



alzheimers  
support

**Company Number: 03082546**

**Charity Number: 1048314**

**Alzheimer's Support  
Report and Accounts  
For the year ended  
31<sup>st</sup> 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 McCloy  
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 31<sup>st</sup> 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 21<sup>st</sup> 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 Busk, 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:

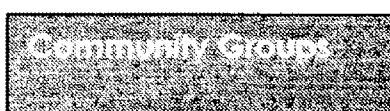
"Mum has absolutely loved the Mill Street Club and always comes out at the end of the day with a big smile... Alzheimer's Support have been amazing throughout the last 9 months when very little support or advice has been available elsewhere." Mill St daughter and carer

"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 5<sup>th</sup> 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 24<sup>th</sup> 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 3<sup>rd</sup> 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

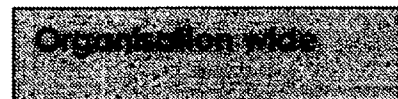
with dementia to tell their stories, and Phyllis Mason became a case study for the national Music for Dementia organisation. The results of our August 2020 survey, showing the moving extent of the effects of lockdown on people with dementia and their families in Wiltshire, and our news items about on 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.

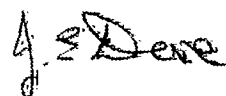
The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding 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, 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 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 £
<b>Incoming and endowments from:</b>					
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
<b>Total incoming resources</b>		<b>1,593,850</b>	<b>360,358</b>	<b>1,954,208</b>	<b>1,969,528</b>
<b>Expenditure on:</b>					
Raising funds	4	64,248	-	64,248	67,185
Charitable activities	5	1,395,251	360,358	1,755,609	1,868,816
<b>Total resources expended</b>		<b>1,459,499</b>	<b>360,358</b>	<b>1,819,857</b>	<b>1,936,001</b>
<b>Net incoming resources/ (resources expended)</b>		<b>134,351</b>	<b>-</b>	<b>134,351</b>	<b>33,527</b>
Realised gains on investment assets		-	-	-	-
<b>Net incoming resources/(resources expended) including realised gains on investments</b>		<b>134,351</b>	<b>-</b>	<b>134,351</b>	<b>33,527</b>
Unrealised losses on investment assets		-	-	-	-
<b>Net movement in funds</b>		<b>134,351</b>	<b>-</b>	<b>134,351</b>	<b>33,527</b>
Funds balances brought forward at 1 April		146,454	-	146,454	112,927
<b>Funds balances carried forward at 31 March</b>		<b>280,805</b>	<b>-</b>	<b>280,805</b>	<b>146,454</b>

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



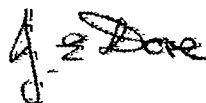
**Alzheimer's Support  
Balance Sheet  
As at 31 March 2021**

	Notes	2021 £	2020 £
<b>Fixed assets</b>			
Tangible assets:	11	163,443	187,921
<b>Current assets</b>			
Debtors	12	258,557	155,250
Cash at bank and in hand		296,578	134,457
		555,135	289,707
<b>Creditors: amounts falling due within one year</b>	13	(437,773)	(331,174)
<b>Net current assets/(liabilities):</b>		117,362	(41,467)
<b>Net assets</b>		<u>280,805</u>	<u>146,454</u>
<b>Funds</b>			
Unrestricted funds	15	280,805	146,454
<b>Total Funds</b>	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**

	<b>2021</b>	<b>2020</b>
	<b>£</b>	<b>£</b>
<b>Cash generated from operating activities</b>		
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>
<b>Cashflow incoming from investing activities</b>		
Interest received	142	95
	<u>142</u>	<u>95</u>
<b>Cashflow outgoing from non trading activities</b>		
Purchase of tangible fixed assets	(15,850)	(29,778)
	<u>(15,850)</u>	<u>(29,778)</u>
<b>Net increase in cash</b>	<b>1162,121</b>	<b>72,668</b>
Cash at bank and in hand less overdrafts at 1 April	1134,457	61,789
<b>Cash at bank and in hand less overdrafts at 31 March</b>	<u><b>296,578</b></u>	<u><b>134,457</b></u>
<b>Consisting of:</b>		
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
	£	£	£	£	£	£	£	£	£
<b>Costs directly allocated to activities:</b>									
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
<b>Total Resources Expended</b>	<b>311,957</b>	<b>294,138</b>	<b>122,640</b>	<b>900,824</b>	<b>385,518</b>	<b>20,532</b>	<b>64,248</b>	<b>1,819,857</b>	<b>1,936,001</b>

**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 £
<b>Cost</b>				
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
<b>Depreciation</b>				
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
<b>Net Book value</b>				
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 £
<b>Restricted funds:</b>				
<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)	72,119	347,049	(92,500)	326,743
<b>Unrestricted</b>				
<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



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**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)	-
<b>Total per Note 14</b>	-	326,743	(326,743)	-
Donations	-	33,615	(33,615)	-
<b>Total restricted funds</b>	-	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:		
	<b>Land &amp; Buildings</b>	<b>Land &amp; Buildings</b>
	£	£
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>
	<b>Equipment</b>	<b>Equipment</b>
	£	£
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**  
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**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.