

# Arts for Dementia

England & Wales · Charity number 1140842

## Details

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**Other names** ARTS 4 DEMENTIA, ARTS4DEMENTIA, A4D

**Status** Registered

**Legal form** Charitable company

**Company number** [07511427](#)

**Registered** 2011-03-21

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** Arts for Dementia  
Zeeta House  
200 Upper Richmond Road  
London  
SW15 2SH

**Phone** 020 3633 9954

**Email** [info@artsfordementia.org](mailto:info@artsfordementia.org)

**Website** <https://artsfordementia.org>

## Activities

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**Objects:** 1. THE OBJECTS OF THE CHARITY ARE:1.1. TO ADVANCE PUBLIC UNDERSTANDING OF DEMENTIA; AND1.2. TO RELIEVE THOSE LIVING WITH DEMENTIA, INCLUDING THOSE WHO SUPPORT OR CARE FOR THEM, IN PARTICULAR THROUGH ACCESS TO THE ARTS AND THE PROVISION OF THERAPEUTIC INTERVENTIONS RELATED TO THE ARTS; 2. ARTICLE 1 MAY BE AMENDED BY SPECIAL RESOLUTION BUT ONLY WITH THE PRIOR WRITTEN CONSENT OF THE COMMISSION.

**Activities:** Arts 4 Dementia exists to a) advance public understanding of dementia; andb) to relieve those living with dementia, including those who support or care for them, in particular through access to the arts and provision of therapeutic intervention related to the arts. It focuses particularly on the benefit of arts activities for people living in the community.

## Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, Disability, Arts/culture/heritage/science
- **Who:** Elderly/old People, People With Disabilities

## Geography

- Throughout England

## Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£327,977	£306,325	-	-
2024-03-31	£285,779	£281,600	-	-
2023-03-31	£233,032	£207,077	-	-
2022-03-31	£176,737	£222,112	-	-
2021-03-31	£252,892	£212,920	-	-

## Trustees

Name	Role	Appointed
Connor George Guffogg		2025-10-20
Dr Jina Elise Swartz		2022-11-28
Gary Douglas		2025-10-20
Imran Akram		2022-05-23
James Reed		2025-10-20
Kathleen Frances O'Neill		2021-05-24
Laura Mead		2025-10-20
Lesley Williamson		2025-10-20
Matthew Colin Belcher		2025-10-20
Ronald Ferguson		2020-11-30
Sarah Marie Fortune		2020-03-30

**Arts for Dementia**

England & Wales - Charity number 1140842

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# Accounts

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**Trustees Annual Report  
for the 12 months ending 31<sup>st</sup> March 2025**

Arts for Dementia, Zeeta House, 200 Upper Richmond Road, London SW15 2SH  
T 020 36335401 E [info@arts4dementia.org.uk](mailto:info@arts4dementia.org.uk) [www.arts4dementia.org.uk](http://www.arts4dementia.org.uk)

Arts 4 Dementia is a company limited by guarantee, Registered Company No: 07511427, Registered Charity No: 1140842  
Registered Address: Zeeta House, 200 Upper Richmond Road, London SW15 2SH

## **Administrative Details**

Registered Charity No. 1140842  
Registered Company No. 07511427

### **Registered Address**

Zeeta House  
200 Upper Richmond Road  
London  
SW15 2SH

### **Main Office and contact details**

Charity staff currently work remotely.

Tel: 020 3633 9954  
e-mail: [info@artsfordementia.org](mailto:info@artsfordementia.org)

### **Trustees**

Kate O'Neill (Chair)  
Tim O'Brien (resigned 25 September 2024)  
Imran Akram (Hon Treasurer)  
Ronald Ferguson  
Marie Fortune  
Alan Merkel  
Peter Millett, CMG (resigned 31 March 2025)  
Elizabeth Sawicka, MA MD, FRCP  
Jina Swartz, MB BCh, PhD, FMedSci

### **Independent Examiner**

Kirk Rice LLP  
Zeeta House  
200 Upper Richmond Road  
London SW15 2SH

## CEO Report 2024-25

I am delighted to say that 2024/25 was another year of growth and development for Arts for Dementia. We took our successful community-based model into a second borough and reached 271 participants (49% growth). We trained 103 artists and staff from arts organisations (23% growth) and trained and supported 25 volunteers (32% growth) who supported delivery of our workshops. We increased the Arts for Dementia team with two new hires and we grew our income by 14%.

Evaluation of our programmes using the UCL Well-being Umbrella (Older Adults) continues to show benefits for people with dementia and their loved ones, including high scores on the criteria of feeling cheerful, encouraged, absorbed and inspired. We developed more relationships with arts, community and research organisations and have continued to raise awareness around the benefits of creative arts for dementia by speaking at and representing Arts for Dementia at several events.

Our new programmes and community outreach officer has increased our capacity to deliver workshops and reach more participants in the community. Our first communications manager is helping us to amplify our messages and increase awareness of Arts for Dementia and recognition around what we do.

At the end of this year, we had waiting lists of people wanting to join our programmes, and we are keen to increase our capacity to provide more workshops to meet this growing demand.

Our partnerships with the English National Ballet, Royal Collection, Central Saint Martins and community partners like Camden Libraries and Lendlease have been successful models that will inform and inspire our work in the next few years. We will continue to build new arts and community partnerships to help us to grow and reach more people affected by dementia in more London boroughs. And we will work with academic partners to improve our evidence base and help us communicate the benefits as well as the joys of creativity for people affected by dementia.

Our volunteers are vital to the effective delivery of our creative programmes, and I am very grateful for their commitment, warmth and effort over the last year. Volunteers are also a key resource for building our capacity and we intend to recruit a volunteer co-ordinator, who would recruit and support more volunteers, enabling us to deliver more programmes. We also want to respond to the demand from our trainees for more on-going support and advice, and will be developing good practice guidelines and a support network. We will also recruit a new individual giving fundraiser, to build on our successes in that area.

I wish to express my grateful thanks to all of the organisations and individuals that have generously supported our work with donations and grants. This acknowledgement includes those that have supported our local workshops such as Southwark Charities, Southwark Council, The Inspiring Elephant Fund and Arsenal Foundation Gunner's Fund to name but a few. We are delighted to have received continued funding from a number of trusts such as The Garfield Weston Foundation and The Tomoro Foundation. While other newer funders such as Ernest Hecht Charitable Foundation and The Postcode Society Trust mean that we have been able to maintain existing programmes while developing new ones. Other funders, although not named, continue to be important to us and we welcome their support.

I would also like to thank our Patrons, Katie Derham, Lori Hayden, Satinder Hunjan KC and Dr Donatus Prince of Hohenzollern for their support and advocacy over the past year.

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Finally, I would like to thank my staff team, who have worked incredibly hard, using their flair, dedication and initiative to help us provide such high-quality programmes, maintain great relationships and reach more people. Their approach, warmth and genuine care make our programmes and all our work feel inclusive and uplifting, where people feel welcome, supported and encouraged – my grateful thanks to them all.

Signed  
Penny Fosten

*“We wanted to say a big thank you for all the marvellous classes – we have thoroughly enjoyed them and it’s been a fantastic way to spend our precious time together. I’ve seen my father’s world open up again which has been worth its weight in gold.”*

Carer participant

*“This is such a special place...I loved every minute. I felt very welcome, I mean, it’s just so welcoming to anybody and everybody who’s wanting to have a try. And I love it.”*

Participant with dementia

## Trustees Report

This Trustee Report includes the disclosures required under UK Companies law to be included in the Directors report under the smaller companies’ regime.

### Chair’s statement

The Board have been very pleased to see the continuing growth of the charity – both in terms of income generation and programme delivery. Strong governance, experienced leadership and an exceptional staff team have delivered another strong year. We were pleased to legally change the charities name this financial year from Arts 4 Dementia to Arts for Dementia – aligned with our rebrand in 2023-24. I note the challenges in fundraising, and the work done to bring in new income to offset a reduction in grant income, allowing us to increase our provision of creative activities for people affected by dementia.

During this year we conducted a review of our strategy, which highlighted the huge progress we have made since 2022, including more than tripling our workshop delivery and establishing six new partnerships with arts and heritage organisations. The Board and staff re-committed to our priorities for the next three years:

- Extending the reach of our high quality creative programmes in London
- Extending the reach of high quality programmes delivered by others around the country
- Increasing national understanding and knowledge of creative engagement and its benefits for people affected by dementia

My grateful thanks to the Board, including our out-going Chair Tim O’Brien and retiring Trustee Peter Millett, for their advice and wisdom as I took over as Chair. I am proud to be Chair of Arts for Dementia and impressed by the team of staff, volunteers, Trustees, Patrons and supporters we have gathered to advance our charitable objects.

Signed  
Kate O’Neill

## **Objectives, purpose and main activities**

Arts for Dementia was set up as a company limited by guarantee on 31 January 2011 and registered as a charity in March 2011. The trust provisions are contained in the Memorandum and Articles of Association. The main objectives of Arts for Dementia are:

- To advance public understanding of dementia
- To relieve those living with dementia and those who support or care for them, in particular through access to the arts and the provision of therapeutic intervention related to the arts

The charity focuses on the benefit of arts activities for people living with dementia, in particular those living at home and in the community. Involvement in challenging arts-related activities has been shown to significantly alleviate symptoms, to re-energise and inspire people in the early-stages of dementia so that they can enjoy greater freedom and independence and remain in their home environment.

Our staff team of seven delivers our creative programmes, builds partnerships with arts, community and older adults organisations, and recruits and communicates with participants, artists and volunteers. They provide training and advice to artists and arts organisations who also wish to deliver creative activities for people affected by dementia. The team also raises awareness of our work through social media, attending and presenting at events, and holding exhibitions of participants' artworks. The staff also raise income to enable the delivery of this work. During 2024-5 25 volunteers helped to deliver our programmes.

## **Progress against our priorities**

### **Extending the reach of our creative programmes across Greater London:**

We have been delivering our community-based model in Southwark for nearly two years, and have seen that participants and volunteers hugely value the on-going activities and the community they have built. The year-round programme enabled participants to enjoy a variety of artforms including textiles, print-making and dance this year. Once again we held an exhibition during the Urban Elephant Festival, showcasing our participants' artworks and raising awareness. Our commitment to the area and regular delivery means we have developed great relationships with local dementia and older adults services, NHS bodies, community groups, artists and volunteers. The group was even filmed for a BBC London News piece about carers in the build up to the election!

The success in Southwark led to a new community-based programme in Camden. Alongside shorter programmes (four-eight weeks) with Central Saint Martin's School of Art, the British Museum and Cockpit Studios, we began a year-round programme at Swiss Cottage Library in October. Working in partnership with the Library service, local artists, volunteers and service providers, the group has enjoyed print-making and dance, and their work has been displayed in the library as part of the celebrations of 'Swiss at 60'.

Our partnerships with nationally-recognised arts organisations continue to provide opportunities to take our participants into inspiring new spaces, or to explore new artforms. We held a four-week programme through our relationship with the King's Gallery - 'Explore the State Rooms at Buckingham Palace' - during which people designed their own thrones and vases, inspired by pieces in the palace. The English National Ballet led two programmes for our participants, who loved the movement and the live music. We're delighted to be continuing our relationships with the King's Gallery and the English National Ballet in the coming years.

### **Extending the reach of creative programmes delivered by others across the UK:**

We continue to grow the reach of our training, with a 23% increase in trainees from around the country who now feel more confident to deliver their own creative programmes for people with dementia. Held in

inspiring spaces like the English National Ballet and London Zoo as well as community spaces and online, we reached a national audience of artists and arts organisations.

Many trainees – whether freelance artists or arts and heritage organisations – have expressed to us that they would value on-going learning and networking opportunities. In the next year we intend to develop good practice guidelines based on our years of experience. We will also roll-out online opportunities for trainees to network, share challenges and experiences, and provide support to one another. We know we will learn from them as much as they learn from us and the artists we work with.

*“It was a really wonderful day and fantastic to connect with other art facilitators and artists. The delivery was brilliant, and the conversations were open and generous, and I came away with a newfound respect and understanding for those who live with dementia, as well as those who work, live and love those individuals. The whole day flipped the usual narrative on its head, and I am very grateful for that insight.”*

### **Increasing national understanding and knowledge of creative engagement and its benefits for people affected by dementia:**

We have seen an increase in the number of organisations asking us to help their staff better understand dementia and how the arts can be of benefit. Our CEO delivered awareness-raising sessions and presentations to organisations including the Donmar Warehouse, Shakespeare’s Globe, Camden Libraries and the Equalities in Dementia Research Network (EquaDem).

We are an active member of the Dementia Community Research Network, hosted by King’s College London and are working with the lead academics to jointly apply for funding to develop a bespoke evaluation model and method to better suit our participants and our work. We also supported a successful bid by academics at Queen Mary University London to host a Doctoral Training Centre for Integrated Care, funded by the Alzheimer’s Society. The first PhD students start in September 2025, when we will present at the induction days to all the students. We are in discussions with the lead academics on how our work can be part of the research conducted over the next ten years.

We continue to gather and record anecdotal feedback from our participants about the impact our programmes have for people with dementia and their loved ones. We also gather feedback more formally through our use of the UCL Well-being Umbrella (Older Adults), which we introduced in 2023/24. Feedback is overwhelmingly positive – both participants with dementia and carer participants averaging between 4.5 and 5 (out of 5) on all items: cheerful, encouraged, absorbed, inspired, active and enlightened. .

### **Fundraising:**

We had another good year in terms of fundraising; but while we grew our income by 14% we did not reach our target, and are aware that Trusts and Foundations income in particular is becoming more challenging. Our runners from the Royal Parks Half Marathon once again inspired and impressed us with their dedication and hard work. We exceeded our target for The Big Give Christmas Challenge, and again took part in and again exceeded our target for The Big Give’s Arts for Impact Fund. We gained wonderful support from Trusts and Foundations and our individual giving continues to grow, including some larger donations for which we are very grateful and which made up for a drop in grants. We were the charity partner for the Women in Art Fair, where we sold art by professional artists who support us and art produced by our participants.

## **Structure and Governance**

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T 020 36335401 E info@arts4dementia.org.uk www.arts4dementia.org.uk

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The charity is run on a day-to-day basis by a Chief Executive Officer, with advice and assistance from the trustees, who have been selected for their skills and experience. We are also fortunate to have among our trustees individuals with direct experience of caring for people with dementia and of living with dementia, which enable us to ensure their voices are heard and their interests are at the heart of what we do.

The trustees meet four times a year as well as on an ad-hoc basis to discuss strategy and other matters. A finance sub-committee chaired by the honorary Treasurer supports the main Board, and a fundraising committee was established this year to support the work of the fundraising team.

As well as contributions from our Trustees, Arts for Dementia seeks and receives advice from professionals and experts in a number of areas on a pro-bono basis.

### **Risk management**

The Board of Trustees is accountable for overall risk management. The Board reviews the Risk Register at each quarterly meeting, discussing key risks, and the adequacy of mitigating actions. Our annual planning and budgeting process, developed with the Chair and Treasurer, is reviewed and approved by the Board.

### **Current risks**

*Funding.* Our plans to reach a broader spectrum of people across the UK require more resources, and we are aware that the funding environment is challenging at present – reflected in a reduction in our grants from trusts and foundations. A pipeline of applications to major trusts and foundations is maintained and monitored by the Board, and we are targeting more multi-year grants as a way to spread risk and are seeking funding for specific projects where this is more attractive to funders. We have increased the fundraising expertise and experience available to the charity as well as broaden our sources of funds, and hired an experienced communications manager to increase our reach and awareness. We will be recruiting an individual giving fundraiser to build on successes in this area and grow that income stream. We are also developing a corporate offer to diversify our income further.

*Safeguarding of vulnerable adults.* People attending our workshops can be frail and at higher risk than the public at large and some venues may be difficult to navigate. Failure to apply good practice may result in accidents involving our participants or carers. Arts for Dementia has established policies on Health and Safety, safeguarding vulnerable individuals, complaints and whistleblowing, and we undertake risk assessments at all new venues. We ensure that all staff, facilitators and volunteers are appropriately trained and briefed.

*Reliance on key individuals.* Our staff are critical assets to the charity. Good management and relationships are critical to maximising retention. To mitigate the risk we aim for a clear understanding of roles, maintaining good documentation, duplicating skills and experience where possible and developing back-up plans.

*Data protection and IT security.* We hold personal information on participants, donors and others, and we take protecting that data seriously. Our Data Privacy Policy is in accordance with GDPR and we use a secure database – Donorfy – to manage our contacts. We have appointed an external IT provider who we are working with to identify and manage further risks.

*Financial Error or Fraud.* Loss of all or part of the charity's cash balance through financial error or fraud would threaten the ability of the charity to operate. We have developed financial accounting procedures and an authorities' schedule to minimise the risk from serious errors or fraud.

*Reputational Risks.* Failure to act appropriately may have a major impact on the charity's reputation and thence its ability to raise funds and to continue to operate. We have policies and procedures to address risks in the areas of Health and Safety, Equality and Diversity, Information Security, Data Privacy and Security, and Conflicts of Interest. Effective management oversight of our relationships with partners is key to ensure transparency for both parties. Trustees will monitor incidents should they occur and keep these policies under periodic review to ensure they remain current and appropriate. In addition, an escalation and management process has been agreed, should there be a risk of significant reputational impact.

## Financial Review

The financial statements in this report are for the year ended 31 March 2025. Total income in the year was £327,977 (2023/24 £285,779), of which £44,580 was in restricted funds (2023/24 £73,613).

Trusts and Foundation income was £165,003 (2023/24 £190,337).

Total expenditure for the year was £306,325 (2023/24 £281,600). The increase is due to increased staff numbers and new projects in Camden and Islington.

The net position for the year is a surplus of incoming resources over expenditure of £21,652 (2023/24 £4,179 surplus). Designated funds for community projects in Islington and Southwark were fully utilised during the year, which meant the ongoing projects were subsequently financed from unrestricted funds.

The cash balance on 31<sup>st</sup> March 2025 was £138,503 (31<sup>st</sup> March 2024 £119,083) including restricted funds of £32,704 carried forward, representing slightly more than 6 months of current year expenditure.

More details are provided in the financial statements below and the notes that accompany them.

## Going concern

Based on the current reserves position, the forward projections of income and expenditure, and our planned recruitment of a second fundraiser to focus on individual giving, the Trustees consider that Arts for Dementia is able to continue as a going concern.

## Performance Management

The Chief Executive, Chair and Treasurer meet prior to each Board meeting to discuss charity performance, monitor cash flow, and budgets.

At every Board meeting the Trustees receive the Chief Executive's report covering staffing, progress with funding and other operational matters, together with the Honorary Treasurer's report, financial accounts showing actual results compared with budgets and other relevant information.

The trustees monitor performance against strategic objectives and formally review and update the strategy once a year, confirming or amending objectives for the coming 12-18 months prior to the CEO developing the budget for the following year. A latest estimate of the financial outcome is updated from time to time as required.

Trustees review the risk register quarterly to ensure that mitigation and remedial actions remain appropriate.

The charity's policies are reviewed and approved by the Board every 3 years, or more frequently if required by changes in legislation or best practice.

The Chair of the Trustees periodically reviews personal performance with the Chief Executive, who is tasked with developing detailed plans in line with the strategy and delivering against those plans.

## Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice).

Law applicable to charities in England and Wales requires the trustees to prepare statements for each financial year that give a true and fair view of the charity's affairs and of the incoming resources and application of resources of the charity for that year. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles are published in the relevant Statement of Recommended Practice for charity accounting;
- make judgements 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; and
- prepare the financial statement on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

Current indications show that the charity has adequate resources to continue to operate and therefore the accounts should be prepared on a going concern basis. The charity has six months of cash in the bank, a pipeline of trust and foundation applications that historically have a solid success rate, and planned fundraising events and campaigns with a history of success.

The trustees are 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 comply with the Charities Act 1992 and the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Board on .....<sup>25/06/2025</sup>..... and signed on its behalf by:

*Kate O'Neill*

Kate O'Neill  
Director and Trustee

*imran akram*

Imran Akram  
Director and Trustee

**Arts for Dementia**  
**Statement of Financial Activities**  
**for the year ended 31 March 2025**

	Unrestricted funds	Restricted Funds	Total Funds 2025	Prior Year Funds
	£	£	£	£
Income and Endowments				
Trust and Foundation Grants	120,423	44,580	165,003	190,337
Other Donations	136,060	-	136,060	59,110
Training and Seminar Ticket Sales	5,549	-	5,549	3,179
Fundraising Events	18,313	-	18,313	16,875
Interest income	1,485	-	1,485	424
Other Income	1,567	-	1,567	15,854
<b>Total Incoming Resources</b>	<b>283,397</b>	<b>44,580</b>	<b>327,977</b>	<b>285,779</b>
Expenditure				
Creative Workshops	50,947	4,144	55,091	69,851
Training	27,451	1,250	28,701	20,150
Exhibition costs	1,619	-	1,619	-
Southwark Community Project	11,658	28,275	39,933	49,761
Camden Community Project	-	28,363	28,363	-
Islington Community Project	24,227	2,490	26,717	-
Best Practice Development	430	-	430	18,677
Total Charitable Activity	116,332	64,522	180,854	158,439
Fundraising	86,490	-	86,490	78,893
Governance	38,981	-	38,981	44,268
<b>Total Resources Expended</b>	<b>241,803</b>	<b>64,522</b>	<b>306,325</b>	<b>281,600</b>
<b>Net Income/(Expenditure) for the Year</b>	<b>41,594</b>	<b>(19,942)</b>	<b>21,652</b>	<b>4,179</b>
Transfer between funds	-	-	-	-
Net Movement in Funds	41,594	(19,942)	21,652	4,179
Total Funds brought Forward	69,932	52,646	122,578	118,399
<b>Total Funds carried Forward</b>	<b>111,526</b>	<b>32,704</b>	<b>144,230</b>	<b>122,578</b>

**Arts for Dementia**  
**Balance Sheet as at 31 March 2025**

	31 March 2025	31 March 2024
	£	£
Current Assets		
Prepayments	3,899	2,294
Pension contributions	3,261	3,164
Cash at Bank and in Hand (note 7)	138,503	119,083
<u>Less:</u>		
Creditors - Amounts Falling due within One Year (note 8)	(1,433)	(1,963)
Total Assets Less Current Liabilities	144,230	122,578
Creditors – Amounts Falling Due in More than One Year	-	-
<b>Net Assets</b>	<b>144,230</b>	<b>122,578</b>
Total Charity Funds (note 9)		
Unrestricted Funds	111,526	69,932
Restricted Funds	32,704	52,646
	<b>144,230</b>	<b>122,578</b>

For the year ending 31 March 2025, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts that give a true and fair view of the state of the company's affairs.

These accounts have been prepared in accordance with Charities SORP (FRS102) and the provisions of the Companies Act 2006 applicable to smaller charities and the provisions applicable to companies subject to the small companies' regime.

Signed on behalf of the Board

*Kate O'Neill*

Director and Trustee

*imran akram*

Director and Trustee

**Arts for Dementia**  
**Notes to the Financial Statements for the year ended 31 March 2025**

**1. Accounting Policies**

*Basis of Accounting*

Arts for Dementia is a public benefit entity incorporated in England and Wales. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) and the Companies Act 2006 as applicable to companies qualifying for the smaller companies regime.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

*Recognition of Income and Expenditure*

The accounts are prepared on an accruals basis. Income is recorded in the period it is received unless it explicitly relates to an event that will take place in a future period, in which case it will be treated as deferred. Expenditure is recorded in the period to which it relates.

*Income and Expenditure headings*

The Statement of Financial Activities shows income split into main categories and expenditure by fully-costed activity. Support costs are allocated to activity categories using appropriate keys (for more detail refer to note 3 to these accounts). Residual indirect costs are together immaterial and in the previous year were included within support costs and allocated to activities but are shown separately as governance costs.

*Fixed Assets*

The charity does not have any fixed assets. Computers and printers are expensed in the period in which they are acquired.

*Fund accounting*

Reserves are split between restricted and unrestricted funds. Restricted funds are those that, because of the wishes of the donors, may only be used in accordance with the grant application and in furtherance of the particular projects specified.

*Reserves*

The trustees recognise the need to maintain reserves sufficient to enable Arts for Dementia to meet its core commitments despite fluctuations in the level of income. Such reserves will be held in the readily realisable form of cash or near-cash equivalents. The trustees continue to believe that it is right to have a reserves policy to cover six months of normal operating costs plus committed and planned events during this time, together with any statutory liabilities.

*Contributions in kind*

From time to time organisations have provided accommodation free of charge to hold workshops or training sessions. In return they may have taken some training places for their own staff at no charge. The financial value of these gestures is not material and they have not been monetised in these accounts. Nor has the time of volunteers who attend workshops and from time to time undertaken other support and charitable activity.

## 2. Trustee Expenses

Trustee expenses in the year were £166 (2024 £467). Two Trustees, who live outside of London, were reimbursed for travel to in-person Trustee meetings and other organisational events where their presence contributed to effective governance, awareness raising and increasing profile.

In addition, the charity sold a small number of paintings at the Women's Art Fair on behalf of a number of artists. The proceeds were shared between the charity and the artists on a 50:50 basis. One artist is a Trustee and received £140, while another is an employee and received £200.

## 3. Support Costs

Support costs are defined as those that have not been incurred directly in relation to one specific activity but that support the undertaking of one or more of the charity's activities. Although staff spend much of their time planning, managing and attending workshops and training seminars and such time may be considered to be a direct cost, a time writing key is used to allocate both their time and other indirect costs to activities. The table below shows total salaries and other support costs and how they have been allocated between activities.

Support costs have been split according to staff effort. An estimate is made, reviewed periodically, of how staff split their time between various activities. These costs include staff costs and sundry administrative costs incurred in the course of staff undertaking those activities.

	2025	2024
	£	£
Costs allocated on staff effort		
Gross salaries	210,675	171,339
Employer's National Insurance	15,897	11,611
Employers pension contributions	6,012	4,659
Staff training and membership	1,857	620
Staff travel, accommodation, sustenance	4,217	4,710
Other staff remuneration	8,929	-
Total staff costs	<u>247,588</u>	<u>192,939</u>
Other support costs	18,529	38,030
Total support costs	<u>266,117</u>	<u>230,969</u>
Allocated to activities as follows:		
Creative workshops	30,712	50,813
Training	25,016	30,026
Southwark Community Project	39,933	36,955
Camden Community Project	28,363	-
Islington Community Project	26,717	-
Sub-total charitable activity	<u>150,741</u>	<u>117,794</u>
Fundraising	83,192	73,910
Governance	32,184	39,265
	<u>266,117</u>	<u>230,969</u>

	2025	2024
	£	£
Charitable activities direct costs		
Creative workshops	24,380	19,038
Training	3,685	2,930
Best practice	430	18,677
Exhibition costs	1,619	-
Fundraising	3,298	4,983
Total Direct Cost	<u>33,412</u>	<u>45,628</u>
Governance Direct Costs		
Accounts and accountancy	3,565	3,047
Other governance	2,126	968
Insurance	1,107	988
Total Governance Costs	<u>6,798</u>	<u>5,003</u>

#### 4. Staff Costs

Staff costs are shown in note 3 above. At the beginning of the period the charity employed 6 staff. At the end of the period the charity employed 7 staff.

During the year the pension fund provider administration charge was unchanged at £26.40 per month.

No employee was paid more than £60,000.

#### 5. Related Party Transactions

There are no related party transactions in the current year.

In the prior year our former Chief Executive and founder Veronica Franklin Gould was a related party to Nigel Franklin, an employee. Veronica was retained on a fixed fee to give advice on a consultancy basis until 31<sup>st</sup> March 2024. During this prior year the charity received funds of £3,300 from Constance Travis and a patron for the Greengross webinars. These funds were paid to Veronica for running the webinars.

During the prior year a close relative of a Trustee was paid £200 for co-facilitating musical workshops.

#### 6. Fees for Examination of the Accounts

During the year, £3,565 (2024 £3,047) was paid for independent examination of the 2023/24 accounts and for payroll services. An accrual of £1,300 (2024 £1,300) has also been included in these accounts for the current year independent examiner fee.

	2025	2024
	£	£
Independent examiner fee paid for the previous year	1,380	1,338
Payroll services	2,185	1,709
Total	<u>3,565</u>	<u>3,047</u>

## 7. Cash at Bank

During the year the charity kept some funds in a 32-day savings account in order to earn interest income. At 31<sup>st</sup> March 2025 the savings balance was £51,872 (2024 £25,453) with the remaining cash kept in the main current account to cover operational needs.

## 8. Current Liabilities

	31 March 2025 £	31 March 2024 £
Creditors	133	663
Sundry accruals	<u>1,300</u>	<u>1,300</u>
Total Creditors falling due within one year	<u>1,433</u>	<u>1,963</u>

## 9. Fund Movements

	1 April 2024 £	Incoming Resources £	Resources Expended £	Fund Transfers £	31 March 2025 £
London Arts	-	3,000	(3,000)	-	-
Arts and Training	7,407	-	(2,394)	-	5,013
Islington Community Project	-	2,490	(2,490)	-	-
Camden Community Project	35,354	20,700	(28,363)	-	27,691
Southwark Community Project	9,885	18,390	(28,275)	-	-
Total Restricted Funds	<u>52,646</u>	<u>44,580</u>	<u>(64,522)</u>	-	<u>32,704</u>
Unrestricted Funds					
General Funds	<u>69,932</u>	<u>283,397</u>	<u>(241,803)</u>	-	<u>111,526</u>
Total Reserves	<u>122,578</u>	<u>327,977</u>	<u>(306,325)</u>	-	<u>144,230</u>

The Arts and Training Fund covers all activities related to ongoing training, creative workshop programmes, web-site support and advocacy undertaken by the charity. The London Arts Programme has the same scope but is for activity within London.

The Camden, Islington and Southwark Community Projects are specific projects where we are focussing activities on one geographical area, working with local artists, arts organisations, and health and care networks to reach more and more diverse people with dementia and embed creative activities across the boroughs.

**Independent Examiner's Report to the Trustees of Arts 4 Dementia  
on the Accounts for the year ended 31 March 2025**

**Respective Responsibilities of the Trustees and Examiner**

The Charity's trustees are responsible for the preparation of the accounts.

The Charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (The Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- Follow the procedures laid down in the general directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- State whether particular matters have come to my attention.

**Basis of Independent Examiner's Statement**

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required for an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

**Independent Examiner's Statement**

In connection with my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that, in any material respect, the requirements:

- to keep accounting records in accordance with section 130 of the Charities Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or

2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:

Date

*James Moody*

05/08/2025

James Moody FCA  
Kirk Rice LLP  
Zeeta House  
200 Upper Richmond Road  
London SW15 2SH



**Arts for Dementia**

Zeeta House  
200 Upper Richmond Road  
London  
SW15 2SH

**artsfordementia.org**

020 3633 9954  
info@artsfordementia.org

**Follow us on**

Facebook – Instagram – Linked In  
@Arts4Dementia

Registered Charity No. 1140842  
Registered Company No. 07511427

Arts for Dementia, Zeeta House, 200 Upper Richmond Road, London SW15 2SH  
T 020 36335401 E info@arts4dementia.org.uk www.arts4dementia.org.uk

Arts 4 Dementia is a company limited by guarantee, Registered Company No: 07511427, Registered Charity No: 1140842  
Registered Address: Zeeta House, 200 Upper Richmond Road, London SW15 2SH

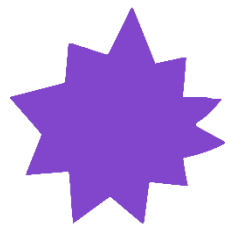
**Arts for Dementia**

England & Wales - Charity number 1140842

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# Accounts

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# Arts for Dementia

**Trustees Annual report  
for the 12 months ending 31<sup>st</sup> March 2024**

Arts 4 Dementia, 70a Edgewood Drive, Orpington, Kent BR6 6LH [Correspondence address]

T 020 36335401 E [info@arts4dementia.org.uk](mailto:info@arts4dementia.org.uk) [www.arts4dementia.org.uk](http://www.arts4dementia.org.uk)

Arts 4 Dementia is a company limited by guarantee, Registered Company No: 07511427, Registered Charity No: 1140842  
Registered Address: Zeeta House, 200 Upper Richmond Road, London SW15 2SH

## **Administrative Details**

Registered Charity No. 1140842  
Registered Company No. 07511427

### **Registered Address**

Zeeta House  
200 Upper Richmond Road  
London  
SW15 2SH

### **Main Office and contact details**

Charity staff currently work remotely.

Tel: 020 3633 9954  
e-mail: [info@arts4dementia.org.uk](mailto:info@arts4dementia.org.uk)

### **Trustees**

Tim O'Brien (Chair)  
Imran Akram (Hon Treasurer)  
Ronald Ferguson  
Marie Fortune  
Alan Merkel  
Peter Millett, CMG  
Kate O'Neill  
Elizabeth Sawicka, MA MD, FRCP  
Jina Swartz, MB BCh, PhD, FMedSci

### **Independent Examiner**

Kirk Rice LLP  
Zeeta House  
200 Upper Richmond Road  
London SW15 2SH

## CEO Report

We have had a fantastic year, with a 61% increase in beneficiaries affected by dementia coming to our creative programmes, driven by the successful pilot of a new community-based model. We also reached more people with our training, completely re-branded, and began using a new evaluation model that is already showing the huge benefits our participants get from our work.

The community-based project was delivered in Southwark, with the key element being one year-round programme that ran almost every Tuesday in a community space called the Treehouse, with a focus on visual arts. Around that programme we held 5 one-off sessions in memory cafes and community spaces, to reach new people (over 40 of them) and to raise the profile of the benefits of creativity for people with dementia. We also delivered a short-term drama programme nearby, that allowed people to explore a very different art form. We held one of our training workshops in Southwark to reach local artists and arts organisations, and recruited and supported local volunteers to support our programmes. Another new element of this pilot was an exhibition of some of the great artworks created at the year-round programme, as part of the Urban Elephant Festival. Over 200 people dropped in to the exhibition over the 2 days of the festival, including local residents, artists, staff from partner projects, and people who have personal experience of dementia, as well as our participants, who were thrilled to see their art in an exhibition!

Two of our participants in Southwark are Dave, who has dementia, and his wife Gill. They have attended most of the sessions at the Treehouse, and also joined the drama programme. Gill says *'There's a certain magic that happens there each week. ... You go home feeling good about yourself'* and Dave says *'...part of it is learning new skills...part of it is talking to people who have got the same problem as me and I don't have to be on the defensive.'*

Alongside the work in Southwark we delivered 6 shorter-term creative programmes across London, with partners including the King's Gallery, Central Saint Martin's School of Art, Cockpit Studios and Ashford Place Community Centre. And we continued to deliver our weekly online session, Art Wednesdays, where more than 40 people affected by dementia joined us and built relationships and friendships with each other.

Another experiment was working with the Camden and Islington Memory Service and their service users to create art for the walls of their newly refurbished Islington Memory Clinic. We delivered three print-making sessions to create the art works and, following the programme, we framed, curated and helped install them, and printed a catalogue that showcased the art and the people who made them.

In all our creative programmes supported 237 people affected by dementia.

We have also increased the reach of our training, with a 25% increase in trainees from around the country who now feel more confident to deliver their own creative programmes for people with dementia.

*"The training exceeded my expectations, there was a lot of information in a short time. I enjoyed the mini exercises in separate zoom rooms, it was enriching and interesting. I felt that I learnt a lot."*

One project that already feels transformative is our rebrand and new website, which launched in January 2024. That followed six months of work with a brand agency, our Trustees, staff, partners and participants, to ensure that we now look to the outside world like the creative, hopeful and inspiring organisation that people meet when they come to our programmes.

The impact measure we began using is UCL's 'Wellbeing Umbrella' for older adults and people with dementia. After 3 months of use we have found that:

- Before attending our programmes, 33% of people with dementia reported feeling cheerful, and after a creative session 89% say they feel cheerful
- Before our programmes 33% of people with dementia said they feel inspired, and 82% of them say they feel inspired after a creative session
- For family carers, 14% report feeling cheerful before a programme, but 95% say they feel cheerful after a programme
- 29% of family carers say they feel inspired before a programme, but 85% report feeling inspired afterwards.

We have also developed relationships with academics and researchers that we hope will lead to more formal research into our work.

We had a successful year in terms of fundraising, led by our new Fundraising Manager. Our runners from the Royal Parks Half Marathon once again inspired and impressed us with their dedication and hard work. We exceeded our target for The Big Give Christmas Challenge, so much so that we also took part in and reached our target in The Big Give's Arts for Impact Fund. We gained wonderful support from Trusts and Foundations and our individual giving continues to grow, including some larger donations for which we are very grateful. Galleria Moderna continues their wonderful support of Arts for Dementia with a proportion of all entries to their Invitational Art Contests.

Looking ahead to 2024-25 and beyond we know that the successes we have achieved this year can be developed and grown further. We will be increasing our staff team, enabling us to deliver and evaluate more programmes, work with more inspiring arts and community organisations, train more artists, reach and support more people with dementia and their loved ones, and increase our ability to showcase and advocate for the huge benefits of creativity for anyone affected by dementia.

We wish to express our grateful thanks to all of the organisations and individuals supporting our work, including The Tomoro Foundation, The Foyle Foundation (£15,000), Garfield Weston Foundation, The Brothers Trust, The Rayne Foundation and many others. I would also like to thank our Patrons, who have been such supporters and advocates of ours over the past year, particularly Katie Derham, Dr Donatus Prince of Hohenzollern, and our two new Patrons, Satinder Hunjan KC and Lori Hayden, who have both brought much valued new ideas and expertise. Finally, I'd like to say how much I appreciate my wonderful staff team, who work so hard to make sure that our creative programmes are the most engaging, inspiring and positive experiences they can be, and that we are always thinking about how to improve and grow, so we can reach more people affected by dementia.

## Trustees Report

This Trustee Report includes the disclosures required under UK Companies law to be included in the Directors report under the smaller companies' regime.

### Objectives, Purpose and Main Activities

Arts 4 Dementia was set up as a company limited by guarantee on 31 January 2011 and registered as a charity in March 2011. The trust provisions are contained in the Memorandum and Articles of Association. The main objectives of Arts 4 Dementia are:

- To advance public understanding of dementia
- To relieve those living with dementia and those who support or care for them, in particular through access to the arts and the provision of therapeutic intervention related to the arts

The charity focuses on the benefit of arts activities for people living with dementia, in particular those living at home and in the community. Involvement in challenging arts-related activities has been shown to significantly alleviate symptoms, to re-energise and inspire people in the early-stages of dementia so that they can enjoy greater freedom and independence and remain in their home environment.

To further its objectives, the charity is active in the following areas:

1. *Providing training and resources to assist artists and facilitators respond to the unique challenges of working with people living with dementia.* Arts 4 Dementia organises training for arts facilitators, venue staff, artists and other interested parties on how to work with people with dementia, in order to extend the impact of our work. We also organise networking and continuing development seminars for practitioners and our website is a rich source of reference material, including reports with research based around our own programmes.
2. *Provision of arts activities for people with dementia.* Arts 4 Dementia organises challenging, high quality workshops for people with early-stage dementia both in-person and online, in partnership with arts organisations and community bodies, across a variety of locations and activities, to reach as diverse a community as possible. The workshops provide a platform for demonstrating, and further developing, best practice and we encourage partners to continue providing programmes independently of Arts 4 Dementia.
3. *Advocacy and Best Practice* – Arts 4 Dementia seeks to increase awareness of the benefits of challenging artistic activity for people with dementia through engagement with Government and the NHS, and through conferences and events bringing together experts and policy makers from across the UK. We promote social prescribing as a means to encourage people living with dementia to engage with stimulating artistic opportunities, and to support local providers. We also engage with arts organisations across the UK to encourage provision of opportunities for people living with dementia and encourage them to post their activities on our unique directory of events and dementia-friendly arts and cultural.

## Structure and Governance

The charity is run on a day-to-day basis by a Chief Executive with advice and assistance from the trustees, who have been selected for their skills and experience. We are also fortunate to have among our trustees individuals with direct experience of caring for people with dementia and of living with dementia, which enable us to ensure their voices are heard and their interests are at the heart of what we do.

The trustees meet 4-6 times a year as well as on an ad-hoc basis to discuss strategy and other matters. A finance sub-committee chaired by the honorary Treasurer supports the main Board.

As well as contributions from our Trustees, Arts 4 Dementia seeks and receives advice from professionals and experts in a number of areas on a pro-bono basis.

## Risk Management

The trustees review the major risks to the charity from time to time. The main risks currently identified are as follows:

*Funding.* Our plans to reach a broader spectrum of people across the UK require more resources. A pipeline of applications to major trusts and foundations, which are key to the charity being able to achieve its objectives, is maintained and monitored by the Board. We are targeting more multi-year sponsorship as a way to spread risk and seeking funding for specific projects where this is more attractive to donors. Trustees assist in developing funding proposals and we have begun to increase the fundraising expertise available to the charity as well as broaden our sources of funds.

*Increasing impact across the UK.* If our impact is limited outside of London this will reduce the number of beneficiaries reached as well as access to funding. We address this with online workshops, education and training programmes and by seeking partnerships with national arts institutions with nation-wide reach. Our community-based initiatives based around London Boroughs aim to generate and develop local delivery models that can be replicated across different geographies.

*Projecting our vision and building a strong supporter base.* The website, our public face, has been refreshed and tells a compelling story which is getting more positive responses from visitors including those who are seeking events to attend. We also need to extend our reach to influence policy makers, practitioners and the public to appreciate the positive message of hope for people with dementia from engaging in stimulating arts and culture and our plans include increasing our advocacy for social prescribing for dementia.

*Safeguarding of vulnerable adults.* People attending our workshops can be frail and at higher risk than the public at large and some venues may be difficult to navigate. Failure to apply good practice may result in accidents involving our participants or carers. While our programmes are carried out at locations run by substantial organisations with professional expertise, Arts 4 Dementia has established policies on Health and Safety, safeguarding vulnerable individuals, complaints and whistleblowing, and we undertake risk assessments at all new venues. We ensure that all staff, facilitators and volunteers are appropriately briefed.

*Reliance on key individuals.* Our staff are critical assets to the charity. Good management and relationships are critical to maximising retention. To mitigate the risk we aim for a clear understanding of roles, maintaining good documentation, duplicating skills and experience where possible and developing back-up plans.

*Reputational Risks.* Failure to act appropriately may have a major impact on the charity's reputation and thence its ability to raise funds and to continue to operate. We have policies and procedures to address risks in the areas of Health and Safety, Equality and Diversity, Access Control, Information Security, Data Privacy and Security, Conflicts of Interest. Effective management oversight of our relationships with partners is key to ensure transparency for both parties. Trustees will monitor incidents should they occur and keep these policies under periodic review to ensure they remain current and appropriate. In addition an escalation and management process has been agreed, should there be a risk of significant reputational impact.

*Financial Error or Fraud.* Loss of all or part of the charity's cash balance through financial error or fraud would threaten the ability of the charity to operate. We have developed financial accounting procedures and an authorities' schedule to minimise the risk from serious errors or fraud.

## Financial Review

The financial statements in this report are for the year ended 31 March 2024. Total income in the year was £285,779 (2022/23 £233,032), of which £73,613 was in restricted funds (2022/23 £63,500).

Trusts and Foundation income was £190,337 (2022/23 £177,000).

Total expenditure for the year was £281,600 (2022/23 £207,077). The increase is due to increased staff numbers, one-off costs of refreshing the web site and the Southwark Community Project.

The net position for the year is a surplus of incoming resources over expenditure of £4,179 (2022/23 £25,955 surplus). £45,556 of designated funds were brought forward from 2022/23 for an ongoing project, of which £9,885 remained at 31<sup>st</sup> March 2024. This project is ongoing and will be financed from unrestricted funds in the coming year.

The cash balance on 31<sup>st</sup> March 2024 was £119,050 (31<sup>st</sup> March 2023 £113,371, including the designated funds referred to above), representing slightly more than 5 months of current year expenditure.

More details are provided in the financial statements on the following pages and the notes that accompany them.

## Performance Management

The Chief Executive, Chair and Treasurer meet prior to each Board meeting to discuss charity performance, monitor cash flow, and budgets.

At every Board meeting the Trustees receive the Chief Executive's report covering staffing, progress with funding and other operational matters, together with the Honorary Treasurer's report, financial accounts showing actual results compared with budgets and other relevant information.

The trustees monitor performance against strategic objectives and formally review and update the strategy once a year, confirming or amending objectives for the coming 12-18 months prior to the CEO developing the budget for the following year. A latest estimate of the financial outcome is updated from time to time as required.

Trustees routinely review the risk register to ensure that mitigation and remedial actions remain appropriate.

The charity's policies are reviewed and approved by the Board every 3 years, or more frequently if required by changes in legislation or best practice.

The Chair of the Trustees periodically reviews personal performance with the Chief Executive, who is tasked with developing detailed plans in line with the strategy and delivering against those plans.

## Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice).

Law applicable to charities in England and Wales requires the trustees to prepare statements for each financial year that give a true and fair view of the charity's affairs and of the incoming resources and application of resources of the charity for that year. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles are published in the relevant Statement of Recommended Practice for charity accounting;
- make judgements 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; and
- prepare the financial statement on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

Current indications show that the charity has adequate resources to continue to operate and therefore the accounts should be prepared on a going concern basis. The charity has more than five months of cash in the bank, and a pipeline of trust and foundation applications that historically have a solid success rate.

The trustees are 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 comply with the Charities Act 1992 and the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Board on .....<sup>19/06/2024</sup>..... and signed on its behalf by:

*Tim O'Brien*

Tim O'Brien  
Director and Trustee

*Imran Akram*

Imran Akram  
Director and Trustee

**Arts 4 Dementia**  
**Statement of Financial Activities**  
**for the year ended 31 March 2024**

	Unrestricted funds	Restricted Funds	Total Funds 2024	Prior Year Funds
	£	£	£	£
<b>Income and Endowments</b>				
Trust and Foundation Grants	117,024	73,313	190,337	177,000
Other Donations	58,810	300	59,110	37,987
Training and Seminar Ticket Sales	3,179	-	3,179	2,605
Fundraising Events	16,875	-	16,875	14,431
Interest income	424	-	424	29
Other Income	15,854	-	15,854	980
<b>Total Incoming Resources</b>	<b>212,166</b>	<b>73,613</b>	<b>285,779</b>	<b>233,032</b>
<b>Expenditure</b>				
Creative Workshops	61,119	8,732	69,851	54,257
Training	15,420	4,730	20,150	32,965
Southwark Community Project	-	49,761	49,761	14,444
Best Practice Development	15,377	3,300	18,677	22,828
Total Charitable Activity	91,916	66,523	158,439	124,494
Fundraising	78,893	-	78,893	54,928
Governance	44,268	-	44,268	27,655
<b>Total Resources Expended</b>	<b>215,077</b>	<b>66,523</b>	<b>281,600</b>	<b>207,077</b>
<b>Net Income/(Expenditure) for the Year</b>	<b>(2,911)</b>	<b>7,090</b>	<b>4,179</b>	<b>25,955</b>
Transfer between funds	-	-	-	-
Net Movement in Funds	(2,911)	7,090	4,179	25,955
Total Funds brought Forward	72,810	45,556	118,366	92,411
<b>Total Funds carried Forward</b>	<b>69,899</b>	<b>52,646</b>	<b>122,545</b>	<b>118,366</b>

**Arts 4 Dementia**  
**Balance Sheet as at 31 March 2024**

	31 March 2024	31 March 2023
	£	£
Current Assets		
Prepayments	2,294	3,625
Pension contributions	3,164	3,010
Cash at Bank and in Hand (note 7)	119,050	113,371
<u>Less:</u>		
Creditors - Amounts Falling due within One Year (note 8)	(1,963)	(1,640)
Total Assets Less Current Liabilities	122,545	118,366
Creditors – Amounts Falling Due in More than One Year	-	-
<b>Net Assets</b>	<b>122,545</b>	<b>118,366</b>
Total Charity Funds (note 9)		
Unrestricted Funds		
General Funds	69,899	72,810
Designated Funds	-	-
Restricted Funds	52,646	45,556
	<b>122,545</b>	<b>118,366</b>

For the year ending 31 March 2024, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts that give a true and fair view of the state of the company's affairs.

These accounts have been prepared in accordance with Charities SORP (FRS102) and the provisions of the Companies Act 2006 applicable to smaller charities and the provisions applicable to companies subject to the small companies' regime.

Signed on behalf of the Board

*Tim O'Brien*

Director and Trustee

*Imran Akram*

Director and Trustee

## Arts 4 Dementia

### Notes to the Financial Statements for the year ended 31 March 2024

#### 1. Accounting Policies

##### *Basis of Accounting*

Arts 4 Dementia is a public benefit entity incorporated in England and Wales. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) and the Companies Act 2006 as applicable to companies qualifying for the smaller companies regime.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

##### *Recognition of Income and Expenditure*

The accounts are prepared on an accruals basis. Income is recorded in the period it is received unless it explicitly relates to an event that will take place in a future period, in which case it will be treated as deferred. Expenditure is recorded in the period to which it relates.

##### *Income and Expenditure headings*

The Statement of Financial Activities shows income split into main categories and expenditure by fully-costed activity. Support costs are allocated to activity categories using appropriate keys (for more detail refer to note 3 to these accounts). Residual indirect costs are together immaterial and in the previous year were included within support costs and allocated to activities but are shown separately as governance costs.

##### *Fixed Assets*

The charity does not have any fixed assets. Computers and printers are expensed in the period in which they are acquired.

##### *Fund accounting*

Reserves are split between restricted and unrestricted funds. Restricted funds are those that, because of the wishes of the donors, may only be used in accordance with the grant application and in furtherance of the particular projects specified.

##### *Reserves*

The trustees recognise the need to maintain reserves sufficient to enable Arts 4 Dementia to meet its core commitments despite fluctuations in the level of income. Such reserves will be held in the readily realisable form of cash or near-cash equivalents. The trustees continue to believe that it is right to have a reserves policy to cover six months of normal operating costs plus committed and planned events during this time, together with any statutory liabilities.

##### *Contributions in kind*

From time to time organisations have provided accommodation free of charge to hold workshops or training sessions. In return they may have taken some training places for their own staff at no charge. The financial value of these gestures is not material and they have not been monetised in these accounts. Nor has the time of volunteers who attend workshops and from time to time undertaken other support and charitable activity.

## 2. Trustee Expenses

Trustee expenses in the year were £467 (2023 £1,366). Two Trustees, who live outside of London, were reimbursed for travel to in-person Trustee meetings and other organisational events where their presence contributed to effective governance, awareness raising and increasing profile.

## 3. Support Costs

Support costs are defined as those that have not been incurred directly in relation to one specific activity but that support the undertaking of one or more of the charity's activities. Although staff spend much of their time planning, managing and attending workshops and training seminars and such time may be considered to be a direct cost, a time writing key is used to allocate both their time and other indirect costs to activities. The table below shows total salaries and other support costs and how they have been allocated between activities.

Support costs have been split according to staff effort. An estimate is made, reviewed periodically, of how staff split their time between various activities. These costs include staff costs and sundry administrative costs incurred in the course of staff undertaking those activities.

	2024	2023
	£	£
Costs allocated on staff effort		
Gross salaries	171,339	151,549
Employer's National Insurance	11,611	10,424
Employers pension contributions	4,659	3,261
Staff training and membership	620	549
Staff travel, accommodation, sustenance	4,710	1,540
Total staff costs	<u>192,939</u>	<u>167,323</u>
Other support costs	38,030	6,269
Total support costs	<u><u>230,969</u></u>	<u><u>173,592</u></u>
Allocated to activities as follows:		
Creative workshops	50,813	49,231
Training	30,026	30,622
Southwark Community Project	36,955	13,887
Best practice	-	7,985
Sub-total charitable activity	<u>117,794</u>	<u>101,725</u>
Fundraising	73,910	47,564
Governance	39,265	24,303
	<u><u>230,969</u></u>	<u><u>173,592</u></u>

	2024	2023
	£	£
Charitable activities direct costs		
Creative workshops	19,038	5,027
Training	2,930	2,900
Best practice	18,677	14,843
Fundraising	4,983	7,363
Total Direct Cost	<u>45,628</u>	<u>30,133</u>
Governance Direct Costs		
Accounts and accountancy	3,047	2,379
Other governance	968	66
Insurance	988	907
Total Governance Costs	<u>5,003</u>	<u>3,352</u>

#### 4. Staff Costs

Staff costs are shown in note 3 above. At the beginning of the period the charity employed 5 staff, including one working part time. At the end of the period the charity employed 6 staff.

From October 2023 the pension fund provider administration charges increased from £18 per month to £26.40.

No employee was paid more than £60,000.

#### 5. Related Party Transactions

Former Chief Executive and founder Veronica Franklin Gould and Nigel Franklin, who is a current employee, are related parties. Veronica was employed on a fixed-term contract of employment to organise and present a Social Prescribing Conference in May 2019 and until 31<sup>st</sup> October 2021. Thereafter she was retained on fixed fee to give advice on a consultancy basis until 31<sup>st</sup> March 2024.

During the year the charity received funds of £3,300 from Constance Travis and a patron for the Greengross webinars. These funds were paid to Veronica for running the webinars.

During the year a close relative of a Trustee was paid £200 (2023 £1,312) for co-facilitating musical workshops.

#### 6. Fees for Examination of the Accounts

During the year, £3,047 (2023 £2,379) was paid for independent examination of the 2022/23 accounts and for payroll services. An accrual of £1,300 (2023 £1,000) has also been included in these accounts for the current year independent examiner fee.

	2024	2023
	£	£
Independent examiner fee paid for the previous year	1,338	1,213
Payroll services	1,709	1,166
Total	<u>3,047</u>	<u>2,379</u>

## 7. Cash at Bank

During the year the charity kept some funds in a 32-day savings account in order to earn interest income. At 31<sup>st</sup> March 2024 the savings balance was £25,453 (2023 £10,029) with the remaining cash kept in the main current account to cover operational needs.

## 8. Current Liabilities

	31 March 2024 £	31 March 2023 £
Creditors	663	640
Sundry accruals	<u>1,300</u>	<u>1,000</u>
Total Creditors falling due within one year	<u>1,963</u>	<u>1,640</u>

## 9. Fund Movements

	1 April 2023 £	Incoming Resources £	Resources Expended £	Fund Transfers £	31 March 2024 £
London Arts	-	2,000	(2,000)	-	-
Arts and Training	-	17,223	(9,816)	-	7,407
Greengross Arts Webinars	-	3,300	(3,300)	-	-
Camden	-	37,000	(1,646)	-	35,354
Southwark Community Project	<u>45,556</u>	<u>14,090</u>	<u>(49,761)</u>	-	<u>9,885</u>
Total Restricted Funds	45,556	73,613	(66,523)	-	52,646
Unrestricted Funds					
General Funds	<u>72,810</u>	<u>212,166</u>	<u>(215,077)</u>	-	<u>69,899</u>
Total Reserves	<u>118,366</u>	<u>285,779</u>	<u>(281,600)</u>	-	<u>122,545</u>

The Arts and Training Fund covers all activities related to ongoing training, creative workshop programmes, web-site support and advocacy undertaken by the charity. The London Arts Programme has the same scope but is for activity within London.

Greengross Arts Webinars is a project delivered by our founder to raise awareness of the importance of social prescribing and creativity for people affected by dementia amongst a national and international audience.

Camden and the Southwark Community Project are specific projects where we are focussing activities on one geographical area, working with local artists, arts organisations, and health and care networks to reach more and more diverse people with dementia and embed creative activities across the boroughs.

**Independent Examiner's Report to the Trustees of Arts 4 Dementia  
on the Accounts for the year ended 31 March 2024**

### **Respective Responsibilities of the Trustees and Examiner**

The Charity's trustees are responsible for the preparation of the accounts.

The Charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (The Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- Follow the procedures laid down in the general directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- State whether particular matters have come to my attention.

### **Basis of Independent Examiner's Statement**

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required for an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

### **Independent Examiner's Statement**

In connection with my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the Charities Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:

*James Moody*

James Moody FCA

Kirk Rice LLP

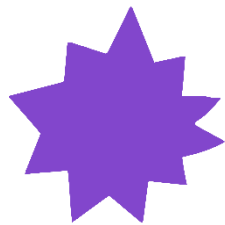
Zeeta House

200 Upper Richmond Road

London SW15 2SH

Date

23/09/2024



# Arts for Dementia

**Arts 4 Dementia**

Zeeta House  
200 Upper Richmond Road  
London  
SW15 2SH

**[artsfordementia.org](http://artsfordementia.org)**

020 3633 9954  
[info@artsfordementia.org](mailto:info@artsfordementia.org)

**Follow us on**

Twitter - Facebook - Instagram  
**@Arts4Dementia**

Registered Charity No. 1140842  
Registered Company No. 07511427

**Arts for Dementia**

England & Wales - Charity number 1140842

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# Accounts

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**Trustees Annual report  
for the 12 months ending 31<sup>st</sup> March 2023**

Arts 4 Dementia, 70a Edgewood Drive, Orpington, Kent BR6 6LH [Correspondence address]

T 020 36335401 E [info@arts4dementia.org.uk](mailto:info@arts4dementia.org.uk) [www.arts4dementia.org.uk](http://www.arts4dementia.org.uk)

Arts 4 Dementia is a company limited by guarantee, Registered Company No: 07511427, Registered Charity No: 1140842  
Registered Address: Zeeta House, 200 Upper Richmond Road, London SW15 2SH

## **Administrative Details**

Registered Charity No. 1140842  
Registered Company No. 07511427

### **Registered Address**

Zeeta House  
200 Upper Richmond Road  
London  
SW15 2SH

### **Main Office and contact details**

Charity staff currently work remotely.

Tel: 020 3633 9954  
e-mail: [info@arts4dementia.org.uk](mailto:info@arts4dementia.org.uk)

### **Trustees**

Tim O'Brien (Chair)  
Claire Dishington (resigned Jul 3 2023)  
Alan Merkel  
Peter Millet, CMG  
Elizabeth Sawicka, MA MD, FRCP  
Ronald Ferguson  
Marie Fortune  
Kate O'Neill  
Imran Akram (Hon Treasurer)  
Jina Swartz (appointed Jan 15 2023)

### **Independent Examiner**

Kirk Rice LLP  
Zeeta House  
200 Upper Richmond Road  
London SW15 2SH

# Trustees Report

This Trustee Report includes the disclosures required under UK Companies law to be included in the Directors report under the smaller companies' regime.

## Objectives, Purpose and Main Activities

Arts 4 Dementia (A4D) was set up as a company limited by guarantee on 31 January 2011 and registered as a charity in March 2011. The trust provisions are contained in the Memorandum and Articles of Association. The main objectives of A4D are:

- To advance public understanding of dementia
- To relieve those living with dementia and those who support or care for them, in particular through access to the arts and the provision of therapeutic intervention related to the arts

The charity focuses on the benefit of arts activities for people living with dementia, in particular those living at home and in the community. Involvement in challenging arts-related activities has been shown to significantly alleviate symptoms, to re-energise and inspire people in the early-stages of dementia so that they can enjoy greater freedom and independence and remain in their home environment.

To further its objectives, the charity is active in the following areas:

1. *Providing training and resources to assist artists and facilitators respond to the unique challenges of working with people living with dementia.* A4D organises training for arts facilitators, venue staff, artists and other interested parties on how to work with people with dementia, in order to extend the impact of our work. We also organise networking and continuing development seminars for practitioners and our website is a rich source of reference material, including reports with research based around our own programmes.
2. *Provision of arts activities for people with dementia.* A4D organises challenging, high quality workshops for people with early-stage dementia both on-line and in-person, in partnership with arts organisations and community bodies, across a variety of locations and activities, to reach as diverse a community as possible. The workshops provide a platform for demonstrating, and further developing, best practice and we encourage partners to continue providing programmes independently of A4D. We also engage with arts organisations across the UK to encourage provision of opportunities for people living with dementia and encourage them to post their activities on our unique directory of events and dementia-friendly arts and cultural.
3. *Advocacy and Best Practice* – A4D seeks to increase awareness of the benefits of challenging artistic activity for people with dementia through engagement with Government and the NHS, and through conferences and events bringing together experts and policy makers from across the UK. We promote social prescribing as a means to encourage people living with dementia to engage with stimulating artistic opportunities, and to support local providers.

## Structure and Governance

The charity is run on a day-to-day basis by a Chief Executive with advice and assistance from the trustees, who have been selected for their skills and experience. We are also fortunate to have among our trustees individuals with direct experience of caring for people with dementia and of living with dementia, which enable us to ensure their voices are heard and their interests are at the heart of what we do.

The trustees normally meet 6 times a year as well as on an ad-hoc basis to discuss strategy and other matters. A finance sub-committee chaired by the honorary Treasurer supports the main Board. Veronica Franklin Gould, founder and former Chief Executive of the charity, holds the position of Honorary President in recognition of her achievements and has also been retained to advise and support the charity.

## Risk Management

The trustees review the major risks to the charity from time to time. The main risks currently identified are as follows:

*Funding.* Our plans to reach a broader spectrum of people across the UK require more resources. A pipeline of applications to major trusts and foundations, which are key to the charity being able to achieve its objectives, is maintained and monitored by the Board. We are also targeting more multi-year sponsorship as a way to spread risk and seeking funding for specific projects where this is more attractive to donors. Trustees are assisting in developing funding proposals and we plan to increase the fund-raising expertise available to the charity.

*Increasing impact across the UK.* If our impact is limited outside of London this will reduce the number of beneficiaries reached as well as access to funding. We address this with online workshops, education and training programmes and by seeking partnerships with national arts institutions with nation-wide reach, and developing delivery models that can be replicated across different communities.

*Website completeness and accuracy.* The website is our public face. If it does not present a compelling story we will have more trouble attracting supporters, while our web listing is an important tool for people looking for events to attend. Failure to keep the listings up to date and the website compelling and relevant will drive away users and may impact our reputation.

*Safeguarding of vulnerable adults.* People attending our workshops can be frail and at higher risk than the public at large and some venues may be difficult to navigate. Failure to apply good practice may result in accidents involving our participants or carers. While our programmes are carried out at locations run by substantial organisations with professional expertise, A4D has established policies on Health and Safety, safeguarding vulnerable individuals, complaints and whistleblowing, and we undertake risk assessments at all new venues. We ensure that all staff, facilitators and volunteers are appropriately briefed.

*Reliance on key individuals.* Our staff are critical assets to the charity. Good management and relationships are critical to maximising retention. To mitigate the risk we aim for a clear understanding of roles, maintaining good documentation, duplicating skills and experience where possible and developing back-up plans.

*Reputational Risks.* Failure to act appropriately may have a major impact on the charity's reputation and thence its ability to raise funds and to continue to operate. We have policies and procedures to address risks in the areas of Health and Safety, Equality and Diversity, Access Control, Information Security, Data Privacy and Security, Conflicts of Interest. Effective management oversight of our relationships with partners is key to ensure transparency for both parties. Trustees will monitor incidents should they occur and keep these policies under periodic review to ensure they remain current and appropriate. In addition an escalation and management process has been agreed, should there be a risk of significant reputational impact.

*Financial Error or Fraud.* Loss of all or part of the charity's cash balance through financial error or fraud would threaten the ability of the charity to operate. We have developed financial accounting procedures and an authorities' schedule to minimise the risk from serious errors or fraud.

## Financial Review

The financial statements in this report are for the year ended 31 March 2023. Total income in the year was £233,032 (2021/22 £176,737), of which £63,500 was in restricted funds (2021/22 £87,626).

Trusts and Foundation income was £177,000 (2021/22 £97,626).

Total expenditure for the year was £207,077 (2021/22 £222,090). The increase in salary costs is mainly due to one position moving from Best Practice direct costs into support costs.

The net position for the year is a surplus of incoming resources over expenditure of £25,955 (2021/22 £45,353 deficit). The prior year deficit was covered by designated funds brought forward and the surplus this year represents £45,556 of restricted funds designated to an ongoing project partly offset by a deficit on £19,601 in unrestricted funds.

The cash balance on 31<sup>st</sup> March 2023 was £113,371 (31<sup>st</sup> March 2022 £89,303, including the designated funds referred to above), representing slightly more than 5 months operating expenditure.

More details are provided in the financial statements on the following pages and the notes that accompany them.

## Performance Management

The Chief Executive, Chair and Treasurer meet prior to each Board meeting to discuss charity performance, monitor cash flow, and budgets.

At every Board meeting the Trustees receive the Chief Executive's report covering staffing, progress with funding and other operational matters, together with the Honorary Treasurer's report, financial accounts showing actual results compared with budgets and other relevant information.

The trustees review and update the charity's strategy once a year, confirming or amending objectives for the coming 12-18 months prior to the CEO developing the budget for the following year. A latest estimate of the financial outcome is updated from time to time as required. Trustees also routinely review the risk register to ensure that mitigation and remedial actions remain appropriate. The charity's policies are reviewed and approved by the Board every 3 years, or more frequently if required by changes in legislation or best practice.

The Chair of the Trustees periodically reviews personal performance with the Chief Executive, who is tasked with developing detailed plans in line with the strategy and delivering against those plans.

## Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice).

Law applicable to charities in England and Wales requires the trustees to prepare statements for each financial year that give a true and fair view of the charity's affairs and of the incoming resources and application of resources of the charity for that year. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles are published in the relevant Statement of Recommended Practice for charity accounting;
- make judgements 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; and
- prepare the financial statement on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees have considered the impact of the Covid-19 pandemic on the charity including the effect on beneficiaries, the charity's own staff and our charitable activity. The trustees are of the opinion that while funding has been adversely affected, current indications show that the charity has adequate resources to continue to operate and therefore the accounts should be prepared on a going concern basis.

The trustees are 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 comply with the Charities Act 1992 and the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Board on <sup>01/08/2023</sup> ..... and signed on its behalf by:

*Tim O'Brien*

Tim O'Brien  
Director and Trustee

*Imran Akram*

Imran Akram  
Director and Trustee

## CEO Report

It has been a good year for Arts 4 Dementia, a time when we continued to deliver our inspiring workshops in partnership with artists and arts organisations, trained more people to deliver creative activities for people affected by dementia, and set aside time to reflect on where we are and where we would like to be.

### Workshops

Our partnership with Central Saint Martins (University of the Arts London) and their Fine Arts programme continued, with two programmes that took people with dementia and their companions inside the Art School, working with students and teachers, and using a variety of creative techniques to create video art, soundscapes, and visual art. The final pieces from one programme were displayed in the window galleries of the school, alongside the art of students, and was a huge source of pride for our participants and their families.

*"I certainly feel that the work you do is superb. It offers some respite from the day-to-day monotony and trying to find things to do that might be interesting. I am most grateful for the work, care, and effort you all put into these events."* Carer of Participant with Dementia

We also returned to the Science Museum, in their newly opened Medicine Gallery. Each week participants went onto the Gallery, heard from curators about 2 pieces, and then created sculptures inspired by them, from wire self-portraits and masks, to tiles that were linked up to form a DNA-like structure.

A new programme with Cockpit Studios had us training up some of their makers and crafts-people who then led sessions using techniques including weaving and fabric wrapping.

*"It has been great to give makers a new opportunity to work with older people. The training was brilliant and as a result we had lots of artists wanting to take part. The atmosphere was amazing and that was down to your recruitment and the energy you bring to the room. All in all, it was a fantastic programme and my Fridays haven't been the same since."* Projects Co-ordinator, Cockpit Arts

We spent time in Brent this year. In the summer we ran three one-off poetry-writing sessions in various Memory Cafés across the borough, to bring the arts directly to people in one of the most diverse communities in London. Participants engaged in creative poetry writing exercises, resulting in a collaborative group poem as well as individual poems. Co-facilitating the workshops was our Trustee Ronald Amanze, who has a wealth of experience and enthusiasm. He also introduced us to Ashford Place, a community centre in Brent, where we delivered a joyful music-making programme. Two musicians brought experience of Calypso and Irish Folk traditions and led sessions that included breathing relaxation, singing and sharing songs, and helping the group write a song on the theme of 'Home', which they have since recorded and we hope to release publicly.

This combination of activities in Brent, and time reflecting on the feedback of participants and our desire to reach more, and more diverse, audiences, led to the development of a model for a community-based programme of creative activities for people affected by dementia. With the kind support of an individual donor, we began the first pilot of that model in Southwark in January, with a dance programme led by a dancer from Shobana Jeyasingh Dance and hosted at The Southwark Playhouse. We are in discussion about other 8-week programmes in the borough, and a year-long, weekly programme to start in May, and are developing a strong network of partners and referrers, with huge help from the Southwark Dementia Action Alliance.

Our weekly online workshop, Art Wednesday, continued on Zoom, reaching people who have restricted access to arts opportunities due to location or mobility. The programme was led by our staff members, supported by two arts facilitators and guest hosts from major arts organisations such as the Science Museum,

## ARTS 4 DEMENTIA

V&A and the Museum of London. The sessions ranged in theme and artform weekly, and included poetry, Aboriginal art, dance, pop art, garden design, textiles, mask making, flag design, and more.

*“We always look forward to our weekly Zoom meetings you have become our gentle, kind, supportive and caring A4D family.” Carer*

Across all of our workshops we reached 147 participants affected by dementia, 24 students and 12 volunteers.

### Training

We held seven training courses this year, some in person at settings including the Science Museum and Southwark Playhouse and others online to enable attendees from around the country to attend. 68 people were trained, including independent artists, curators and learning teams from museums and galleries, students from Central Saint Martins, and our own volunteers. They learned about the various forms of dementia and how it can affect people, explored how to communicate effectively with participants, and empowered them to give rewarding workshops for people with early-stage dementia and their companions. Trainees always value the networking and knowledge exchange from sharing best practice with professionals working across art forms.

*“The level of communication was brilliant. The culture of the organisation and the emphasis placed upon care and person centred work was really inspiring, it set such a wonderful tone of nurturing and understanding others, it was very catching.” Trainee*

### Advocacy

Our website events listing enables organisations and individuals around the country to promote their own creative activities for people with dementia hosts hundreds of activities. It continues to be one of the most visited pages on our website, visited nearly 6000 times over the year.

Our Founder and President Veronica Franklin Gould's co-ordinated and hosted monthly social prescribing webinars from April to December, and her report '[Global Social Prescribing: The A4D Arts for Brain Health Debates](#)' was published in March 2023. This built on her report '[A.R.T.S. for Brain Health: Social Prescribing transforming the diagnostic narrative for Dementia: From Despair to Desire](#)', published in October 2021. Speakers from organisations across the country and the world shared their expertise in social prescribing, art forms, neuroscience and the benefits of creativity for those affected by dementia. Around 100 people registered for each webinar, and over 200 for the two globally-focused ones.

### Governance

We welcomed Jina Swartz, neurologist, researcher, dancer and elected Fellow of the prestigious Academy of Medical Sciences, who joined the Board of Trustees this year. Her wealth of expertise as well as her commitment to and enthusiasm for the benefits of arts engagement for people with dementia will help us further develop our evaluation work and our partnerships with researchers.

We had a successful year in terms of fundraising. Our runners from the Royal Parks Half Marathon once again inspiring and impressing us with their dedication and hard work. We exceeded our target for The Big Give Christmas Challenge, and gained wonderful support from Trusts and Foundations including the Tomorrow Foundation, Foyle Foundation, Garfield Weston Foundation and Sobell Foundation. Our individual giving continues to grow, including some larger donations for which we are very grateful. Galleria Moderna continues their wonderful support of Arts 4 Dementia with a proportion of all entries to their Invitational Art Contests. We were thrilled to be the charity partner of Art Gallery Malé from the Maldives at the Hampstead Affordable Art Fair, and were very grateful for the opportunity to be the charity partner of Subtitle Labs at their exhibition in September, which included an event of our own in the gallery.

## Strategy Development

Staff and Trustees worked to clarify Arts 4 Dementia's vision and mission, and identified a series of key challenges currently facing the charity. From these, high level 5- and 10-year ambitions were developed, and detailed plans created for the next 3 years, including aims, objectives, activities and resource implications.

### Priorities for 2023-25:

- Increasing the availability of good quality workshops and art activities delivered by ourselves and others (deliver effective workshops, provide more training)
- Enabling more people to access arts activities by addressing the causes of actual and perceived barriers to participation (develop community-based model; diversify artists, art forms and participants)
- Increasing understanding and knowledge of the benefits of creative activities for those affected by dementia (evaluate our work, communications about research and our work)
- Building a robust and sustainable charity (review governance and Trustees, develop appropriate operational management systems, income generation and diversity)

## Looking ahead

Our community-based programme in Southwark will continue to develop and inform our conversations and thinking about what we can offer in other London boroughs and other locations. For us this includes delivering work closer to where people live, and training and supporting local, diverse artists working across art forms to be part of our creative workshops as well as delivering their own. We will work with and train partner organisations and artists to deliver wonderful programmes in community and cultural venues, including our on-going work with Central Saint Martins and Cockpit Studios, and building new partnerships and opportunities. We will further embed our evaluation work, and build contacts with researchers interested in more deeply investigating the impact of creativity on those with dementia.

**Arts 4 Dementia**  
**Statement of Financial Activities**  
**for the year ended 31 March 2023**

	Unrestricted funds	Restricted Funds	Total Funds 2023	Prior Year Funds
	£	£	£	£
<b>Income and Endowments</b>				
Trust and Foundation Grants	113,500	63,500	177,000	97,626
Other Donations	37,987	-	37,987	44,041
Training and Seminar Ticket Sales	2,605	-	2,605	5,238
Fundraising Events	14,431	-	14,431	29,564
Interest income	29	-	29	-
Other Income	980	-	980	268
<b>Total Incoming Resources</b>	<b>169,532</b>	<b>63,500</b>	<b>233,032</b>	<b>176,737</b>
<b>Expenditure</b>				
A4D Friends Workshops	53,182	1,075	54,257	46,278
Training	30,540	2,425	32,965	43,407
Southwark Community Project	-	14,444	14,444	-
Best Practice Development	22,828	-	22,828	73,227
Total Charitable Activity	106,550	17,944	124,494	162,912
Fundraising	54,928	-	54,928	44,403
Governance	27,655	-	27,655	14,775
<b>Total Resources Expended</b>	<b>189,133</b>	<b>17,944</b>	<b>207,077</b>	<b>222,090</b>
<b>Net Income/(Expenditure) for the Year</b>	<b>(19,601)</b>	<b>45,556</b>	<b>25,955</b>	<b>(45,353)</b>
Transfer between funds	-	-	-	-
Net Movement in Funds	(19,601)	45,556	25,955	(45,353)
Total Funds brought Forward	92,411	-	92,411	137,764
<b>Total Funds carried Forward</b>	<b>72,810</b>	<b>45,556</b>	<b>118,366</b>	<b>92,411</b>

**Arts 4 Dementia**  
**Balance Sheet as at 31 March 2023**

	31 March 2023	31 March 2022
	£	£
Current Assets		
Prepayments	3,625	5,075
Pension contributions	3,010	35
Cash at Bank and in Hand	113,371	89,303
<u>Less:</u>		
Creditors - Amounts Falling due within One Year (note 7)	(1,640)	(2,002)
Total Assets Less Current Liabilities	118,366	92,411
Creditors – Amounts Falling Due in More than One Year	-	-
<b>Net Assets</b>	<b>118,366</b>	<b>92,411</b>
 Total Charity Funds (note 8)		
Unrestricted Funds		
General Funds	72,810	92,411
Designated Funds	-	-
Restricted Funds	45,556	-
	<b>118,366</b>	<b>92,411</b>

For the year ending 31 March 2023, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts that give a true and fair view of the state of the company's affairs.

These accounts have been prepared in accordance with Charities SORP (FRS102) and the provisions of the Companies Act 2006 applicable to smaller charities and the provisions applicable to companies subject to the small companies' regime.

Signed on behalf of the Board

*Tim O'Brien*

Director and Trustee

*Amran Akram*

Director and Trustee

**Arts 4 Dementia**  
**Notes to the Financial Statements for the year ended 31 March 2023**

**1. Accounting Policies**

*Basis of Accounting*

Arts 4 Dementia is a public benefit entity. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) and the Companies Act 2006 as applicable to companies qualifying for the smaller companies regime.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

*Recognition of Income and Expenditure*

The accounts are prepared on an accruals basis. Income is recorded in the period it is received unless explicitly relates to an event that will take place in a future period, in which case it will be treated as deferred. Expenditure is recorded in the period to which it relates.

*Income and Expenditure headings*

The Statement of Financial Activities shows income split into main categories and expenditure by fully-costed activity. Support cost are allocated to activity categories using appropriate keys (for more detail refer to note 4 to these accounts). Residual indirect costs are together immaterial and in the previous year were included within support costs and allocated to activities but are shown separately as governance costs.

*Fixed Assets*

The charity does not have any fixed assets. Computers and printers are expensed in the period in which they are acquired.

*Fund accounting*

Reserves are split between restricted and unrestricted funds. Restricted funds are those that, because of the wishes of the donors, may only be used in accordance with the grant application and in furtherance of the particular projects specified.

*Reserves*

The trustees recognise the need to maintain reserves sufficient to enable A4D to meet its core commitments despite fluctuations in the level of income. Such reserves will be held in the readily realisable form of cash or near-cash equivalents. During the year, the trustees approved an increase in reserves to cover six months of normal operating costs plus committed and planned events during this time, together with any statutory liabilities.

*Contributions in kind*

From time to time organisations have provided accommodation free of charge to hold workshops or training sessions. In return they may have taken some training places for their own staff at no charge. The financial value these gestures is not material and they have not been monetised in these accounts. Nor has the time of volunteers who attend workshops and from time to time undertaken other support and charitable activity.

## 2. Trustee Expenses

Trustee expenses in the year were £1,366 (2022 £29). During the year a close relative of a Trustee was paid £1,312 for co-facilitating musical workshops. Travel expenses of £54.44 were paid to a Trustee to participate to assist in interviewing candidates for a role within the charity. There were no other related party transactions during the year.

## 3. Support Costs

Support costs are defined as those that have not been incurred directly in relation to one specific activity but that support the undertaking of one or more of the charity's activities. Although staff spend much of their time planning, managing and attending workshops and training seminars and such time may be considered to be a direct cost, a time writing key is used to allocate both their time and other indirect costs to activities. The table below shows total salaries and other support costs and how they have been allocated between activities.

Support costs have been split into two groups based on different allocation methods:

*Staff effort:* An estimate is made, reviewed periodically, of how staff split their time between various activities. These costs include staff costs, office accommodation and sundry administrative costs incurred in the course of staff undertaking those activities.

*Impact:* Website costs and marketing expense are split based on an estimate of the usage of the website, which is used to support all charitable activities, and for fundraising.

	2023 £	2022 £
Costs allocated on staff effort		
Gross salaries	151,549	123,371
Employer's National Insurance	10,424	10,127
Employers pension contributions	3,261	3,425
Staff training and membership	549	60
Staff travel, accommodation, sustenance	1,540	588
Total staff costs	<u>167,323</u>	<u>137,571</u>
Other support costs	6,269	6,787
Total support costs	<u>173,592</u>	<u>144,358</u>
Allocated to activities as follows:		
A4D Friends workshops	49,231	43,907
Training	30,622	38,784
Southwark Community Project	13,887	-
Best practice	7,985	13,306
Sub-total charitable activity	<u>101,725</u>	<u>95,997</u>
Fundraising	47,564	36,831
Governance	24,303	11,530
	<u>173,592</u>	<u>144,358</u>

## ARTS 4 DEMENTIA

	2023	2022
	£	£
Charitable activities direct costs		
A4D Friends workshops	5,027	2,371
Training	2,900	4,623
Best practice	14,843	59,921
Fundraising	7,363	7,594
Total Direct Cost	<u>30,133</u>	<u>74,509</u>
Governance Direct Costs		
Accounts and accountancy	2,379	2,328
Other governance	66	58
Insurance	907	859
Total Governance Costs	<u>3,352</u>	<u>3,245</u>

### 4. Staff Costs

Staff costs are shown in note 3 above. At the beginning of the period the charity employed 4 staff, including one working part time. At the end of the period the charity employed 5 staff.

From January 2022 the pension fund provider charges £18 per month for administration.

No employee was paid more than £60,000.

### 5. Related Party Transactions

Veronica Franklin Gould and Nigel Franklin, who was Chief Executive until 4<sup>th</sup> February 2022, are related parties. Veronica was employed on a fixed-term contract of employment to organise and present a Social Prescribing Conference in May 2019 and until 31<sup>st</sup> October 2021. Thereafter she has been retained on fixed fee to give advice on a consultancy basis.

### 6. Fees for Examination of the Accounts

During the year, £2,379 (2022 £2,328) was paid for independent examination of the 2021/22 accounts and for payroll services. An accrual of £1,000 (2022 £1,000) has also been included in these accounts for the current year independent examiner fee.

	2023	2022
	£	£
Independent examiner fee paid for the previous year	1,213	1,281
Payroll services	1,166	1,047
Total	<u>2,379</u>	<u>2,328</u>

**7. Current Liabilities**

	31 March 2023 £	31 March 2022 £
Creditors	640	1,002
Sundry accruals	<u>1,000</u>	<u>1,000</u>
Total Creditors falling due within one year	<u><u>1,640</u></u>	<u><u>2,002</u></u>

**8. Fund Movements**

	1 April 2022 £	Incoming Resources £	Resources Expended £	Fund Transfers £	31 March 2023 £
Arts and training	-	3,500	(3,500)	-	-
Southwark Community Project	<u>-</u>	<u>60,000</u>	<u>(14,444)</u>	<u>-</u>	<u>45,556</u>
Total Restricted Funds	-	63,500	(17,944)	-	45,556
Unrestricted Funds					
General Funds	<u>92,411</u>	<u>169,532</u>	<u>(189,133)</u>	<u>-</u>	<u>72,810</u>
Total Reserves	<u><u>92,411</u></u>	<u><u>233,032</u></u>	<u><u>(207,077)</u></u>	<u><u>-</u></u>	<u><u>118,366</u></u>

The Arts and Training Fund covers all activities related to ongoing training, workshop programmes, web-site support and advocacy undertaken by the charity.

The Southwark Community Project is a specific project where we are focussing activities on one geographical area, working with local artists, arts organisations, and health and care networks to reach more and more diverse people with dementia and embed creative activities across the borough.

**Independent Examiner's Report to the Trustees of Arts 4 Dementia  
on the Accounts for the year ended 31 March 2023**

**Respective Responsibilities of the Trustees and Examiner**

The Charity's trustees are responsible for the preparation of the accounts.

The Charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (The Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- Follow the procedures laid down in the general directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- State whether particular matters have come to my attention.

**Basis of Independent Examiner's Statement**

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required for an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

**Independent Examiner's Statement**

In connection with my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the Charities Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:

*Kirk Rice LLP*

Date

22/08/2023

Kirk Rice LLP  
Zeeta House  
200 Upper Richmond Road  
London SW15 2SH



**Arts 4 Dementia**

Zeeta House  
200 Upper Richmond Road  
London  
SW15 2SH

**[arts4dementia.org.uk](http://arts4dementia.org.uk)**

**020 3633 9954**

**[info@arts4dementia.org.uk](mailto:info@arts4dementia.org.uk)**

Follow us on  
Twitter - Facebook - Instagram  
**@Arts4Dementia**

Registered Charity No. 1140842  
Registered Company No. 07511427

**Arts for Dementia**

England & Wales - Charity number 1140842

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# Accounts

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**Trustees Annual report  
for the 12 months ending 31<sup>st</sup> March 2022**

Arts 4 Dementia, 12 Menelik Road, London NW2 3RP [Correspondence address]  
T 020 36335401 E [info@arts4dementia.org.uk](mailto:info@arts4dementia.org.uk) [www.arts4dementia.org.uk](http://www.arts4dementia.org.uk)

Arts 4 Dementia is a company limited by guarantee, Registered Company No: 7511427, Registered Charity No: 1140842  
Registered Address: Zeeta House, 200 Upper Richmond Road, London SW15 2SH

## **Administrative Details**

Registered Charity No. 1140842  
Registered Company No. 07511427

### **Registered Address**

Zeeta House  
200 Upper Richmond Road  
London  
SW15 2SH

### **Main Office and contact details**

Charity staff currently work remotely.

Tel: 020 3633 9954  
e-mail: [info@arts4dementia.org.uk](mailto:info@arts4dementia.org.uk)

### **Trustees**

Tim O'Brien (Chair)  
Claire Dishington (Hon Treasurer)  
Alan Merkel  
Peter Millet, CMG  
Elizabeth Sawicka, MA MD, FRCP  
Louisa Barnard (resigned 25<sup>th</sup> July 2021)  
Ronald Ferguson  
Marie Fortune  
Kate O'Neill (appointed 24 May 2021)  
Imran Akram (appointed 23 May 2022)

### **Independent Examiner**

Kirk Rice LLP  
Zeeta House  
200 Upper Richmond Road  
London SW15 2SH

## Trustees Report

This Trustee Report includes the disclosures required under UK Companies law to be included in the Directors report under the smaller companies' regime.

### Objectives, Purpose and Main Activities

Arts 4 Dementia (A4D) was set up as a company limited by guarantee on 31 January 2011 and registered as a charity in March 2011. The trust provisions are contained in the Memorandum and Articles of Association. The main objectives of A4D are:

- To advance public understanding of dementia
- To relieve those living with dementia and those who support or care for them, in particular through access to the arts and the provision of therapeutic intervention related to the arts

The charity focuses on the benefit of arts activities for people living with dementia, in particular those living at home and in the community. Involvement in challenging arts-related activities has been shown to significantly alleviate symptoms, to re-energise and inspire people in the early-stages of dementia so that they can enjoy greater freedom and independence and remain in their home environment.

To further its objectives, the charity is active in the following areas:

1. *Providing training and resources to assist artists and facilitators respond to the unique challenges of working with people living with dementia.* A4D organises training for arts facilitators, venue staff, artists and other interested parties on how to work with people with dementia, in order to extend the impact of our work. We also organise networking and continuing development seminars for practitioners and our website is a rich source of reference material, including reports with research based around our own programmes.
2. *Provision of arts activities for people with dementia.* A4D organises challenging, high quality workshops for people with early-stage dementia both on-line and in-person and in partnership with arts organisations and community bodies, across a variety of locations and activities, to reach as diverse a community as possible. The workshops provide a platform for demonstrating, and further developing, best practice and we encourage partners to continue providing programmes independently of A4D. We also engage with arts organisations to encourage provision of opportunities for people living with dementia and encourage them to post their activities on our unique directory of events and dementia-friendly arts and cultural.
3. *Advocacy and Best Practice* – A4D seeks to increase awareness of the benefits of challenging artistic activity for people with dementia through engagement with Government and the NHS, and through conferences and events bringing together experts and policy makers from across the UK. We promote social prescribing as a means to encourage people living with dementia to engage with stimulating artistic opportunities, and to support local providers.

### Structure and Governance

The charity is run on a day-to-day basis by a Chief Executive with advice and assistance from the trustees, who have been selected for their skills and experience. We are also fortunate to have among our trustees a number of individuals with direct experience of caring for people with dementia, which enable us to ensure that the voice and needs of people living with dementia is always at the heart of what we do.

The trustees normally meet 6 times a year as well as on an ad-hoc basis to discuss strategy and other matters. A finance sub-committee chaired by the honorary Treasurer has been established to support the main Board. Veronica Franklin Gould, founder and former Chief Executive of the charity, who holds the position of Honorary President in recognition of her achievement, has also been retained to advise and support the charity.

### Risk Management

The trustees review the major risks to the charity from time to time. The main risks currently identified are as follows:

*The need to generate increasing levels of funding to maintain and grow A4D's impact.* The charity has been successful in the past in raising sufficient funds to cover its activities. However, our plans to reach more people across the UK will require more resources and we need to increase funding from all sources, which is increasingly difficult in the current economic environment. The charity has increased its staffing to allow for more focus on fundraising and the trustees are able to assist in organising fund-raising events. A pipeline of applications to major trusts and foundations, which are key to the charity being able to achieve its objectives, is maintained and monitored by the Board.

*Website completeness and accuracy.* If the website, and the event-listing in particular, is out-of-date or incomplete, users will be unlikely to return and the value for providers of posting events will in turn be reduced. This may impact on our reputation as the web listing is a key offering of A4D.

*Safeguarding of vulnerable adults.* People attending our workshops are often frail and at higher risk than the public at large and some venues may be difficult to navigate. Failure to apply good practice may result in accidents involving PWD or carers. Generally, our programmes are carried out at locations run by substantial organisations with professional expertise. However, A4D has also established policies on Health and Safety, safeguarding vulnerable individuals, complaints and whistleblowing, and we undertake risk assessments at all new venues. We ensure that all staff, facilitators and volunteers are appropriately briefed.

*Reliance on key individuals* The trustees continue to place considerable reliance on the person of the Chief Executive. Existing staff and trustees would provide cover in the short term until a replacement had been recruited. Even then, in view of the small size of the organisation, concentration risk will remain significant.

*Other reputational Risks.* As well as our responsibility to vulnerable adults, referred to specifically above, A4D recognises its responsibility to staff, supporters and other stakeholders and clients. As well as clear legal obligations in these areas, failure to act appropriately will have a major impact on the charity's reputation and thence its ability to raise funds and to continue to operate. We have policies and procedures to address risks in the areas of Health and Safety, Equality and Diversity, Access Control, Information Security, Data Privacy and Security, Conflicts of Interest. Trustees will monitor incidents that occur and keep these policies under annual review to ensure they remain current and appropriate.

*Financial Error or Fraud.* The principal asset of A4D is its bank balance. Loss of all or part of this through financial irregularity or fraud would threaten the ability of the charity to operate. We have developed financial accounting procedures and an authorities' schedule to minimise the risk from serious errors or fraud.

*Covid 19 Response.* The pandemic had a major impact on the charity's activities in the prior year 2020/21. This caused a number of programmes to be cancelled. In response, several events and programmes were moved online, and we continue to monitor the situation and maintain a balance between online and live events.

## Financial Review

The financial statements in this report are for the year ended 31 March 2022. Total income in the year was £176,737 (2020/21 £252,892), of which £87,626 was in restricted funds (2020/21 £122,687).

Trusts and Foundation income fell to £97,626 (2020/21 £166,283). During 2020 and 2021 we benefitted from a number of covid-related one-off grants which made up a significant part of our income.

Total expenditure for the year was £222,112 (2020/21 £212,920). Salary costs increased due to employing a development manager and a Social Prescribing project co-ordinator. This was partly offset by reduced payments to third parties for core services.

The net position for the year is a deficit of incoming resources over expenditure of £45,375 (2020/21 £39,972 surplus). However this is broadly offset by the £45,000 designated fund received last year for the project on Social Prescribing for Dementia.

The cash balance on 31<sup>st</sup> March 2022 was £89,281 (31<sup>st</sup> March 2021 £134,641, including the designated funds referred to above), representing slightly more than 4 months operating expenditure.

More details are provided in the financial statements on the following pages and the notes that accompany them.

## Volunteering

In addition to the work done by Trustees, Arts 4 Dementia benefits considerably from volunteers to assist in workshops, maintain the web site, assist with fund-raising, support our social media presence and undertake various ad-hoc administrative roles. All volunteers who interact with clients in workshops have attended our training courses and are DBS vetted.

## Performance Management

The Chief Executive, Chair and Treasurer discuss charity performance and monitor cash flow on a regular basis, undertaking to report to the trustees any significant change from plan, in cash flow in particular, as a result of the Covid crisis. Trustees review performance formally every two months, receiving reports from the Chief Executive and Honorary Treasurer, together with financial accounts showing actual results compared with budgets and other relevant information.

The trustees periodically review and update the charity's strategy. The last review was undertaken in early 2022. The Chair of the Trustees periodically reviews personal performance with the Chief Executive, who is tasked with developing detailed plans in line with the strategy and delivering against those plans.

**Statement of Trustees' Responsibilities**

The trustees are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice).

Law applicable to charities in England and Wales requires the trustees to prepare statements for each financial year that give a true and fair view of the charity's affairs and of the incoming resources and application of resources of the charity for that year. 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 published in the relevant Statement of Recommended Practice for charity accounting;
- make judgements 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; and
- prepare the financial statement on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees have considered the impact of the Covid-19 pandemic on the charity including the effect on beneficiaries, the charity's own staff and our charitable activity. The trustees are of the opinion that while funding has been adversely affected, current indications show that the charity has adequate resources to continue to operate and therefore the accounts should be prepared on a going concern basis.

The trustees are 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 comply with the Charities Act 1992 and the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Board on <sup>31/10/2022</sup>..... and signed on its behalf by:

*Tim O'Brien*

Tim O'Brien  
Director and Trustee

*IMRAN AKRAM*

Imran Akram  
Director and Trustee

**Arts 4 Dementia**  
**Statement of Financial Activities**  
**for the year ended 31 March 2022**

	Unrestricted funds	Restricted Funds	Total Funds 2022	Prior Year Funds
	£	£	£	£
<b>Income and Endowments</b>				
Trust and Foundation Grants	10,000	87,626	97,626	166,283
Other Donations	44,041	-	44,041	70,165
Training and Seminar Ticket Sales	5,238	-	5,238	6,131
Fundraising Events	29,564	-	29,564	10,089
Other Income	268	-	268	224
<b>Total Incoming Resources</b>	<b>89,111</b>	<b>87,626</b>	<b>176,737</b>	<b>252,892</b>
<b>Expenditure</b>				
A4D Friends Workshops	-	46,278	46,278	38,275
Training	-	43,407	43,407	42,810
Best Practice Development	13,433	59,794	73,227	89,564
Total Charitable Activity	13,433	149,479	162,912	170,649
Fundraising	44,425	-	44,425	38,941
Governance	3,245	11,530	14,775	3,330
<b>Total Resources Expended</b>	<b>61,103</b>	<b>161,009</b>	<b>222,112</b>	<b>212,920</b>
<b>Net Income/(Expenditure) for the Year</b>	<b>28,008</b>	<b>(73,383)</b>	<b>(45,375)</b>	<b>39,972</b>
Transfer between funds	(59,794)	59,794	-	-
Other Gains / (Losses)	-	-	-	-
Net Movement in Funds	(31,786)	(13,589)	(45,375)	39,972
Total Funds brought Forward	132,872	4,894	137,766	97,794
<b>Total Funds carried Forward</b>	<b>101,086</b>	<b>(8,695)</b>	<b>92,391</b>	<b>137,766</b>

**Arts 4 Dementia**  
**Balance Sheet as at 31 March 2022**

	31 March 2022	31 March 2021
	£	£
Current Assets		
Prepayments	5,075	4,200
Other Debtors	-	-
Cash at Bank and in Hand	89,281	134,641
<u>Less:</u>		
Creditors - Amounts Falling due within One Year (note 7)	(1,965)	(1,075)
Total Assets Less Current Liabilities	92,391	137,766
Creditors – Amounts Falling Due in More than One Year	-	-
<b>Net Assets</b>	<b>92,391</b>	<b>137,766</b>
Total Charity Funds (note 8)		
Unrestricted Funds		
General Funds	101,086	87,872
Designated Funds	-	45,000
Restricted Funds	(8,695)	4,894
	<b>92,391</b>	<b>137,766</b>

For the year ending 31 March 2022, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts that give a true and fair view of the state of the company's affairs.

These accounts have been prepared in accordance with Charities SORP (FRS102) and the provisions of the Companies Act 2006 applicable to smaller charities and the provisions applicable to companies subject to the small companies' regime.

Signed on behalf of the Board

*Tim O'Brien*

Director and Trustee

*IMRAN AKRAM*

Director and Trustee

**Arts 4 Dementia**  
**Notes to the Financial Statements for the year ended 31 March 2022**

**1. Accounting Policies***Basis of Accounting*

Arts 4 Dementia is a public benefit entity. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) and the Companies Act 2006 as applicable to companies qualifying for the smaller companies regime.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

*Recognition of Income and Expenditure*

The accounts are prepared on an accruals basis. Income is recorded in the period it is received unless explicitly relates to an event that will take place in a future period, in which case it will be treated as deferred. Expenditure is recorded in the period to which it relates.

*Income and Expenditure headings*

The Statement of Financial Activities shows income split into main categories and expenditure by fully-costed activity. Support cost are allocated to activity categories using appropriate keys (for more detail refer to note 4 to these accounts). Residual indirect costs are together immaterial and in the previous year were included within support costs and allocated to activities but are shown separately as governance costs.

*Fixed Assets*

The charity does not have any fixed assets. Computers and printers are expensed in the period in which they are acquired.

*Fund accounting*

Reserves are split between restricted and unrestricted funds. Restricted funds are those that, because of the wishes of the donors, may only be used in accordance with the grant application and in furtherance of the particular projects specified.

*Reserves*

The trustees recognise the need to maintain reserves sufficient to enable A4D to meet its core commitments despite fluctuations in the level of income. Such reserves will be held in the readily realisable form of cash or near-cash equivalents. During the year, the trustees approved an increase in reserves to cover six months of normal operating costs plus committed and planned events during this time, together with any statutory liabilities.

*Contributions in kind*

From time to time organisations have provided accommodation free of charge to hold workshops or training sessions. In return they may have taken some training places for their own staff at no charge. The financial value these gestures is not material and they have not been monetised in these accounts. Nor has the time of volunteers who attend workshops and from time to time undertaken other support and charitable activity.

**2. Trustee Expenses**

Trustee expenses in the year were £29 (2021 £nil).

**3. Support Costs**

Support costs are defined as those that have not been incurred directly in relation to one specific activity but that support the undertaking of one or more of the charity's activities. Although staff spend much of their time planning, managing and attending workshops and training seminars and such time may be considered to be a direct cost, a time writing key is used to allocate both their time and other indirect costs to activities. The table below shows total salaries and other support costs and how they have been allocated between activities.

Support costs have been split into two groups based on different allocation methods:

*Staff effort:* An estimate is made, reviewed periodically, of how staff split their time between various activities. These costs include staff costs, office accommodation and sundry administrative costs incurred in the course of staff undertaking those activities.

*Impact:* Website costs and marketing expense are split based on an estimate of the usage of the website, which is used to support all charitable activities, and for fundraising.

	2022 £	2021 £
Costs allocated on staff effort		
Gross salaries	123,371	99,011
Employer's National Insurance	10,127	8,484
Employers pension contributions	3,425	3,017
Staff training and membership	60	740
Staff travel, accommodation, sustenance	588	184
Total staff costs	<u>137,571</u>	<u>111,436</u>
Rented office space	-	2,211
Other support costs	6,787	5,799
Total support costs	<u>144,358</u>	<u>119,446</u>
Allocated to activities as follows:		
A4D Friends workshops	43,907	38,223
Training	38,784	38,223
Best practice	13,306	5,972
Sub-total charitable activity	<u>95,997</u>	<u>82,418</u>
Fundraising	36,831	36,606
Governance	11,530	422
	<u>144,358</u>	<u>119,446</u>

	2022	2021
	£	£
Charitable activities direct costs		
A4D Friends workshops	2,371	52
Training	4,623	4,587
Best practice	59,921	83,592
Fundraising	7,594	2,335
Total Direct Cost	<u>74,509</u>	<u>90,566</u>
Governance Direct Costs		
Accounts and accountancy	2,328	2,346
Other governance	58	-
Insurance	859	562
Total Governance Costs	<u>3,245</u>	<u>2,908</u>

#### 4. Staff Costs

Staff costs are shown in note 3 above. At the beginning of the period the charity employed 5 staff, including one working part time. At the end of the period the charity employed 3 staff.

From January 2022 the pension fund provider charges £18 per month for administration.

No employee was paid more than £60,000.

#### 5. Related Party Transactions

Veronica Franklin Gould and Nigel Franklin, who was Chief Executive until 4<sup>th</sup> February 2022, are related parties. Veronica was employed on a fixed-term contract of employment to organise and present a Social Prescribing Conference in May 2019 and until 31<sup>st</sup> October 2021. Thereafter she has been retained on fixed fee to give advice on a consultancy basis.

#### 6. Fees for Examination of the Accounts

During the year, £2,328 (2021 £2,346) was paid for independent examination of the 2020/21 accounts and for payroll services. An accrual of £1,000 (2021 £1,000) has also been included in these accounts for the current year independent examiner fee.

	2022	2021
	£	£
Independent examiner fee paid for the previous year	1,281	1,020
Payroll services	1,047	1,326
Total	<u>2,328</u>	<u>2,346</u>

## ARTS 4 DEMENTIA

### 7. Current Liabilities

	31 March 2022 £	31 March 2021 £
Creditors	1,002	75
Pension contributions payable	(37)	-
Sundry accruals	1,000	1,000
	<hr/>	<hr/>
Total Creditors falling due within one year	1,965	1,075

### 8. Fund Movements

	1 April 2021 £	Incoming Resources £	Resources Expended £	Fund Transfers £	31 March 2022 £
Core costs	-	22,325	(22,325)	-	-
Arts and training	-	20,450	(20,450)	-	-
London Arts Programme	4,894	-	(4,894)	-	-
London Dance	-	500	(500)	-	-
Social prescribing	-	-	(59,794)	59,794	-
Total Restricted Funds	<hr/> 4,894	<hr/> 43,275	<hr/> (107,963)	<hr/> 59,794	<hr/> -
Unrestricted Funds					
General Funds	87,872	133,462	(114,149)	(14,794)	92,931
Designated Funds	<hr/> 45,000	<hr/> -	<hr/> -	<hr/> (45,000)	<hr/> -
Total Reserves	<hr/> 137,766	<hr/> 176,737	<hr/> (222,112)	<hr/> -	<hr/> 92,391

The Arts and Training Fund covers all activities related to ongoing training, workshop programmes, web-site support and advocacy undertaken by the charity.

The scope of the London Arts Programme Fund is the same as the Arts and Training Fund but certain grants are given primarily for activity within London, notably the City Bridge Trust and some City Livery companies.

The Social Prescribing Fund relates to those grants and donations specifically in respect of the Social Prescribing project. These include The Big Lottery Fund allocated by the Arts Council and certain private donations. The balance of the Social Prescribing project was funded from unrestricted funds.

In 2021 The Board agreed to designate funds of £45,000 from general funds to cover the 2021/22 costs associated with the completion to the Social Prescribing project, which has now finished.

**Independent Examiner's Report to the Trustees of Arts 4 Dementia  
on the Accounts for the year ended 31 March 2022**

**Respective Responsibilities of the Trustees and Examiner**

The Charity's trustees are responsible for the preparation of the accounts.

The Charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (The Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- Follow the procedures laid down in the general directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- State whether particular matters have come to my attention.

**Basis of Independent Examiner's Statement**

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required for an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

**Independent Examiner's Statement**

In connection with my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the Charities Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:

Date 01/11/2022

*Kirk Rice LLP*

Kirk Rice LLP  
Zeeta House  
200 Upper Richmond Road  
London SW15 2SH



© Arts 4 Dementia 2020

**Arts for Dementia**

England & Wales - Charity number 1140842

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# Accounts

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**Arts 4 Dementia**  
**Annual Report and**  
**Financial Statements**  
**for the year ended**  
**31 March 2021**

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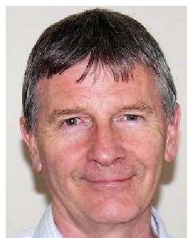
Front cover:

Top - From *A4D Art School with Central Saint Martins*

Bottom – A4D Manchester Social Prescribing for Dementia Roundtable with Mayor Andy Burnham

## Directors and Trustees

Unless otherwise stated, the directors listed served throughout the year covered by this report and the period up to and including the date of signature of the report.



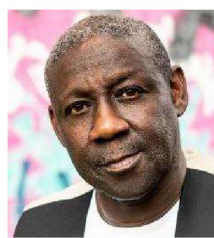
Tim O'Brien  
(Chair)



Claire Dishington  
(Hon Treasurer)



Louisa Barnard  
*(resigned  
25 July 2021)*



Ronald Ferguson  
*(appointed 30  
November 2020)*



Marie Fortune



Alan Merkel



Peter Millett, CMG



Elizabeth  
Sawicka MA,  
MD, FRCP



Kate O'Neill  
*(appointed 24  
May 2021)*

### President

Veronica Franklin Gould

### Patrons

HSH Dr Donatus, Prince von Hohenzollern

Harry Cayton, CBE

Katie Derham

Sir Richard Eyre, CBE, FRSL

Colin Ford, CBE

Baroness Greengross, OBE, FRSA, FRSPH

Dame Emma Kirkby, DBE

Professor Sir Andrew Motion, FRSL, FRSA

Baroness Neuberger, DBE

Andrew Wilton, FSA, FRSA

Sir Charles Saumarez Smith, CBE

Gillian Wolfe, CBE

### Advisory Panel

Charlotte Cunningham – Director of Turtle Key Arts and Turtle Song

Fergus Early, OBE – Artistic Director Green Candle Dance

Bisakha Sarker – Artistic Director of Chaturangan

Dr Emer MacSweeney, CEO and Medical Director of Re:Cognition Health

Professor Paul Camic, FRSPH, FRSA – Honorary Professor of Health Psychology, University College London, Dementia Research Centre and Emeritus Professor of Psychology and Public Health at Canterbury Christ Church University

Dr Charles Alessi – Chief Clinical Officer (international) at HIMSS and Senior Adviser (Dementia Lead) to Public Health England

Professor Dawn Brooker – Director of the University of Worcester Association for Dementia Studies

Dr Nori Graham – Former Chair of Alzheimer's Disease International and of the Alzheimer's Society

## The Charity



In September 2009, our founder, Veronica Franklin Gould, was curating an exhibition on Alfred Lord Tennyson when a cello student came to play Bach to her mother, then largely non-verbal with Alzheimer's disease. Transported by his exquisite playing, she began to question the cellist about his music studies. This spontaneous return of her communication skills spurred Veronica to research the use of arts to override dementia and to establish a charity to develop programmes at arts venues to ease the strain of diagnosis, with a website to signpost arts events for dementia nationwide.

Arts 4 Dementia (A4D) was formally founded in 2011 when the trustees met at the Royal Academy of Art. Veronica was appointed CEO and A4D was registered as a company and charity, with a London-wide programme of weekly pilots at arts venues in the Mayor's Culture Diary, to coincide with the 2012 Olympics. Experts in each art form and in dementia agreed to be patrons and advisors and either spoke or made videos to launch A4D's Best Practice Conference 2011 at the Royal Albert Hall. To underpin the programme and help spread the practice, A4D worked with Dementia UK (now Dementia Pathfinders) to develop an early-stage focus to their dementia training appropriate for arts workshop leaders, students and volunteers.

Our *London Arts Challenge in 2012* programme for people with early-stage dementia and carers was awarded the London 2012 Inspire mark and the Breakthrough Positive Practice in Mental Health – Dementia Award. Evaluation in association with Canterbury Christ Church University, funded by the Baring and Rayne Foundations, established the efficacy of the weekly A4D model to preserve fulfilling active life for longer.

Education being key to A4D best practice, arts masters students and now medical students assist at workshops to benefit their careers and help spread the practice.

A4D partners with leading arts organisations to deliver trainings and workshops. Our conferences, addressed by leaders in culture, health and wellbeing, showcase not only our programmes, but UK arts practice for dementia, with reports as resources for best practice:

- *Reawakening the Mind*, (2013) published with case studies and tips for arts organisations and has since been used as a toolkit by many to guide their own dementia programmes.
- *Music Reawakening, Musicianship and Access for Early to Mid-Stage Dementia – The Way Forward* (2015), involved partnership with English Chamber Orchestra, London College of Music and Wigmore Hall, specialist training and a pilot for musicians with dementia.
- *Reawakening Integrated, Arts and Heritage* (2017) provides regional A4D models, with a framework to integrate the use of arts into NHS England's Well Pathway for dementia.
- A4D Best Practice Conference *Social Prescribing as Peri-Diagnostic Practice for Dementia* (May 2021) was well received and presaged our national campaign bringing together sector leaders to drive forward the practice to advance arts prescribing for brain health.

Nigel Franklin, previously a trustee, took over as CEO in 2015 and Veronica as President has been running A4D's Social Prescribing programme. During the pandemic, A4D, now a team of five, has been delivering and signposting services by Zoom. Over 900 arts facilitators from across the UK will use our training to help benefit over 17,000 people with dementia and carers in the next year.

## Our Vision, Mission and Aims

### Our Vision

All living with early-stage dementia in the community and their carers will have access to and be encouraged from or before diagnosis to engage with inspirational arts opportunities nearby, to foster their creativity, restore confidence, energy and sense of purpose in the community.

### Our Mission

We are a charity with a mission to transform possibilities for people living with dementia in the community and carers. To this end we:

- Train facilitators to deliver challenging, effective workshops for people with early-stage dementia.
- Engage and work with arts organisations to deliver challenging workshops in inspirational settings for people with dementia and their carers, ensuring that all programmes throughout the UK are effectively signposted for those with dementia, their carers and others who may advise them.
- Work to have clinicians, memory services and others encourage their clients to engage in arts activities as an effective intervention for dementia from or before diagnosis, including through social prescribing; and to influence public policy in recognising the value of arts and cultural activity as key to maintaining brain health as we age.

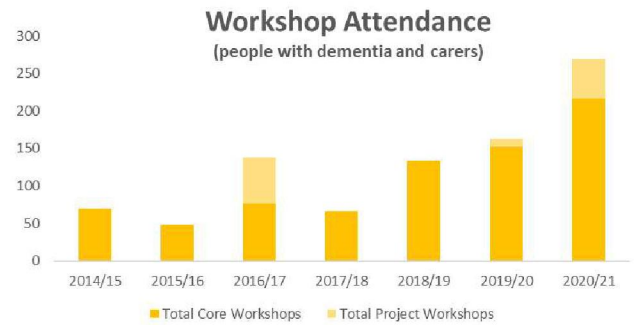
### Our Aims

We aim in all that we do to assure maximum impact from our work:

- **Seed programmes.** Our workshop programmes with arts organisations are “seed initiative programmes” of typically 8-10 weeks. Our partners use the skills and knowledge gained from these programmes and staff training to establish their own continuing workshops for dementia.
- **Training facilitators.** Our full-day trainings (currently by Zoom) engage arts facilitators, who benefit from networking and knowledge sharing, as well as the content. The 900-plus trained to date will reach over 17,000 people affected by dementia in the year after lockdown.
- **Signposting.** We research national arts workshops for dementia, which we map so that thousands of people affected by dementia can find opportunities nearby, including virtual events.
- **Social Prescribing.** While those attending arts workshops invariably love and derive great benefit from them, it has always been a challenge to encourage people facing the shock of a recent diagnosis to try them. Social Prescribing, whereby link workers supporting General Practitioners, guide patients to activities including the arts as a therapy, is an opportunity to do this at scale.
- **For thousands yet to be diagnosed.** In campaigning for Social Prescribing for Dementia, we aim to bring all involved together in a common cause. We are working with leaders from NHS, social services, academia and the arts so that people may be guided towards arts engagement on or before diagnosis as a means to enhance their wellbeing and prolong cognitive abilities.
- **Wellbeing through and beyond lockdown.** We aim to ensure that across our services, stimulating opportunities are accessible to our beneficiaries from home and in our training, now online, facilitators are taught to deliver their own virtual activities so as to engage and stimulate their participants. While resuming in-person workshops, we will retain some virtual services.
- **For all.** We are committed to ensure that people affected by early-stage dementia and carers can benefit from arts workshops irrespective of ethnicity or sexual orientation. We are rigorous in recruiting for workshops and have set up incentives to encourage arts facilitators from minority ethnic communities to take our training and lead community programmes.

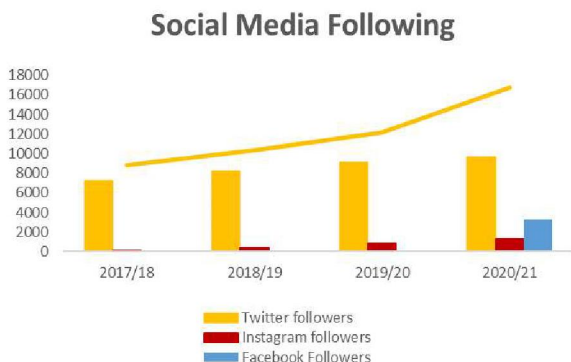
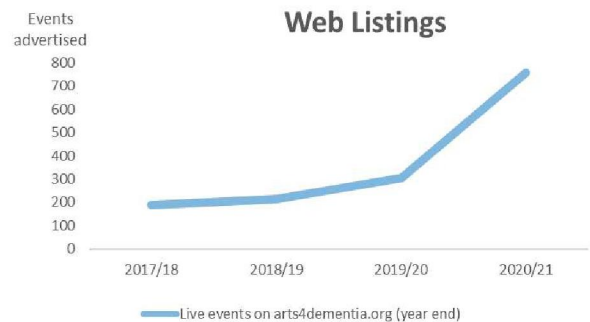
## Arts 4 Dementia at a Glance

We ran **four workshop series** in the year and **delivered 91 workshop sessions, an increase of 94%**. These included two three-term programmes as part of the Social Prescribing project and Chatty Wednesdays that ran for 52 weeks.



During the year **we trained 127 artists and facilitators** on how to run workshops for people with early stages dementia. **We have now trained over 900** since 2011. **We also ran workshops for 121 social prescribers.**

We were signposting **755 event listings at the year end**, an increase of 145%.



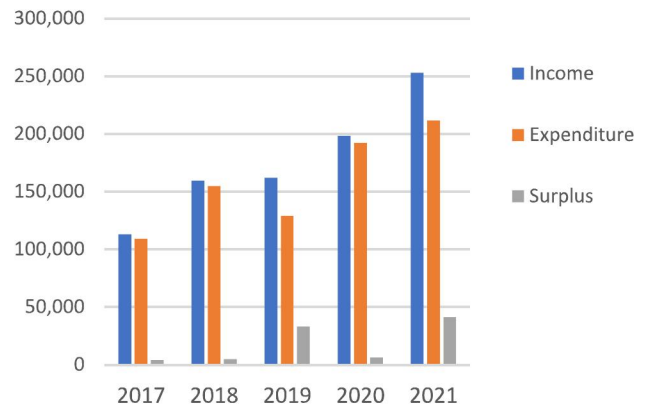
**Our social media presence continued to grow**, with Instagram followers up 55% and adding over 3,000 followers on Facebook.

## Arts 4 Dementia at a Glance

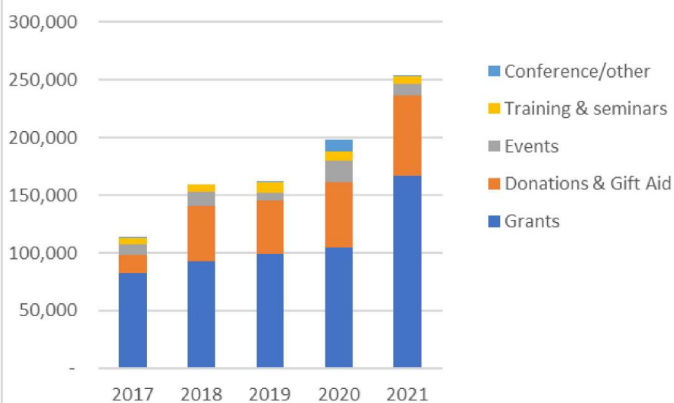
**Income and expenditure grew** following increased activity, including the Social Prescribing programme.

The surplus carried forward reflects funds designated for the Social Prescribing project in 2021/22.

**Income & Expenditure 2017-21**



**Income development 2017-21**



**Covid reduced fund-raising opportunities and we were more reliant on grants and donations.**

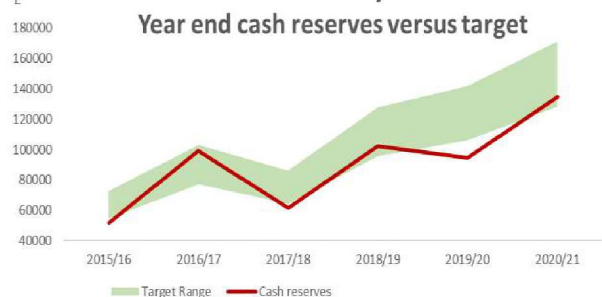
These include Covid emergency funds from the Big Lottery.

We continue to diversify sources and received support from 13 Grant giving bodies in 2020/21 (11 in 2019/20)

**Year-end cash balances at or exceed target at the year end.**

Target Range is 6-8 months targeted operating expenditure (for 2020/21 this was budget for 2021/22. For previous years it was actual for year +1.)

**Solvency**



**Impact:** Over 430 NHS CCG leads, dementia specialists, social prescribers and those working with the arts, heritage and wellbeing and social care services participated in our 15 regional cross-sector roundtables across the UK, to advance social prescribing to the arts and improve prospects for the 200,000 diagnosed each year.

The peri-diagnostic stage – between the initial visit to the GP and receiving a formal diagnosis from the memory service – was exacerbated by Covid-19, as waiting lists for memory assessments dramatically increased around the UK. Consequently, more people were potentially living with dementia without a diagnosis, and without the support that a diagnosis can bring. By creating a social prescribing referral route which did not require a diagnosis to qualify participation, individuals could access weekly creative engagement and form new social connections, empowering them to preserve their brain health from the very onset of symptoms.



A4D Manchester Social Prescribing for Dementia Roundtable with Mayor Andy Burnham

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*I found attending arts classes for dementia the most fulfilling and rewarding volunteering experience very impactful towards becoming a doctor. I have witnessed the power of artistic and creative activities, how participants became more confident in expressing their ideas, how, despite their condition, the positive, funny side of their personality remains intact. I believe it vital to any prospective doctor to see the effects of social prescribing of arts projects for dementia.*

Andreea Cuciuc, Medical Sciences Student at UCL, Volunteer, A4D Social Prescribing pilot

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## A4D 2020-21 Social Prescribing Programme



Veronica Franklin Gould  
President

*In a 21st century NHS, you have to move social prescribing to the heart of the system. Arts and creative have a massive role to play – they need to move beyond fringe considerations to being the first thing you think of providing to somebody if they need support.*

The Rt Hon Andy Burnham at A4D Social Prescribing Meeting for Greater Manchester,  
3 September 2020

"Everyone has the right freely to participate in the cultural life of the community" (Universal Declaration of Human Rights, Article 27). For referral to arts support for dementia you need a diagnosis. Yet, for people in the lonely, fear-filled months awaiting memory assessment, the right to arts participation has been hard to access. The introduction of social prescribing link workers available to every GP enables referral to arts at the onset of symptoms, which will relieve the strain on person and carer, and has been the aim of our Social Prescribing (SP) programme.

With the outbreak of the pandemic, our Southwark pilot dance and drama programmes transferred to Zoom. Our pioneering involvement of medical students at workshops has given a triple boost to the NHS England Social Prescribing Student Champion scheme through:

1. Weekly interaction with people with early-stage dementia, not covered in the medical curriculum;
2. Providing dissertation material;
3. Enabling them to work with art students.

Medical and arts students were surprised that individuals with cognitive challenges respond so imaginatively. The experience will help the arts students to spread the practice and the medical students to understand better how to communicate with patients experiencing early-stage dementia.

We also worked closely with newly engaged link workers who were encouraged by video testimonials.

### Roundtable SP meetings of sector leaders in all NHS Regions UK-wide

In January 2020, we began a national tour, bringing together sector leaders to drive forward social prescribing for brain health. During the year, we held twelve SP meetings by Zoom: in every NHS England region, in Scotland hosted by Scottish Opera, in Wales hosted by National Museums Wales, and in Northern Ireland, hosted by the Millennium Forum, on International Social Prescribing Day.

The meetings were chaired by professors of dementia and its prevention, creative and innovative ageing, with council cabinet members and regional leaders in SP, culture, health and wellbeing. An intriguing aspect of each meeting was the patient journey. GPs, describing the tests they offer patients from the first visit, became increasingly open to SP at the point where they refer patients for memory assessment.

Memory assessment services learned too that they can refer patients to SP pre-diagnosis. Our verbatim record of each meeting provided invaluable research material for our conference and our report to follow; and for universities to undertake longitudinal research to provide the evidence the NHS needs of the value of SP to arts to preserve brain health. This important programme was led by our founder, Veronica Franklin Gould. In March, Veronica was named finalist Social Prescribing Innovator of the Year 2021.

**Impact:** 91 A4D arts workshops and Chatty Wednesdays (47 in 2019/20) benefited 102 people living with dementia and carers, plus 40 volunteers (including twelve fine art students leading sessions, medical students and dance students). Many more benefitted from follow-on series hosted by partners in previous workshop programmes.



*Art School workshop programme assisted by fine art students from Central Saint Martins*



*Muse of Fire – Drama workshop at Southwark Playhouse*



*Art journaling at Chatty Wednesdays*

## Chief Executive's Report

### Our Achievements and Performance



Nigel Franklin  
Chief Executive

In this dreadful year of Covid-19, older people have been more isolated than ever. Never has there been a greater need for the services we offer, to bring the joy of artistic expression and social contact to people living with early-stage dementia in the community and their carers.

The Charity is pleased to have been able to maintain its services throughout, transferring existing services online and developing new ones, to have avoided furloughing staff and to have maintained its continuing run of growth.

Highlights include:

- Delivering cross-sector Social Prescribing for Dementia Roundtable meetings with eminent leaders in the field in every UK Region.
- Transferring Southwark Dance and Drama workshops started pre-Covid to Zoom, which continued throughout 2020.
- Starting even before lockdown a weekly arts-focused *Chatty Wednesdays* video group for early-stage dementia and carers, which continues to date.
- Delivering an exceptional intergenerational “Art School” programme with Central Saint Martins students and people with early-stage dementia.
- Training a record number of facilitators in early-stage dementia awareness.

### Workshops

A4D arts workshops, delivered at arts and heritage venues with whom we partner, aim to inspire, stimulate and stretch people living with early-stage dementia and their carers. The workshops are led by outstanding practitioners in their respective fields of art, who have taken our dementia training for arts organisations. During the year we delivered 91 workshops including 52 *Chatty Wednesdays* sessions, all remotely via Zoom:

- *Muse of Fire*, Drama with Southwark Playhouse
- *Dance for the Brain* with Siobhan Davies Dance
- *Art School* with Fine Art students from Central Saint Martins
- *Chatty Wednesdays* (including guest co-hosts Museum of London and Science Museum)

*Art School with Central Saint Martins*, the country's leading art and design school, used a range of multi-media techniques, and engaged 25 people with early-stage dementia and carers and 15 Fine Art students. The workshops were led by the students under the guidance of their Programme Director for Art with a ratio of close to one student for every two participants, in Zoom break-out rooms. The intergenerational aspect was appreciated by all; the students, all of whom took our training, discovering their innate talent for engaging and teaching older people.

*Art School* is an example of our “seed initiative” arts programmes. Typically 8-10 weekly sessions at arts venues, they are at least partly funded by our hosts who therefore have a stake in them. Our aim is that they will be continued after our direct involvement. We are delighted that the programme is now a part of the Central Saint Martins curriculum and will be repeated in 2022.

*Muse of Fire* and *Dance for the Brain* formed a part of our Social Prescribing Southwark pilot programme. Both are being continued in 2021, without the direct involvement of A4D.

**Impact:** The 127 arts facilitators and 121 social prescribers whom we trained during the year brought the total trained to date at 31 March to 1,048. We estimate the facilitators will benefit 18,000 people with dementia and carers in the 12 months after the end of lockdown.



Training in Early-Stage Dementia Awareness training with Central Saint Martins students



Newly developed half-day online Early-Stage Dementia Awareness training for Social Prescribers

**Chatty Wednesdays.** This one-hour weekly Zoom session was devised in March 2020 in response to the coming lockdown and has run every week since with only a one-week break at Christmas. With a different art-related topic each week, participants are invited to prepare for sessions perhaps by bringing an object or thinking about a topic. Some sessions have been guest hosted by arts venues including the Museum of London and the Science Museum, a valuable taster for the guest hosts as much as for the participants.

We never cease to be astounded by the creativity exhibited by the participants, including beautiful art works created by those attending Chatty Wednesdays.

---

*For me, Chatty Wednesdays is not just for people living with dementia, but for people like me who are the carers. It's something to look forward to once a week and to actually now make friends. Initially in Chatty Wednesdays we were all a little bit reserved and holding back, and now we're chatting like we've been friends for ages, and that's brilliant. ...*

Carer

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## Training

Our popular full day *Early-stage Dementia Training for Arts Organisations*, in normal times delivered at cultural venues in partnership with training experts Dementia Pathfinders, teaches arts facilitators about the various forms of dementia and person-centred care. The training helps them to communicate effectively with participants and empowers them to give rewarding workshops for people with early-stage dementia and their carers. Trainees also value the networking and knowledge exchange from sharing best practice with professionals working across art forms.

Since lockdown, we have been delivering training sessions online, in which we have focused on guiding participants to deliver their own activities online to people with dementia participating in their own homes.

- During the year, we trained 127 arts facilitators and in separate shorter sessions, 121 link workers and other social prescribers.

## Signposting Arts Events for Dementia



On our website, A4D's interactive mapped listings enable families living with dementia to easily find local workshops, events and heritage sites to provide stimulation and support their wellbeing. Clinicians, memory services and other professionals can use the listings to provide patients and clients with customised print-outs of these activities and heritage sites.

On lockdown, we revised our listings to show interactive online arts events (in purple) and activities that could be pursued at home, including using mailed out arts packs. These are now complemented by verified in-person events (in green).

The listings are a key resource for NHS link workers searching for stimulating opportunities for their dementia patients through Social Prescribing and this year we applied added effort to this research.

On 31 March 2021, there were 755 UK listings, up 145% on 31 March 2020 (307).

**Fundraising:** 2020 could have been an existential challenge to the charity. We are grateful to our supporters and funders who helped us through this difficult time. While many fundraising events had to be cancelled, we wish to thank our hosts and runners for the socially distanced Ridgeway 10k Run in October and the musicians and supporters in our “Merry Musical Christmas with A4D”



Ridgeway 10k Run in October sponsored by Ridgeway Investment Management

**CREATIVE INNOVATIONS FOR A NEW VIRTUAL WORLD:  
A Merry Musical Christmas with A4D**



2020 saw unprecedented challenges for artists. Hit hard by the closure of theatres and music venues, we were pleased to be able to engage members of our network of musicians in an exciting, new Big Give Christmas Challenge event, raising funds whilst highlighting the enormous benefits of arts engagement for those with dementia.

*A merry Musical Christmas with A4D fundraiser concert by Zoom*

## Fundraising

We would like to thank the following organisations for their support during the year:

- Arts Council England
- Arts Society Westminster
- Camden Giving
- Candis Club
- Cheruby Trust
- Charles Hayward Foundation
- Coral Samuel Charitable Trust
- Localgiving and Postcode Community Trust
- National Lottery Community Fund
- Rayne Foundation
- Schroder Charity Trust

and for their continuing support:

- City Bridge Trust (2-year Continuation Funding)
- Mulberry Trust (Year 2/2)
- Sobell Foundation (Year 3/3)

We would also like to thank our Trustees and many other generous individual donors, notably Celia Atkin, Sir Martin Franklin, Deborah Loeb Brice, James Maltin and the many that contributed to The Big Give Christmas Challenge matched funding campaign.

In a year in which many fundraising events had to be cancelled, I would mention two special ones:

**Ridgeway 10k Run.** With our major annual challenge event The Royal Parks Half Marathon postponed, we are grateful to James Maltin and Ridgeway Investment Management for hosting and sponsoring in October a socially distanced 10k run on the beautiful Ridgeway in Wiltshire, and to the ten runners who raised over £6,000 for A4D.

**Merry Musical Christmas with A4D.** With the lockdown in full force, four professional musicians Jessie Grimes, Justin and Lucy Wilman and Laura Reznik, MC Joe Bor and an A4D volunteer, talented amateur singer Isabella gave a virtual concert for A4D, much enjoyed by all. As part of The Big Give Christmas Challenge fund matching campaign the concert raised over £2,000. Many thanks to artists and donors.

## Volunteers

We have been fortunate through this last year to have had the support of 40 volunteers, including the 12 fine art students from Central Saint Martins who led “Art School”, five medical and four drama students who assisted in the Drama and Dance programmes, and others who assisted with Chatty Wednesdays and office support. We are grateful to them all.

## Looking Forward

As we look forward to being together again at real-world workshops, we recognise that some benefits of the virtual activities in which we have engaged since March 2020 will remain valuable. Simply getting to workshops has always been a challenge, especially but not only for those living alone. That also applies to our London based training where our virtual sessions have reached arts facilitators throughout the UK, but also Denmark, France, Ireland, the USA, Canada and Malaysia; and eminent speakers who might have had difficulty travelling to a meeting or conference have been happy to give half an hour from their office.

We plan to continue online trainings and some workshops alongside the in-person variety.

Our virtual Best Practice conference *Arts for Brain Health: Social Prescribing as Peri-Diagnostic Practice for Dementia* in May 2021 attracted 80 leading speakers and panel members creating a strong impetus to drive forward referrals. We are working to build on this, including with a report to be published in September.

As social prescribing link workers become more established across the UK, there is even more need for our work to assure inspirational referral opportunities for Brain Health, partnering with a range of organisations to deliver them, training facilitators and researching and signposting events nationwide as a vital resource for those directly affected and for social prescribers alike.

Nigel Franklin, Chief Executive

## Trustees Report

This Trustee Report includes the disclosures required under UK Companies law to be included in the Directors report under the smaller companies' regime.

### Objectives, Purpose and Main Activities

Arts 4 Dementia (A4D) was set up as a company limited by guarantee on 31 January 2011 and registered as a charity in March 2011. The trust provisions are contained in the Memorandum and Articles of Association. The main objectives of A4D are:

- To advance public understanding of dementia
- To relieve those living with dementia and those who support or care for them, in particular through access to the arts and the provision of therapeutic intervention related to the arts

The charity focuses on the benefit of arts activities for people living with dementia, and in the community in particular. Involvement in challenging arts-related activities has been shown to significantly alleviate symptoms, to re-energise and inspire people in the early-stages of dementia so that they can enjoy greater freedom and independence and remain in their home environment.

To further its objectives, the charity is active in the following areas:

1. *Providing training and resources to assist artists and facilitators respond to the unique challenges of working with people living with dementia.* A4D organises training for arts facilitators, venue staff, artists and other interested parties on how to work with people with dementia, in order to extend the impact of our work. We also organise networking and continuing development seminars for practitioners and our website is a rich source of reference material, including reports with research based around our own programmes.
2. *Provision of arts activities for people with dementia.* A4D organises challenging, high quality workshops for people with early-stage dementia, mainly in the London area where the charity's staff are located, across a variety of locations and activities to reach as diverse a community as possible. As well as providing a service to the local community, these workshops provide a platform for demonstrating, and further developing, best practice. By partnering with arts venues and organisations we aim for them to continue to provide programmes of their own independently of A4D. Outside London we engage with arts organisations to encourage provision of opportunities for people living with dementia and encourage them to post their activities on our unique directory of events and dementia-friendly arts and cultural.
3. *Advocacy and Best Practice* – A4D seeks to increase awareness of the benefits of challenging artistic activity for people with dementia through engagement with Government and the NHS, and through conferences and events bringing together experts and policy makers from across the UK. We promote social prescribing as a means to encourage people living with dementia to engage with stimulating artistic opportunities, and to support local providers.

Specific activities undertaken during the year in support of our objectives are summarised in the Chief Executive's operational review within the annual report.

## Structure and Governance

The charity is run on a day-to-day basis by a Chief Executive with advice and assistance from the trustees, who have been selected for their skills and experience. We are also fortunate to have among our trustees a number of individuals with direct experience of caring for people with dementia, which enable us to ensure that the voice and needs of people living with dementia is always at the heart of what we do.

The trustees normally meet 6 times a year as well as on an ad-hoc basis to discuss strategy and other matters. A finance sub-committee chaired by the honorary Treasurer has been established to support the main Board. Veronica Franklin Gould, founder and former Chief Executive of the charity, advises and supports in her capacity as President. She is also undertaking an extensive project to promote social prescribing for dementia and the ArtsPALs befriending scheme.

## Risk Management

The trustees review the major risks to the charity from time to time. The main risks currently identified are as follows:

*The need to generate increasing levels of funding to maintain and grow A4D's impact.* The charity has been successful in the past in raising sufficient funds to cover its activities. However, our plans to reach more people across the UK will require more resources and we need to increase funding from all sources. The charity has increased its staffing to allow for more focus on fundraising and the trustees are active in organising fund-raising events. A pipeline of applications to major trusts and foundations, which are key to the charity being able to achieve its objectives, is maintained and monitored by the Board.

*Website completeness and accuracy.* If the website, and the event-listing in particular, is out-of-date or incomplete, users will be unlikely to return and the value for providers of posting events will in turn be reduced. This may impact on our reputation as the web listing is a key offering of A4D. Additional resources have been focussed on liaising with arts venues and practitioners to ensure that the listing is comprehensive and current.

*Safeguarding of vulnerable adults.* People attending our workshops are often frail and at higher risk than the public at large and some venues may be difficult to navigate. Failure to apply good practice may result in accidents involving PWD or carers. Generally, our programmes are carried out at locations run by substantial organisations with professional expertise. However, A4D has also established policies on Health and Safety, safeguarding vulnerable individuals, complaints and whistleblowing, and we undertake risk assessments at all new venues. We ensure that all staff, facilitators and volunteers are appropriately briefed.

*Reliance on key individuals* The trustees continue to place considerable reliance on the person of the Chief Executive. Existing staff and trustees would provide cover in the short term until a replacement had been recruited. Even then, in view of the small size of the organisation, concentration risk will remain significant.

*Other reputational Risks.* As well as our responsibility to vulnerable adults, referred to specifically above, A4D recognises its responsibility to staff, supporters and other stakeholders and clients. As well as clear legal obligations in these areas, failure to act appropriately will have a major impact on the charity's reputation and thence its ability to raise funds and to continue to operate. We have policies and procedures to address risks in the areas of Health and Safety, Equality and Diversity, Access Control, Information Security, Data Privacy and Security, Conflicts of Interest. Trustees will monitor incidents that occur and keep these policies under annual review to ensure they remain current and appropriate.

*Financial Error or Fraud.* The principal asset of A4D is its bank balance. Loss of all or part of this through financial irregularity or fraud would threaten the ability of the charity to operate. We have developed

## ARTS 4 DEMENTIA

financial accounting procedures and an authorities' schedule to minimise the risk from serious errors or fraud.

*Covid 19 Response.* The pandemic has had a major impact on the charity's activities. While two programmes scheduled for 2021/21 were cancelled, we have been able to continue others, and create new ones to be delivered online by Zoom. At the time of writing we anticipate re-starting face-to-face programmes in September 2021, although we also recognise that many older people, including those living with dementia, will remain concerned about the risk of covid infection from public events and we therefore anticipate continuing with on-line activities as well for the foreseeable future.

### Financial Review

The financial statements in this report are for the year ended 31 March 2021. Total income in the year was £252,892 (2019/20 £198,303), of which £122,687 was in restricted funds (2019/20 £114,955).

Trusts and Foundation income of £166,283 exceeded the equivalent for last year (2019/20 £104,490). We are continuing to seek, and to receive, multi-year grants. However, the focus for 2020/21 was mainly single year funding, including COVID emergency grants which made up around 36% of grant income.

Total expenditure for the year was £212,920 (2019/20 £192,044). Salary costs increased due to employing a development manager and a Social Prescribing project co-ordinator. This was partly offset by reduced payments to third parties for core services.

The net position for the year is a surplus of incoming resources over expenditure of £39,972 (2020/21 £6,259). The cash balance on 31<sup>st</sup> March 2021 was £134,641 (31<sup>st</sup> March 2020 £94,727), representing slightly more than 6 months core expenditure, in line with our reserves policy.

More details are provided in the financial statements on the following pages and the notes that accompany them. Operational matters are covered in the Chief Executive's statement.

### Charity and Personal Performance

The Chief Executive, Chair and Treasurer discuss charity performance and monitor cash flow on a regular basis, undertaking to report to the trustees any significant change from plan, in cash flow in particular, as a result of the Covid crisis. Trustees also review performance formally every two months, receiving reports from the Chief Executive and Honorary Treasurer, financial accounts showing actual results compared with budgets and a number of key performance indicators that cover all main activities including charitable activities, fund-raising and social media performance. Some of these are referred to or illustrated on pages 6 and 7 of this annual report.

The trustees regularly review and update the charity's strategy and periodically consider how key performance indicators can be improved to enable them to better understand outcomes and impacts from the charity's activities.

## Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (UK Generally Accepted Accounting Practice).

Law applicable to charities in England and Wales requires the trustees to prepare statements for each financial year that give a true and fair view of the charity's affairs and of the incoming resources and application of resources of the charity for that year. 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 published in the relevant Statement of Recommended Practice for charity accounting;
- make judgements 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; and
- prepare the financial statement on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The trustees have considered the impact of the Covid-19 pandemic on the charity including the effect on beneficiaries, the charity's own staff and our charitable activity. Specific impacts have been referred to elsewhere in this report. The trustees are of the opinion that while funding has been adversely affected, current indications show that the charity has adequate resources to continue to operate and therefore the accounts should be prepared on a going concern basis.

The trustees are 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 comply with the Charities Act 1992 and the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Board on <sup>29/11/2021</sup> ..... and signed on its behalf by:

*Tim O'Brien*

Tim O'Brien  
Director and Trustee

*Claire Dishington*

Claire Dishington  
Director and Trustee

**Arts 4 Dementia**  
**Statement of Financial Activities**  
**for the year ended 31 March 2021**

	Unrestricted funds	Restricted Funds	Total Funds 2021	Prior Year Funds
	£	£	£	£
<b>Income and Endowments</b>				
Trust and Foundation Grants	66,300	99,983	166,283	104,490
Other Donations	48,814	21,351	70,165	56,548
Training and Seminar Ticket Sales	4,778	1,353	6,131	8,339
Fundraising Events	10,089	-	10,089	18,276
Other Income	224	-	224	10,650
<b>Total Incoming Resources</b>	<b>130,205</b>	<b>122,687</b>	<b>252,892</b>	<b>198,303</b>
<b>Expenditure</b>				
A4D Friends Workshops	52	38,223	38,275	47,096
Training	2,750	40,060	42,810	38,760
Best Practice Development	6,402	83,162	89,564	84,481
Total Charitable Activity	9,204	161,446	170,649	170,337
Fundraising	38,941	-	38,941	19,286
Governance	2,908	422	3,330	2,421
<b>Total Resources Expended</b>	<b>51,053</b>	<b>161,867</b>	<b>212,920</b>	<b>192,044</b>
<b>Net Income/(Expenditure) for the Year</b>	<b>79,152</b>	<b>(39,180)</b>	<b>39,972</b>	<b>6,259</b>
Transfer between funds	(35,500)	35,500	-	-
Other Gains / (Losses)	-	-	-	-
Net Movement in Funds	43,652	(3,680)	39,972	6,259
Total Funds brought Forward	89,220	8,574	97,794	91,535
<b>Total Funds carried Forward</b>	<b>132,872</b>	<b>4,894</b>	<b>137,766</b>	<b>97,794</b>

## Arts 4 Dementia

### Balance Sheet as at 31 March 2021

	31 March 2021	31 March 2020
	£	£
Current Assets		
Prepayments	4,200	4,200
Other Debtors	-	82
Cash at Bank and in Hand	134,641	94,727
<u>Less:</u>		
Creditors - Amounts Falling due within One Year (note 8)	(1,075)	(1,215)
Total Assets Less Current Liabilities	137,766	97,794
Creditors – Amounts Falling Due in More than One Year	-	-
<b>Net Assets</b>	<b>137,766</b>	<b>97,794</b>
 Total Charity Funds (note 9)		
Unrestricted Funds		
General Funds	87,872	89,220
Designated Funds	45,000	-
Restricted Funds	4,894	8,574
	<b>137,766</b>	<b>97,794</b>

For the year ending 31 March 2021, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts that give a true and fair view of the state of the company's affairs.

These accounts have been prepared in accordance with Charities SORP (FRS102) and the provisions of the Companies Act 2006 applicable to smaller charities and the provisions applicable to companies subject to the small companies' regime.

Signed on behalf of the Board

*Tim O'Brien*

Tim O'Brien  
Director and Trustee

*Claire Dishington*

Claire Dishington  
Director and Trustee

## Arts 4 Dementia

### Notes to the Financial Statements for the year ended 31 March 2021

#### 1. Basis of Accounting

Arts 4 Dementia is a public benefit entity. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) and the Companies Act 2006 as applicable to companies qualifying for the smaller companies regime.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

#### 2. Accounting Policies

##### *Recognition of Income and Expenditure*

The accounts are prepared on an accruals basis. Income is recorded in the period it is received unless explicitly relates to an event that will take place in a future period, in which case it will be treated as deferred. Expenditure is recorded in the period to which it relates.

##### *Income and Expenditure headings*

The Statement of Financial Activities shows income split into main categories and expenditure by fully-costed activity. Support cost are allocated to activity categories using appropriate keys (for more detail refer to note 4 to these accounts). Residual indirect costs are together immaterial and in the previous year were included within support costs and allocated to activities but are shown separately as governance costs.

##### *Fixed Assets*

The charity does not have any fixed assets. Computers and printers are expensed in the period in which they are acquired.

##### *Fund accounting*

Reserves are split between restricted and unrestricted funds. Restricted funds are those that, because of the wishes of the donors, may only be used in accordance with the grant application and in furtherance of the particular projects specified.

##### *Reserves*

The trustees recognise the need to maintain reserves sufficient to enable A4D to meet its core commitments despite fluctuations in the level of income. Such reserves will be held in the readily realisable form of cash or near-cash equivalents. During the year, the trustees approved an increase in reserves to cover six months of normal operating costs plus committed and planned events during this time, together with any statutory liabilities.

##### *Contributions in kind*

From time to time organisations have provided accommodation free of charge to hold workshops or training sessions. In return they may have taken some training places for their own staff at no charge. The financial value these gestures is not material and they have not been monetised in these accounts. Nor has the time of volunteers who attend workshops and from time to time undertaken other support and charitable activity.

### 3. Trustee Expenses

None of the trustees received any remuneration from the charity during the year.

### 4. Support Costs

Support costs are defined as those that have not been incurred directly in relation to one specific activity but that support the undertaking of one or more of the charity's activities. Although staff spend much of their time planning, managing and attending workshops and training seminars and such time may be considered to be a direct cost, a time writing key is used to allocate both their time and other indirect costs to activities. The table below shows total salaries and other support costs and how they have been allocated between activities.

Support costs have been split into two groups based on different allocation methods:

*Staff effort:* An estimate is made, reviewed periodically, of how staff split their time between various activities. These costs include staff costs, office accommodation and sundry administrative costs incurred in the course of staff undertaking those activities.

*Impact:* Website costs and marketing expense are split based on an estimate of the usage of the website, which is used to support all charitable activities, and for fundraising.

	2021	2020
	£	£
<b>Costs allocated on staff effort</b>		
Gross salaries	99,011	84,866
Employer's National Insurance	8,484	5,764
Employers pension contributions	3,017	1,020
Staff training and membership	740	995
Staff travel, accommodation, sustenance	184	822
Total staff costs	<u>111,436</u>	<u>93,466</u>
Rented office space	2,211	13,237
Other support costs	5,799	7,423
Total support costs	<u>119,446</u>	<u>114,126</u>
<b>Allocated to activities as follows:</b>		
A4D Friends workshops	38,223	45,087
Training	38,223	33,480
Best practice	5,972	21,349
Sub-total charitable activity	<u>82,418</u>	<u>99,916</u>
Fundraising	36,606	14,210
Governance	422	-
	<u>119,446</u>	<u>114,126</u>

## ARTS 4 DEMENTIA

	2021	2020
	£	£
<b>Charitable activities direct costs</b>		
A4D Friends workshops	52	2,009
Training	4,587	5,280
Best practice	83,592	63,132
Fundraising	2,335	5,076
Total Direct Cost	<u>90,566</u>	<u>75,497</u>
<b>Governance Direct Costs</b>		
Accounts and accountancy	2,346	1,766
Insurance	562	558
Other governance costs	-	97
Total Governance Costs	<u>2,908</u>	<u>2,421</u>

### 5. Staff Costs

Staff costs are shown in note 4 above. At the beginning of the period the charity employed 5 staff, including three working part time. Two moved to full time during the year.

No employee was paid more than £60,000.

### 6. Related Party Transactions

Veronica Franklin Gould and the Chief Executive, Nigel Franklin are related parties. The trustees agreed that Veronica should be employed on a fixed-term contract of employment to organise and present a Social Prescribing Conference in May 2019 and undertake further work on Social Prescribing as agreed.

### 7. Fees for Examination of the Accounts

During the year, £1,350 (2020 £990) was paid for independent examination of the 2019/20 accounts and for payroll services. An accrual of £1,000 has been included in these accounts for the current year independent examination fee.

## 8. Current Liabilities

	31 March 2021 £	31 March 2020 £
Creditors	75	173
National Insurance and tax payable (b)	-	174
Pension contributions payable	-	(482)
Sundry accruals	1,000	1,350
	<hr/>	<hr/>
Total Creditors falling due within one year	1,075	1,215

## 9. Fund Movements

	1 April 2020 £	Incoming Resources £	Resources Expended £	Fund Transfers £	31 March 2021 £
Core costs	422	-	(422)	-	-
Arts and training	691	19,193	(19,884)	-	-
London Arts Programme	7,461	55,233	(57,800)	-	4,894
Social prescribing	-	48,261	(83,761)	35,500	-
Total Restricted Funds	<hr/> 8,574	<hr/> 122,687	<hr/> (161,867)	<hr/> 35,500	<hr/> 4,894
Unrestricted Funds					
General Funds	89,220	130,205	(51,053)	(80,500)	87,872
Designated Funds	-	-	-	45,000	45,000
	<hr/>	<hr/>	<hr/>	<hr/>	<hr/>
Total Reserves	97,794	252,892	(212,920)	-	137,766

The Arts and Training Fund covers all activities related to ongoing training, workshop programmes, web-site support and advocacy undertaken by the charity.

The scope of the London Arts Programme Fund is the same as the Arts and Training Fund but certain grants are given primarily for activity within London, notably the City Bridge Trust and some City Livery companies.

The Social Prescribing Fund relates to those grants and donations specifically in respect of the Social Prescribing project. These include The Big Lottery Fund allocated by the Arts Council and certain private donations. The balance of the Social Prescribing project was funded from unrestricted funds.

The board agreed to designate funds of £45,000 from general funds to cover the 2021/22 costs associated with the completion to the Social Prescribing project.

## Independent Examiner's Report to the Trustees of Arts 4 Dementia on the Accounts for the year ended 31 March 2021

### Respective Responsibilities of the Trustees and Examiner

The Charity's trustees are responsible for the preparation of the accounts.

The Charity's trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (The Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- Follow the procedures laid down in the general directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- State whether particular matters have come to my attention.

### Basis of Independent Examiner's Statement

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required for an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

### Independent Examiner's Statement

In connection with my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the Charities Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

*Kirk Rice LLP*

Signed: Kirk Rice LLP

Date 02/12/2021

Kirk Rice LLP  
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