



Company Number: 03082546

Charity Number: 1048314

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

Alzheimer's Support

Legal and Administrative Information

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

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2025

Structure, Governance and Management

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

Governing Document

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

Recruitment and Appointment of Management Committee

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

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

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

Trustee Induction and Training

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

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

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

Organisation

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

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

These include:

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

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

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

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

Internal control

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

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

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

Risk Management

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

Objectives, Activities and Achievements

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

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

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

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

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

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

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

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

Organisation wide

By Sarah Marriott, CEO

Overview

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

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

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

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

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

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

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

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

Ongoing Activities

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

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

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

2025/2026 Priority Objectives

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

Information and Support – Dementia Advisers

By Jonathan Aldridge Mansfield, Head of Community Services

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

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

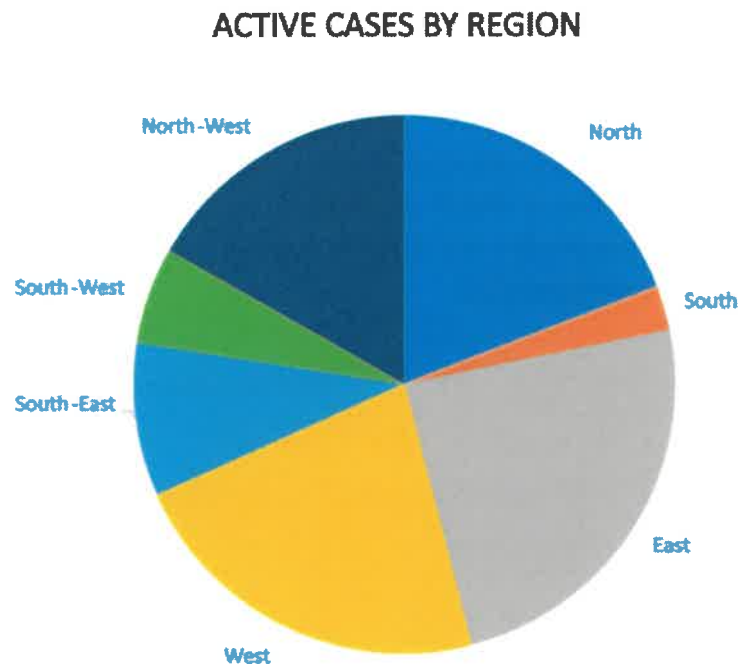
They offer information and advice to people diagnosed with dementia or undergoing diagnosis.

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

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

Active cases per region

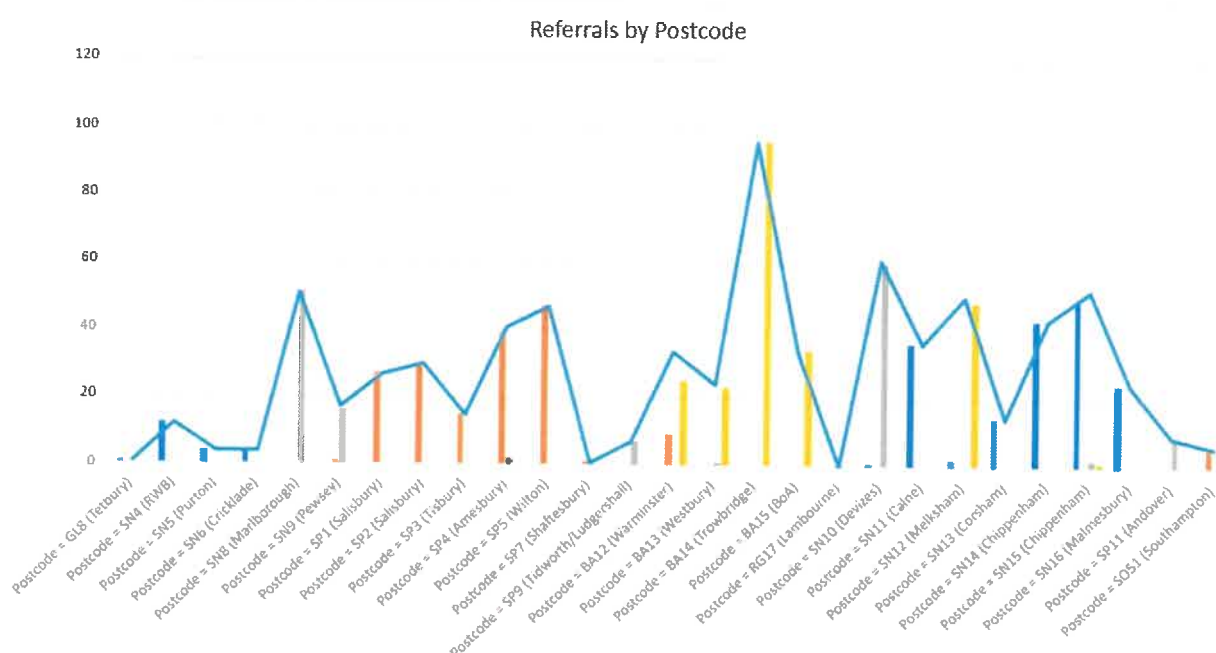
435	North
60	South
552	East
506	West
210	South-East
132	South-West
380	North-West



Achievements April 2024 – March 2025

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

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



Ongoing activities/Community Engagement

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

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

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

The difference we make

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

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

Comments about Dementia Advisers:

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

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

2025/2026 priority objectives

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

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

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

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

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

Achievements:

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

Ongoing Activities

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

Active Service Users: 202

Hours of Care Delivered: 29, 557

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

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

The Difference We Make

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

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

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

Feedback received on the service:

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

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

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

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

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

Priority objectives 2025/2026:

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

Day Care Service

By Monique Bentley, Head of Care Services

Achievements

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

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

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

Ongoing Activities:

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

The Difference We Make

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

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

Feedback received on the service:

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

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

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

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

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

Priority objectives 2025/2026:

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

Community Groups

By Jonathan Aldridge Mansfield, Head of Community Services

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

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

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

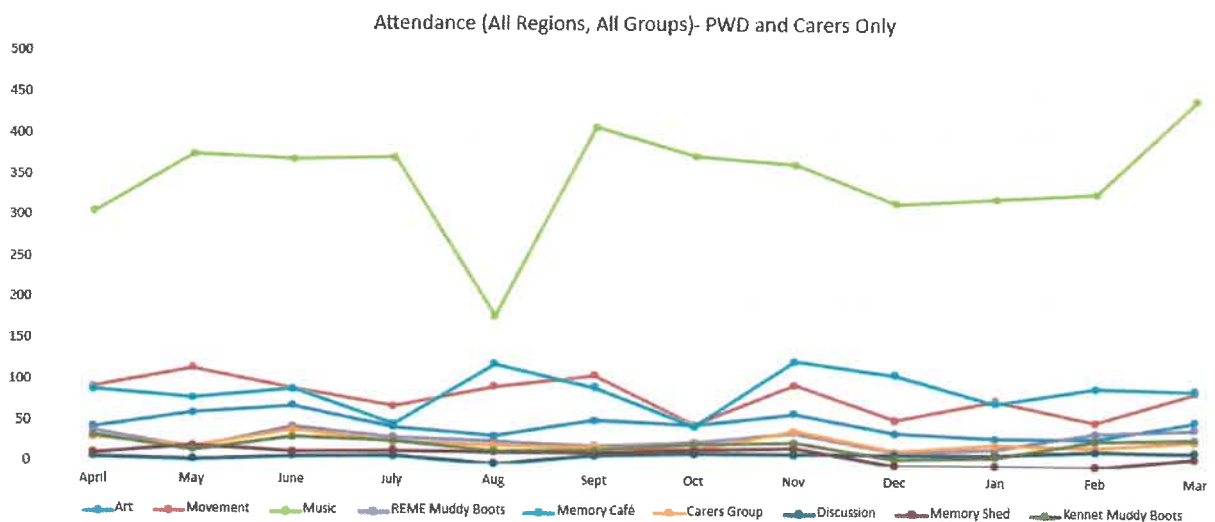
Evaluation 2024

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

2024 – 2025 Achievements

Key Highlights

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



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

Ongoing Achievements

Working with Local Organisations

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

Examples of organisations:

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

The difference we make

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

– Music for the Mind Member

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

– Music for the Mind Member

"A wonderful group"

– Movement for the Mind Member

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

– Art Group Member

"It helps to know you are not alone"

– Carers Group Member

Priority Objectives 2025-2026

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

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

Awareness Raising – Communication, Engagement and Fundraising.

By Stephany Bardzil, Head of Communications and Fundraising

2024-25 achievements

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

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

Ongoing activities

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

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

The Difference We Make

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

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

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

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

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

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

2025-26 Priority objectives

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

Chair of Trustees Additional commentary

By Janet Dore, Chair of Trustees

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

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

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

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

FINANCIAL REVIEW

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

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

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

RESERVES POLICY

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

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

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

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

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

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

TRUSTEES RESPONSIBILITIES IN RELATION TO THE FINANCIAL STATEMENTS

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

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

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

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

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

AUDITORS

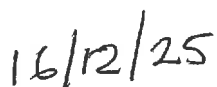
A resolution will be proposed at the Annual General Meeting that Oakensen be appointed as auditors to the charity for the coming year.

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



Chair

Janet Dore



Date:

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

Opinion

We have audited the financial statements of Alzheimer's Support (the 'company') for the year ended 31 March 2025 which comprise the Statement of Financial Activities, the Statement of Financial Position, the Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and the Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 March 2025 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

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

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

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

Other information

The other information comprises the information included in the annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' report have been prepared in accordance with applicable legal requirements.

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

Matters on which we are required to report by exception

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

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

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

Responsibilities of directors

As explained more fully in the trustees' responsibilities statement, the trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

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

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

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

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

Use of our report

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

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

Westbury Court
Westbury-on-Trym
Bristol
BS9 3EF

Alzheimer's Support

(A company limited by guarantee)

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

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

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

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

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

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

The trustees acknowledge their responsibilities for:

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

Janet Dore
Trustee

Approved by the board on

J. E Dore

10th December 2025

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

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

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

1 Accounting policies

Basis of accounting

The Charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable to the United Kingdom and Republic of Ireland (FRS 102), the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and "Accounting and Reporting by Charities" published in 2019 and applicable charity and company law. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise noted in the relevant accounting policy note.

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

Incoming resources

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

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

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

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

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

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

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

Charitable expenditure

Expenditure is recognised when there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

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

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

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

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

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

Funds

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

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

Tangible Fixed assets

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

Depreciation

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

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

Investments

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

Cash at Bank and in Hand

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

Trade debtors

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

Trade creditors

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

Pensions

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

Taxation

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

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

Judgements and key sources of estimation uncertainty

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

Depreciation

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

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

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

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

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

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

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

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

7 Related Party Transactions

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

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

8 Resources analysis

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

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

9 Tangible fixed assets

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

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

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

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

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

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

13 Deferred grants and contracts

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

14 Unrestricted funds

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

15 Restricted funds

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

16 Other financial commitments

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

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

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

17 Trustees expenses

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

18 Ultimate Controlling party

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

19 Analysis of net assets between funds

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

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

20 Going concern

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

21 Subsequent events

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

