



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 well 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.

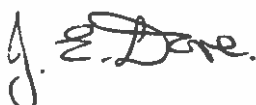
In so far as the Trustees are aware:

- 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

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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

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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

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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.

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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.

