>204,808</u>	<u>6,448</u>	<u>8,196</u>	<u>219,452</u>
At 31 March 2022	<u>119,270</u>	<u>12,692</u>	<u>9,637</u>	<u>141,599</u>

12 Investments

	2023 £	2022 £
Historical cost	100,000	-
less: Loss incurred	(672)	-
	<u>99,328</u>	<u>-</u>

13 Debtors

	2023 £	2022 £
Trade debtors	122,263	176,005
Prepayments and accrued income	95,415	105,851
	<u>217,678</u>	<u>281,856</u>

14 Creditors: amounts falling due within one year

	2023 £	2022 £
Trade creditors	32,997	23,042
Other taxes and social security costs	14,340	14,271
Accruals	219,912	172,514
Deferred income (Note 15)	140,330	182,037
Other creditors	52,651	54,091
	<u>460,230</u>	<u>445,955</u>

Deferred income represents grants received that are specified to future periods as set out in Note 15.

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2023

15 Deferred grants and contracts

	Deferred Income B/Fwd £	Grant Received £	Deferred Income C/fwd £	Income 2023 £
Restricted funds				
<u>Statutory funding: WC/CCG:</u>				
Dementia advisors project	39,865	252,565	(39,334)	253,096
<u>Trusts and Foundations:</u>				
HSBC Garden grant	31,735	-	-	31,735
Wiltshire Council - Malborough Area Board	2,062	-	-	2,062
Wiltshire Charities Fund - Salisbury	5,000	-	-	5,000
Pargiter Trust	10,000	-	(10,000)	-
CHAPS Saturday Hospital Fund	2,000	-	-	2,000
St Thomas' & St Edmunds'	672	-	-	672
Harry and Ali Theobald	1,100	-	-	1,100
Stonehenge Chamber of Commerce	2,000	-	-	2,000
Royal British Legion - Aged Veterans Fund	-	14,224	(14,224)	-
Tidworth Area Board Grant	-	1,381	(206)	1,175
Wessex Water Community Fund	-	2,160	(1,619)	541
Melksham Town Council	-	1,680	(1,400)	280
Dyers Charitable Trust	-	2,000	(2,000)	-
Fulmer Charitable Trust	-	1,200	-	1,200
Girdlers Trust	-	3,750	-	3,750
Asda Foundation	-	1,000	-	1,000
Syder Foundation	-	20,000	-	20,000
Tindall Charitable Trust	-	1,000	-	1,000
Utleigh Family Charitable Trust	-	1,000	-	1,000
NHS Charities Fund RUH	-	12,777	-	12,777
Garfield Weston Foundation	-	25,000	-	25,000
Friends of Warminster Hospital	-	4,000	-	4,000
Frognaal Trust	-	2,000	-	2,000
Lyneham & Bradenstoke PCC	-	500	-	500
	54,569	93,672	(29,449)	118,792
Total restricted grants (see note 16)	94,434	346,237	(68,783)	371,888
Unrestricted				
<u>Statutory funding: WC/CCG:</u>				
Wilts Council Covid grants	71,167	416,935	(71,547)	416,555
Gunter Charitable Trust	16,436	-	-	16,436
Girdlers Trust	-	1,000	-	1,000
Other grants and donations	-	1,500	-	1,500
	-	30,830	-	30,830
Total Unrestricted grants (see note 16)	87,603	450,265	(71,547)	466,321
	182,037	796,502	(140,330)	838,209

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2023

16 Unrestricted funds

	Balance as at 1 April 2022 £	Income £	Expenditure £	Balance as at 31 March 2023 £
Unrestricted Funds				
General funds	592,992	1,761,573	(1,740,865)	613,700
Unrealised loss on investments	-	-	(672)	(672)
	<u>592,992</u>	<u>1,761,573</u>	<u>(1,740,865)</u>	<u>613,028</u>

17 Restricted funds

	Balance as at 1 April 2022 £	Income (See note 14) £	Expenditure £	Balance as at 31 March 2023 £
<u>Statutory funding</u>				
Dementia advisors project per note 15	-	253,096	(253,096)	-
<u>Trusts and Foundations - per note 15</u>	-	118,792	(118,792)	-
Total per Note 15	<u>-</u>	<u>371,888</u>	<u>(371,888)</u>	<u>-</u>
Donations	-	71,102	(71,102)	-
Total restricted funds	<u>-</u>	<u>442,990</u>	<u>(442,990)</u>	<u>-</u>

18 Other financial commitments

	2023	2022
As at the year-end the charitable company had total minimum commitments under non-cancellable operating leases as set out below.		
	Land & Buildings	Land & Buildings
	£	£
within one year	47,450	45,925
within two to five years	116,625	133,375
in over five years	-	7,750
	<u>164,075</u>	<u>187,050</u>
	2023	2022
	Equipment	Equipment
	£	£
within one year	20,860	20,860
within two to five years	21,040	41,900
in over five years	-	-
	<u>41,900</u>	<u>62,760</u>

19 Trustee expenses

No trustees received emoluments or expenses during the year. (2022 - £ Nil).

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2023

20 Ultimate controlling party

The trustees do not consider that the organisation has an ultimate controlling party.

21 Analysis of Net Assets Between funds

	Total	Restricted £	Unrestricted £
Tangible Fixed Assets	318,780	-	318,780
Current Assets	754,478	68,783	685,695
Current Liabilities	(460,230)	(68,783)	(391,447)
	<u>613,028</u>	<u>-</u>	<u>613,028</u>

21 Going concern

The charity's accounts are produced under the going concern convention. The charity is reliant for its future operation on the continuing support of its principal funders, in particular, Wiltshire Council and the Wiltshire CCG. These funders have continued to support the Charity for many years and are expected to do so in the future. They ensure the provision of its core services and the fulfilling of the Charity's main aims and objectives.

Accounts



Company Number: 03082546
Charity Number: 1048314

Alzheimer's Support
Report and Accounts
For the year ended
31st March 2022

**Alzheimer's Support
Legal and Administrative Information**

Company Number: 03082546
Charity number: 1048314
Registered office: 5 Sidmouth Street
Devizes
Wiltshire
SN10 1LD

Chair: Janet Dore

Trustees Management Committee: Janet Dore
Michel Streams
Wendy O'Grady
Jane Ebel
Carolyn King
Melissa McCloy
Harry Theobald
Paul Tumim
Paul Whitby

Chief Executive Officer: Sarah Marriott

Auditors: William Price & Co.
Chartered Accountants
Suite 9 Westbury Court
Church Road
Westbury on Trym
Bristol
BS9 3EF

Bankers: CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2022

Structure, Governance and Management

The Trustees, who are the directors of the charity for the purposes of the Companies Act, submit their annual report and audited financial statements of the year ended 31st March 2022. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities", issued in 2019, in preparing the annual report and financial statements for the charity.

Governing Document

Alzheimer's Support is a charitable company limited by guarantee, incorporated on 21 July 1995 and registered as a charity on 27 July 1995. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Recruitment and Appointment of Management Committee

Any person may be elected to be a member of the Board, excluding a member of staff of the organisation, but not excluding any volunteer of the organisation.

It is our aim to have a skill mix of carers, ex carers and professionals working in the field of dementia and social care, finance and law as members of the Board. In the event of particular skills being lost due to retirements, efforts are made to close the skills gap as soon as possible.

The members of the Board of Trustees are elected at the Annual General Meeting. The trustees relinquish their positions every year and are eligible for re-election at the Annual General Meeting.

Trustee Induction and Training

Most prospective Trustees are already familiar with the work of the Charity; however, after completing an application form they are invited to attend a minimum of two Board meetings as observers before agreeing to be co-opted and standing for election at the AGM.

All new Trustees are encouraged to attend a comprehensive induction programme. A Trustee handbook is distributed to all new Trustees along with the Memorandum and Articles and "The Essential Trustee" published by the Charity Commission. Feedback from new Trustees about their induction has been very positive.

Trustees are informed about suitable external training and their expenses are reimbursed. An annual joint meeting with senior managers; participation in sub committees; spending time within the different departments; attending team meetings when possible, has all helped to increase the visibility of the Trustees to the staff, and helped the Trustees have a good understanding of the organisation's services and challenges.

Organisation

The Board of Trustees meets every six weeks and is responsible for the governance of the organisation. Subcommittees for Finance and Fundraising, Quality Assurance and Risk Management meet regularly and report to the Board. Decisions on the day-to-day operation of the Charity are taken by the Chief Executive in consultation with the senior management team. The Board receives

reports from the Heads of Services on operational matters and from the Head of Finance and Business on financial performance. Decisions on matters with significant implications for the organisation are brought to the Board of Trustees.

These include:

- Organisational priorities
- Strategic planning
- All matters of risk to the organisation – in particular resource and reputation
- Significant organisational change
- Major initiatives
- Policy formation and development
- Appointment of senior posts

The Finance and Fundraising Sub-Committee meets quarterly. The specific responsibilities of this committee include the management of the assets and liabilities of the Charity, the agreement and monitoring of the annual budget, and credit control.

The Trustees have delegated the day to day management of operation to the Charity's Chief Executive – Sarah Marriott.

The organisation's structure is robust, with a full complement of committed Trustees. We have three patrons - Lady Sidmouth, Lady Lansdowne, and John Bush, ex Lord Lieutenant of Wiltshire. An experienced Senior Management Team, comprising of the Heads of Departments provides the drive and hands on approach to implementing the organisation's vision to an exceptional standard. Alzheimer's Support generally enjoys high levels of staff retention, and the appointment of new CEO and some Senior Management during summer 2021 was done smoothly, with staff and service users largely unaffected. The CQC survey confirms this.

Internal control

The Trustees have overall responsibility for ensuring that the Charity has appropriate systems of internal controls across the entire organisation. They are also responsible for keeping proper accounting records which disclose, with reasonable accuracy at any time, the financial position of the Charity and enable them to ensure that the financial statements follow best practice. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss.

Internal control processes implemented by the Trustees include:

- A Quality Assurance Sub-Committee, consisting of Trustees, Senior Managers, and representatives from each department, meets at least three times a year and reports to the Board of Trustees. It is responsible for providing:
 - assurance to the Trustees that the Charity operates sound systems of internal control; and
 - comfort and transparency to donors and beneficiaries that there are appropriate systems in place to ensure that the resources of the Charity are effectively allocated and utilised.
- An internal audit system which conducts an ongoing programme of reviews of internal controls across all areas of the Charity.
- A strategic plan and an annual budget approved by the Trustees.
- Regular consideration by the Trustees of financial results, variances from budgets, forecasts and performance indicators.

- Delegation of authority and segregation of duties.
- Identification and management of risk.

Risk Management

The Trustees have in place a formal risk management process to assess risks and implement risk management strategies. This Risk Register is reviewed and updated at least 3 times a year by the Risk sub-committee, consisting of Trustees, Senior Managers, and representatives from each department (ensuring that changes are understood and implemented at all levels). The sub-committee identifies the types of risks the Charity faces, prioritises them in terms of likelihood of occurrence and potential impact, and identifies the means of mitigating these risks. Risk management is embedded in the day to day processes of the Charity.

We have also appointed Croner as our provider of HR and Health and Safety advice and guidance, helping to create new Staff Handbooks and update Policy and Procedures so we comply with all current employment, and health and safety law.

Objectives, Activities and Achievements

The Trustees have complied with the duty set out in Charities Commission (CC3a) to have regard to the public benefit guidance published by the Charity Commission.

The objectives of the Charity are to “improve the quality of life and to relieve poverty, sickness and distress for people with all forms of dementia and their carers, primarily for people living in Wiltshire.”

Specific activities which confirm the public benefit the Charity produces by its existence are set out below, within the principal operating activities and under the sub-headings “Ongoing Activities” and “The Difference We Make”, whilst the sub-heading “2021/2022 Achievements” sets out the targets set last year and the degree to which they have been achieved.

Alzheimer’s Support enjoys the support of about 150 volunteers in all aspects of our work. Their involvement ranges from occasional fundraising events, cake bakes and staffing an information stall, to regular attendance at our day clubs or community groups. Volunteers are an integral part of the teams, dedicated to their role, and enable us to offer a uniquely high staff-client ratio and high-quality service delivery. The Volunteer Manager oversees recruitment, induction and ongoing training, monitoring and communications for them.

Alzheimer’s Support is instrumental in the implementation of the National Dementia Strategy and is a member of the countywide Dementia Delivery Board (when operational). We contributed to and endorse the aims of the Wiltshire Dementia Strategy. Alzheimer’s Support will continue to play an active part in planning and delivering the strategy, and future development.

2021/2022 was a year of recovering from the Covid-19 pandemic. We continued to open and expand services in line with Public Health guidelines, while also maintaining the online services and hybrid working for staff where possible. By the end of the year we were practically back to pre-covid levels of occupancy and service delivery.

This was not easy, and we appreciate the dedication and commitment of all staff.

Babs Harris resigned as CEO, to take up a new challenge with another charity, and Sarah Marriott was selected to take over as interim CEO, with the support of Senior Management and Trustees. This

position was made permanent in September 2021.

Kate Sharpe took over her position as Head of Community Services. Due to other retirements and resignations, we also had new Head of Finance and Business (John Broomfield) and Head of Home Support Service (Monique Bentley).

The Senior Management team is a cohesive and collaborative unit. The benefits of this are felt throughout the organisation, with the cascading example of teamwork and transparency.

Information and Support – Dementia Advisers

2021/2022 achievements

- Maintaining the access to advice and support from our offices, website and online requests, through flexible and hybrid working
- Dementia Advisors maintained contact with healthcare providers both face to face and over TEAM meetings. This has increased our presence throughout the county and embedded working relationships
- Referral rates have stayed steady, and are on average 20% increased year on year
- New post created to cope with the increasing referral rates from the Memory Service
- Memory Liaison Dementia Adviser is working well with the staff from Fountain Way Hospital in Salisbury, picking up all referrals from the South of the County
- Linking with local hospitals and being part of the Dementia Operational team meetings, and Carers committee meetings, help continue working relationships with the wider healthcare teams. We have also run training courses within Salisbury Hospital to staff, creating more dementia awareness.

Ongoing activities

Relationships with local contacts, community health and wellbeing boards are continuing. The team have manned several stands during the summer at the Wellbeing events. The Team have very good relationships with surgery Social Prescribers, dementia nurses and Admiral nurses.

The Difference We Make

Since the Covid pandemic, cases seem to be much more complex, and carer stress higher. Difficulties in contacting GP surgeries by telephone has resulted in a higher demand for help from the Dementia Advisers. Even within the surgeries, staff are struggling to know how to help, so are passing onto the team without looking at what can be done first. Collaboration works well in some areas not so in others. Contacting the Advice and Contact Team at Wiltshire Council can also be an exhausting process, so again Carers will contact the team for answers. The team has a wealth of knowledge so can often cover all areas of concern. The reliance on the Dementia Adviser team by carers, those diagnosed, and other healthcare professionals, has been huge. We will continue to work in partnership with all concerned to achieve the best outcome for those needing our support.

Feedback regarding Dementia Advisers:

“ . . . we met Claire on Monday, she came to speak to us reference Jean’s mum who has dementia. We were so moved by Claire’s knowledge and how professional she was. After Claire had gone we both felt that we wanted to help. You all do a marvellous job and we wish your charity all the very best.”

A carer

“ . . . The dementia advisers are a wonderful group of people. Thank you to everyone. I met Chris Maple a few years ago and found him to be such a kind, caring and reassuring man. I went to his office on an off chance to speak to someone, he sat me down, a cup of tea appeared, and he listened to me pouring my heart out. His advice has proved invaluable, as inevitably my Alzheimer’s has progressed.” A person with dementia.

Priority objectives for 2022/2023

- Work with Area Boards to increase awareness of the support available for those diagnosed with a dementia, and their carers.
- Responding to the increased referral rates for Dementia Advisers in a timely manner
- Upskilling staff to enable them to be up to date with current practices and information regarding dementia

Home Support Service (Registered)

This end of this year sees the service enjoying a period of stability following changes in management and administrative support. The retention and recruitment of front-line staff has been challenging to navigate. However, we have continued to maintain existing service provision without disruption. All staff have shown extraordinary resilience to management changes and continued to ensure that service delivery is efficient, consistent and of outstanding quality.

2021/2022 achievements:

- Successfully navigated the (ongoing) national retention and recruitment crisis in health and social care so that existing service provision remained unaffected
- The service was shortlisted as one of three finalists in the national Market 3rd Sector Care Awards
- Hours of support have increased in all areas. However, comparable data is skewed due to Covid-19 restrictions 2020/2021 and 2019/2020 data being incomplete due to the implementation of CarePlanner during the year. Of note, we have seen a significant increase in hours of support in the North East HSS team
- The service has continued to explore how CarePlanner can support the service with its administrative needs, implementing new ways of working that are more efficient, and supported other departments to explore the systems potential to their benefit
- Compliments received from service staff and other departments with regards to changes in management, service procedures and organisational initiatives.

Ongoing activities

During 2021/2022 the service provided 23,149 hours of support over 9,803 visits.

This is an increase of 234% on reported data from 2020/2021 (9,912 hours of support).

We can attribute this to Covid-19 recovery and an unprecedented increase in demand for the service. As we emerged from lockdowns, we are seeing referrals with much larger requests for support, and more service users with complex and challenging needs. So the demand is twofold – more people needing Home Support, and those that are being referred to us need more hours of service than previously.

The Difference We Make

Through the provision of home support, individuals with dementia retain a degree of independence that allows them to continue to live at home for longer. Their quality of life is enhanced by a one-to-one association with a trained support worker who encourages them to participate actively in life, through the exploration of likes and interests, participation in hobbies and to (re)connect with their

local community. The family carer benefits by receiving a reliable respite during the visits, and are afforded the knowledge that their loved one is safe and well looked after by the support worker. All staff work effectively as advocates for the individual with dementia and their carer, raising the profile of dementia in the local community.

Care Co-ordinators work closely with our Dementia Advisers and have a good relationship with the Adult Care Teams, CIT (Complex Interventions Team) and Resource Teams. We continue to build relationships with the wider healthcare provision to encourage and manage referrals into the service.

Feedback on the service:

"I cannot compliment Anna (support worker) enough, she is such a lovely person and gets on so well with mum. The change in mum's general mood and outlook in such a short period of time is amazing. I cannot thank you enough."

"Just a note to thank you all for your support over this year. I know Sam, in particular, bore the brunt of Mum's frustration but without her help, and also Caroline, Mum would have been in a much worse place. I have realised what a vital service you all provide and AS will be a charity that is always close to my heart."

"Joyce is really happy with the visits and is really benefiting from the social contact. It's a shame that it took so long for her to agree to some support, but she really likes Sue. In all honesty it is a relief to know that somebody is popping in twice per week, and I know she is ok. It is also hopeful that if she needs more support in the future, she may actually accept it! Joyce now sounds happier than I have heard her in a long time. The isolation of the pandemic has been very difficult, and I know that Sue's company has really helped. Sue also helped Joyce to put her new Hoover together, so she can now do no wrong!!"

"I just wanted to take a moment to thank you for taking part in the Markel 3rd Sector Care Awards. The work your organisation is doing is truly inspiring, and I hope we've gone some way in celebrating that hard work."

"What a success story, best thing I ever did was refer him to Alzheimer's Support, you have changed his life by placing Debbie with him and her arranging for him to get back to playing bowls - she is a superstar."

"If it wasn't for you guys I wouldn't and couldn't carry on. Since you started visiting, Mum has improved no end and is better both mentally and physically. The support workers stimulate her and this has made a positive change. She is brighter and enjoys her visits."

2022/2023 Priority objectives:

- To continue to increase the resilience of the service including (but not limited to): developing and implementing strategies to increase staff retention and recruitment and addressing ways of working with regards to annual leave and sickness cover
- To review and consolidate service activity spread and structure including the development of senior support worker roles
- To develop and implement an internal audit programme to drive excellence within the service
- To review service training to ensure that staff have the information and skills to meet the changing needs of our service users
- To review service procedures to ensure we continue to be efficient and accountable

Day Care Service

2021/2022 achievements

- Incredible teamwork to deliver support and club members, and all staff through another very tough year
- The links with local community groups and other healthcare professionals through visits and joint projects were re-established
- Determination and commitment by everyone to keep the clubs open, and build up the occupation levels which had been decreased during the pandemic

Ongoing activities

A year still dominated by Covid, but the clubs went from strength to strength.

The pressure on the club staff and volunteer teams was intense. Through keeping them informed and dealing with any fearfulness as it arose, we maintained our usual service and informal atmosphere even with the constraints of PPE and extensive Covid-related procedures. The club teams were remarkable in how they adapted and made things work and are a credit to Alzheimer's Support.

- The clubs adapted as needed to the various lockdowns and ever- changing government advice. We started asking for Covid testing for the clubs in September 2020 and it took about six months for this to be provided. In the meantime, and until now, we have kept the clubs safe and without major incident for members, only having to shut once in Warminster as a precaution, due to staff exposure. We have also kept our staff and volunteer teams almost entirely intact with all now returned to working in their respective clubs.
- We are welcoming visitors and entertainers, university trainees and therapy dogs back to the clubs and we are starting to reconnect with our many friends in the community including schools. We are however, proceeding with caution and have plans in place to adapt as needed should the Covid situation worsen.
- All day clubs are generally running at capacity providing 128 places of day care four days a week. In May 2022 we will open an additional day at Old Silk Works, Warminster, so it offers five days a week.
- The new day club planned for Salisbury is moving ahead, and we are using our learned experience from running the three current clubs in helping to plan the new one.

The Difference We Make

Day Care Services provide members with a socially engaging and safe environment to feel connected with others, pursue hobbies or activities, and most importantly feel recognised for the person they are. The high staff ratio (1:2), which is achieved through volunteer input, ensures that each member's needs are met. This positive impact extends beyond their time in the club into the home life. Family carers benefit from up to 7 hours of respite, secure in the knowledge that their loved one is receiving person-centred care in a stimulating environment.

Feedback on day care:

"I know I have said before, but the care support and encouragement your team have shown to mum has been quite outstanding. I really appreciate all that has been done and feel sure it has played a significant part in slowing down mum's progression of this dreadful disease."

Mark Windeatt, Mill St, April 2022

I volunteer at Old Silk Works on a Thursday and have made so many new friends young and old alike. Before volunteering I was a carer myself and felt the relief of dad having a place at the Old Silk Works on both a Wednesday and Friday. I could have much needed respite whilst knowing that dad was safe and happy and wonderfully entertained all day. This in turn also gave me the strength to carry on caring for my dad in a very challenging world for him and me. The love my dad and myself felt being supported by the Old Silk Works still touches my heart today and forever will."

Maria Noke, OSW April 2022

2022/2023 Priority objectives

- Going forward in the next 12 months we look forward to opening in Salisbury and bringing much needed day care to this community.
- We will also continue to reconnect to our many community supporters to inform, support and include them in the running of the clubs where appropriate, and be a tangible example of what the charity does when they are fundraising for us.
- We will maintain the excellent reputation we already have with our members and carers and peer group care organisations.
- We will also retain and encourage our 'open door policy' of inviting people in to see what we do, make dementia visible, and hope they find some inspiration from our practices that they can take away for themselves.

Community Groups

2021/2022 achievements

- From March 2021 we still ran all of our groups with Covid protocols at the forefront. With cleaning regimes and social distancing between people. A lot to manage with the groups of people that we have joining our groups. This was a challenge as we had staff members off with Covid along with volunteers who were still concerned to come back to the groups.
- From July onwards, we relaxed the social distancing enabling more people to come to the groups.
- Delivered over 246 sessions of Music for the Mind; 80 x Movement for the Mind; 78 x Art; 65 x Cafes; 36 x Carers Groups; 48 x Muddy Boots; 3 x Training Course for Carers (each 6 weeks in length. 21 x Memory Shed.
- The face to face sessions achieved an average of 15-20 people attending per session, a mix of people with dementia, family carers. We also have 4-5 volunteers at each session along with an Alzheimer's Support facilitator and an Art/music/Shed/Movement specialist.
- Training Course for Carers was so successful online that we have carried running them online. Generally, we have 20-25 family members using Zoom to get the advice needed when family members have recently been diagnosed. Online has proved a great success as carers can be at home and can continue to care for their loved one while the course is running. Getting help to look after the person with dementia if we do face to face is always a problem.
- Our new Carers Group works nicely in conjunction with the Training Course for Carers. Being able to talk face to face with people in the same position has proved to be a big success.
- In May 2021 we delivered a new training course online – for those diagnosed. The Support and Information course after Diagnosis was very successful, and we hope to repeat it again.

Ongoing activities

The range of activities we offer include: Music for the Mind, Movement for the Mind, Art Groups, Muddy Boots outdoor groups, Gardening Café Groups, Memory Cafes, Memory Shed, carers groups and Training Courses for Carers.

It is very important to Community Services and that of our facilitators that we continue to offer diversity to all our members.

We have regular evaluation forms so that we can get feedback and suggestions from our clients, so that we can collate more qualitative and quantifiable data. This is done in June before our summer break.

It is important to have regular volunteers and instructors so that they are familiar to our clients to make our activities and stimulating, friendly and fun places to be with continuity to all who come along on a weekly basis. The groups all follow a familiar format, guidelines of which are reviewed regularly.

We run groups each and every week but what is fantastic to see is that our members go onto make friendships beyond Alzheimer's Support.

Easter, Summer and Christmas concerts

Due to Covid still around we decided to postpone any big concerts until the Summer/Winter of 2022. However, each group held its own mini concert or Christmas party which was enjoyed across Wiltshire. Along with special activities over the year to celebrate being together.

The Difference We Make

The groups provide a fun and welcoming environment for the various activities, and help people re-engage with familiar activities. It creates a sense of community, and reminiscence. However, more than that, it also allows a period of time for couples to reconnect, to return to being wife and husband, mother and daughter. Together they are people enjoying an art project, or singing together. We are linking with the person behind the diagnosis, which is so crucially important.

Feedback on Community Groups:

"I expected to learn about the illness and the impact it can have on individuals and their families. The course surpassed expectations because of the amount of practical advice and information shared. It was particularly helpful and reassuring to speak with others and to hear what they had to say from their own experience." Participant from the Training Course for Carers.

"Really good to realise that I'm not the only one and how I feel is normal." Participant from the Training Course for Carers.

"The day centre and all the activity groups have literally been life savers, giving Dave fun and enjoyment as his illness has progressed." Sue - carer.

"The change I saw in my mum after she had been to the Art Group was amazing." Daughter.

"I still remember our days attending all the different groups with such fondness, despite the difficult circumstances. You all really do make such a huge difference and everyone's love and compassion will forever be in my heart. It allowed us all as a family to enjoy this stage of Mum's life and to be become part of your family." Family member

2022/2023 Priority objectives

- Continued consolidation of department – evaluation of value to members and development of best practice
- Delivery of more Training Courses for Carers
- Run another course for those recently diagnosed
- Link with other healthcare providers for increased awareness of our services
- Group facilitators to use the ‘Sum up machine’ to ensure that fees are paid
- Increase in fees across all groups
- New Art Group in Chippenham and Malmesbury
- Seasonal Muddy Boots Group in Chippenham
- Muddy Boots Warminster
- Memory Shed Arts & Craft
- Two new Coordinators – to receive relevant training
- Five new facilitators – to receive relevant training
- Re-opening of Discussion Group – fortnightly support and information group for those diagnosed. Training of staff to facilitate this is planned for October 2022.

Awareness Raising – Communication, Engagement and Fundraising

2021-2022 achievements

- We kept in touch with and grew our various audiences in new ways from hyperlocal websites and social media presences to regular supporter bulletins which achieved a very high average open rate of 72%
- Fundraising Strategy written with benchmarked targets set
- In Memory online tribute pages launched
- Communi-TEAS summer fundraiser launched
- Denim4Dementia relaunched
- Contactless payment systems introduced
- Registered with the Fundraising Regulator
- Website redesigned in line with accessibility guidelines
- Revamped website fundraiser pages for better supporter journeys
- Community Fundraising rebalanced after the previous exceptional year, raising £127,494 (excluding legacies)
- Website generated income of £47k, down by 27% from the previous year but a 61% increase over 2019-20
- Updated and continued to promote the Dementia Roadmap for Wiltshire. Visits grew by 8%.
- Social media presence and engagement continued to grow

Ongoing activities

Face-to-face **community fundraising** returned in force towards the end of the year with a very busy calendar of events across Wiltshire in the last quarter. To help cope with the plethora of events and partnerships we recruited an active team of community ambassadors to represent us in their own communities.

Alongside the launch of our Communi-TEAS summer fundraiser, we developed our own ‘pop-up

café' to take to events, including several gardens open under the National Gardens Scheme. After the sad premature death of our longstanding volunteer Andrea Staniforth, her friends in Starry Eyes Productions staged a series of music events and public showings of the Secret Spitfires film in her memory. Although Covid concerns forced us to cancel the 2021 Walk to Remember, individual challenge events continued, with the Skydives popular for a second year. October saw the return of our Denim 4 Dementia fundraising campaign.

We laid the groundwork for a **new training offer**, developing Learning to Live with Dementia sessions pioneered by Buzz Loveday and people living with dementia which we are now licensed to deliver. Our trainer Annie Clayton also developed our own one-hour Understanding Dementia sessions to replace Dementia Friends in many instances.

The team relocated to Old Silk Works on the closure of Park House, benefiting from being adjacent to the day club and with dedicated admin support for the first time.

The Difference We Make

Our relationships are key to our success as a charity; our small team of fundraisers work hard to develop and nurture relationships with supporters, families, businesses and communities while also making the most of the changing digital landscape.

As our charity has grown, we are proud of how we have maintained a personal, 'family' feel in our external relations, with exceptionally high engagement levels on some social media channels. Our communications offer, from the authoritative information on the website to more relaxed social media updates, reflects our values, represents us visually, and allows informal engagement with the families we support, as well as with potential service users, volunteers, supporters and other professionals.

Feedback on Communications and Fundraising

"We both left Old Silk Works with huge grins on our faces having seen what fundraising events can achieve. We are already planning our next event!"

"My name is Emily and I am a teaching volunteer with Homeschooling Adventures. I'm reaching out because our class found your website very useful. We are teaching students about social and moral development in society and how we should provide support for seniors with geriatric conditions such as dementia and Alzheimer's disease. We wanted to say thank you for your resources."

"I imagine it has been a tough time for you all as a charity and I do hope that events can start taking place soon to raise money for such a wonderful charity. You have helped me make Mum's life a better one for as long as possible. Couldn't have done it without your support."

2022/2023 Priority objectives

- Develop and implement a legacies campaign
- Reintroduce A Walk to Remember as a major fundraising event
- Continue to increase awareness, particularly through corporate engagement
- Redesign our print newsletter
- Market our training offer externally

Organisation wide

2021/2022 achievements

- The Covid pandemic continued to impacted us throughout all aspects of our service delivery, our finances and our strategy.
- We recruited key new staff, and looked at how we were supporting our staff and volunteers, aiming to prevent burnout.
- Simply Health was maintained as a source of both financial and advice support for staff.
- The legacy from Mr William Elliott provided financial security during the period.
- Staff were given an additional concession day holiday in December 2021, recognising that people were tired and needed rewarding for the long hours they had worked to help clients/members during the year.
- With funding from Wiltshire Council Recruitment and Retention fund, applied for in December 2021, we were able to give all eligible staff a £260 bonus in May 2022. This was exceptional, and went a long way to improving staff morale.

Ongoing Activities

Everyone continued to work with dedication and commitment to provide the valuable services for which we have a great reputation. We not only consolidated what we do, but looked at ways of improving the services wherever possible, working with all stakeholders for ideas and suggestions.

2022/2023 Primary Objectives

- Co-production of new Dementia strategy for Wiltshire.
- We will continue to be innovative, but within the parameters of current service provision.
- We must increase our staff to meet the ever- increasing demand for services, and will review internal structures and roles. We will be careful and informed in our development of job opportunities.
- Salisbury Dementia Centre (Day Care centre, with office bases for staff from Home Support, Community Services and Dementia Advisers, Admin presence so we offer a drop- in facility for advice and support) is well underway. Building work has started, and fundraising and awareness of the project gains momentum.
- We have reviewed our staff contracts and conditions, taken advice and guidance from Croner, and are beginning to implement the new contracts after consultation and explanation with staff. We want to ensure we remain an attractive employer.
- Evaluation of training and development opportunities for staff and volunteers.
- Active participation in the new Integrated Care Alliance and the opportunities it presents for us to position ourselves as a respected Dementia care specialist working within the wider care system to achieve the best integrated care for service users

Chair of Trustees Additional commentary

Covid was still having a significant impact at the beginning of the year, and I must again congratulate all staff on their efforts and stamina in these difficult circumstances. The strain on everyone has continued and yet there has still been enthusiasm and dedication. We were lucky to also receive monies for continuing to operate during the pandemic, which meant small bonuses for those staff who continued to work.

It has been also the case of a new year and a new regime. When CEO Babs Harris left, she was succeeded by Sarah Marriott in the first ever internal promotion for the post. A well-received move and I must congratulate Sarah, who took over at a difficult time, but took it in her stride and has re-shaped the organisation to reflect the fact that it has 'grown up' from a small charity to a medium sized one. No easy task to reassure staff and implement changes, but the result is a much more coordinated organisation.

The need for our services continues to grow. The new ways of working introduced during the pandemic have continued so that we have online links for many meetings, allowing easier attendance. Trustees regularly meet with the Senior Management Team and staff representatives in various sub committees, to take stock of the situation as it changes and determine how to manage new risks as they arise. There are a range of perspectives, and collaboration for agreed actions. This I think has made the organisation stronger and more resilient.

Financially we were lucky to again receive a number of bequests which were gratefully received. In fact, we now have good reserves and are on a more secure financial footing than we have been for some time.

FINANCIAL REVIEW

Principal sources of funding during this financial year were: Wiltshire CCG, Wiltshire Council, Masonic Charitable Foundation, Wiltshire Community Foundation. Local financial support is also received from a variety of community groups including Rotary, Lions, Freemasons and Town Councils as well as Area Boards and Health and Wellbeing Boards.

During the 12 months under review income exceeded expenditure by £312,187. During the year the unrestricted reserves increased from £312,187 to £592,992

This was largely due to the bequest of £340,000 from Mr William Elliott.

RESERVES POLICY

The Finance and Fundraising Sub-Committee, on behalf of the Board of Trustees, conducts an annual review of the level of unrestricted reserves by considering risks associated with the various income streams, expenditure plans and balance sheet items. This enables an estimate to be made of the level of reserves that are sufficient:

- to allow time for re-organisation in the event of a downturn in income
- to protect ongoing work programmes; and
- to allow the Charity to meet its objectives.

Risks and issues considered by the Finance and Fundraising Sub-Committee in making this judgement on the level of unrestricted reserves include:

- over-dependence on any single source of income;
- likelihood of a downturn in income streams;
- period of time required to re-establish income streams;
- period of time required to downsize the Charity operations;
- whether there is adequate control over budgets;
- requirements for a reasonable level of working capital.

The target for unrestricted level of reserves is estimated at the equivalent of three months of the Charity's general expenditure budget. The unrestricted reserve held as at 31 March 2022 is £592,992 which exceeds this target.

TRUSTEES RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

Company law requires the Trustees to prepare financial statements that give a true and fair view of the state of affairs of the Charity as at the end of the financial year and of its surplus or deficit for the financial year. In doing so the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make sound judgments and estimates that are reasonable and prudent; and
- prepare the financial statements on a going-concern basis, unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for maintaining proper accounting records, which disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure, that the financial position of the Charity and the financial statements comply with the Companies Act 1985. The Trustees are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

AUDITORS

A resolution will be proposed at the Annual General Meeting that William Price & Co will be appointed as auditors to the charity for the coming year.

This report has been prepared in accordance with the special provisions of part VII of the Companies Act 1985 relating to small companies.

Chair
Janet Dore

Date:

Alzheimer's Support

Independent Auditors' report

to the members of Alzheimer's Support

Opinion

We have audited the financial statements of Alzheimer's Support (the 'charitable company') for the year ended 31 March 2022 which comprise of the Statement of Financial Activities, Balance Sheet, Cash Flow statement and 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 Financial Reporting Standard 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 charitable company's affairs as at 31 March 2022 and of its 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; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

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 charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC'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 the charitable company's ability to continue as a going concern for a period of at least twelve 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, 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.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charitable company has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Alzheimer's Support

Independent Auditors' report

to the members of Alzheimer's Support

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement the trustees (who are also the directors of the 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 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 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 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

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 is detailed below.

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: <https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 trustees as a body, for our audit work, for this report, or for the opinions we have formed.

Alzheimer's Support

Statement of Financial Activities (including summary income & expenditure account)

For the year ended 31 March 2022

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2022 £	Total Funds 2021 £
Incoming and endowments from:					
Donations and legacies	2	473,084	37,553	510,637	354,003
Charitable activities	3	1,410,938	308,751	1,719,689	1,600,063
Investments - interest received		90	-	90	142
Total incoming resources		1,884,112	346,304	2,230,416	1,954,208
Expenditure on:					
Raising funds	4	82,785	-	82,785	64,248
Charitable activities	5	1,489,140	346,304	1,835,444	1,755,609
Total resources expended		1,571,925	346,304	1,918,229	1,819,857
<u>Net incoming resources/ (resources expended)</u>		312,187	-	312,187	134,351
Realised gains on investment assets		-	-	-	-
<u>Net incoming resources/(resources expended) including realised gains on investments</u>		312,187	-	312,187	134,351
Unrealised losses on investment assets		-	-	-	-
<u>Net movement in funds</u>		312,187	-	312,187	134,351
Funds balances brought forward at 1 April		280,805	-	280,805	146,454
Funds balances carried forward at 31 March		592,992	-	592,992	280,805

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing operations.

Alzheimer's Support
Balance Sheet
As at 31 March 2022

	Notes	£	2022 £	£	2021 £
Fixed assets					
Tangible assets	11		141,599		163,443
Current assets					
Debtors	12	281,856		258,557	
Cash at bank and in hand		615,492		296,578	
		<u>897,348</u>		<u>555,135</u>	
Creditors: amounts falling due within one year	13	(445,955)		(437,773)	
Net current assets			<u>451,393</u>		<u>117,362</u>
Net assets			<u>592,992</u>		<u>280,805</u>
Funds					
Unrestricted funds	15		592,992		280,805
Total Funds	20		<u>592,992</u>		<u>280,805</u>

The trustees are satisfied that the company was entitled to exemption from audit under section 477 of the Companies Act 2006 and that members have not required an audit in accordance with section 476. However, an audit is required in accordance with the Charities Act 2011.

The trustees acknowledge their responsibilities for:

- i) ensuring that the company keeps accounting records which comply with section 476; and
- ii) for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

Janet Dore

Date:

Company Number

3082546

Alzheimer's Support
Cash Flow Statement
For the year ended 31 March 2022

	2022	2021
	£	£
Cash generated from operating activities		
Operating profit	312,097	134,209
Reconciliation to cash generated from operations:		
Depreciation	32,882	40,328
Loss on disposal of assets	-	-
(Increase)/decrease in debtors	(23,299)	30,947
Increase/(decrease) in creditors	8,182	(761)
	<u>329,862</u>	<u>204,723</u>
Cashflow incoming from investing activities		
Interest received	90	142
	<u>90</u>	<u>142</u>
Cashflow outgoing from non trading activities		
Purchase of tangible fixed assets	(11,038)	(15,850)
	<u>(11,038)</u>	<u>(15,850)</u>
Net increase in cash	318,914	189,015
Cash at bank and in hand less overdrafts at 1 April	296,578	107,563
Cash at bank and in hand less overdrafts at 31 March	<u>615,492</u>	<u>296,578</u>
Consisting of:		
Cash at bank and in hand	<u>615,492</u>	<u>296,578</u>

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2022

1 Summary of significant accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a) General information and basis of preparation

The financial statements have been prepared in accordance with the Financial Reporting Standard 102 (FRS 102), the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in 2019 and applicable charity and company law. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Funds

Unrestricted funds are available for use at the discretion of the trustees in the furtherance of the general objectives of the charity.

Restricted funds are funds which are to be used in accordance with specific instructions imposed by donors or which have been raised by the charity for a particular purpose. The costs of raising and administering such funds and the costs incurred in complying with the specific restrictions are charged against the specific fund.

c) Income recognition

All incoming resources are included in the Statement of Financial Activities (SOFA) when the charity is legally entitled to the income after performance conditions are met, when the amount can be measured reliably and it is probable that the income will be received.

Grant income is recognised on an accruals basis and is allocated to accounting periods specified by the donor.

Grants awarded for the provision of a particular service are shown as charitable activities income and where a service level agreement is in place or a period of funding support is specified in the terms of the award the income is allocated across the period specified in that agreement.

Where no period is specified grant income is allocated equally over a period of twelve months from the month of receipt.

Client repayments are fees for the provision of services or charges for travel and ancillary items and are accounted for as Charitable Activities income on an accruals basis.

Funds raised by events, gifts, donations and legacies and other sources of funds raised are accounted for as Donations and legacies and are taken to the SOFA when received.

d) Expenditure recognition

Expenditure is recognised when 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.

- Costs of raising funds are those incurred by the fundraising department in attracting grants from trust, voluntary donations and in activities to raise funds.
- Charitable activities costs include both direct and indirect support costs relating to the activities. The salary element of indirect support costs are allocated to the activity in proportion to staff time spent on the particular activity and all other costs are allocated according to usage of the service provided. The value of services provided by volunteers is not included.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include a proportion of indirect support costs.

Expenditure incurred by the head office function is allocated to specific projects in accordance with the level of management time and cost incurred and is charged directly to the restricted and unrestricted funds and projects as each cost is incurred.

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2022

e) Tangible Fixed assets

Fixed assets are recorded at their original cost. Assets costing less than £100 are charged to resources expended in the year they are purchased. The net residual value of the asset base is estimated to be nil.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Leasehold improvements	Over the length of the leases
Computer equipment	33% straight line
Other equipment	20% straight line

f) Debtors and creditors receivable or payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

g) Pensions

The company operates a defined contribution pension scheme. Contributions are charged as they become payable in accordance with the rules of the scheme.

2	Income from donations and legacies	Unrestricted Funds	Restricted Funds	2022 Total Funds	2021 Total Funds
		£	£	£	£
	Gifts, legacies and donations	443,849	37,553	481,402	311,363
	Fundraising events	29,235	-	29,235	42,640
		<u>473,084</u>	<u>37,553</u>	<u>510,637</u>	<u>354,003</u>

3	Income from charitable activities	Unrestricted Funds	Restricted Funds	2022 Total Funds	2021 Total Funds
		£	£	£	£
	Grants and contracts (see note 14)	439,858	308,751	748,609	868,413
	Client repayments: fees	927,323	-	927,323	695,214
	Client repayments: travel	35,989	-	35,989	28,206
	Client repayments: other	7,768	-	7,768	8,230
		<u>1,410,938</u>	<u>308,751</u>	<u>1,719,689</u>	<u>1,600,063</u>

4	Expenditure on raising funds	Unrestricted Funds	Restricted Funds	2022 Total Funds	2021 Total Funds
		£	£	£	£
	Staff costs	71,705	-	71,705	56,008
	IT equipment and support	5,040	-	5,040	4,254
	Other Fundraising costs	6,040	-	6,040	3,986
		<u>82,785</u>	<u>-</u>	<u>82,785</u>	<u>64,248</u>

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2022

5 Expenditure on charitable activities	Unrestricted Funds	Restricted Funds	2022 Total Funds	2021 Total Funds
	£	£	£	£
Information and support	6,174	8,917	15,091	31,957
Community activities	144,916	58,856	203,772	122,640
Dementia adviser service	87,353	238,686	326,039	294,138
Home support	866,712	1,853	868,565	900,824
Day care	380,585	37,992	418,577	385,518
Governance	3,400	-	3,400	20,532
	<u>1,489,140</u>	<u>346,304</u>	<u>1,835,444</u>	<u>1,755,609</u>

6 Governance costs	Unrestricted Funds	Restricted Funds	2022 Total Funds	2021 Total Funds
	£	£	£	£
Audit	2,400	-	2,400	2,200
Accountancy	1,000	-	1,000	1,000
Covid related expenditure	-	-	-	17,332
	<u>3,400</u>	<u>-</u>	<u>3,400</u>	<u>20,532</u>

7 Operating surplus/(deficit)	2022	2021
	£	£
This is stated after charging:		
Depreciation of fixtures fittings and equipment	11,874	13,302
Amortisation of leasehold improvements	21,009	27,026
Salaries	1,408,722	1,363,806
Social security costs	61,903	54,007
Pension costs	33,134	32,062
Auditors' remuneration:		
- Audit Fee	2,400	2,200
- Other services	-	-

The total number of employees during the year was 142 (2021 - 140).

No employees received emoluments as defined for taxation purposes of over £60,000.

The company contributes to the employees' personal pension schemes which are defined contribution schemes.

The key management personnel of the charity comprises the trustees and the Chief Executive, to whom responsibility for the day-to-day activities of the charity is delegated. The total employee benefits received by key management personnel during the year amounted to £44,907 (2021: £44,521).

8 Related Party Transactions

There were no related party transactions in the year to 31st March 2022.

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2022

9 Resources analysis

	Information and support	Dementia advisors	Community activities	Home Support	Day Care	Governance	Fundraising	2022 Total	2021 Total
	£	£	£	£	£	£	£	£	£
Costs directly allocated to activities									
Staff costs	10,954	292,911	138,125	707,083	286,143	-	71,705	1,506,921	1,449,857
Volunteer costs	76	-	43	-	1,486	-	-	1,605	602
Consultants	18	373	31,647	594	512	-	-	33,144	15,579
Travel	70	6,297	3,812	34,249	1,281	-	-	45,709	30,556
Recoverable travel	-	-	1,299	35,109	-	-	-	36,408	31,053
Subsistence and hospitality	120	2,025	1,591	13,439	9,757	-	-	26,932	14,561
Client shopping	-	-	-	175	-	-	-	175	3,232
Recruitment	7	110	20	498	70	-	-	705	1,937
Training	14	378	49	2,913	82	-	-	3,436	5,045
Rent and rates	(71)	5,048	15,074	12,788	42,709	-	-	75,548	66,976
Light and heat	206	1,077	673	2,718	9,981	-	-	14,655	12,131
Insurance	226	1,173	732	2,960	2,632	-	-	7,723	5,308
Printing postage & stationery	235	1,311	769	3,248	2,002	-	-	7,565	7,021
Subscriptions	754	1,528	1,097	5,563	3,337	-	-	12,279	16,477
Repairs and renewals	120	627	475	3,198	19,952	-	-	24,372	29,182
IT support	1,447	6,554	4,220	31,995	8,256	-	5,040	57,512	50,440
Photocopier leasing	566	2,956	1,846	7,460	3,101	-	-	15,929	4,635
Telephone and fax	198	2,431	1,759	850	1,083	-	-	4,621	22,076
Accountancy fees	-	-	-	-	-	1,000	-	1,000	1,000
Audit fees	-	-	-	-	-	2,400	-	2,400	2,200
Legal fees									1,525
Bank charges	99	514	321	1,298	540	-	-	2,772	1,925
Fundraising costs	-	-	-	-	-	-	6,040	6,040	3,986
Depreciation & amortisation	127	1,119	465	5,107	26,065	-	-	32,883	40,328
Bad debts (recovered)	(75)	(393)	(245)	(980)	(412)	-	-	(2,105)	2,225
Total Resources Expended	15,091	326,039	203,772	868,565	418,577	3,400	82,785	1,918,229	1,819,857

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2022

10 Taxation

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

11 Tangible fixed assets

	Property improvements £	Computer equipment £	Other equipment £	Total £
Cost				
At 1 April 2021	271,215	90,043	61,406	422,664
Additions	-	5,630	5,408	11,038
At 31 March 2022	<u>271,215</u>	<u>95,673</u>	<u>66,814</u>	<u>433,702</u>
Depreciation				
At 1 April 2021	130,936	75,472	52,813	259,221
Charge for the year	21,009	7,509	4,364	32,882
At 31 March 2022	<u>151,945</u>	<u>82,981</u>	<u>57,177</u>	<u>292,103</u>
Net book value				
At 31 March 2022	<u>119,270</u>	<u>12,692</u>	<u>9,637</u>	<u>141,599</u>
At 31 March 2021	<u>140,279</u>	<u>14,571</u>	<u>8,593</u>	<u>163,443</u>

12 Debtors

	2022 £	2021 £
Trade debtors	176,005	169,082
Prepayments and accrued income	105,851	88,374
Other debtors	-	1,101
	<u>281,856</u>	<u>258,557</u>

13 Creditors: amounts falling due within one year

	2022 £	2021 £
Trade creditors	23,042	16,774
Other taxes and social security costs	14,271	14,755
Accruals	172,514	172,394
Deferred income (Note 14)	182,037	167,620
Other creditors	54,091	66,230
	<u>445,955</u>	<u>437,773</u>

Deferred income represents grants received that are specified to future periods as set out in Note 14

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2022

14 Deferred grants and contracts

	Deferred Income B/Fwd £	Grant Received £	Deferred Income C/fwd £	Income 2022 £
Restricted funds				
<u>Statutory funding: WC/CCG:</u>				
Dementia advisors project	32,245	246,281	(39,865)	238,661
<u>Trusts and Foundations:</u>				
St James' Trust	333	2,000	-	2,333
HSBC Garden grant	31,735	-	(31,735)	-
Royal British Legion - Aged Veterans Fund	8,750	-	-	8,750
Wiltshire Council - Area Board Grant	825	-	-	825
Wiltshire Community Foundation	1,267	1,000	-	2,267
Chippenham Borough Lands Charity	1,655	-	-	1,655
Wessex Water Community Fund	1,657	-	-	1,657
Girdlers Trust	117	1,150	-	1,267
Masonic Fund	5,000	30,000	-	35,000
Serco	166	-	-	166
Armed Forces Covenant	3,250	-	-	3,250
National Lottery Community Fund	5,000	-	-	5,000
Warminster Town Council	500	-	-	500
Fulmer Trust	-	900	-	900
Wiltshire Council - Pewsey Art Group	-	2,500	-	2,500
Wiltshire Council - Mill Street	-	1,550	-	1,550
Wiltshire Council - Marlborough Area Board	-	2,250	(2,062)	188
Wiltshire Charities Fund - Salisbury	-	5,000	(5,000)	-
Pargiter Trust	-	10,000	(10,000)	-
CHAPS Saturday Hospital Fund	-	2,000	(2,000)	-
St Thomas' & St Edmunds'	-	672	(672)	-
Harry and Ali Theobald	-	1,100	(1,100)	-
Stonehenge Chamber of Commerce	-	2,000	(2,000)	-
Melksham Town Council	-	782	-	782
Ernest & Marjorie Fudge Trust	-	1,000	-	1,000
Julius Silman Trust	-	500	-	500
	60,255	64,404	(54,569)	70,090
Total restricted grants (see note 16)	92,500	310,685	(94,434)	308,751
Unrestricted				
<u>Statutory funding: WC/CCG:</u>				
Wilts Council Covid grants	-	32,354	(16,436)	15,918
Other grants	-	18,411	-	18,411
	75,120	452,341	(87,603)	439,858
Total Unrestricted grants (see note 15)	167,620	763,026	(182,037)	748,609

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2022

15 Unrestricted funds

	Balance as at 1 April 2021 £	Income £	Expenditure £	Balance as at 31 March 2022 £
Unrestricted Funds				
General funds	280,805	1,884,112	(1,571,925)	592,992
Designated funds - Grants (see note 14)	-	-	-	-
	<u>280,805</u>	<u>1,884,112</u>	<u>(1,571,925)</u>	<u>592,992</u>

16 Restricted funds

	Balance as at 1 April 2021 £	Income (See note 14) £	Expenditure £	Balance as at 31 March 2022 £
<u>Statutory funding</u>				
Dementia advisors project per note 14	-	238,661	(238,661)	-
<u>Trusts and Foundations - per note 14</u>	-	70,090	(70,090)	-
Total per Note 14	-	308,751	(308,751)	-
Donations	-	37,553	(37,553)	-
Total restricted funds	-	<u>346,304</u>	<u>(346,304)</u>	-

17 Other financial commitments

	2022	2021
As at the year-end the charitable company had total minimum commitments under non-cancellable operating leases as set out below.		
	Land & Buildings	Land & Buildings
	£	£
within one year	45,925	60,170
within two to five years	133,375	185,855
in over five years	7,750	23,250
	<u>187,050</u>	<u>269,275</u>
	2022	2021
	Equipment	Equipment
	£	£
within one year	20,860	6,509
within two to five years	41,900	1,627
in over five years	-	-
	<u>62,760</u>	<u>8,136</u>

18 Trustee expenses

No trustees received emoluments or expenses during the year. (2021 - £ Nil).

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2022

19 Ultimate controlling party

The trustees do not consider that the organisation has an ultimate controlling party.

20 Analysis of Net Assets Between funds

	Total	Restricted £	Unrestricted £
Tangible Fixed Assets	141,599	-	141,599
Current Assets	897,348	94,434	802,914
Current Liabilities	(445,955)	(94,434)	(351,521)
	<u>592,992</u>	<u>-</u>	<u>592,992</u>

21 Going concern

The charity's accounts are produced under the going concern convention. The charity is reliant for its future operation on the continuing support of its principal funders, in particular, Wiltshire Council and the Wiltshire CCG. These funders have continued to support the Charity for many years and are expected to do so in the future. They ensure the provision of its core services and the fulfilling of its main aims and objectives.

Accounts



alzheimers
support

Company Number: 03082546

Charity Number: 1048314

**Alzheimer's Support
Report and Accounts
For the year ended
31st March 2021**

**Alzheimer's Support
Legal and Administrative Information**

Company Number: 03082546
Charity number: 1048314
Registered office: 5 Sidmouth Street
Devizes
Wiltshire
SN10 1LD

Chair: Janet Done

Trustees Management Committee: Janet Done
Carolyn King
Melissa McClay
Alison Middleton (stood down 23/11/2020)
Harry Theobald
Paul Turim
Paul Whitby

Chief Executive Officer: Babs Harris (resigned 10/05/2021)
Sarah Marriott (appointed 07/06/2021)

Auditors: William Price & Co. Audit Ltd
Chartered Accountants
Suite 9 Westbury Court
Church Road
Westbury on Trim
Bristol
BS9 3EF

Bankers: CAF Bank Ltd
25 Kings Hill Avenue
Kings Hill
West Malling
Kent
ME19 4JQ

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2021

Structure, Governance and Management

The Trustees, who are the directors of the charity for the purposes of the Companies Act, submit their annual report and audited financial statements of the year ended 31st March 2021. The trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities", issued in 2019, in preparing the annual report and financial statements for the charity.

Governing Document

Alzheimer's Support is a charitable company limited by guarantee, incorporated on 21st July 1995 and registered as a charity on 27 July 1995. The company was established under a Memorandum of Association which established the objects and powers of the charitable company and is governed under its Articles of Association.

Recruitment and Appointment of Management Committee

Any person may be elected to be a member of the Board, excluding a member of staff of the organisation, but not excluding any volunteer of the organisation.

It is our aim to have a skill mix of carers, ex carers and professionals working in the field of dementia and social care, finance and law as members of the Board. In the event of particular skills being lost due to retirements, efforts are made to close the skills gap as soon as possible.

The members of the Board of Trustees are elected at the Annual General Meeting. The trustees relinquish their positions every year and are eligible for re-election at the Annual General Meeting.

Trustee Induction and Training

Most prospective Trustees are already familiar with the work of the Charity; however, after completing an application form they are invited to attend a minimum of two Board meetings as observers before agreeing to be co-opted and standing for election at the AGM.

All new Trustees are encouraged to attend a comprehensive induction programme. A Trustee handbook is distributed to all new Trustees along with the Memorandum and Articles and "The Essential Trustee" published by the Charity Commission. Feedback from new Trustees about their induction has been very positive.

Trustees are informed about suitable external training and their expenses are reimbursed. An annual joint meeting with senior managers ensures a good understanding of the organisation's services.

Organisation

The Board of Trustees meets every six weeks and is responsible for the governance of the organisation. Subcommittees for Finance and Fundraising, Quality Assurance and Risk Management meet regularly and report to the Board. Decisions on the day-to-day operation of the Charity are taken by the Chief Executive in consultation with the senior management team. The Board receives reports from the Heads of Services on operational matters and from the Finance Director on financial performance. Decisions on matters with significant implications for the organisation are brought to the Board of Trustees.

These include:

- Organisational priorities
- Strategic planning
- All matters of risk to the organisation – in particular resource and reputation
- Significant organisational change
- Major initiatives
- Policy formation and development
- Appointment of senior posts

The Finance Sub-Committee meets quarterly. The specific responsibilities of this committee include the management of the assets and liabilities of the Charity, the agreement and monitoring of the annual budget, and credit control.

The Trustees have delegated the day to day management of operation to the Charity's Chief Executive – Babs Harris.

The organisation's structure is robust, with a full complement of committed Trustees. We have three patrons - Lady Sidmouth, Lady Lansdowne, and John Bush, ex Lord Lieutenant of Wiltshire. An experienced Senior Management Team, comprising of the Heads of Services provides the drive and hands on approach to implementing the organisation's vision to an exceptional standard. Alzheimer's Support enjoys high levels of staff retention.

Internal control

The Trustees have overall responsibility for ensuring that the Charity has appropriate systems of internal controls across the entire organisation. They are also responsible for keeping proper accounting records which disclose, with reasonable accuracy at any time, the financial position of the Charity and enable them to ensure that the financial statements follow best practice. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The systems of internal control are designed to provide reasonable, but not absolute, assurance against material misstatement or loss.

Internal control processes implemented by the Trustees include:

- A Quality Assurance/Risk Management Sub-Committee which meets at least twice a year and reports to the Board of Trustees. It is responsible for providing:
 - assurance to the Trustees that the Charity operates sound systems of internal control; and
 - comfort and transparency to donors and beneficiaries that there are appropriate systems in place to ensure that the resources of the Charity are effectively allocated and utilised.
- An internal audit system which conducts an ongoing programme of reviews of internal controls across all areas of the Charity.
- A strategic plan and an annual budget approved by the Trustees.
- Regular consideration by the Trustees of financial results, variances from budgets, forecasts and performance indicators.
- Delegation of authority and segregation of duties.
- Identification and management of risk.

Risk Management

The Trustees have in place a formal risk management process to assess risks and implement risk management strategies. This process includes a 6-monthly review by the risk sub-committee, consisting of senior managers and nominated Trustees. The sub-committee identifies the types of risks the Charity faces, prioritises them in terms of likelihood of occurrence and potential impact and identifies the means of mitigating these risks. Risk management is embedded in the day to day processes of the Charity.

Objectives, Activities and Achievements

The Trustees have complied with the duty set out in s.4 of the Charities Act 2006 to have regard to the public benefit guidance published by the Charity Commission.

The objectives of the Charity are to: "improve the quality of life and to relieve poverty, sickness and distress for people with all forms of dementia and their carers, primarily for people living in Wiltshire."

Specific activities which confirm the public benefit the Charity produces by its existence are set out below, within the principal operating activities and under the sub-headings "Ongoing Activities" and "The Difference We Make", whilst the sub-heading "2020/2021 Achievements" sets out the targets set last year and the degree to which they have been achieved.

Alzheimer's Support enjoys the support of about 150 volunteers in all aspects of our work. Their involvement ranges from occasional fundraising events, cake bakes and staffing an information stall, to regular attendance at our day clubs or community groups. Volunteers are an integral part of the teams, dedicated to their role, and enable us to offer a uniquely high staff-client ratio and high-quality service delivery. The Volunteer Manager oversees recruitment, induction and ongoing training, monitoring and communications for them.

Alzheimer's Support is instrumental in the implementation of the National Dementia Strategy and is a member of the countywide Dementia Delivery Board (when operational). We contributed to and endorse the aims of the Wiltshire Dementia Strategy. Alzheimer's Support will continue to play an active part in planning and delivering the strategy, and future development.

2020/2021 was obviously the year which was massively impacted by the worldwide pandemic of Covid-19. We had an unprecedented situation, aiming to fulfil our commitment to delivering services as best we could, whilst reassuring staff we would survive as an Organisation.

During the first lockdown March to September, we retained a skeleton service for Home Support Service most vulnerable clients, and all other clients were supported by welfare calls. We still took telephone calls and online requests for advice, support and guidance. Community groups moved to online delivery, and was a lifeline for many. Everyone rose to the challenge and we should be enormously proud of this.

We were the first to reopen Day Care and Community Services groups, in September 2020, and led the way for others to follow. We continued to increase service provision, with full endorsement and guidance from Public Health England, and demonstrated our determination to uphold our ethos of high-quality care for people with dementia and their carers.

Information and Support

2020/2021 achievements

- Maintaining the access to advice and support from our offices, website and online requests, through flexible and hybrid working.
- Dementia Advisors remained working throughout the pandemic, and restarted face to face meetings earlier than other healthcare providers.
- Due to other services being closed during many months of the year, the Dementia Advisors were the only point of support and advice for so many people. Referral rates increased by 20%.
- Moving our Thowbridge office base to Trinity House, in collaboration with Citizens Advice.

Ongoing Activities

Due to the national lockdown, and subsequent health and safety parameters, we were unable to continue many of our usual activities.

However, we maintained relationships with local contacts, community health and wellbeing boards, Area boards, Community Engagement Managers, local schools and other charities. We will be developing this further as restrictions are removed.

The Difference We Make

As face to face interactions were impossible for much of the year, we developed other ways to raise awareness of our services, and ensure that we were still providing the valuable support and advice people need. Zoom online sessions, increase website usage and ease of access all contributed to this. Phoning members to overcome the sense of isolation and loneliness, during a time of great fear and uncertainty, was essential in supporting them. Someone listening, calling because they care – this cannot be underestimated.

Further details of the difference we make will be expanded in the individual department reports.

Feedback from a carer after a Dementia Advisor visit:

“Thank you Mr Maple, you gave me strength when I needed someone to listen. His advice has proved invaluable, as inevitably my husband’s Alzheimer’s has progressed.” Mrs Telford, wife and carer

“You [Tara and Kate] are indeed doing your jobs but you always go that one step further, you sprinkle your work with love and it arrives with a huge smile. You have definitely touched our lives in a special way.” Becky, family carer

2021/2022 Priority objectives

- Work with Area Boards to increase awareness of the support available for those diagnosed with a Dementia, and their carers.
- Linking with local news information teams, in print and online, or TV, to raise awareness of Alzheimer’s Support and how to access our services.
- Restart the project to make communities dementia friendly – working with others to make this a reality.
- Renovation of the Scots Lane venue to open our Day Care and office space, for Salisbury and surrounding area.
- Responding to the increased referral rates for Dementia Advisors, we are recruiting a new post – Memory Liaison Dementia Advisor.

Home Support Service (Registered)

The year of the pandemic brought with it many challenges for the service. After a brief disruption, HSS returned to normal service delivery in May 2020. All staff have shown extraordinary resilience and resourcefulness to ensure that service delivery is efficient, consistent and of outstanding quality.

2020/2021 achievements

- Invoicing and payroll are now generated from Care Planner data.
- Hours of support have increased in both the North and (significantly) in the North East home support teams.
- Staffing levels have been reviewed and consolidated.
- Hours of support have increased in both the Westbury & Warminster and (significantly) in the Salisbury & Amesbury home support teams.
- The service responded quickly and appropriately to the threat of the Covid-19 virus through the development of a service risk assessment, the provision of adequate personal protective equipment, and securing the provisions for weekly PCR staff testing.
- The provision of mandatory staff training was unaffected during the year.
- All home support staff took up the Covid-19 vaccine and have received both doses.
- Hours of support have recovered or improved since restricted service provision in March 2020 in all home support teams (when looking at comparable data).

All new recruits undergo the national care certificate and their probation is not signed off until that is completed. We already train our staff to a high standard and this certificate enhances the knowledge of our new starters, as well as being a recognised transferable qualification within the care sector.

Ongoing Activities

During 2020/2021 the service provided 28,885 hours of care across Wiltshire. This is a 14% decrease on figures reported in 2019/2020 and is a result of the period of restricted service that commenced in March 2020, from which the service started to see recovery from in October 2020. If comparable data is examined actual hours of support has increased from 2020/2021.

The Difference We Make

Through the provision of home support, individuals with dementia retain a degree of independence that allows them to continue to live at home for longer. Their quality of life is enhanced by a one-to-one association with a trained support worker who encourages them to participate actively in life, through the exploration of likes and interests, participation in hobbies and to (re)connect with their local community. The family carer benefits by receiving a reliable respite during the visits, and are afforded the knowledge that their loved one is safe and well looked after by the support worker. All staff work effectively as advocates for the individual with dementia and their carer, raising the profile of dementia in the local community.

Care Co-ordinators work closely with our Dementia Advisors and have a good relationship with the Adult Care Teams, CIT (Complex Interventions Team) and Resource Teams. We continue to build relationships with the wider healthcare provision to encourage referrals.

Feedback on the service:

"I also wanted to take this opportunity to acknowledge just how much my mum gets from their visits and how much laughter there is - which is definitely a tonic - they are really appreciated by us both." Amanda Foyster (daughter of Barbara Foyster).

"I was concerned initially that Len wouldn't take to visits but have been pleasantly surprised by how much he enjoys them and looks forward to Paul coming. It's lovely to hear them chatting about all sorts of things. I now realise it was good decision to have more support. It has made such a difference, a very positive effect on both our lives. Alf is much calmer." Jean North (wife of Len North).

"Michelle is fantastic, so caring and thoughtful and such good company for mum. She really looks forward to her visits." Son of service user.

2021/2022 Priority objectives

- To increase the resilience of the service including (but not limited to): developing and implementing strategies to increase staff retention and recruitment and addressing ways of working with regards to annual leave and sickness cover.
- To review and consolidate service activity spread and structure including the development of senior support worker roles.
- To develop and implement an internal audit programme to drive excellence within the service.
- Review and consolidate service cost.

Day Care Service

2020/2021 achievements

- Incredible teamwork to deliver support and Club members, and all staff through a very tough year.
- When possible the links with local community groups through visits and joint projects were re-established.
- Determination and commitment by everyone to open the Clubs as soon as possible, to the huge appreciation of Club users and their families.

Ongoing Activities:

- A year obviously dominated by Covid. All clubs closed in March 2020 and a very rapid learning and adapting mission began.
- The psychological damage to club members and carers in lockdown became immediately apparent and we very quickly engaged and formed a strong connection with Public Health England to inform them and lobby to reopen.
- Club management within 2 days of closing for lockdown moved to remote support of club members and carers. They also created specific group Zoom, Facebook and WhatsApp groups for video calls not only for members and carers but also furloughed staff and volunteers. Everyone from support workers and volunteers to senior management kept in contact. There was even fundraising in this period by staff and volunteers plus visits when allowed to club members at home including therapy dog visits.
- In July 2020 our day clubs were one of only 2 similar organisations that we know of to reopen in the UK. We have been open ever since.
- We created detailed Risk Assessments and Guidance for each club for our highly vulnerable client group. We then freely shared this with other peer group organisations via our website to encourage and enable them to reopen. We had contact from across the country asking for advice.
- The pressure on the club staff and volunteer teams was intense. Through keeping them informed and dealing with any fearfulness as it arose, we maintained our usual service and informal atmosphere even with the constraints of PPE and extensive Covid related procedures. The club teams were remarkable in how they adapted and made things work and are a credit to Alzheimer's Support.
- Club member numbers until recently were reduced in each club to allow for social distancing. Also, many club members did not return after the first lockdown due to a steep decline, carer and families not being able to cope and subsequently going into full time care.
- The clubs adapted as needed to the various lockdowns and ever changing government advice. We started asking for Covid testing for the clubs in September 2020 and it took about 6 months for this to be provided. In the meantime, and until now, we have kept the clubs safe and without major incident for members, only having to shut once in Warminster as a precaution, due to staff exposure. We have also kept our staff and volunteer teams almost entirely intact with all now returned to working in their respective clubs.
- Following the rollout of the vaccination programme, and with the relaxation of guidelines, we are, after consultation with Public Health England returning to normality with the retention of some Covid procedures such as mask wearing and disinfecting etc. We are welcoming visitors and entertainers, university trainees and therapy dogs back to the clubs and we are starting to reconnect with our many friends in the community including schools. We are however, proceeding with caution and have plans in place to adapt as needed should the Covid situation worsen.
- All day clubs are now back to capacity providing 128 places of day care 4 days a week. We are also looking again at the delayed plans to open a 5th day in Warminster.

- Throughout Covid the clubs remained supported by their communities with offers of donations and practical help. This has now accelerated as we welcome people back into the clubs
- The new day club planned for Salisbury and delayed by Covid is now moving forward again.

The Difference We Make

Day Care Services provide members with a socially engaging and safe environment to feel connected with others, pursue hobbies or activities, and most importantly feel recognised for the person they are. The high staff ratio (1:2), which is achieved through volunteer input, ensures that each member's needs are met. This positive impact extends beyond their time in the club into the home life. Family carers benefit from up to 7 hours of respite, secure in the knowledge that their loved one is receiving person-centred care in a stimulating environment.

Comments from club members:

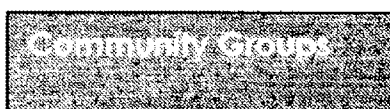
"Mum has absolutely loved the Mill Street Club and always comes out at the end of the day with a big smile... Alzheimer's Support have been amazing throughout the last 9 months when very little support or advice has been available elsewhere." Mill St daughter and carer

"Thank you for my card, but thank you all so very much for making me feel wanted, loved and appreciated.. I love coming to the club" Sidmouth St club member Kerry

"I love coming here. You probably won't believe me saying but when I come here I am free..." Mill St club member Steve

2021/2022 Priority objectives

- Going forward in the next 12 months we look forward to opening in Salisbury and bringing much needed day care to this community..
- We will also continue to reconnect to our many community supporters to inform, support and include them in the running of the clubs where appropriate, and be a tangible example of what the charity does when they are fundraising for us.
- We will maintain the excellent reputation we already have with our members and carers and peer group care organisations.
- We will also retain and encourage our 'open door policy' of inviting people in to see what we do, make dementia visible, and hope they find some inspiration from our practices that they can take away for themselves..
- Increasing the availability of our Day Clubs by introducing a 5th Day in Warminster.. This will be carefully monitored to ensure it's a viable expansion, before potentially implementing this in other Clubs..



2020/2021 achievements

- Fast implementation of online Zoom sessions for delivering group activities – from 24th March 2020.
- Delivered over 80 sessions of Music for the Mind; 30 x Movement for the Mind; 5 x Art; 2 x Quiz; 4 x Training Course for Carers (each 6 weeks in length); 8 x Archive films and song; 1 x Art with the Museum; 3 x Café..
- The online sessions achieved an average of 35-40 people attending per session, a mix of people with dementia, family carers, and volunteers. This totalled 150 to 200 people per week.
- Becoming aware of the stress staff were under, we introduced staff motivation Movement sessions – delivered for 6 weeks.
- In addition we organised our trustee, who is also a clinical psychologist, to run a series of online support sessions for staff.
- Training Course for Carers was so successful, we had waiting lists, and therefore we delivered additional courses to meet demand.
- Developed and delivered a new course – Support and Advice for those diagnosed with Dementia.
- During lockdowns, delivered on average 130 welfare calls per week, providing support, compassion and

advice. Linking to other services with onwards referrals and joint working. Practical help with referring for shopping or medicines collection.

- Reopened face to face activity groups in September 2020 – the first to do so in Wiltshire. We wrote a comprehensive risk assessment, and developed strict policies and procedures for adhering to national guidelines. After consultation with Public Health England and meetings to explain to staff and volunteers, we began the roll out programme to restart this vital service of Community groups.
- Online quiz for staff – interaction with others, for improving the mental health of our staff and volunteers.
- Quiz and online Café for clients, which was very interactive and well attended.
- Postal art packs for over 30 people each month, to create stimulating and fun activities to do at home.
- Fundraising within the team, including £6,000 from Head of Department and Deputy doing skydives.

Ongoing Activities

The range of activities we offer include: Music for the Mind, Movement for the Mind, Art Groups, Muddy Boots outdoor groups, Gardening Café Groups, Memory Cafes, Memory Shed and Training Courses for Carers.

We tried to continue this diversity of offering even when running the groups online. We were innovative and responded quickly to feedback and suggestions from clients. We used our usual Instructors so that they were familiar to clients, and we established a regular rota for delivery. Lots of support and guidance was given to those unfamiliar with the technology, and we made it as easy as possible to join in. Members were sent emails each week with the links for the upcoming sessions.

We linked with partners – Windrose Trust and Salisbury Museum in particular, to offer new and different events in addition to our regular sessions.

The groups all follow a familiar format, guidelines of which are reviewed regularly. However, each group has its' own unique quality, due to the requests of groups members and talents of the staff. We respond to suggestions and feedback. Collating more qualitative and quantifiable data has started this year with the online survey, and will be developed in the coming year.

Easter, Summer and Christmas concerts

After the phenomenal success of the summer concert in 2019, we wanted to repeat the experience. Obviously Covid prevented that, but we ran online concerts instead. The Easter one was so successful, with over 70 attendees, that we repeated it in the summer and at Christmas.

The Difference We Make

The groups provide a fun and welcoming environment for the various activities, and help people re-engage with familiar activities. It creates a sense of community, and reminiscence. However, more than that, it also allows a period of time for couples to reconnect, to return to being wife & husband, mother and daughter. Together they are people enjoying an art project, or singing together. We are linking with the person behind the diagnosis, which is so crucially important.

Feedback on Community Groups:

"I thoroughly enjoyed yesterday's Christmas Concert. I know these things are hard enough to arrange in real life but to do this on Zoom must be nightmare, so my warmest congratulations to all the team. I think you all deserve medals for all you do for those with dementia and particularly for their carers." Susannah in Chippenham.

Thank you so much for your email and explanations and understanding - I do appreciate the support..... I am so grateful to learn that help is out there for me - with Alan Carer regarding Training Course For Carers.

".. I have been so looking forward to hearing from you that you are still doing the zoom meetings as life on my own is very depressing and it's lovely to have something to look forward to.." Mavis (diagnosed with Alzheimer's disease)..

2021/2022 Priority objectives

- Continued consolidation of department – evaluation of value to members and development of best practice.
- The legacy of post lockdown is the addition of online Music for the Mind weekly sessions for those wanting to join in additional group, or who can't attend their regular face to face group due to illness etc.
- Delivery of more Training Courses for Carers.

- Run another course for those recently diagnosed.
- Link with other healthcare providers for increased awareness of our services.
- Introduction of Carers groups, as this has been requested.

Awareness Raising – Communication, Engagement and Fundraising.

2020/2021 achievements

- We kept in touch with and grew our various audiences in new ways, including a widely-praised and continuously updated Coronavirus section on our website.
- Website traffic increased by 19% and time on the site by 10%.
- Virtual fundraising events and challenges caught the imagination of existing and new supporters and, alongside our Covid-19 emergency appeal, led to a strong year for community fundraising, raising more than £308,000 excluding legacies.
- Website-generated income increased to £65k (calendar year 2020): a 132% increase
- We launched our new Mailerlite email provider for regular supporter bulletins and provided weekly staff bulletins during the pandemic.
- Our Coronavirus survey (August 2021) revealed the damaging effects of lockdown on the families we support.
- We updated and continued to promote the Dementia Roadmap for Wiltshire. Visits grew by 6%.
- The whole organisation was a Finalist in Mankel 3rd Sector Care Awards (March 2021).
- Instagram page launched and Facebook fundraising button introduced.
- Communications Strategy revised and updated.

Ongoing activities

As with other departments, Comms and Fundraising pivoted rapidly in March 2020 in response to Covid-19. The year's activities were dominated by finding new ways to connect, to maintain relationships and income and to support colleagues on the front line with information, resources and a sense of togetherness.

Digital fundraising came to the fore, accelerating an existing trend. Supporters responded positively to our urgent Covid-19 appeal online and through Facebook. Our Walk to Remember was replaced by a virtual event, and the flexibility encouraged individual one-off challenges including Tony's Tour for a 70-something former cycling champ with dementia who inspired others to do the same and was featured on BBC Points West.

Community Fundraising goes from strength to strength - Our first Skydive for Dementia jump day in September 2020 raised more than £13k. At Christmas we launched our online shop selling hand-made cards and gifts beautifully made by a carer and volunteer Ken Windess, whose contribution to our charity was later, and very deservedly featured in Wiltshire Life magazine. We also published our Christmas cookbook with recipes donated by carers, clients and supporters. Finally, we revamped our InMemory section on the website, launching online Tribute pages and a Light Up Christmas in memory page for smaller donations. We worked with our website provider to pioneer our own online Meadow of Remembrance – a first for them too.

Our presence on **social media** continued to grow. Facebook followers grew by 11% to 2,773 and Twitter by 10% to 2,574. Our fledgling Instagram account had 236 followers by end of year.

Supporting staff and volunteers through information became more important than ever. With our new Mailerlite email provider we issued weekly staff bulletins with a mix of essential messages, teams' own news and lighter items. We got the teams involved in Beat the Boss, BBC Wiltshire's lunchtime quiz, and encouraged staff to tell their own stories in blogposts and newsletters. As a team we were bowled over by the efforts of our staff and volunteers to fundraise themselves and support the charity through challenge events, mask making, selling crafts and even making donations. We held dedicated Zoom events for volunteers and ambassadors who returned to support services as they came back on stream.

Our news was similarly refocused. The Coronavirus pages on our website, with their mix of online activity ideas, advice and regularly updated information, attracted visitors far beyond Wiltshire. We supported people

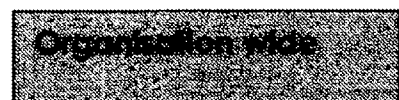
with dementia to tell their stories, and Phyllis Mason became a case study for the national Music for Dementia organisation. The results of our August 2020 survey, showing the moving extent of the effects of lockdown on people with dementia and their families in Wiltshire, and our news items about on referral rates and demand for our services during the pandemic, were widely reported. We continue to have a monthly feature in the Wiltshire Times, a very strong showing in local press and radio, and are constantly increasing our presence in hyper-local publications, websites and Facebook pages. At the other end of the scale, the 30 Ways to Help Someone with Dementia, created by members of the Devizes Discussion Group was republished in the journal of the Faculty of Psychology of Older People.

The Difference We Make

In the words of one daughter: *"Thank you for all your help to me and Mum who recently passed away, 10 years after her diagnosis with Alzheimer's and vascular dementia. Your support, education and programmes helped Mum to live a fuller life than she might have had and helped me to be a far better carer."* (name and address supplied)

2021/2022 Priority objectives

- Reintroduce face to face community events including A Walk to Remember, Christmas carol services.
- Continue to increase awareness, particularly through corporate engagement.
- Host our third Dementia Social Care conference (cancelled in 2020)
- Build on our growing digital presence, in particular through regular supporter bulletins



2020/2021 achievements

- The Covid pandemic impacted us throughout all aspects of our service delivery, our finances and our strategy.
- The increased costs of PPE and testing was challenging, and we sourced grants and funding to mitigate the impact of this.
- Donations were high during the time, both individuals and corporate. People saw what we were doing, and donated to help us continue.
- Adaptation of how we worked (Zoom, welfare calls etc) to meet new demands.
- Our strategy changed at short notice, showing flexibility, adaptability and resilience.
- We have a positive financial result, due to Government support (Furlough scheme) grants & foundations continuing to provide previously awarded funds, and the increased community fundraising. But also, some of our fixed costs (consultants, travel, venue hire etc) were reduced.
- The legacy from Mrs Beryl Gover provided financial security during the period.
- Staff rose to the challenge of unprecedented demand for support, in an unfamiliar and uncertain environment.

Ongoing Activities

During 2020/2021 we focused on retaining the services we were delivering, and cautiously expanding as National Guidelines allowed. The demand is increasing, resulting from the long periods of lockdown exacerbating the deterioration of the disease in many people. Carers are at breaking point, so look to us for support.

2021/2022 Primary Objectives

We still face challenging circumstances, but we plan a period of consolidation, and internal operations review regarding service delivery.

- We will continue to be innovative, but within the parameters of current service provision.
- We must increase our staff to meet the ever-increasing demand for services, and will review internal structures and roles. We will be careful and informed in our development of job opportunities.
- Salisbury Day Care centre, with office bases for staff from Home Support, Community Services and Dementia Advisors. Admin presence so we offer a drop-in facility for advice and support.
- Salisbury offers an exciting opportunity to develop our services, in conjunction with other providers too, and deliver our services to this previously underdeveloped geographical area.
- However, this expansion does pose a potential financial risk that we are approaching with prudence. We will involve local communities to fundraise for this project.

- We are reviewing our staff contracts and conditions, to ensure we remain an attractive employer.
- Evaluation of training and development opportunities for staff and volunteers.



I would like to start by thanking all staff, volunteers and trustees for their sterling efforts during the last year. The pandemic placed great strain on everyone and it is due to their energy, enthusiasm and inventiveness that services, (often in different formats, unusual ways, and at different times), were available throughout the year. An amazing achievement of which all should be very, very proud. Dealing with risk assessments, PPE and COVID tests for a while became a way of life, and has added considerably to the pressure on staff and volunteers. It made an extremely difficult period for all, which hopefully is beginning to ease as the COVID situation improves.

The organisation during this period was led by Bab Harris. When Babs joined the organisation 6 years ago it was a much smaller organisation in terms of the scope of services provided and the geographical area covered. The new services and initiatives she introduced have made the organisation the leading provider of dementia services across Wiltshire. No mean achievement in such a short period of time.

During the financial year we received a very generous legacy from the estate of Beryl Gover, which enabled us to continue to provide our services with a level of financial assurance, that would not otherwise have been there during this particularly troubling time. And subsequent to our balance sheet year end, have also been the beneficiary of a further substantial legacy, this time from the estate of William Elliot: this will enable us to not only, finally meet our reserves policy, but to maintain and expand the operations of Alzheimer's Support, in what remains a highly challenging financial environment. We remain immensely grateful to both Beryl Gover and William Elliot, both of whom were long-term friends and supporters of the charity, and whose generosity has enabled us to approach the future with a high degree of confidence.

FINANCIAL REVIEW

Principal sources of funding during this financial year were: Wiltshire CCG, Wiltshire Council, Masonic Charitable Foundation, Wiltshire Community Foundation, Nationwide Building Society and many more. Local financial support is also received from Rotary, Lions, Freemasons and Town Councils as well as Area Boards and Health and Wellbeing Boards.

During the 12 months under review the charity made a surplus of £134,351. During the year the unrestricted reserves increased from £146,454 to £280,805

This was largely due to the bequest of £136,000 from Mrs Beryl Gover.

RESERVES POLICY

The Finance and Fundraising Sub-Committee, on behalf of the Board of Trustees, conducts an annual review of the level of unrestricted reserves by considering risks associated with the various income streams, expenditure plans and balance sheet items. This enables an estimate to be made of the level of reserves that are sufficient:

- to allow time for re-organisation in the event of a downturn in income;
- to protect ongoing work programmes; and
- to allow the Charity to meet its objectives.

Risks and issues considered by the Finance and Fundraising Sub-Committee in making this judgement on the level of unrestricted reserves include:

- over-dependence on any single source of income;
- likelihood of a downturn in income streams;
- period of time required to re-establish income streams;

- period of time required to downsize the Charity operations;
- whether there is adequate control over budgets;
- requirements for a reasonable level of working capital.

The target for unrestricted level of reserves is estimated at the equivalent of three months of the Charity's general expenditure budget. The unrestricted reserves held as at 31 March 2021 is £280,805 (2020 – £146,454) which is below this target.

TRUSTEES RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

The trustees (who are also directors of the charity for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year. Under company law the trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

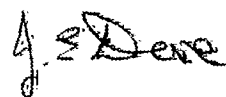
The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

AUDITORS

A resolution will be proposed at the Annual General Meeting that William Price & Co Audit will be appointed as auditors to the charity for the coming year.

This report has been prepared in accordance with the special provisions of part VII of the Companies Act 1985 relating to small companies.



Chair
Janet Dore

Date: 1/12/2021

Alzheimer's Support

Independent Auditors' report

to the members of Alzheimer's Support

Opinion

We have audited the financial statements of Alzheimer's Support (the 'charitable company') for the year ended 31 March 2021 which comprise of the Statement of Financial Activities, Balance Sheet, Cashflow statement and 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 Financial Reporting Standard 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 charitable company's affairs as at 31 March 2021 and of its income, 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; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

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 charitable company, in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC'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 the charitable company's ability to continue as a going concern for a period of at least twelve 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, 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.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters in relation to which the Charities (Accounts and Reports) Regulations 2008 require us to report to you if, in our opinion:

- the information given in the financial statements is inconsistent in any material respect with the trustees' report; or
- the charitable company has not kept adequate accounting records; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

Alzheimer's Support
Independent Auditors' report
to the members of Alzheimer's Support

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement the trustees (who are also the directors of the 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 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 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 144 of the Charities Act 2011 and report in accordance with regulations made under section 154 of that Act.

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 is detailed below.

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: <https://www.frc.org.uk/Our-Work/Audit/Audit-and-assurance/Standards-and-guidance/Standards-and-guidance-for-auditors/Auditors-responsibilities-for-audit/Description-of-auditors-responsibilities-for-audit.aspx>. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. 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 trustees as a body, for our audit work, for this report, or for the opinions we have formed.

William Price & Co Auditor Ltd

William Price & Co Audit Ltd
Statutory Auditor
Suite 9 Westbury Court
Church Road
Bristol

Date: 6-12-21

William Price & Co Audit Ltd is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

Alzheimer's Support

Statement of Financial Activities (including summary income & expenditure account)

For the year ended 31 March 2021

	Notes	Unrestricted Funds £	Restricted Funds £	Total Funds 2021 £	Total Funds 2020 £
Incoming and endowments from:					
Donations and legacies	2	320,388	33,615	354,003	194,312
Charitable activities	3	1,273,320	326,743	1,600,063	1,775,121
Investments - interest received		142	-	142	95
Total incoming resources		1,593,850	360,358	1,954,208	1,969,528
Expenditure on:					
Raising funds	4	64,248	-	64,248	67,185
Charitable activities	5	1,395,251	360,358	1,755,609	1,868,816
Total resources expended		1,459,499	360,358	1,819,857	1,936,001
Net incoming resources/ (resources expended)		134,351	-	134,351	33,527
Realised gains on investment assets		-	-	-	-
Net incoming resources/(resources expended) including realised gains on investments		134,351	-	134,351	33,527
Unrealised losses on investment assets		-	-	-	-
Net movement in funds		134,351	-	134,351	33,527
Funds balances brought forward at 1 April		146,454	-	146,454	112,927
Funds balances carried forward at 31 March		280,805	-	280,805	146,454

The statement of financial activities includes all gains and losses in the year. All incoming resources and resources expended derive from continuing operations.

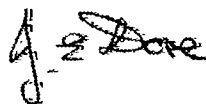
**Alzheimer's Support
Balance Sheet
As at 31 March 2021**

	Notes	2021 £	2020 £
Fixed assets			
Tangible assets:	11	163,443	187,921
Current assets			
Debtors	12	258,557	155,250
Cash at bank and in hand		296,578	134,457
		555,135	289,707
Creditors: amounts falling due within one year	13	(437,773)	(331,174)
Net current assets/(liabilities):		117,362	(41,467)
Net assets		<u>280,805</u>	<u>146,454</u>
Funds			
Unrestricted funds	15	280,805	146,454
Total Funds	20	<u>280,805</u>	<u>146,454</u>

The trustees are satisfied that the company was entitled to exemption from audit under section 477 of the Companies Act 2006 and that members have not required an audit in accordance with section 476. However, an audit is required in accordance with the Charities Act 2011.

The trustees acknowledge their responsibilities for:

- i) ensuring that the company keeps accounting records which comply with section 476; and
- ii) for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.



Janet Dore

Date: 11/12/2021

Company Number 3082546

Alzheimer's Support
Cash Flow Statement
For the year ended 31 March 2021

	2021	2020
	£	£
Cash generated from operating activities		
Operating surplus	1134,209	33,432
Reconciliation to cash generated from operations:		
Depreciation	40,328	38,733
Loss on disposal of assets	-	-
(Increase)/decrease in debtors	(1103,307)	30,947
Increase/(decrease) in creditors	1106,599	(761)
	<u>1177,829</u>	<u>102,351</u>
Cashflow incoming from investing activities		
Interest received	142	95
	<u>142</u>	<u>95</u>
Cashflow outgoing from non trading activities		
Purchase of tangible fixed assets	(15,850)	(29,778)
	<u>(15,850)</u>	<u>(29,778)</u>
Net increase in cash	1162,121	72,668
Cash at bank and in hand less overdrafts at 1 April	1134,457	61,789
Cash at bank and in hand less overdrafts at 31 March	<u>296,578</u>	<u>134,457</u>
Consisting of:		
Cash at bank and in hand	<u>296,578</u>	<u>134,457</u>

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2021

1 Summary of significant accounting policies:

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

a) General information and basis of preparation.

The financial statements have been prepared in accordance with the Financial Reporting Standard 102 (FRS 102), the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in 2015 and applicable charity and company law. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

b) Funds:

Unrestricted funds are available for use at the discretion of the trustees in the furtherance of the general objectives of the charity.

Restricted funds are funds which are to be used in accordance with specific instructions imposed by donors on which have been raised by the charity for a particular purpose. The costs of raising and administering such funds and the costs incurred in complying with the specific restrictions are charged against the specific fund.

c) Income recognition

All incoming resources are included in the Statement of Financial Activities (SOFA) when the charity is legally entitled to the income after performance conditions are met, when the amount can be measured reliably and it is probable that the income will be received.

Grant income is recognised on an accruals basis and is allocated to accounting periods specified by the donor.

Grants awarded for the provision of a particular service are shown as charitable activities income and where a service level agreement is in place on a period of funding support is specified in the terms of the award the income is allocated across the period specified in that agreement.

Where no period is specified grant income is allocated equally over a period of twelve months from the month of receipt.

Client repayments are fees for the provision of services or charges for travel and ancillary items and are accounted for as Charitable Activities income on an accruals basis.

Funds raised by events, gifts, donations and legacies and other sources of funds raised are accounted for as Donations and legacies and are taken to the SOFA when received.

d) Expenditure recognition

Expenditure is recognised when 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.

- Costs of raising funds are those incurred in attracting voluntary income or in activities to raise funds.
- Charitable activities costs include both direct and indirect support costs relating to the activities. The salary element of indirect support costs are allocated to the activity in proportion to staff time spent on the particular activity and all other costs are allocated according to usage of the service provided. The value of services provided by volunteers is not included.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include a proportion of indirect support costs.

Expenditure incurred by the head office function is allocated to specific projects in accordance with the level of management time and cost incurred and is charged directly to the restricted and unrestricted funds and projects as each cost is incurred.

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2021

e) Tangible Fixed assets:

Fixed assets are recorded at their original cost. Assets costing less than £100 are charged to resources expended in the year they are purchased. The net residual value of the asset base is estimated to be nil.

Depreciation

Depreciation has been provided at the following rates in order to write off the assets over their estimated useful lives.

Leasehold improvements	Over the length of the leases
Computer equipment	33% straight line
Other equipment	20% straight line

f) Debtors and creditors receivable or payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

g) Pensions

The company operates a defined contribution pension scheme. Contributions are charged as they become payable in accordance with the rules of the scheme.

2 Donations and legacies	Unrestricted Funds	Restricted Funds	2021 Total Funds	2020 Total Funds
	£	£	£	£
Gifts, legacies and donations	277,748	33,615	311,363	117,714
Fundraising events	42,640	-	42,640	56,598
	<u>320,388</u>	<u>33,615</u>	<u>354,003</u>	<u>194,312</u>

3 Charitable activities	Unrestricted Funds	Restricted Funds	2021 Total Funds	2020 Total Funds
	£	£	£	£
Grants and contracts	541,670	326,743	868,413	829,628
Client repayments: fees	695,214	-	695,214	868,474
Client repayments: travel	28,206	-	28,206	70,777
Client repayments: other	8,230	-	8,230	6,242
	<u>11,273,320</u>	<u>326,743</u>	<u>1,600,063</u>	<u>1,775,121</u>

4 Raising funds	Unrestricted Funds	Restricted Funds	2021 Total Funds	2020 Total Funds
	£	£	£	£
Fundraising costs	64,248	-	64,248	67,185
	<u>64,248</u>	<u>-</u>	<u>64,248</u>	<u>67,185</u>

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2021

5 Charitable activities:	Unrestricted Funds	Restricted Funds	2021 Total Funds	2020 Total Funds
	£	£	£	£
Information and support	31,957	-	31,957	58,578
Community activities	69,838	52,802	122,640	261,959
Dementia adviser service	105,402	188,736	294,138	245,927
Home support	862,598	38,226	900,824	874,816
Day care	321,662	63,856	385,518	424,363
Governance	3,794	16,738	20,532	3,173
	<u>1,395,251</u>	<u>360,358</u>	<u>1,755,609</u>	<u>1,868,816</u>

6 Governance costs	Unrestricted Funds	Restricted Funds	2021 Total Funds	2020 Total Funds
	£	£	£	£
Audit	2,200	-	2,200	2,200
Accountancy	1,000	-	1,000	973
Covid related expenditure	594	16,738	17,332	-
	<u>3,794</u>	<u>16,738</u>	<u>20,532</u>	<u>3,173</u>

7 Operating surplus/(deficit)	2021	2020
	£	£
This is stated after charging:		
Depreciation of fixtures fittings and equipment	113,302	111,642
Amortisation of leasehold improvements	27,026	27,091
Salaries	1,363,806	1,357,492
Social security costs	54,007	53,960
Pension costs	32,062	30,953
Auditors' remuneration:		
- Audit Fee	2,200	2,200
- Other services	-	-

The total number of employees during the year was 140 (2020 - 156).

No employees received emoluments as defined for taxation purposes of over £50,000.

The company contributes to the employees' personal pension schemes which are defined contribution schemes.

The key management personnel of the charity comprises the trustees and the Chief Executive, to whom responsibility for the day-to-day activities of the charity is delegated. The total employee benefits received by key management personnel during the year were £44,521 (2020: £42,052).

8 Related Party Transactions

There were no related party transactions in the year to 31st March 2021.

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2021

Resources analysis

	Information and support £	Dementia advisors £	Community activities £	Home Support £	Day Care £	Governance (Including Covid costs) £	Fundraising £	2021 Total £	2020 Total £
Costs directly allocated to activities:									
Staff costs	211,668	269,853	96,870	726,439	279,019	-	56,008	1,449,857	1,442,405
Volunteer costs	-	-	-	-	602	-	-	602	11,279
Consultants	-	280	14,507	792	-	-	-	15,579	42,617
Travel	14	1,536	391	28,210	405	-	-	30,556	136,018
Recoverable travel	-	-	-	30,862	191	-	-	31,053	-
Subsistence and hospitality	206	1,252	289	9,212	3,602	-	-	14,561	29,923
Client shopping	-	-	-	3,232	-	-	-	3,232	-
Recruitment	4	97	2	1,650	184	-	-	1,937	11,355
Training	52	94	166	4,626	107	-	-	5,045	10,246
Rent and rates	3,032	5,751	3,980	15,459	38,804	-	-	66,976	78,121
Light and heat	634	1,154	387	3,239	6,747	-	-	12,131	15,117
Insurance	485	881	272	2,473	1,197	-	-	5,308	5,961
Printing postage & Subscriptions	566	1,123	488	2,901	1,948	-	-	7,021	9,173
Repairs and renewals	109	200	62	13,778	2,328	-	-	16,477	17,309
IT support	283	513	131	2,766	9,980	15,509	-	29,182	12,880
Photocopier leasing	3,300	5,662	1,414	29,660	6,150	-	4,254	50,440	45,869
Telephone and fax	403	733	227	2,058	1,214	-	-	4,635	16,172
Telephone and fax	479	3,315	2,927	12,541	991	11,823	-	22,076	21,517
Accountancy fees	-	-	-	-	-	1,000	-	1,000	973
Audit fees	-	-	-	-	-	2,200	-	2,200	2,200
Legal fees	108	173	54	486	704	-	-	1,525	-
Bank charges	142	339	105	952	387	-	-	1,925	1,426
Fundraising costs	-	-	-	-	-	-	3,986	3,986	2,423
Depreciation & amortisation	472	1,182	448	7,263	30,963	-	-	40,328	38,733
Bad debts	-	-	-	2,225	-	-	-	2,225	4,284
Total Resources Expended	311,957	294,138	122,640	900,824	385,518	20,532	64,248	1,819,857	1,936,001

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2021

10 Taxation

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 11 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

11 Tangible fixed assets

	Property improvements £	Computer equipment £	Other equipment £	Total £
Cost				
At 1 April 2020	267,416	79,591	59,807	406,814
Additions	3,799	10,452	1,599	15,850
At 31 March 2021	271,215	90,043	61,406	422,664
Depreciation				
At 1 April 2020	108,910	65,720	49,263	218,893
Charge for the year	27,026	9,752	3,550	40,328
At 31 March 2021	130,936	75,472	52,813	259,221
Net Book value				
At 31 March 2021	140,279	14,571	8,593	163,443
At 31 March 2020	163,506	13,871	10,544	187,921

12 Debtors

	2021 £	2020 £
Trade debtors	169,082	80,748
Prepayments and accrued income	88,374	73,261
Other debtors	1,101	1,241
	258,557	155,250

13 Creditors: amounts falling due within one year

	2021 £	2020 £
Trade creditors	16,774	16,773
Other taxes and social security costs	14,755	13,709
Accruals	172,394	148,660
Deferred income (Note 14)	167,620	144,731
Other creditors	66,230	7,301
	437,773	331,174

Deferred income represents grants received that are specified to future periods as set out in Note 14.

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2021

14 Deferred grants and contracts

	Deferred Income B/Fwd £	Grant Received £	Deferred Income C/fwd £	Income 2021 £
Restricted funds:				
<u>Statutory funding: WC/CCG:</u>				
Dementia advisors project	30,127	1188,735	(32,245)	186,617
<u>Trusts and Foundations:</u>				
St James' Trust	500	2,500	(333)	2,667
HSBC Garden	31,735	-	(31,735)	-
Royal British Legion - Aged Veterans Fund	-	38,502	(8,750)	29,752
Wiltshire Council - Area Board Grant	-	900	(825)	75
Wiltshire Charities Fund	-	6,000	-	6,000
Wiltshire Community Foundation	-	3,800	(1,267)	2,533
Chippenham Borough Lands Charity	-	2,837	(1,655)	1,182
Wessex Water Community Fund	-	1,807	(1,657)	150
Girdlers Trust	1,325	3,010	(117)	4,218
Masonic Charitable Foundation	5,000	30,000	(5,000)	30,000
Nationwide: via the Charities Trust	-	5,433	-	5,433
Fulmer Trust	667	-	-	667
Maurice Fry Trust	1,250	-	-	1,250
Charities Trust	275	-	-	275
Chippenham Town Council	583	-	-	583
Malmesbury Town Council	39	-	-	39
Tesco	693	-	-	693
Serco	-	11,000	(166)	834
Armed Forces Covenant	-	19,500	(3,250)	16,250
National Lottery Community Fund	-	30,000	(5,000)	25,000
Wassminster Town Council	-	2,000	(500)	1,500
Wiltshire & Swindon Sport	-	9,975	-	9,975
Other grants	-	1,050	-	1,050
	42,067	158,314	(60,256)	140,126
Total restricted grants (see note 16)	72,114	347,049	(92,500)	326,743
Unrestricted				
<u>Statutory funding: WC/CCG:</u>	72,537	431,949	(75,120)	429,366
Covid grants	-	109,280	-	109,280
Other grants	-	3,024	-	3,024
Total Unrestricted grants (see note 15)	72,537	544,253	(75,120)	541,670
	144,731	891,302	(167,620)	868,413

15 Unrestricted funds

	Balance as at 1 April 2020 £	Income £	Expenditure £	Balance as at 31 March 2021 £
Unrestricted Funds				
General funds	146,454	1,052,180	(917,829)	280,805
Unrestricted funds - Grants (see note 14)	-	541,670	(541,670)	-
	146,454	1,593,850	(1,459,499)	280,805

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2021

16 Restricted funds

	Balance as at 11 April 2020 £	Income (See note 14) £	Expenditure £	Balance as at 31 March 2021 £
<u>Statutory funding</u>				
Dementia advisors project per note 14	-	186,617	(186,617)	-
<u>Trusts and Foundations - per note 14</u>	-	140,126	(140,126)	-
Total per Note 14	-	326,743	(326,743)	-
Donations	-	33,615	(33,615)	-
Total restricted funds	-	360,358	(360,358)	-

17 Other financial commitments

	2021	2020
As at the year-end the charitable company had total minimum commitments under non-cancellable operating leases as set out below:		
	Land & Buildings	Land & Buildings
	£	£
within one year	60,170	28,220
within two to five years	185,855	62,000
in over five years	23,250	38,750
	<u>269,275</u>	<u>128,970</u>
	Equipment	Equipment
	£	£
within one year	6,509	6,509
within two to five years	1,627	13,019
in over five years	-	-
	<u>8,136</u>	<u>19,528</u>

18 Trustee expenses

No trustees received emoluments or expenses during the year. (2020 - £ Nil).

Alzheimer's Support
Notes to the Accounts
For the year ended 31 March 2021

19 Ultimate controlling party

The trustees do not consider that the organisation has an ultimate controlling party.

20 Analysis of Net Assets Between funds

	Total	Restricted	Unrestricted
		£	£
Tangible Fixed Assets	163,443	46,916	116,527
Current Assets	555,135	45,584	509,551
Current Liabilities	(437,773)	(92,580)	(345,273)
	<u>280,805</u>	<u>-</u>	<u>280,805</u>

21 Going concern

The charity's accounts are produced under the going concern convention. The charity is reliant for its future operation on the continuing support of its principal funders, in particular, Wiltshire Council and the Wiltshire CCG. These funders have continued to support the Charity for many years and are expected to do so in the future. They ensure the provision of its core services and the fulfilling of its main aims and objectives.