

BRIGHT SHADOW

England & Wales · Charity number 1171042

Details

Status Registered

Legal form CIO

Registered 2017-01-09

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

Contact

Address Second Floor
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Canterbury
Kent
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Website www.brightshadow.org.uk

Activities

Objects: THE OBJECTS OF THE CIO ARE:1. TO ADVANCE THE HEALTH AND WELL BEING OF PEOPLE LIVING WITH DEMENTIA, AND PEOPLE WHO CARE FOR THEM, IN PARTICULAR BY PROMOTING THE USE OF CREATIVE ARTS.2. TO PROMOTE SOCIAL INCLUSION AMONG PEOPLE DIAGNOSED WITH DEMENTIA WHO ARE SOCIALLY EXCLUDED FROM SOCIETY, OR PARTS OF SOCIETY, AS A RESULT OF THEIR DEMENTIA THROUGH THE DEVELOPMENT AND DELIVERY OF ARTS BASED ACTIVITIES AND EXPERIENCES INCLUDING BUT NOT LIMITED TO DANCE, MUSIC, DRAMA AND PUPPETRY.3. TO ADVANCE THE EDUCATION OF THE PUBLIC IN THE SUBJECT OF DEMENTIA BY PROVIDING EDUCATION AND TRAINING THAT INCREASES THE UNDERSTANDING OF HOW ARTS AND CREATIVITY CAN ENABLE EXCELLENT DEMENTIA CARE, ENGAGING WITH PEOPLE WITH DEMENTIA AND THEIR SUPPORT NETWORK OF FAMILIES AND CARERS.

Activities: Bright Shadow's mission is to enable people with dementia, and those affected by it, to live well and to thrive. We do this through delivering Zest Workshops for people living with dementia in care and community settings. We also provide training to equip those delivering activities with people with dementia, and training to empower churches and arts and culture venues to be dementia inclusive.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information
- **What:** Education/training, Disability, Economic/community Development/employment
- **Who:** People With Disabilities, The General Public/mankind

Geography

- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£179,517	£214,576	-	-
2023-12-31	£167,899	£170,523	-	-
2022-12-31	£172,482	£166,783	-	-
2021-12-31	£148,453	£169,487	-	-
2020-12-31	£181,588	£121,652	-	-

Trustees

Name	Role	Appointed
ALISON MARGARET CULVERWELL	Chair	2017-01-09
Dr Rasa Mikelyte		2022-07-11
Dr Sarah Hotham		2025-02-04
Eddi Taylor		2017-05-08
Gill Ashington		2024-11-05
Gillian Mahoney		2020-04-27
Sylvia Dawn Horne		2024-11-05
Tracy Brunt		2022-07-11

BRIGHT SHADOW

England & Wales - Charity number 1171042

Accounts

BRIGHT SHADOW
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2024

Charity No. 1171042 (England and Wales)

BRIGHT SHADOW

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BRIGHT SHADOW

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	A Culverwell E Taylor G Butchard R Mikelyte T Brunt D Horne G Ashington B Myall S Hotham
Charity Number	1171042
Key Management Personnel	C Thomas
Principal Address	Beach House Beach Street Herne Bay CT6 5PT
Independent Examiner	McCabe Ford Williams Charlton House Dour Street Dover Kent CT16 1BL
Bankers	The Co-operative Bank 26 Military Road Chatham ME4 4JX

BRIGHT SHADOW

REPORT OF THE TRUSTEES

The Trustees present their report and examined financial statements of the charity for the year ended 31 December 2024. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK effective 1 January 2019, as amended by bulletin 1.

Public Benefit Statement

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Trust's aims and objectives and in planning future activities.

Objectives and Activities

Bright Shadow was set up in 2009 and became a Charitable Incorporated Organisation in January 2017.

Our mission is to use the power of creativity to enable people living with and affected by dementia to live well and to thrive.

We achieve this mission through:

- Delivering high quality creative sessions in the community and in care homes for people living with dementia, and their supporters.
- Delivering training and resources for care, arts and community organisations on creative approaches to supporting people living with dementia.
- Advocating for more creativity in the care of people living with dementia.

We are one of a small number of specialist UK arts organisations at the forefront of the dementia positive movement. We undertake evidence based practice, enabling participants with cognitive and sensory impairments to engage in a range of accessible ways. We actively encourage the use of the imagination and meet people playfully in their creative mind-space, validating their experience of life in the present moment.

We undertake continuous monitoring and evaluation, including by expert external researchers to ensure that we are constantly learning and developing our practice, and to measure our impact.

We work towards the following results:

- People living with dementia, and those affected by dementia, are living happy, meaningful, fulfilled lives, leading to enhanced wellbeing and reduced suffering.
- People living with dementia, and those affected by dementia, have access to an enriching cultural life.
- Pressures on carers, the health and care system and wider society are reduced.
- Care, arts and community organisations are better equipped to meet the needs and unlock the potential of people with dementia, and those who are affected by it.
- Society has a better understanding of the needs and aspirations of people living with and affected by dementia and is better placed to design services and approaches to the benefit of those affected and of wider society.

Our core beneficiaries are either those living with dementia or a family carer of someone with dementia. We work with people at all ages and stages of dementia, sometimes until the end of their life, and in many cases with bereaved relatives after their loved one has passed away. People living with dementia often have multiple impairments and complex disabilities. Due to the care demands of supporting someone living with dementia, many families face economic hardship and many significant day to day challenges, both practical and emotional. Many people affected by dementia report feeling isolated, low, and excluded from mainstream activities.

People who have dementia have little access to high quality arts and cultural activities. For those who live in a care home or in their own home with a care package, opportunities for meaningful social interaction and cognitive stimulation are heavily dependent on the quality of care provided.

Our training and advocacy work aims to support people living with dementia and their supporters to design, deliver and access creativity in the community and in care settings, and as such reaches a wide variety of people in diverse organisations in our local Kent and Medway communities, and on occasions, nationally and internationally.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Charitable objectives for public benefit

In setting our objectives and planning our activities our Trustees have given careful consideration to the Charity Commission's general guidance on public benefit.

Achievements and Performance in the Year

Over the course of the year we delivered a total of 223 high-quality specialist creative sessions to 196 beneficiaries, providing 6,331 hours of contact time and 401 hours of respite for carers. We reached 6,401 people as audiences, including 1,101 in person.

Zest creative sessions in the community

We delivered our 6th year of unbroken weekly provision (40 weeks per year) of dementia support groups across Kent and Medway via our flagship arts-led Zest Communities programme. People living with dementia report the need for routine and consistency of time, place and relationships centred in their local community in order to thrive. Our four Zest groups are currently the only service meeting this access need in Kent and Medway, providing inspiring, stimulating specialist sessions which connect people living with and affected by dementia to each other and to outstanding creative practitioners in order to boost cognition, independence, mood and wellbeing, reduce isolation, cognitive decline and stress, and to provide access to a cultural life.

Over the course of the year our rich programming included sessions with expert practitioners of: drumming, singing, songwriting, recording original music, Hip Hop, visual art, ballet, improvisation skills, poetry, mime and performing Shakespeare. For six weeks in the summer months we invited our groups outside to work in community gardens, with a series of carefully curated sessions on the theme of Our World in Our Garden. Participants were treated to explorations of indigo-dye through a post-colonial lens, Kathak Indian dance, tabla-playing, the music of Cuba and the Cha Cha Cha, the work of Brazilian artist Beatriz Milhazes, African rhythms and gumboot dancing.

The following block was facilitated by professional musician and singer, Nina Clark of Musical Walkabout, who designed a well rounded and balanced programme of music-based activities. The content of these sessions was inspired by a Canterbury Zest participant who has a passion for music and playing the piano. The themes he wanted to explore were the Weather, Regions and Surroundings, the 60s and 70s and Rock and Roll. Participants spent time song-writing, doing gentle movement, playing percussion instruments and singing. At the end of the four weeks each Zest group had created a fully formed playlist that has been curated throughout the weeks to reflect everyone's collective and individual meaningful songs and varied music tastes. This is now used as settling-in music at Zest sessions.

During 2024 Zest Communities provided a total of 152 2-hour Zest sessions with 1,370 attendances, delivering 2,872 contact hours to 130 people. Our Zest Coordinators provided a further 166 contact hours during wellbeing check-ins, as well as 300 respite hours to family carers.

Our evaluation data consistently reflects improvements in wellbeing during, after and between Zest sessions. We face a key challenge in articulating the relationship between our unique multi art form approach and our impact, a challenge articulated by Brian, a participant from our new Medway group:

"No one else is doing what Bright Shadow does. And I don't get what's different about it, but it's what's missing! I go to other groups but they're not like this. I can't explain it, but this is so different."

This year we began working with Annabel Jackson Associates to strengthen our Zest evaluation work and help better tell this story. From her interim report looking at 2024's data, we know our approach is highly successful in:

- Reducing loneliness. In our 2024 survey, all our participants and supporters said that our trademark Zest groups, which meet regularly in locations across Kent and Medway, are good at ensuring people with dementia don't feel lonely.
- Improving wellbeing during, after and between sessions. We asked our participants how they were feeling at the start of Zest sessions and the proportion of participants feeling 'good' or 'great' rose from 44% before Zest sessions to 90% after the sessions. At the same time, the number of participants who felt 'awful' or 'not so good' dropped from 10% to 2%. Furthermore, in our most recent survey, 75% of participants and supporters surveyed said that Zest sessions give them a boost that lasts throughout the week.
- Reaching members of the community who can be harder to reach, including people from global majority backgrounds. Our independent evaluation reflects that our evidence "suggests Zest is more successful in reaching diverse people than would be expected given the ethnicity of the local population."

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

- Bringing together people with different experiences and degrees of dementia and memory problems: you can remain part of our creative programme for as long as you like, which can be unusual not only in arts-led approaches like ours but in offerings for people living with dementia more broadly.
- Raising expectations and stretching boundaries. In analysing qualitative data from our most recent survey, our independent evaluation found that through our creative programme, our participants raise expectations of their abilities, stretching self- and societally imposed boundaries.

Zest at Home

In the Autumn of 2024 we re-launched Zest at Home, a project originally piloted during the Covid-19 Pandemic, which brings creative support to people living with dementia into their homes. This project is designed for people who are currently experiencing additional challenges, particularly people with a diagnosis who have had a major knock in confidence or loss of communication skills, who are housebound, in hospital, or otherwise cannot access our Zest Communities offer, or families experiencing carer breakdown. Zest at Home typically provides 5 90 minute sessions of tailored creative support in the home, facilitated by experienced professional artists. This year 6 families have been supported by this project, providing 52.5 contact hours and 39 hours of respite in the form of short breaks. We worked with 4 artists who have each worked with beneficiaries on specific interests and talents exploring music and writing, experimenting with alternative instruments like tongue drums, a bodhràn, harmonicas and more. We've also revisited Pitman Script, played with Scaravelli yoga, somatic movement and sung songs of remembrance, and experimented with clay to make festive decorations and gifts for grandchildren.

Picture This

Two Picture This projects ran in 2024, first at the Turner Contemporary in Margate in February and the second at Age UK Ashford (in partnership with Age UK Hythe, Lydinge and Ashford in October).

Picture This is a six week course led by a writer, and two photographers, which has had a series of very successful runs across Kent over the last two years. Each session participants delve into a different theme of photography skills, e.g still life, nature, portraits etc. and related writing. Participants bring their own devices, learning how to use these to their full potential during the sessions, and in the sessions we ran in Margate had the added benefit of access to the Turner Contemporary exhibition as inspiration. Participants are invited to a celebration day to receive a picture book we create containing all their photography and writing during the course. Picture This Margate was the inspiration for Bright Shadow's first ever online Camera Club (see below).

Picture This Margate generated 68 attendances across 6 weeks plus the Celebration Day. This group supported 10 direct beneficiaries and 2 indirect beneficiaries (loved ones, carers) and involved 9 volunteers. We provided participants with 154 contact hours plus 9 hours of over the phone wellbeing check-ins. We provided 28 hours of respite for carers. The Celebration day brought in a crowd of 20 people, made up of friends and family of the project's participants.

Picture This Ashford is the first of its kind, built on a new partnership with Age UK Hythe, Lydinge and Ashford. Harnessing Age UK's dementia day centre there were 22 attendances across 6 weeks plus the Celebration Day. This group supported 5 direct beneficiaries and 1 indirect beneficiary (loved ones) and involved 2 volunteers. We provided 44 contact hours and 6 hours of respite.

Camera Club

Following on from a very successful Picture This course at the start of the year, a monthly online Camera Club pilot was launched for past Picture This participants. Facilitated by two artists from May to October, participants received monthly emails outlining their tasks and then met online to share the photographs they were continuing to take utilising their newly acquired skills. They also continued to gain additional skills through, for example, coaching on how to take close ups, and gained inspiration from looking at the work of artists such as photographer Martin Parr and poet Pam Ayres. Over the course of 6 sessions there were 36 attendances by 9 participants resulting in 48 contact hours. We provided 16 hours of respite care for caregivers via these sessions.

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REPORT OF THE TRUSTEES

Dementia Chorus

Dementia Chorus is a new Bright Shadow project built on our developing partnership with Age UK Hythe, Lyminge and Ashford. Started in September, the Dementia Chorus provides an opportunity for people living with dementia and their supporters to explore music and sing together in a fun and relaxed environment. Based in Hythe, the group meets weekly and sings a range of material from The Beatles to Abba, Tom Jones to Bill Withers and are learning fast, with nearly 20 songs covered in the first few months. Participants make suggestions each week as to what songs they want to include in their repertoire so that Bright Shadow's values of co-creation and being person-centred remains at the core of all that we do. Songs are chosen with accessibility in mind, for example, making sure they are in a comfortable key for everyone to be able to sing the tune. For some songs, we have been able to split the group to be able to sing two or three parts and group members have enjoyed the accessible challenge, whilst being supported to achieve something new. The sessions are underpinned by our values of ambition, access and quality, providing suitable challenge and scope for future performances. Between September and December there were 192 attendances.

Training and Resources Delivery

We delivered specialist training delivered by Chair Alison Culverwell and artist David Leahy to No Place Like Home, a Swale-based domiciliary care company. Our session focused on developing creativity and confidence with staff caring for people living with dementia. We took part in conferences including Kent Dementia Action Alliance's Living Well with Dementia Show in October where trustee Dr Rasa Mikelytė presented alongside Tracey Shorthouse, NHS Dementia Envoy and Bright Shadow participant. Rasa and Tracey talked about the evidence-based positive outcomes of engaging in creative activities for people living with dementia and Tracey illustrated this from lived experience. They explored benefits such as: improving wellbeing, providing stimulation, enabling new learning, reducing stress, reducing isolation, strengthening existing relationships, and developing new ones. In June, Citizen Artist Gill Ashington and Communications and Data Manager, Rebecca Truscott-Elves, shared Bright Shadow's vision for changing attitudes towards people living with dementia through building innovative, playful and creative spaces together at Canterbury Christ Church University's Impact Kent Conference. Joining researchers, advocates and representatives from across Kent, including Abbey Physic Garden, Canterbury Christ Church University, Canterbury Food Bank, Kent Wildlife Trust and University of Kent, we took part in talks and workshops built around addressing local challenges in building just, fair and sustainable communities.

Organisation

Open Forums

Our Advisory group of former years was reimagined in 2024 as Open Forums; an invitation to anyone interested in the work of Bright Shadow to come together and explore ideas for work Bright Shadow might undertake. The inaugural Open Shadow took place in June 2024, situated in Hythe and attended by thirteen Zest participants, along with community leaders, four Bright Shadow artists, two of our astonishing young volunteers, our Creative Director, Deputy Chief Executive, Projects Manager, and one emotional support dog.

We used Open Space Technology (OST) as our core method of data collection, as well as the power of music, visual arts and creative world-building, to create an open and inclusive space where people felt comfortable contributing. Our Open Forum enabled us to explore a wide range of contributions; from trying new areas of creative focus, to how we can centre the voices of those living with and affected by dementia in places where decisions are made. What was made powerfully clear was the importance of community and connection to those living with and affected by dementia; something we always aim to foster at Bright Shadow. All the conversations and contributions were collated and analysed and have formed the basis for a series of Open Forums that we will be holding in 2025.

Staff

Rebecca Truscott-Elves joined the Bright Shadow team in the new post of Communications and Data Manager in March, boosting our ability to reach beneficiaries, and build support for our work.

Former Projects Coordinator Morgan Hanna returned to Bright Shadow in August in a more senior role of Projects Manager.

Tertia Keep joined the team in February to be Zest Hythe's Coordinator, and Jodie Elwin joined in March to support the beginnings of our Zest Medway group which has been running since April, as their Zest Coordinator.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Communications

March saw the phase 1 launch of Bright Shadow's new website, developed after working with B&G partners <https://bandgpartners.com> and Bright Shadow participants and stakeholders, to ensure accessibility and creativity were embedded throughout. April saw a phase 2 launch with additional pages and functionality built, enabling us to better communicate the breadth of projects we deliver, and the various ways we support people living with dementia across Kent and Medway. Work was also undertaken with a communications consultant to develop an interim Communications Strategy, seeing a refreshed approach to our social media platforms and the instigation of tailored newsletters to dementia professionals and funders of Bright Shadow as the year progressed.

Trustees

2024 saw Bright Shadow inclusively recruit new trustees to its board. Alongside new trustees who are intending to join in 2025, two new trustees, both living with dementia, were appointed to the board in 2024. This commitment to meaningfully involve the voices and perspectives of people living with and affected by dementia across all aspects of the organisation has been supported through careful consideration of how to govern inclusively. This ongoing work will form part of wider learning to be shared more widely in the future.

Thanks

The Board wishes to acknowledge the dedication and determination of the Bright Shadow team, made up of employees, freelancers and volunteers, who have worked so hard to ensure that our beneficiaries have been so sensitively and effectively supported this year.

Bright Shadow is grateful for the financial support of the following organisations, which have enabled us to deliver our high-quality programmes for people living with or affected by dementia this year:

Age UK Innovation Fund	National Lottery Community Fund
Canterbury City Council	Philip and Connie Philips Foundation
Colyer Fergusson Charitable Trust	Postcode Society Trust
Co-Op Community Fund	Social Enterprise Kent
Garfield Weston Foundation	Spacehive (KCC, NHS, Folkestone and Hythe DC)
Global's Make Some Noise	The Cole Foundation
Kent Community Foundation	The Henry Smith Foundation
Martello Fund	The Lawson Trust
Masonic Charitable Foundation	The Roger de Haan Charitable Trust
National Academy of Social	Whitehead Monckton Charitable Foundation
Prescribing's Power of Music Fund	

We would also like to acknowledge the fundraising efforts of our Community Fundraising Team, the touching donations made in memory of participants we lost during the year, and the kind donations of generous individual donors. These include the Russell Family, No Place Like Home, and several others who wish to remain anonymous.

Financial Review

Income for the year amounted to £179,517 (2023: £167,899) and expenditure for the year amounted to £214,576 (2023: £170,523). This resulted in a deficit of £35,059 (2023: £2,624).

Pay Policy for Key Management Personnel

The Trustees consider that the Key Management Personnel of the charity are in charge of directing and controlling, running and operating the charity on a day to day basis, overseen by the Trustees. The key management personnel involved in all decision making, responsible for the day to day management of the charity are detailed on page 1. All Trustees give of their time freely and no Trustee received remuneration in the year. The pay of the senior staff is reviewed annually by Trustees according with the charity's pay policy.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Reserves Policy

In accordance with the Charity Commission guidance, the Trustees review on a regular basis the level of income reserves that it considers appropriate. At 31 December 2024, the Trustees consider it appropriate to aim to hold unrestricted reserves equivalent to three months' core running costs which is in the region of £30,000 (2023: £30,000) and are actively working towards maintaining unrestricted reserves equivalent to six months' core running costs which is in the region of £60,000. The unrestricted reserves at 31 December 2024 amounted to £23,468 (2023: £32,357), highlighting the substantial challenge small charities have in meeting demand for services whilst also raising sufficient funds. Building the charity's reserves to a more optimal level that helps protect the charity's sustainability for existing and future beneficiaries is a priority for trustees.

Risk management

The Trustees have examined the major strategic, business and operational risks which the charity faces, and confirm that systems have been established to enable the charity to lessen or mitigate those risks. The key risk to the organisation is the sustained, challenging funding environment facing the charity sector, as well as the associated risk of core staff burnout/loss.

To mitigate this risk, fundraising for varied programmes, diversifying income streams and working in partnerships remains a key priority for the organisation beyond delivering its core programme.

Plans for the future

Bright Shadow is well positioned to grow and develop as a unique provider of multi-art form specialist dementia services rooted in the practice of co-design with participants.

As an organisation we have demonstrated the ability to experiment, work in partnership, and tailor activities to meet enhanced needs, demand and to ensure equity of access. We want to continue to deliver the creative Zest groups that are lifelines for many families, and to extend this opportunity to new underserved areas. We also want to create space to develop new innovative creative opportunities, including for specialist target groups; this will be a priority once the core programme is secure.

Zest Communities Kent - Providing regular high quality participatory creative sessions to people living with or affected by dementia in the community. These sessions and the community that they support are the foundation of our interconnected wider offer.

Zest at Home - Building upon its foundations as laid during the pandemic, this vital offer meets individuals' needs on a one-to-one basis, in their own homes. These sessions, delivered to those participants with the greatest need, support confidence and communication, meet specific access requirements and are aimed at those further along the path of their dementia journey, including those near to the end of their life. We will continue to build this in as core to our offer going forward.

Special Projects, including Dementia Chorus - Expanding our range of opportunities and reaching new, underserved communities through special projects, often delivered via partnerships, such as Picture This group sessions or the Dementia Chorus in Hythe.

Bright Shadow Training and resources - Providing training and resources in a range of media, including online, for families, care, arts and community organisations on creative approaches to supporting people living with dementia. We will continue to develop the skills and experience of artists wishing to work with people living with dementia and provide leadership within the sector for other organisations aiming to reach this marginalised and vulnerable audience.

Governance and Management

The Trustees of Bright Shadow are responsible for the general control and management of the administration of the charity.

The process of selecting trustees is outlined in the charity's constitution:

(1) Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

(2) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Governance and Management - Continued

A role description exists for all trustee roles and any new appointments to the board of trustees must be approved by a resolution of the existing trustees.

Governance and Management

During the year the following were Trustees of the charity:

A Culverwell - Chair
E Taylor - Treasurer
G Butchard
R Mikelyte
T Brunt

D Horne (Appointed 5 November 2024)
G Ashington (Appointed 5 November 2024)
B Myall (Appointed 4 February 2025)
S Hotham (Appointed 4 February 2025)

Statement of Trustees' Responsibilities

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

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charity
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.

The Trustees are responsible for keeping proper accounting records that 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 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf by:

A Culverwell
Chair

Date: 27 October 2025

BRIGHT SHADOW

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the Trustees on my examination of the accounts of Bright Shadow for the year ended 31 December 2024 which are set out on pages 10 - 17

Responsibilities and basis of report

As the charity Trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounts records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Jonathan Fullarton BSc (Hons) FCA

McCabe Ford Williams
Chartered Accountants

Charlton House
Dour Street
Dover
Kent
CT16 1BL

Date: 31 October 2025

BRIGHT SHADOW**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024**

	Notes	Unrestricted funds £	Restricted funds £	2024 Total £	2023 Total £
Income from:					
Donations		26,093	-	26,093	34,155
Charitable activities:					
Grants	2	57,750	85,131	142,881	128,601
Raising funds:					
Earned income		10,543	-	10,543	5,143
Total income		<u>94,386</u>	<u>85,131</u>	<u>179,517</u>	<u>167,899</u>
Expenditure on:					
Charitable activities	3	103,275	111,301	214,576	170,523
Total expenditure		<u>103,275</u>	<u>111,301</u>	<u>214,576</u>	<u>170,523</u>
Net movement in funds		<u>(8,889)</u>	<u>(26,170)</u>	<u>(35,059)</u>	<u>(2,624)</u>
Funds brought forward 1 January 2024		32,357	42,101	74,458	77,082
Funds carried forward 31 December 2024		<u>23,468</u>	<u>15,931</u>	<u>39,399</u>	<u>74,458</u>

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024**

COMPARATIVE INFORMATION ONLY	Notes	Unrestricted funds £	Restricted funds £	2023 Total £
Income from:				
Donations		34,155	-	34,155
Charitable activities:				
Grants	2	47,500	81,101	128,601
Raising funds:				
Earned income		5,143	-	5,143
Total income		<u>86,798</u>	<u>81,101</u>	<u>167,899</u>
Expenditure on:				
Charitable activities	3	73,417	97,106	170,523
Total expenditure		<u>73,417</u>	<u>97,106</u>	<u>170,523</u>
Net movement in funds		<u>13,381</u>	<u>(16,005)</u>	<u>(2,624)</u>
Funds brought forward 1 January 2023		18,976	58,106	77,082
Funds carried forward 31 December 2023		<u>32,357</u>	<u>42,101</u>	<u>74,458</u>

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW**BALANCE SHEET
AS AT 31 DECEMBER 2024**

	Notes	2024		2023	
		£	£	£	£
Fixed assets					
Tangible assets	6		78		390
Current Assets					
Debtors	7	3,549		1,329	
Cash at bank and in hand		<u>38,452</u>		<u>79,263</u>	
		42,001		80,592	
Creditors: amounts falling due within one year	8	<u>(2,679)</u>		<u>(6,525)</u>	
Net current assets			39,321		74,068
Net assets			<u>39,399</u>		<u>74,458</u>
Funds					
Restricted funds	9		15,931		42,101
Unrestricted funds			<u>23,468</u>		<u>32,357</u>
	10		<u>39,399</u>		<u>74,458</u>

Approved by the Board of Trustees on 27 October 2025 and signed on their behalf by:

E Taylor - Treasurer

A Culverwell - Chair

The notes on pages 14 to 17 form part of these accounts.

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

1.1 Basis of preparation

Bright Shadow is a registered charity with the Charity Commission in the United Kingdom. The address of the registered office is given in the charity information on page 1 of these financial statements. The nature of the charity's operations and principal activities detailed in the Trustees' Annual Report on page 2 under the heading 'Objectives and activities'.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

1.2 Funds accounting

Unrestricted general funds are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Restricted funds are funds that can only be used for particular restricted purposes within the objects of the charity. Restriction arises when specified by the donor or when funds are raised for particular restricted purposes.

1.3 Income

All income is included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income including donations is included in full in the Statement of Financial Activities when receivable.
- Grant income is included in the Statement of Financial Activities when receivable.
- Income from attendees is included in the Statement of Financial Activities when receivable.

1.4 Expenditure

Expenditure is accounted for on an accruals basis. The irrecoverable element of VAT is included with the item of expense to which it relates.

1.5 Support costs allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

1.6 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Expenditure on items below £500 is not capitalised. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment

25% straight line

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies (cont'd)

1.7 Debtors and creditors receivable / payable within one year

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

1.8 Tax

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

1.9 Going concern

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

1.10 Judgements and key sources of estimation uncertainty

Accounting estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no areas of judgment or key estimations.

2 Grants receivable	2024	2023
	£	£
Age UK	-	9,995
Canterbury City Council	3,750	-
Colyer Fergusson Charitable Trust	-	40,000
Comic Relief	-	15,368
Garfield Weston	20,000	-
Global make Some Noise	29,500	-
Henry Smith Foundation	7,000	-
Kent County Council (KCC)	-	2,500
Kent Community Foundation	8,000	11,000
Lawson Trust	5,000	-
Masonic Charitable Foundation	-	5,000
National Academy of Social Prescribing's Power of Music Fund	3,000	-
National Lottery Community Fund	44,000	-
Postcode Society Trust	-	19,954
Roger De Haan Charitable Trust	5,000	5,000
Social Enterprise Kent	4,881	-
Spacehive	-	11,458
The Cole Trust	1,500	-
The Philip and Connie Phillips Foundation	10,000	5,170
Whitehead Monckton Charitable Foundation	1,250	-
Other	-	3,156
	<u>142,881</u>	<u>128,601</u>

3.1 Expenditure

	Staff costs	Direct costs	Support	2024	2023
	£	£	£	Total	Total
	£	£	£	£	£
Charitable activities	97,700	84,557	32,320	214,576	170,523

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

3.2 Support costs	2024	2023
	£	£
Rent and room hire	3,326	3,326
Staff training and welfare	2,144	1,433
Staff recruitment	274	1,274
Travel and accomodation	10,982	6,637
Printing, postage and telephone	2,377	1,921
Fees and subscriptions	1,148	-
Advertising and marketing	3,242	8,218
Insurance	896	881
Website costs	3,606	10,460
Computer costs	2,346	1,799
Depreciation of tangible fixed assets	312	645
Governance costs		
Accountancy - Independent examination	1,200	1,200
Book-keeping	466	366
	32,320	38,160

4 Staff costs and emoluments

The average number of employees during the period was 7 (2023: 6)

There are no employees with emoluments above £60,000 (2023: none).

	2024	2023
	£	£
Gross wages	95,018	65,495
Employers national insurance	1,063	-
Pension costs	1,618	1,073
	97,700	66,568

The remuneration to the senior management team totalled £44,524 (2023: £33,553).

5 Trustees remuneration and reimbursed expenses

The Trustees consider the board of Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. As detailed above, no Trustees received remuneration during the year and no trustees were reimbursed expenses (2023: none)

6 Tangible Assets

	Computer equipment
	£
Cost	
As at 1 January 2024	3,926
Additions	-
As at 31 December 2024	3,926
Depreciation	
As at 1 January 2024	3,536
Charge for the year	312
As at 31 December 2024	3,848
Net book value	
As at 31 December 2024	78
As at 31 December 2023	390

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

7 Debtors	2024	2023
	£	£
Trade debtors	-	108
Gift aid revoverable	3,174	852
Prepayments	375	370
	<u>3,549</u>	<u>1,329</u>

8 Creditors: amounts falling due within one year	2024	2023
	£	£
Trade creditors	-	3,243
Accruals	1,478	3,282
Other creditors	1,201	-
	<u>2,679</u>	<u>6,525</u>

9 Restricted funds	As at 1 January 2024	Income	Expenditure	As at 31 December 2024
2024	£	£	£	£
Zest Canterbury	375	-	(375)	-
Zest Dover	20,329	10,794	(27,290)	3,833
Zest Medway	-	25,460	(21,627)	3,833
Zest Whitstable	5,552	29,210	(29,679)	5,083
Zest Hythe	10,848	19,667	(27,333)	3,182
Organisation development	-	-	-	-
Zest goes green	-	-	-	-
1-to-1's	-	-	-	-
Picture This	4,998	-	(4,998)	-
	<u>42,102</u>	<u>85,131</u>	<u>(111,301)</u>	<u>15,932</u>

2023	As at 1 January 2023	Income	Expenditure	As at 31 December 2023
	£	£	£	£
Zest Canterbury	6,937	4,540	(11,102)	375
Zest Dover	6,937	23,954	(10,562)	20,329
Zest Whitstable	6,937	11,786	(13,172)	5,552
Zest Hythe	9,021	20,458	(18,631)	10,848
Organisation development	18,345	-	(18,345)	-
Zest goes green	-	10,368	(10,368)	-
Zest Together	-	-	-	-
1-to-1's	3,888	-	(3,888)	-
Picture This	6,040	9,995	(11,038)	4,998
	<u>58,106</u>	<u>81,101</u>	<u>(97,106)</u>	<u>42,101</u>

Objectives of restricted funds

Artists' Training/Development

Providing intensive training, support and supervision for arts professionals wishing to work with participants living with dementia in community or care home group settings; specifically sharing Bright Shadow's unique creative practice.

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

9 Restricted funds, Objective of restricted funds (cont'd)

Zest Canterbury, Dover, Whitstable, Hythe, Medway	Providing weekly artist-facilitated participatory creative sessions for people living with or affected by dementia in four community locations. These were previously included under the heading of Zest Communities, and therefore have been split in the reallocation column.
Zest Together	A celebratory event for Zest participants, their families and the wider community, showcasing the creative achievements of people living with dementia.
Zest at Home	Responding to the Covid-19 pandemic by providing creative activities that people living with or affected by dementia could take part in from their home or care home. This included live and recorded creative sessions delivered on video conferencing platforms, via the telephone and our website; socially distanced 1-1 sessions when safe to do so; activity sheets and resources sent via the post and email and companionship phone calls and video conferences.
1-to-1	Delivery of creative 1 to 1 sessions for members of the community in a Covid-safe way at the participant's home or Care Home. Sessions will be adapted for participants according to their needs.
Picture This	A short, specialist writing and photography course for people living with dementia, which aims to build the skills and confidence for participants to make everyday creativity a natural part of daily life in order to boost cognition, connection and wellbeing.
Bright Boxes	Stimulating activity packs designed for use at home and in the community by people living with and affected by dementia that support stimulation and relationships.
Organisational Development	Investing in expert support with areas such as strategic planning, research, communications, website development, fundraising and project management to strengthen Bright Shadow's programmes and underpin growth for the future.

10 Analysis of net assets between funds

	Tangible fixed assets	Net current assets	Total
	£	£	£
2024			
Unrestricted funds	78	23,390	23,468
Restricted funds	-	15,931	15,931
	<u>78</u>	<u>39,321</u>	<u>39,399</u>
2023	£	£	£
Unrestricted funds	390	31,967	32,357
Restricted funds	-	42,101	42,101
	<u>390</u>	<u>74,068</u>	<u>74,458</u>

11 Related party transactions

There were no related party transactions in the year (2023: none).

BRIGHT SHADOW

England & Wales - Charity number 1171042

Accounts

BRIGHT SHADOW
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023

Charity No. 1171042 (England and Wales)

BRIGHT SHADOW

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	A Culverwell E Taylor G Butchard R Mikelyte T Brunt
Charity Number	1171042
Key Management Personnel	C Thomas
Principal Address	Beach House Beach Street Herne Bay CT6 5PT
Independent Examiner	R Parry Magee Gammon Henwood House Henwood Ashford TN24 8DH
Bankers	The Co-operative Bank 26 Military Road Chatham ME4 4JX

BRIGHT SHADOW

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BRIGHT SHADOW

REPORT OF THE TRUSTEES

The Trustees present their report and examined financial statements of the charity for the year ended 31 December 2023. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK published on 16 July 2014, as amended by bulletin 1.

Public Benefit Statement

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Trust's aims and objectives and in planning future activities.

Objectives and Activities

Bright Shadow was established in 2009. Our mission is to use the power of creativity to enable people living with and affected by dementia to live well and to thrive.

We achieve this mission through:

- Delivering high quality creative sessions in the community and in care homes for people living with dementia, and their supporters.
- Delivering training and resources for care, arts and community organisations on creative approaches to supporting people living with dementia.
- Advocating for more creativity in the care of people living with dementia.

We are one of a small number of specialist UK arts organisations at the forefront of the dementia positive movement. We take an immersive arts-based approach, enabling participants with cognitive and sensory impairments to engage in a range of accessible ways. We actively encourage the use of the imagination and meet people in their creative mind-space, validating their experience of life in the present moment.

We undertake continuous monitoring and evaluation, including by expert external researchers to ensure that we are constantly learning and developing our practice, and to measure our impact.

We work towards the following results:

- People living with dementia, and those affected by dementia, are living happy, meaningful, fulfilled lives, leading to enhanced wellbeing and reduced suffering.
- People living with dementia, and those affected by dementia, have access to an enriching cultural life.
- Pressures on carers, the health and care system and wider society are reduced.
- Care, arts and community organisations are better equipped to meet the needs and unlock the potential of people with dementia, and those who are affected by it.
- Society has a better understanding of the needs and aspirations of people living with and affected by dementia and is better placed to design services and approaches to the benefit of those affected and of wider society.

Our core beneficiaries are either those living with dementia or a family carer of someone with dementia. We work with people at all stages of their dementia journey, sometimes until the end of their life, and in many cases with the bereaved relatives afterwards. People living with dementia often have multiple impairments and complex disabilities. Due to the care demands of someone living at home with dementia, many families face economic hardship and many significant day to day challenges, both practical and emotional. Many people affected by dementia report feeling isolated, low, and excluded from mainstream activities.

People who have dementia have little access to high quality arts and cultural activities. For those who live in a care home or in their own home with a care package, opportunities for meaningful social interaction and cognitive stimulation are heavily dependent on the quality of care provided.

Our training and advocacy work aims to support people living with dementia and their supporters to design and access creativity in the community and in care settings, and as such reaches a wide variety of people in diverse organisations in our local Kent and Medway communities, and on occasions, nationally.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Charitable objectives for public benefit

In setting our objectives and planning our activities our Trustees have given careful consideration to the Charity Commission's general guidance on public benefit.

Achievements and Performance in the Year

Over the course of the year we delivered 191 creative sessions to 121 beneficiaries, providing 2778 hours of contact time and 551 hours of respite for carers. We reached 7,000 people in audiences.

Zest creative sessions in the community

At the start of 2023 we began delivery of Zest sessions online via conferencing technology. The time gained by facilitating online delivery was well used by the Bright Shadow team for organisational development and streamlining. We asked experienced Bright Shadow facilitator Lisa Payne to lead the sessions, hosting a popular outing of The Armchair Travel Company. For three weeks participants were taken on globe trotting adventures to visit jungle safaris, frozen mountains and the Australian outback, where Lisa was stationed when streaming the final sessions of the block. These sessions were full of laughter and had participants exploring new locations through games, poetry making, singing and story making.

Zest groups returned to face to face sessions on 21st February to a special session working with Smoking Apples Theatre Company. This one-off session was a collaboration to support Smoking Apples' Arts Council England funded research and development project called Three. Three is inspired by the relationships between grandparents and grandchildren during the isolation of the pandemic. This one-off session explored intergenerational relationships and British culture through storytelling and puppetry. Individually and collectively the group created the storyline to their own show, made the shadow puppets to populate the story and watched their creation being performed by Smoking Apples' creative facilitators, one of whom is Hattie Thomas who worked for Bright Shadow on our Emergency Covid Programme.

The following block was facilitated by professional musician and singer, Nina Clark of Musical Walkabout, who designed a well rounded and balanced programme of music-based activities. The content of these sessions was inspired by a Canterbury Zest participant who has a passion for music and playing the piano. The themes he wanted to explore were the Weather, Regions and Surroundings, the 60s and 70s and Rock and Roll. Participants spent time song-writing, doing gentle movement, playing percussion instruments and singing. At the end of the four weeks each Zest group had created a fully formed playlist that has been curated throughout the weeks to reflect everyone's collective and individual meaningful songs and varied music tastes. This is now used as settling-in music at Zest sessions.

During this block we also had students from the University of Kent Computer Department join us to reveal the final Virtual Reality experience designed by the Zest groups back in November 2022. All four groups got to experience their co-created meaningful place through either wearing the headset or watching a pre-recorded version on a big screen.

Bright Shadow favourite, visual artist Becky Vincer began her five week block at the end of March with the aim of making a travelling Bright Shadow 'shop window' to be used at special events, roadshows and exhibitions to recruit new participants and spread the word on our dementia positive movement. In collaboration with the artist, participants designed the new tourable structure that expresses the many different art forms Bright Shadow works in, and the fun and sense of achievement that our projects bring using felt, paint, fabric, wire, vinyl and much more. Participants were given the opportunity to express what they think about Zest and how it makes them feel on handmade printed flags. Some of the phrases were; 'Good Company', 'Joyful', 'Be part of Something', 'Kindness', 'Welcoming', 'Relaxing'.

Following Becky, and by popular demand from our participants, we welcomed back actor and director Lisa Payne for a laughter and fun-filled three weeks celebrating the coronation of King Charles III. The groups explored famous monarchs of Britain through the ages, beginning with the Tudors, through to the Elizabethans and finally the Victorians. Participants learned the most popular dance routines and music from each era, took part in jousting competitions, re-enacted famous plays of the time and crafted scented possets.

In May we welcomed visual artist Nova Marshall back to Zest. Nova worked with our participants for two weeks creating nature based and sustainable outdoor signage for the upcoming Zest Goes Green project. Using foraged materials the Zest groups made leaf rubbings on calico fabric to create beautiful backdrops to vinyl text for important signage needed for the gardens.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

For the final block of sessions before the summer break, Zest was given a summer makeover as we embarked on Zest Goes Green. Funded primarily by Comic Relief, Zest Goes Green got our participants exploring the big outdoors in Community Gardens over six weeks. Canterbury Zest relocated to the East Kent Mind Kent Community Oasis Garden at the University of Kent, Whitstable Zest to Stream Walk Community Garden, Dover Zest to Bechange Community Centre Garden and Hythe Zest to The Locavore Community Garden, Folkestone. The project was facilitated by gardener Jules Ellis, musician and dancer David Leahy, florist Lorna Pugh, poet Vicky Field, visual artist Nova Marshall and dancer and district nurse Kate Willis, an artist new to Bright Shadow.

Participants worked with the six experienced artists across themes of nature, biodiversity and sustainability through art forms such as movement, song, horticulture, visual art, poetry and floristry. For the final celebration session participants were presented with a booklet designed by Rebecca Truscott-Elves that included key moments from the project, including collective poems, participant artwork and a beautifully written introduction by Vicky Field.

In September we welcomed participants back to our venues with Vicky Field. Vicky worked with our participants for three weeks incorporating inspiration from Zest Goes Green. Building upon the participants' work from the Gardens with the theme of the seasons, cycles and Autumn trees. Movement, singing, reflection and watercolouring were used to experience and incorporate these Autumnal themes. The block ended with poetry readings for people to share and enjoy.

We then began a new and exciting venture with six weeks of Research and Development with dancer Kate Willis and musician Jamie McCarthy. Kate and Jamie worked with each group exploring movement, words and using music to reflect on autumn sounds, memories and emotions. Two further artists new to Bright Shadow joined the team, digital artist Nic Sandiland and musician Mieko Shimizu, to take the work into The Gulbenkian (Canterbury) and The Leas Cliff Hall (Folkestone) for further R&D in theatre spaces. Thirty nine participants worked with us over the two theatre days.

In the final four weeks of the year our annual Festivities season began with a musical session with David Leahy. The groups sang carols and reflected on the associations people had with the sentiment of the carols as well as different instruments. Following David, the seasonal celebrations continued with visual artist Becky Vincer. Participants made Christmas tree decorations and meaningful tokens for other groups members, including gifts in crackers, a Christmas wish and a card reflecting on the year from one group to another, adding to the sense of community.

The last Zest session of the year and our final Festive Zest sessions were led by Emily Watts and Liz Jennings. The now traditional Zest Christmas Tree was present and added to the Christmas joy for the last sessions. There was lots of jovial singing, Christmas tree decorating, mince pie eating and poignant reflection during the sessions.

During 2023 we provided 149 Zest sessions with 1,195 attendances, delivering 2,390 contact hours, to 51 people. Our Coordinators provided a further 121 contact hours during wellbeing check ins. The programme provided 449 respite hours to family carers. Plus 33 contact hours to families taking part in Zest outside of sessions.

We asked our participants how they were feeling at the start of Zest sessions and the proportion of participants feeling 'good' or great' rose from 46% before Zest sessions to 83% after the sessions. At the same time, the number of participants who felt 'awful' or 'not so good' dropped from 11% to 3%.

Zest at Home

After a successful application to the KCC/Age UK Whitstable and Herne Bay Innovation Fund we were awarded a grant to provide four vulnerable participants a block of highly personalised creative 1-1 sessions in their own home. Over 24 sessions, this provided 33 contact hours and 6 hours of respite for four families in the form of short breaks. Sessions included storytelling, visual art, singing and music making and provided stimulation and companionship. The beneficiaries who received these sessions are current or past Zest community participants who are particularly isolated or unable to attend community sessions at the moment.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

Picture this

In late 2022 we were awarded a grant by the Kent County Council/Age UK Whitstable and Herne Bay Innovation Fund to provide two short photography and writing courses, Picture This, which took place in Canterbury in January and April 2023. A second batch of funding was awarded in September 2023, which supported two further Picture This courses to run, this time in the Ashford and Margate areas. Ashford Picture This took place in October 2023 with Margate scheduled for early 2024. This project brought together photographer (and Zest Canterbury Coordinator) Jen Holland and writer Liz Jennings with support from photographer/filmmaker and Bright Shadow colleague Miriam Simmons to work with people living with dementia over 6 weeks. The idea was to kick-start, support or extend the participants' own creative practice of writing and photography. The programme was skills-based, providing an appropriate level of challenge and practical learning in order for participants to build their confidence to continue their own creative projects beyond the life of the course. Overall there were 108 attendances by 22 people over 18 weeks.

This project supported 22 direct beneficiaries and with 15 indirect beneficiaries receiving (family carers having short breaks) 96 hours of respite. The project also involved 15 volunteers. Including a total of 18 hours of wellbeing check ins in between sessions, the project provided a total of 234 contact hours.

Each short course was brought to an end with a celebration event bringing together participants supported by their families to receive a portfolio including a selection of photographs and writing they had produced during their course. Everyone enjoyed sharing a celebration cake baked by one of our talented young volunteers. Participants have called for a continuation of the short course format and the informal support provided by these new groups.

Refocus: Out of the Shadows Exhibition

Bright Shadow has been working with citizen artist Gill Ashington since 2021, primarily through 1-1 photography sessions, and this year, with KCC's Arts Investment support we were able to facilitate her desire to create a body of work to be displayed in a public photography exhibition to shine a new light on dementia.

Refocus: Out Of The Shadows was an exhibition created in a collaboration between Gill and Bright Shadow artists specialising in photography, writing, film and sound production, which ran at The Beaney, Canterbury from the 1st April to 21st May, coinciding with Dementia Action Week, receiving great praise from the public and being featured on ITV Meridian News.

It is estimated by The Beaney that around 7,000 people visited the exhibition in person. Working with filmmaker Al Reffell, two short films were produced to enable supporters to experience the exhibition virtually, thereby increasing its reach. To support access and enjoyment of the exhibition Bright Shadow produced a transcript of the speech on the soundscape, a guide to the exhibition, a feedback form and an interactive activity within the exhibition for people to express their response to the topic of aphasia, one of Gill's experiences of living with dementia. A celebration event was held at The Beaney on the 18th May.

Training and Resources Delivery

University of Kent BAG Week - Through Bright Shadow Trustee Rasa Mikelyte we were given the opportunity to be part of the University of Kent Canterbury Belong and Grow Week (BAG week). Bag week is an initiative which supports UKC staff to explore and take part in wellbeing activities, volunteering and educational sessions. On the 16th May, Rasa, Chair Alison and Project Coordinator Morgan facilitated a two hour Dementia Awareness session on campus for seven members of staff. The session explored types of dementia, manifestations and symptoms of the most common dementias, advice on effective ways to support people with dementia, medical research and an explanation of what Bright Shadow does to support people with dementia in the community. Participants were able to experience a taster of what Bright Shadow does using a Zest on Demand video facilitated by puppeteer Laura Cubitt. After the session two participants who had not met before swapped contact details in order to stay in touch as they bonded over similar family circumstances supporting a parent living with dementia.

Dementia Friendly Kent Showcase Event - Bright Shadow had a strong presence at the Dementia Friendly Kent Showcase event on Friday 19th May at the Kent Showground produced by the Kent Dementia Action Alliance. Bright Shadow was commissioned to provide an all day programme of engaging and meaningful activities for people living with dementia visiting the event. We pulled together a team of Bright Shadow artists including visual artist Lucy Stockton-Smith, theatre-maker Lisa Payne, drummer Perry Melius, writer Liz Jennings, aerialist Tina Carter (Airhedz) and visual artist Catherine Arnell. Throughout the day there were four 1-hour slots for activities in a private and quiet room as well as a number of micro activities provided at the Bright Shadow stall. Bright Shadow also invited other related organisations to have stalls in the creative area ensuring strong representation of the local offer.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

St Edmund's School - Festival on the Hill Sing! Event with Mark De-Lisser - St Edmund's School is well known locally for its annual Festival on the Hill, a week-long celebration of music, art and theatre. This year, St Edmunds chose Bright Shadow as its charity to support during the festival and event tickets sold included a small donation to us. A collection was also taken; in total we were gifted a generous donation of £500.

One of the events included in the programme was a Sing! vocal workshop facilitated by Mark De-Lisser, choirmaster of the BBC's Dementia Choir and the 2018 Royal Wedding. Bright Shadow participants were invited to the workshop, so we gathered up a group including some of our most musical members to join in. Clare Thomas, Morgan Hanna and Miriam Simmons accompanied 14 participants and their loved ones at the event. It was a wonderful afternoon - Mark De-Lisser delivered a superb, inclusive choir experience, our participants were warmly welcomed, and many of them found it very moving to participate in the intergenerational final performance with school children from 8-18 years old. Tea and cake was enjoyed after the event with participants from different projects and Zest groups having the chance to socialise with each other.

Resources - We continued our programme of online resources, fulfilling 307 requests for our free of charge Bright Ideas Sheets. A multi-art form suite of video-based activity resources remained available on our website.

Organisation

Advisory Group

Our Advisory group, made up of participants from all our projects, has continued to be the source of guidance for the staff team on project design and access questions, including involvement in developing our new website and reviewing design concepts for signage and sessions.

Staff

Marion Betts stepped down from her role as Zest Hythe Coordinator at the end of July. She remains our Zest Dover Coordinator. Projects Coordinator Morgan Hanna stepped down in October, leaving the country on a travelling adventure. We also said goodbye to Finance Officer Helen Brierley who was with us on an interim basis. These changes precipitated a staffing restructure and the appointments of Jess Urwin as freelance Projects Manager and Niamh Barnard into the new role of Finance and Administration Manager.

Communications

B&G partners <https://bandgpartners.com> were appointed to deliver a piece of communications consultancy, which, through engagement with a range of our stakeholders, supported the development of our storytelling within the organisation and specifically on our new website, which was under development during this year.

Thanks

The Board wishes to acknowledge the dedication and determination of the Bright Shadow team, made up of employees, freelancers and volunteers, who have worked so hard to ensure that our beneficiaries have been so sensitively and effectively supported this year.

Bright Shadow is grateful for the financial support of the following organisations, which have enabled us to deliver our high-quality programmes for people living with or affected by dementia this year:

Age UK Innovation Fund (Kent County Council)	Masonic Charitable Foundation
Colyer Fergusson Charitable Trust	Philip and Connie Philips Foundation
Comic Relief	Postcode Society Trust
Coop Community Fund	Red Eagle Foundation (NFU Mutual)
Kent Community Foundation	Roger de Haan Charitable Trust
Kent County Council Arts Investment Fund	Spacehive (KCC, NHS, Folkestone and Hythe DC)
Martello Fund	Whitehead Monckton Charitable Foundation

We would also like to acknowledge the fundraising efforts of our Community Fundraising Team, the touching donations made in memory of participants we lost during the year, and the kind donations of generous individual donors. These include the Russell Family, No Place Like Home, and several others who wish to remain anonymous.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

Financial review

Income for the year amounted to £167,899 (2022: £172,482) and expenditure for the year amounted to £170,523 (2022: £166,783). This resulted in a deficit of £2,624 (2022: surplus of £5,699).

Reserves policy

In accordance with the Charity Commission guidance, the Trustees review on a regular basis the level of income reserves that it considers appropriate. At 31 December 2023, the Trustees consider it appropriate to aim to hold unrestricted reserves equivalent to three months' core running costs which is in the region of £42,000 (2022: £30,000) and are actively working towards maintaining unrestricted reserves equivalent to six months' core running costs which is in the region of £73,000. The 2023 reserves policy has been updated to include the estimated closing down costs in addition to the core running costs. The unrestricted reserves at 31 December 2023 amounted to £32,357 (2022: £30,000).

Pay policy for key management personnel

The Trustees consider that the Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. The key management personnel who are involved in all decision making and responsible for the day to day management of the charity are detailed on page 1. All Trustees give of their time freely and no Trustee received remuneration in the year. The pay of the senior staff is reviewed annually and normally increased in accordance with market rates.

Risk management

The Trustees have examined the major strategic, business and operational risks which the charity faces, and confirm that systems have been established to enable the charity to lessen or mitigate those risks. The key risk to the organisation is the sustained, challenging funding environment facing the charity sector post-pandemic.

To mitigate this risk, the organisation has invested in fundraising support, adding temporary capacity and building skills and resources that can be used into the future. Fundraising for varied programmes and diversifying income streams remains a key priority for the organisation beyond delivering its core programme.

As an already very lean organisation in terms of overheads, there are not many savings to be made, however the whole organisation is focused on driving down expenses wherever possible in ways that do not impact on the quality of provision for our beneficiaries. The Trustees believe that seeking multi-year and core funding alongside project grants is essential to creating a stable platform upon which to build a sustainable future for the charity.

Plans for the future

Bright Shadow is well positioned to grow and develop as a unique provider of multi-art form specialist dementia services rooted in the practice of co-design with participants.

As an organisation we have demonstrated the ability to experiment, work in partnership, and tailor activities to meet enhanced needs, demand and to ensure equity of access. We want to continue to deliver the creative Zest groups that are lifelines for many families, and to extend this opportunity to new underserved areas. We also want to create space to develop new innovative creative opportunities for specialist target groups; this will be a priority once the core programme is secure.

Zest Communities Kent - Providing regular high quality participatory creative sessions to people living with or affected by dementia in the community. These sessions and the community that they support are the foundation of our interconnected wider offer.

Zest Together and Zestival - Celebratory events that showcase the talents and culture of people living with dementia, share good practice and build a wider audience for the high quality original artistic work made in sessions.

Homegrown - The pandemic revealed the need to be able to offer 1-1 sessions to those participants with the greatest need to support confidence and communication, to meet specific access requirements or to reach those at the end of their life. We will continue to build this in as core to our offer going forward.

Zest in Care Homes - Building on our fourteen years of experience delivering face to face creative sessions in care homes and following our highly successful Zest via Zoom programme delivered during the pandemic, we will consult homes on an ideal creative programme for residents and staff and fundraise to subsidise this work.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Plans for the future - Continued

Bright Shadow Training and resources - Providing training and resources in a range of media, including online, for families, care, arts and community organisations on creative approaches to supporting people living with dementia. We will continue to develop the skills and experience of artists wishing to work with people living with dementia and provide leadership within the sector for other organisations aiming to reach this marginalised and vulnerable audience.

Governance and Management

The Trustees of Bright Shadow are responsible for the general control and management of the administration of the charity.

The process of selecting trustees is outlined in the charity's constitution:

- (1) Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.
- (2) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

A role description exists for all trustee roles and any new appointments to the board of trustees must be approved by a resolution of the existing trustees.

Governance and Management

During the year the following were Trustees of the charity:

A Culverwell - Chair	V Spink (Resigned 23/10/23)
A Rabey - Vice Chair (Resigned 23/10/23)	R Mikelyte
E Taylor - Treasurer	T Brunt
H Langley (Resigned 23/10/23)	A Morjaria-Kerval (Resigned 23/10/23)
G Butchard	

Statement of Trustees' Responsibilities

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

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charity
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time

Approved by the Trustees and signed on their behalf by:

A Culverwell
Chair

Date: 29 April 2024

BRIGHT SHADOW

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the Trustees on my examination of the accounts of Bright Shadow for the year ended 31 December 2023 which are set out on pages 9 - 16

Responsibilities and basis of report

As the charity Trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounts records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Mr R G Parry FCA
Magee Gammon
Chartered Accountants

Date: 15 May 2024
Henwood House
Henwood
Ashford
TN24 8DH

BRIGHT SHADOW**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2023**

	Notes	Unrestricted funds £	Restricted funds £	2023 Total £	2022 Total £
Income from:					
Donations		34,155	-	34,155	16,711
Charitable activities:					
Grants	2	47,500	81,101	128,601	148,189
Raising funds:					
Earned income		5,142	-	5,142	7,582
Total income		<u>86,797</u>	<u>81,101</u>	<u>167,899</u>	<u>172,482</u>
Expenditure on:					
Charitable activities	3	73,417	97,106	170,523	166,783
Total expenditure		<u>73,417</u>	<u>97,106</u>	<u>170,523</u>	<u>166,783</u>
Net movement in funds		<u>13,381</u>	<u>(16,005)</u>	<u>(2,624)</u>	<u>5,699</u>
Funds brought forward 1 January 2023		18,976	58,106	77,082	71,383
Funds carried forward 31 December 2023		<u>32,357</u>	<u>42,101</u>	<u>74,458</u>	<u>77,082</u>

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2023**

COMPARATIVE INFORMATION ONLY	Notes	Unrestricted funds £	Restricted funds £	2022 Total £
Income from:				
Donations		16,711	-	16,711
Charitable activities:				
Grants	2	12,102	136,088	148,189
Raising funds:				
Earned income		7,582	-	7,582
Total income		36,395	136,088	172,482
Expenditure on:				
Charitable activities	3	50,024	116,759	166,783
Total expenditure		50,024	116,759	166,783
Net movement in funds		(13,629)	19,328	5,699
Funds brought forward 1 January 2022		32,605	38,778	71,383
Funds carried forward 31 December 2022		18,976	58,106	77,082

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW**BALANCE SHEET
AS AT 31 DECEMBER 2023**

	Notes	2023		2022	
		£	£	£	£
Fixed assets					
Tangible assets	6		390		1,035
Current Assets					
Debtors	7	1,329		3,145	
Cash at bank and in hand		79,263		76,644	
		<u>80,592</u>		<u>79,789</u>	
Creditors: amounts falling due within one year	8	<u>(6,525)</u>		<u>(3,743)</u>	
Net current assets			74,068		76,046
Net assets			<u>74,458</u>		<u>77,082</u>
Funds					
Restricted funds	9		42,101		58,106
Unrestricted funds			32,357		18,976
	10		<u>74,458</u>		<u>77,082</u>

Approved by the Board of Trustees on **29 April 2024** and signed on their behalf by:

E Taylor - Treasurer

A Culverwell - Chair

The notes on pages 13 to 17 form part of these accounts.

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies

1.1 Basis of preparation

Bright Shadow is a registered charity with the Charity Commission in the United Kingdom. The address of the registered office is given in the charity information on page 1 of these financial statements. The nature of the charity's operations and principal activities detailed in the Trustees' Annual Report on page 2 under the heading 'Objectives and activities'.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK (FRS 102) issued on 16 July 2014 as amended by Bulletin 1, the Financial Reporting Standard applicable in the United Kingdom (FRS 102), the Charities Act 2011, and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

1.2 Funds accounting

Unrestricted general funds are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Restricted funds are funds that can only be used for particular restricted purposes within the objects of the charity. Restriction arises when specified by the donor or when funds are raised for particular restricted purposes.

1.3 Income

All income is included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income including donations is included in full in the Statement of Financial Activities when receivable.
- Grant income is included in the Statement of Financial Activities when receivable.
- Income from attendees is included in the Statement of Financial Activities when receivable.

1.4 Expenditure

Expenditure is accounted for on an accruals basis. The irrecoverable element of VAT is included with the item of expense to which it relates.

1.5 Support costs allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

1.6 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Expenditure on items below £500 is not capitalised. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment

25% straight line

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

1 Accounting policies (cont'd)

1.7 Debtors and creditors receivable / payable within one year

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

1.8 Tax

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

1.9 Going concern

The financial statements have been prepared on a going concern basis as the Trustees believes that no material uncertainties exist. The Trustees has considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

1.10 Judgements and key sources of estimation uncertainty

Accounting estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no areas of judgment or key estimations.

2 Grants receivable

	2023	2022
	£	£
Age UK	9,995	9,928
Arts Council England	-	1,399
Avison Young	-	2,469
Colyer Fergusson Charitable Trust	40,000	30,000
Comic Relief	15,368	-
Dover District Council	-	3,254
Henry Smith Foundation	-	10,000
Hythe Dementia Action Alliance	-	1,500
Kent County Council (KCC)	2,500	4,984
Kent Community Foundation	11,000	33,655
Lawson Trust	-	10,000
Masonic Charitable Foundation	5,000	5,000
National Lottery Community Fund	-	9,290
Postcode Society Trust	19,954	-
Roger De Haan Charitable Trust	5,000	5,000
Social Enterprise Kent	-	13,625
Spacehive	11,458	-
The Philip and Connie Phillips Foundation	5,170	-
Your Leisure	-	7,500
Other	3,156	1,596
	<u>128,601</u>	<u>149,200</u>

3.1 Expenditure

	Staff costs	Direct costs	Support	2023	2022
	£	£	£	Total	Total
				£	£
Charitable activities	<u>66,568</u>	<u>65,795</u>	<u>38,160</u>	<u>170,523</u>	<u>166,783</u>

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

3.2 Support costs	2023	2022
	£	£
Rent and room hire	3,326	4,140
Staff training and welfare	1,433	1,928
Staff recruitment	1,274	-
Travel and accomodation	6,637	7,674
Printing, postage and telephone	1,921	2,286
Advertising and marketing	8,218	8,269
Insurance	881	871
Website costs	10,460	-
Computer costs	1,799	2,974
Depreciation of tangible fixed assets	645	982
Governance costs		
Accountancy - Independent examination	1,200	1,200
Book-keeping	366	703
	<u>38,160</u>	<u>31,028</u>

4 Staff costs and emoluments

The average number of employees during the period was 6 (2022: 7)

There are no employees with emoluments above £60,000 (2022: none).

	2023	2022
	£	£
Gross wages	65,495	66,446
Pension costs	1,073	1,022
	<u>66,568</u>	<u>67,468</u>

The remuneration to the senior management team totalled £30,636 (2022: £24,899).

5 Trustees remuneration and reimbursed expenses

The Trustees consider the board of Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. As detailed above, no Trustees received remuneration during the year and no trustees were reimbursed expenses (2022: none)

6 Tangible Assets

	Computer equipment
	£
Cost	
As at 1 January 2023	3,926
Additions	-
As at 31 December 2023	<u>3,926</u>
Depreciation	
As at 1 January 2023	2,891
Charge for the year	645
As at 31 December 2023	<u>3,536</u>
Net book value	
As at 31 December 2023	<u>390</u>
As at 31 December 2022	<u>1,035</u>

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

7 Debtors	2023	2022
	£	£
Trade debtors	108	60
Gift aid recoverable	852	2,725
Prepayments	370	360
	<u>1,329</u>	<u>3,145</u>

8 Creditors: amounts falling due within one year	2023	2022
	£	£
Trade creditors	3,243	734
Accruals	3,282	1,740
Other creditors	-	1,269
	<u>6,525</u>	<u>3,743</u>

9 Restricted funds	As at 1 January 2023	Income	Expenditure	As at 31 December 2023
2023	£	£	£	£
Zest Canterbury	6,937	4,540	(11,102)	375
Zest Dover	6,937	23,954	(10,562)	20,329
Zest Whitstable	6,937	11,786	(13,172)	5,552
Zest Hythe	9,021	20,458	(18,631)	10,848
Organisation development	18,345		(18,345)	-
Zest goes green	-	10,368	(10,368)	-
1-to-1's	3,888	-	(3,888)	-
Picture This	6,040	9,995	(11,038)	4,998
	<u>58,106</u>	<u>81,101</u>	<u>(97,106)</u>	<u>42,101</u>

2022	As at 1 January 2022	Income	Expenditure	As at 31 December 2022
	£	£	£	£
Zest Canterbury	3,286	18,650	(14,998)	6,937
Zest Dover	5,521	33,658	(32,241)	6,937
Zest Whitstable	3,286	21,119	(17,467)	6,937
Zest Hythe	3,286	29,404	(23,669)	9,021
Organisation development	4,320	18,345	(4,320)	18,345
Bright Boxes	-	4,984	(4,984)	-
Zest Together	1,250		(1,250)	-
1-to-1's	17,830	3,888	(17,830)	3,888
Picture This	-	6,040	-	6,040
	<u>38,778</u>	<u>136,088</u>	<u>(116,759)</u>	<u>58,106</u>

Objectives of restricted funds

Artists' Training/Development

Providing intensive training, support and supervision for arts professionals wishing to work with participants living with dementia in community or care home group settings; specifically sharing Bright Shadow's unique creative practice.

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

9 Restricted funds, Objective of restricted funds (cont'd)

Zest Canterbury, Dover, Whitstable, Hythe	Providing weekly artist-facilitated participatory creative sessions for people living with or affected by dementia in four community locations. These were previously included under the heading of Zest Communities, and therefore have been split in the reallocation column.
Zest Together	A celebratory event for Zest participants, their families and the wider community, showcasing the creative achievements of people living with dementia.
Zest at Home	Responding to the Covid-19 pandemic by providing creative activities that people living with or affected by dementia could take part in from their home or care home. This included live and recorded creative sessions delivered on video conferencing platforms, via the telephone and our website; socially distanced 1-1 sessions when safe to do so; activity sheets and resources sent via the post and email and companionship phone calls and video conferences.
1-to-1	Delivery of creative 1 to 1 sessions for members of the community in a Covid-safe way at the participant's home or Care Home. Sessions will be adapted for participants according to their needs.
Picture This	A short, specialist writing and photography course for people living with dementia, which aims to build the skills and confidence for participants to make everyday creativity a natural part of daily life in order to boost cognition, connection and wellbeing.
Bright Boxes	Stimulating activity packs designed for use at home and in the community by people living with and affected by dementia that support stimulation and relationships.
Organisational Development	Investing in expert support with areas such as strategic planning, research, communications, website development, fundraising and project management to strengthen Bright Shadow's programmes and underpin growth for the future.

10 Analysis of net assets between funds

	Tangible fixed assets	Net current assets	Total
	£	£	£
2023			
Unrestricted funds	390	31,967	32,357
Restricted funds	-	42,101	42,101
	<u>390</u>	<u>74,068</u>	<u>74,458</u>
2022	£	£	£
Unrestricted funds	1,035	17,940	18,976
Restricted funds	-	58,106	58,106
	<u>1,035</u>	<u>76,047</u>	<u>77,082</u>

11 Related party transactions

There were no related party transactions in the year (2022: none).

BRIGHT SHADOW

England & Wales - Charity number 1171042

Accounts

BRIGHT SHADOW
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022

Charity No. 1171042 (England and Wales)

BRIGHT SHADOW

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BRIGHT SHADOW

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	A Culverwell	
	A Rabey	
	E Taylor	
	H Langley	
	G Butchard	
	V Spink	
	R Mikelyte	(Appointed 11/07/2022)
	T Brunt	(Appointed 11/07/2022)
	A Morjaria-Kerval	(Appointed 11/07/2022)
Charity Number	1171042	
Key Management Personnel	C Thomas	
Principal Address	Beach House Beach Street Herne Bay CT6 5PT	
Independent Examiner	R Parry Magee Gammon Henwood House Henwood Ashford TN24 8DH	
Bankers	The Co-operative Bank 26 Military Road Chatham ME4 4JX	

BRIGHT SHADOW

REPORT OF THE TRUSTEES

The Trustees present their report and examined financial statements of the charity for the year ended 31 December 2022. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK published on 16 July 2014, as amended by bulletin 1.

Public Benefit Statement

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Trust's aims and objectives and in planning future activities.

Objectives and Activities

Bright Shadow was established in 2009. Our mission is to use the power of creativity to enable people living with and affected by dementia to live well and to thrive.

We achieve this mission through:

- Delivering high quality creative sessions in the community and in care homes for people living with dementia, and their supporters.
- Delivering training and resources for care, arts and community organisations on creative approaches to supporting people living with dementia.
- Advocating for more creativity in the care of people living with dementia.

We are one of a small number of specialist UK arts organisations at the forefront of the dementia positive movement. We take an immersive arts-based approach, enabling participants with cognitive and sensory impairments to engage in a range of accessible ways. We actively encourage the use of the imagination and meet people in their creative mind-space, validating their experience of life in the present moment.

We undertake continuous monitoring and evaluation, including by expert external researchers to ensure that we are constantly learning and developing our practice, and to measure our impact.

We work towards the following results:

- People living with dementia, and those affected by dementia, are living happy, meaningful, fulfilled lives, leading to enhanced wellbeing and reduced suffering.
- People living with dementia, and those affected by dementia, have access to a cultural life.
- Pressures on carers, the health and care system and wider society are reduced.
- Care, arts and community organisations are better equipped to meet the needs and unlock the potential of people with dementia, and those who are affected by it.
- Society has a better understanding of the needs and aspirations of people living with and affected by dementia and is better placed to design services and approaches to the benefit of those affected and of wider society.

Our core beneficiaries are either those living with dementia or a family carer of someone with dementia. We work with people at all stages of their dementia journey, sometimes until the end of their life, and in many cases with the bereaved relatives afterwards. People living with dementia often have multiple impairments and complex disability. Due to the care demands of someone living at home with dementia, many families face economic hardship and many significant day to day challenges, both practical and emotional. Many people affected by dementia report feeling isolated, low, and excluded from mainstream activities.

People who have dementia and who live in a care home have little access to high quality arts and cultural activities and their opportunities for meaningful social interaction and cognitive stimulation are heavily dependent on the quality of care provided.

Our training and advocacy work aims to support people living with dementia and their supporters to design and access creativity in the community and in care settings, and as such reaches a wide variety of people in diverse organisations in our local Kent community and nationally.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Charitable objectives for public benefit

In setting our objectives and planning our activities our Trustees have given careful consideration to the Charity Commission's general guidance on public benefit.

Achievements and Performance in the Year

Over the course of the year we delivered 264 creative sessions to 166 beneficiaries, providing 1,119 hours of contact time and 701 hours of respite for carers.

Zest creative sessions in the community

At the start of 2022 we began delivery of Zest sessions online via conferencing technology due to the uncertainty around the Covid-19 Omicron variant. We asked experienced Bright Shadow facilitator Lisa Payne to lead the first sessions of the year and she met with Hythe participants Ed and Jennifer for inspiration. Their love of travel and hobbies involving transportation was the starting point for 'Planes, Trains, Automobiles and Caravans' and the groups enjoyed sharing remembered and imagined journeys using storytelling, writing, drama and song.

The first face to face sessions of 2022 began in February with actor Claire Winsper and singer Pip Bowers. This block was based on Community and inspired by Dover participants Patrick and Patricia. Sessions used movement, singing, soundscapes, storytelling, songwriting and poetry. As there was a strong rhythmic theme to week 5, drummer Perry Melius joined Claire for the session at Dover Zest which the National Academy for Social Prescribing and Arts Council England visited. The block was rounded off with a Street Party session where participants donned their best hats and ate street party classics.

Following on, visual artist Lucy Stockton-Smith joined Zest with the theme of Hands which was inspired by a conversation with Maria from Canterbury Zest and her background in painting Greek icons with highly skilled precision. Throughout the four weeks the groups explored music, line drawing with oil pastels, wire, clay, monoprinting, reflexology, hand yoga and frottage.

In April, visual artist Becky Vincer was welcomed to Zest for the first time. The block followed the theme of Assembly (in both senses, to put together the parts of something and to meet with a group of people) inspired by Whitstable participant Audrey who used to work in a chocolate factory. Throughout the four week block Zest groups explored chocolate tasting, biscuit collage, pennant making and stamp making. In the final session the groups experimented with a mark making production line inspired by different tempos of music.

Following a request from the Whitstable group and with additional funding from Social Enterprise Kent, we invited Lisa Payne and Lucy Stockton-Smith to put on a Jubilee Zest Special across all four groups to celebrate the Queen's Platinum Jubilee. The session, packed with visual art, singing and drama activities was a joyful way for participants to feel included in the national moment of celebration.

The fifth block of the year was an exciting new development working with expert aerialist and circus performer Tina Carter (Airhedz) and Jess Urwin (Dia Dea) dancer, movement psychotherapist, yoga instructor and aerialist. During the block participants were given an introduction to aerial hoop and silks on an aerial rig and other activities included hula hooping, juggling and mark making in response to the physical activities.

Our Summer Specials block was led by Lisa Payne and included playful creative activities exploring movement, singing, collaborative writing and drama exercises. For three weeks participants explored the themes of Desert Island, Seaside and Festivals.

During August Zest was on a summer break. Coordinators continued with their regular companionship calls.

In September we welcomed writer Liz Jennings to Zest. Liz's block, called Poetry of Pop, was based around the poetry of lyrics - each Zest group made their own playlist which subsequent sessions were based on and Liz's writing activities were tailored and structured around the participants' musical tastes.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

In November we began an exciting Zest project collaborating with the University of Kent Computing Department and three artists, writer Caroline Millar, musician Jamie McCarthy and model maker Chloe Chierico. This project brought together a PhD research project about the value of personalised Virtual Reality experiences for people living with dementia with an exploration of Meaningful Places for our participants. Over four weeks, each Zest group worked towards creating content for a model box and soundscape that reflected their collective response to Meaningful Places. The completed VR was experienced by participants in 2023 and observational data was collected to support the PhD research.

In the final three weeks of the year our annual Festivities season began with focusing on what participants are thankful for this year. The highlight was an advent wreath-making activity using mostly natural materials from the woods or seaside in keeping with the majority of the participants' meaningful places explored in the previous sessions. Following on was a crafting week with visual artist Becky Vincer, accompanied by Nina Clark from Musical Walkabout. Participants made Christmas tree decorations and together created a woodland scene out of cardboard animals. Using her musical knowledge, Nina and the groups created a Christmas song playlist for the following week, which was shared on Spotify for any participants who wanted to listen at home. In the final session of the year, the now traditional Christmas Zest session was led as usual by Vicky Field, accompanied by Nina once again. There was lots of jovial singing, poetry writing, Christmas tree decorating, mince pie eating and poignant reflection during the sessions, with each group putting their own stamp on the festive celebration.

During 2022 we provided 168 Zest sessions with 1,297 attendances. Our Coordinators provided 840 contact hours with families taking part in Zest. We asked our participants how they were feeling at the start of Zest sessions and the proportion of participants feeling 'good' or 'great' rose from 45% before Zest sessions to 82% after the sessions. At the same time, the number of participants who felt 'awful' or 'not so good' dropped from 18% to 0%.

Home Grown

After a successful crowdfunding campaign on the Spacehive platform we raised the sufficient funds to reprise our 1-1 at home offer which we had delivered during the national lockdowns in 2020/21. During 2022 we supported 24 families by providing 86 sessions (129 hours) of highly personalised creative opportunities for those who were unable to access Zest or who were having an exceptionally challenging time. Responding to what our beneficiaries needed, some of these sessions were facilitated in pairs or small groups, and we ran some of the sessions in partnership with other specialist organisations including Medway African and Caribbean Association, and Sahara, which supports South East Asian elders in Medway. Participants enjoyed bespoke sessions with writers, musicians, visual artists and theatre-makers, providing stimulation, companionship and 78 hours of short breaks for family carers.

Bright Boxes

In early 2022 we were successful in our application to KCC Arts Service's COMF Build Back Better fund, and were awarded £4,984 to pilot a new subscription service of our redesigned Bright Boxes.

We worked with artists Lisa Payne, Nova Marshall, Lucy Stockton Smith, Emily Watts, Coral Brookes and Rebecca Elves to create four new Bright Boxes. We also had the benefit of working with the marketing and media organisation Bee-Herd to support this project.

The boxes were created with the aim of testing out the potential of reaching people living with dementia who do not have access to regular creative activities such as Zest and to support family members/carers in facilitating meaningful interactions. Each box had a theme (Summer, Village Fete, Summer Holiday and Autumn) and included activities for inspiring word play, mini art projects, storytelling, poetry and more as a tool to spark conversation and explore everyday creativity.

The boxes were sent to 14 families living with dementia across the country in order for us to receive valuable feedback to shape a future regular offering. The pilot showed us that scale is the biggest challenge in terms of sustainability. We also received feedback that as well as use in domestic settings, a product like this could be effectively used and enjoyed within health and care settings. Learning from this, our next step is to create a business plan to deliver this proprietary product with variations for 1-1s and groups at scale.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

Training and Resources Delivery

Bright Shadow was approached by West Kent Housing Association to deliver two training sessions for seventeen members of staff ranging from managers to assistants in April and May; feedback from the client was very positive.

In February The Alzheimer's Society ran three conferences in Ashford, Maidstone and Tunbridge Wells entitled 'Covid and Dementia - Lessons learnt'. We were invited to provide a creative space for people living with dementia who might not want to attend the main part of the conference with their family members. Despite the challenge of cases of Covid, due to having a strong pool of experienced practitioners we were able to deliver an engaging and safe space for 12 people living with dementia, one of whom went on to take part in our Homegrown project.

In March, ADSS (Alzheimer's and Dementia Support Services) asked us to run a programme of four, two hour long sessions for people living with dementia and their loved ones, which was delivered by visual artist Nova Marshall. Musician Emily Watts delivered one-hour long sessions to users of their day centre on an additional four days. We worked with over 50 people during this project.

In October Bright Shadow took part in a Forget Me Nots (self-advocacy group) Event called Living Well with Dementia in Canterbury, as part of the Canterbury Festival, commissioning Lucy Stockton Smith to run a 'My Favourite Things' art activity. The event marked ten years of the Forget Me Nots and was a celebration of their strong commitment to arts practice to support people to live well with dementia and of the creative arts and dementia scene locally.

During this time we also continued our programme of online resources, fulfilling 307 requests for our free of charge Bright Ideas Sheets. A multi-art form suite of video based activity resources remained available on our website.

Organisation

Advisory Group

In 2022 we had two Advisory Group meetings. In March a meeting took place via Zoom, including five participants, three who are living with dementia and two supporters. The meeting was facilitated by Belinda Prescott-Collins from BeeHerd Media and Andrew Dicker from Geobrand who asked some questions about Bright Shadow's branding and carried out some research for our Bright Box and website projects.

The second meeting took place in October and was our first face to face Advisory Group meeting since the onset of the pandemic. Five participants joined the meeting in person and one joined over Zoom. The focus was on our forthcoming website development and we were joined by our newly appointed web development consultants, Geobrand. The aim of this session was to explore how our participants navigate the online world, including their experiences, opinions and understanding of websites. Through touring a variety of websites the consultants gained good insights into what preferences our core audience has. The suggestions from this meeting have been used by Geobrand to create the concept of the website.

Staff

In April Morgan Hanna permanently joined Bright Shadow as a Projects Assistant following a six-month Kickstart placement.

In August we were very sorry to say goodbye to Susan Foster, Hythe Zest Coordinator. Dover Zest Coordinator Marion Betts took on the Hythe role on a permanent basis.

In October we were very sorry to say goodbye to Projects and Administration Coordinator Helen Brierley, who moved on to work in a Finance and Operations role for local arts organisation People United. We were delighted that Helen stayed on in a part-time capacity as Finance Officer for us. Alison Culverwell, Chair of Trustees and Chief Executive Clare Thomas had an 'exit conversation' with Helen, which was positive and helpful.

We were delighted that Projects Assistant, Morgan Hanna, stepped into the role of Acting Projects and Administration Coordinator until the end of March 2023, whilst a review of roles and responsibilities and subsequent staffing restructure took place. Meetings with trustee Vanessa Spink and the core staff team to talk about roles, responsibilities, workload and wellbeing took place, feeding into this process.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

Also adapting to Helen's departure, Steve Turner, Whitstable Zest Coordinator, became our Volunteer Coordinator as of October. This role includes advertising volunteer posts, interviewing and formally onboarding new volunteers for the Zest groups and across the organisation and ensuring that volunteers are supported once in post.

Communications

Having raised the necessary match funding via National Lottery Awards for All, our main focus has been on working with Geobrand on a new website designed in conjunction with participants.

Chair Alison Culverwell was shortlisted as Trustee of the Year at the Kent Charity Awards. Bright Shadow was also shortlisted for two Kent Care Awards in the Dementia and Innovation categories.

Clare Thomas was interviewed twice by BBC Radio Kent. Firstly, as part of Kent Community Foundation's promotional week and secondly with Erika North to talk about the various offerings that Bright Shadow has for those affected by dementia and its impact within the community

In April, Jen Holland and self advocate Keith Oliver finished the final edit of a short film 'Why Zest Matters'. The film features participants of each Zest group explaining why Zest means so much to them and how the regular meetings and creative opportunities improve their wellbeing. The film has been posted to our Vimeo channel and included in our funding applications.

In September, The Baring Foundation published their Every Care Home A Creative Home report, which Chief Executive Clare Thomas contributed to.

Thanks

The Board wishes to acknowledge the dedication and determination of the Bright Shadow team, made up of employees, freelancers and volunteers, who have worked so hard to ensure that our beneficiaries have been so sensitively and effectively supported throughout another pandemic affected year.

Bright Shadow is grateful for the financial support of the following organisations, which have enabled us to deliver our high-quality programmes for people living with or affected by dementia this year:

Age UK Innovation Fund (Kent County Council)
Arts Council England
Asda Foundation
Avison Young
Colyer Fergusson Charitable Trust
Dover District Council
Henry Smith Charity
Hythe Dementia Action Alliance
Kent Community Foundation
Kent County Council
Kent Police
The Lawson Trust
Masonic Charitable Foundation
National Lottery Awards for All
People's Health Trust/The Health Lottery London East
Roger de Haan Charitable Trust
Social Enterprise Kent Wellbeing Fund (Kent County Council)

We would also like to acknowledge the fundraising efforts of London 2022 Marathon runner Emma Harman-Stanford and her team and the kind donations of several generous individual donors who wish to remain anonymous.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

Financial review

Income for the year amounted to £172,482 (2021: £148,453) and expenditure for the year amounted to £166,783 (2021: £169,487). This resulted in a surplus of £5,699 (2021: deficit of £21,035).

Reserves policy

In accordance with the Charity Commission guidance, the Trustees review on a regular basis the level of income reserves that it considers appropriate. At 31 December 2022, the Trustees consider it appropriate to aim to hold unrestricted reserves equivalent to three months' core running costs which is in the region of £30,000 (2021: £30,000) and are actively working towards maintaining unrestricted reserves equivalent to six months' core running costs which is in the region of £60,000. The unrestricted reserves at 31 December 2022 amounted to £18,976 (2021: £32,605).

Pay policy for key management personnel

The Trustees consider that the Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. The key management personnel who are involved in all decision making and responsible for the day to day management of the charity are detailed on page 1. All Trustees give of their time freely and no Trustee received remuneration in the year. The pay of the senior staff is reviewed annually and normally increased in accordance with market rates.

Risk management

The Trustees have examined the major strategic, business and operational risks which the charity faces, and confirm that systems have been established to enable the charity to lessen or mitigate those risks. The key risk to the organisation is the sustained, challenging funding environment facing the charity sector post-pandemic.

To mitigate this risk, the organisation has invested in fundraising support, adding temporary capacity and building skills and resources that can be used into the future. Fundraising for varied programmes and diversifying income streams remains a key priority for the organisation beyond delivering its core programme.

As an already very lean organisation in terms of overheads, there are not many savings to be made, however the whole organisation is focused on driving down expenses wherever possible in ways that do not impact on the quality of provision for our beneficiaries. The Trustees believe that seeking multi-year and core funding alongside project grants is essential to creating a stable platform upon which to build a sustainable future for the charity.

Plans for the future

Bright Shadow is well positioned to grow and develop as a unique provider of multi-art form specialist dementia services rooted in the practice of co-design with participants.

As an organisation we have demonstrated the ability to experiment, work in partnership, and tailor activities to meet enhanced needs, demand and to ensure equity of access. We want to continue to deliver the creative Zest groups that are lifelines for many families, and to extend this opportunity to new underserved areas. We also want to create space to develop new innovative creative opportunities for specialist target groups; this will be a priority once the core programme is secure.

Zest Communities Kent - Providing regular high quality participatory creative sessions to people living with or affected by dementia in the community. These sessions and the community that they support are the foundation of our interconnected wider offer.

Zest Together and Zestival - Celebratory events that showcase the talents and culture of people living with dementia, share good practice and build a wider audience for the high quality original artistic work made in sessions.

Homegrown - The pandemic revealed the need to be able to offer 1-1 sessions to those participants with the greatest need to support confidence and communication, to meet specific access requirements or to reach those at the end of their life. We will continue to build this in as core to our offer going forward.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Plans for the future - Continued

Zest in Care Homes - Building on our fourteen years of experience delivering face to face creative sessions in care homes and following our highly successful Zest via Zoom programme delivered during the pandemic, we will consult homes on an ideal creative programme for residents and staff and fundraise to subsidise this work.

Bright Shadow Training and resources - Providing training and resources in a range of media, including online, for families, care, arts and community organisations on creative approaches to supporting people living with dementia. We will continue to develop the skills and experience of artists wishing to work with people living with dementia and provide leadership within the sector for other organisations aiming to reach this marginalised and vulnerable audience.

Governance and Management

The Trustees of Bright Shadow are responsible for the general control and management of the administration of the charity.

The process of selecting trustees is outlined in the charity's constitution:

- (1) Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.
- (2) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

A role description exists for all trustee roles and any new appointments to the board of trustees must be approved by a resolution of the existing trustees.

Governance and Management

During the year the following were Trustees of the charity:

A Culverwell - Chair	V Spink
A Rabey - Vice Chair	R Mikelyte (Appointed 11/07/2022)
E Taylor - Treasurer	T Brunt (Appointed 11/07/2022)
H Langley	A Morjaria-Kerval (Appointed 11/07/2022)
G Butchard	

Statement of Trustees' Responsibilities

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

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charity
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time

Approved by the Trustees and signed on their behalf by:

A Culverwell
Chair

Date: 23 October 2023

BRIGHT SHADOW

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the Trustees on my examination of the accounts of Bright Shadow for the year ended 31 December 2021 which are set out on pages 9 - 16

Responsibilities and basis of report

As the charity Trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounts records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Mr R G Parry FCA
Magee Gammon
Chartered Accountants

Date: 27 October 2023
Henwood House
Henwood
Ashford
TN24 8DH

BRIGHT SHADOW**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2022**

	Notes	Unrestricted funds £	Restricted funds £	2022 Total £	2021 Total £
Income from:					
Donations		16,711	-	16,711	28,358
Charitable activities:					
Grants	2	12,102	136,088	148,189	120,095
Raising funds:					
Earned income		7,582	-	7,582	-
Total income		<u>36,395</u>	<u>136,088</u>	<u>172,482</u>	<u>148,453</u>
Expenditure on:					
Charitable activities	3	50,024	116,759	166,783	169,487
Total expenditure		<u>50,024</u>	<u>116,759</u>	<u>166,783</u>	<u>169,487</u>
Net movement in funds		<u>(13,629)</u>	<u>19,328</u>	<u>5,699</u>	<u>(21,035)</u>
Funds brought forward 1 January 2022		32,605	38,778	71,383	92,418
Funds carried forward 31 December 2022		<u>18,976</u>	<u>58,106</u>	<u>77,082</u>	<u>71,383</u>

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2022**

COMPARATIVE INFORMATION ONLY	Notes	Unrestricted funds £	Restricted funds £	2021 Total £
Income from:				
Donations		4,070	24,287	28,358
Charitable activities:				
Grants	2	8,000	112,095	120,095
Total income		<u>12,070</u>	<u>136,382</u>	<u>148,453</u>
Expenditure on:				
Charitable activities	3	2,487	167,000	169,487
Total expenditure		<u>2,487</u>	<u>167,000</u>	<u>169,487</u>
Net movement in funds		<u>9,583</u>	<u>(30,618)</u>	<u>(21,035)</u>
Funds brought forward 1 January 2021		23,022	69,369	92,418
Funds carried forward 31 December 2021		<u>32,605</u>	<u>38,778</u>	<u>71,383</u>

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW**BALANCE SHEET
AS AT 31 DECEMBER 2022**

	Notes	2022		2021	
		£	£	£	£
Fixed assets					
Tangible assets	6		1,035		2,017
Current Assets					
Debtors	7	3,145		922	
Cash at bank and in hand		<u>76,644</u>		<u>75,366</u>	
		79,789		76,287	
Creditors: amounts falling due within one year	8	<u>(3,743)</u>		<u>(7,932)</u>	
Net current assets			76,046		68,355
Net assets			<u>77,082</u>		<u>70,372</u>
Funds					
Restricted funds	9		58,106		34,458
Unrestricted funds			<u>18,976</u>		<u>35,914</u>
	10		<u>77,082</u>		<u>70,372</u>

Approved by the Board of Trustees on **23 October 2023** and signed on their behalf by:

E Taylor - Treasurer

A Culverwell - Chair

The notes on pages 12 to 16 form part of these accounts.

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies

1.1 Basis of preparation

Bright Shadow is a registered charity with the Charity Commission in the United Kingdom. The address of the registered office is given in the charity information on page 1 of these financial statements. The nature of the charity's operations and principal activities detailed in the Trustees' Annual Report on page 2 under the heading 'Objectives and activities'.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK (FRS 102) issued on 16 July 2014 as amended by Bulletin 1, the Financial Reporting Standard applicable in the United Kingdom (FRS 102), the Charities Act 2011, and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

1.2 Funds accounting

Unrestricted general funds are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Restricted funds are funds that can only be used for particular restricted purposes within the objects of the charity. Restriction arises when specified by the donor or when funds are raised for particular restricted purposes.

1.3 Income

All income is included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income including donations is included in full in the Statement of Financial Activities when receivable.
- Grant income is included in the Statement of Financial Activities when receivable.
- Income from attendees is included in the Statement of Financial Activities when receivable.

1.4 Expenditure

Expenditure is accounted for on an accruals basis. The irrecoverable element of VAT is included with the item of expense to which it relates.

1.5 Support costs allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

1.6 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Expenditure on items below £500 is not capitalised. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment

25% straight line

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

1 Accounting policies (cont'd)

1.7 Debtors and creditors receivable / payable within one year

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

1.8 Tax

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

1.9 Going concern

The financial statements have been prepared on a going concern basis as the Trustees believes that no material uncertainties exist. The Trustees has considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

1.10 Judgements and key sources of estimation uncertainty

Accounting estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no areas of judgment or key estimations.

2 Grants receivable	2022	2021
	£	£
Age UK	9,928	-
Arts Council England	1,399	8,941
Avison Young	2,469	-
Canterbury City Council	-	5,700
Colyer Fergusson Charitable Trust	30,000	25,000
Dover District Council	3,254	1,700
Henry Smith Foundation	10,000	-
Hythe Dementia Action Alliance	1,500	-
Kent County Council (KCC)	4,984	6,871
Kent Community Foundation (National Emergency Trust)	33,655	19,250
Lawson Trust	10,000	-
Masonic Charitable Foundation	5,000	-
National Lottery Community Fund	9,290	36,414
People's Health Trust	-	3,910
Roger De Haan Charitable Trust	5,000	5,000
Social Enterprise Kent	13,625	3,783
Your Leisure	7,500	-
Other	1,596	3,526
	<u>149,200</u>	<u>120,095</u>

3.1 Expenditure

	Staff costs	Direct costs	Support	2022	2021
	£	£	£	Total	Total
				£	£
Charitable activities	<u>67,468</u>	<u>68,288</u>	<u>31,028</u>	<u>166,783</u>	<u>169,487</u>

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

3.2 Support costs	2022	2021
	£	£
Rent and room hire	4,140	1,542
Staff training and welfare	1,928	1,669
Travel and accomodation	7,674	1,951
Printing, postage and telephone	2,286	3,124
Advertising and marketing	8,269	8,122
Insurance	871	791
Computer costs	2,974	2,105
Depreciation of tangible fixed assets	982	-
Governance costs		
Accountancy - Independent examination	1,200	1,200
Book-keeping	703	3,699
	<u>31,028</u>	<u>24,204</u>

4 Staff costs and emoluments

The average number of employees during the period was 7 (2021: 8)

There are no employees with emoluments above £60,000 (2020: none).

	2022	2021
	£	£
Gross wages	66,446	67,479
Pension costs	1,022	809
	<u>67,468</u>	<u>68,288</u>

The remuneration to the senior management team totalled £24,899 (2021: £24,182).

5 Trustees remuneration and reimbursed expenses

The Trustees consider the board of Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. As detailed above, no Trustees received remuneration during the year and no trustees were reimbursed expenses (2021: none)

6 Tangible Assets	Computer equipment £
Cost	
As at 1 January 2022	3,926
Additions	-
As at 31 December 2022	<u>3,926</u>
Depreciation	
As at 1 January 2022	1,909
Charge for the year	982
As at 31 December 2022	<u>2,891</u>
Net book value	
As at 31 December 2022	<u>1,035</u>
As at 31 December 2021	<u>2,017</u>

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

7 Debtors	2022	2021
	£	£
Trade debtors	60	-
Gift aid recoverable	2,725	-
Prepayments	360	1,932
	<u>3,145</u>	<u>1,932</u>

8 Creditors: amounts falling due within one year	2022	2021
	£	£
Trade creditors	734	4,661
Accruals	1,740	2,180
Other creditors	1,269	1,092
	<u>3,743</u>	<u>7,932</u>

9 Restricted funds	As at 1 January 2021	Income	Expenditure	As at 31 December 2022
2021	£	£	£	£
Zest Canterbury	3,286	18,650	(14,998)	6,937
Zest Dover	5,521	33,658	(32,241)	6,937
Zest Whitstable	3,286	21,119	(17,467)	6,937
Zest Hythe	3,286	29,404	(23,669)	9,021
Organisation development	4,320	18,345	(4,320)	18,345
Bright Boxes	-	4,984	(4,984)	-
Zest Together	1,250	-	(1,250)	-
1-to-1's	17,830	3,888	(17,830)	3,888
Picture This	-	6,040	-	6,040
	<u>38,778</u>	<u>136,088</u>	<u>(116,759)</u>	<u>58,106</u>

2021	As at 1 January 2021	Income	Expenditure	As at 31 December 2021
	£	£	£	£
Zest Canterbury	4,789	18,012	(19,515)	3,286
Zest Dover	4,144	31,762	(30,385)	5,521
Zest Whitstable	4,789	24,588	(26,091)	3,286
Zest Hythe	4,144	24,889	(25,748)	3,286
Organisation development	1,728	18,032	(15,440)	4,320
Artist development	1,172	-	(1,172)	-
Zest Together	1,250	-	-	1,250
Zest 1-to-1	-	19,100	(1,270)	17,830
Zest at Home	47,380	-	(47,380)	-
	<u>69,396</u>	<u>136,382</u>	<u>(167,000)</u>	<u>38,778</u>

Objectives of restricted funds

Artists' Training/Development

Providing intensive training, support and supervision for arts professionals wishing to work with participants living with dementia in community or care home group settings; specifically sharing Bright Shadow's unique creative practice.

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

9 Restricted funds, Objective of restricted funds (cont'd)

Zest Canterbury, Dover, Whitstable, Hythe	Providing weekly artist-facilitated participatory creative sessions for people living with or affected by dementia in four community locations. These were previously included under the heading of Zest Communities, and therefore have been split in the reallocation column.
Zest Together	A celebratory event for Zest participants, their families and the wider community, showcasing the creative achievements of people living with dementia.
Zest at Home	Responding to the Covid-19 pandemic by providing creative activities that people living with or affected by dementia could take part in from their home or care home. This included live and recorded creative sessions delivered on video conferencing platforms, via the telephone and our website; socially distanced 1-1 sessions when safe to do so; activity sheets and resources sent via the post and email and companionship phone calls and video conferences.
1-to-1	Delivery of creative 1 to 1 sessions for members of the community in a Covid-safe way at the participant's home or Care Home. Sessions will be adapted for participants according to their needs.
Picture This	A short, specialist writing and photography course for people living with dementia, which aims to build the skills and confidence for participants to make everyday creativity a natural part of daily life in order to boost cognition, connection and wellbeing.
Bright Boxes	Stimulating activity packs designed for use at home and in the community by people living with and affected by dementia that support stimulation and relationships.
Organisational Development	Investing in expert support with areas such as strategic planning, research, communications, website development, fundraising and project management to strengthen Bright Shadow's programmes and underpin growth for the future.

10 Analysis of net assets between funds

	Tangible fixed assets	Net current assets	Total
2022	£	£	£
Unrestricted funds	1,035	17,940	18,976
Restricted funds	-	58,106	58,106
	<u>1,035</u>	<u>76,047</u>	<u>77,082</u>
2021	£	£	£
Unrestricted funds	2,017	30,588	32,605
Restricted funds	-	38,778	38,778
	<u>2,017</u>	<u>69,366</u>	<u>71,383</u>

11 Related party transactions

There were no related party transactions in the year (2021: none).

BRIGHT SHADOW

England & Wales - Charity number 1171042

Accounts

BRIGHT SHADOW
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

Charity No. 1171042 (England and Wales)

BRIGHT SHADOW

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BRIGHT SHADOW

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	A Culverwell A Rabey E Taylor H Langley G Butchard V Spink
Charity Number	1171042
Key Management Personnel	C Thomas
Principal Address	Beach House Beach Street Herne Bay CT6 5PT
Independent Examiner	M A Wilkes FCA Azets Audit Services Limited Greytown House 221 - 227 High Street Orpington Kent BR6 0NZ
Bankers	The Co-operative Bank 26 Military Road Chatham ME4 4JX

BRIGHT SHADOW

REPORT OF THE TRUSTEES

The Trustees present their report and examined financial statements of the charity for the year ended 31 December 2021. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK published on 16 July 2014, as amended by bulletin 1.

Public Benefit Statement

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Trust's aims and objectives and in planning future activities.

Objectives and Activities

Bright Shadow was established in 2009. Our mission is to use the power of creativity to enable people living with, or affected by dementia, to live well & thrive.

We achieve this mission through:

- Delivering high quality creative sessions in the community for people living with dementia and their friends and family.
- Delivering high quality creative sessions in care homes for people living with dementia.
- Delivering training and resources for care, arts and community organisations on creative approaches to supporting people living with dementia.
- Advocating for more creativity in the care of older people and people living with dementia.

We are one of a small number of UK arts organisations at the forefront of the dementia positive movement. We take an immersive arts-based approach, enabling participants with cognitive and/or sensory impairments to engage in a range of accessible ways. We actively encourage the use of the imagination and meet people in their creative mind-space, validating their experience of life in the present moment.

We undertake continuous monitoring and evaluation, including by expert external researchers to ensure that we are constantly learning and developing our practice, and to measure our impact.

We work towards the following results:

- People living with dementia and those affected by dementia are living happy, meaningful, active lives in the community.
- People living with dementia and those affected by dementia are able to reach their potential, and to have high levels of wellbeing.
- People living with dementia living in care home settings have access to meaningful cultural activities that can boost their wellbeing.
- Care, arts, community and faith organisations are better equipped to meet the needs and unlock the potential of people with a dementia, and those who are affected by it.

Our core beneficiaries are either those living with dementia or a family carer of someone with dementia. We work with people at all stages of their dementia journey, sometimes until the end of their life, and in many cases with the bereaved relatives afterwards. People living with dementia may face multiple impairments and complex disability. Due to the care demands of someone living at home with dementia, many families face economic hardship and many significant day to day challenges, both practical and emotional. Many people affected by dementia report feeling isolated and excluded from mainstream activities.

People who have dementia and who live in a care home have little access to high quality arts and cultural activities and their opportunities for meaningful social interaction and cognitive stimulation are heavily dependent on the quality of care provided.

Our training and advocacy work aims to support people living with dementia and their supporters to design and access creativity in the community and in care settings, and as such reaches a wide variety of people in diverse organisations in our local Kent community and nationally.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Charitable objectives for public benefit

In setting our objectives and planning our activities our Trustees have given careful consideration to the Charity Commission's general guidance on public benefit.

Achievements and Performance in the Year

Zest creative sessions in the community

At the start of 2021, we were still delivering our Zest Communities programme online, due to a third national lockdown. We began our arts programme for the year with puppeteer and director Laura Cubitt leading Journeyming through Puppetry, inspired by a conversation between Laura and participant Ian from the Dover group about how he enjoys and misses making journeys. Participants enjoyed an introduction to puppetry using both household objects and making simple paper puppets during the session. Laura was joined by two guest artists including fellow professional puppeteer Ben Thompson who gave a magical demonstration with several of his own puppets and musician Jamie McCarthy who provided a live improvised violin score to the stories created by the groups. In 2021, we provided 4,654 high quality contacts with people living with or affected by dementia.

"Thank you, Zest is a real lifesaver in these lockdown times. You manage to get incredibly talented leaders. My husband always finds the sessions interesting and is always cheery and buzzing afterwards."

Following on from Laura, dancer and theatre-maker Nick Lawson led a block of sessions called Our Islands, which was inspired by a conversation with participant David from Canterbury Zest about how playing the piano feels like home to him, and of his love of the popular Radio 4 programme Desert Island Discs. With Nick, the groups shared some of the things that have been a comfort whilst we spent enforced time at home during lockdowns including favourite music, clothes, animals and food.

14th April 2021 marked one year since we first delivered Zest on Zoom, by which time we had run over 500 sessions in care homes, our community groups, 1-1s and other social activities. It therefore seemed fitting that this was our final week of Zest on Zoom with each group having a one-off session of Laughter Yoga with artist Barry Skyes.

After Easter we returned to face-to-face Zest sessions in all locations (Canterbury, Whitstable, Dover and Hythe) with a very thorough Covid-19 risk assessment and safety procedures in place, with some of our venues opening for our sole use. It is a huge credit to our four Zest Coordinators that we did not lose contact with a single participant family during the pandemic, and nearly everyone from all the groups returned to face-to-face Zest sessions, even those that didn't attend Zoom sessions or 121s. Many people commented that Zest Zoom sessions and the weekly phone calls they'd had from their Group Coordinator had kept them going or 'been the highlight of their week' during the pandemic.

Actor, writer and producer Lisa Payne and visual artist Nova Marshall led our first set of face-to-face sessions called Turning Tides based on a conversation with participant Tony from the Hythe Zest group and his lifelong love of the sea and sailing. This was followed by 'Ways of Being' with dancer/musician David Leahy and dancer/choreographer Marie Forbes, inspired by a conversation with Brian from the Canterbury Zest group and his love of music and how he responds to listening to music. Throughout the 6 weeks the groups revisited a piece of choreography each week and built on it, explored different ways of listening and looking and filmed themselves using small handheld cameras. Each group created a film during the block.

"Thank you for welcoming me yesterday. It is quite an effort to get ready for my visit to the Zest meeting, (getting in and out of a taxi and walking in the Zest meeting room). I do appreciate the time I spend at Zest and I find it really worth while making an effort to be with you. Thank you for all your emails and putting me in touch with all things about Zest."

We called our summer block Zestival as we worked with a variety of artists so that each week was different, giving a festival feel. This gave participants the opportunity to experience a range of art forms and for us to work with some new artists and in some new ways, including working in partnership with Stream Walk Community Garden, Whitstable, to offer outdoor Zest sessions. Over the course of the Zestival we worked with gardeners, actors, fine artists, writers, poets, a conservationist and a drummer/percussionist.

"Just wanted to say how much M enjoyed Zest this afternoon, it was a fun session. We always look forward to Thursday afternoons, we do appreciate all you do for us."

Our autumn block, Waterlust was led by visual artist Jo Dyer from Animate Arts and was inspired by Betty and Fred Turner and their lifelong love of being near and in water. Jo worked with the groups to explore their water-based recollections and to create the props, models and scenery that was used to make a stop frame animation film.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

In the run up to Christmas we again worked with different artists each week to 'Celebrate the Season.' Participants enjoyed drama, music, visual art and a very special reflective and celebratory final session of the year led by writer Victoria Field and musician Emily Watts.

"Coming here makes me happy. Being at the Zest session with all of you."

Zest at Home

During the first part of 2021 we built on our pilot programmes of the previous pandemic year and continued to extend our Zest at Home programme, funded by DCMS/National Lottery Community Fund. We offered four key strands:

Zest sessions delivered via Zoom for Care Home residents and staff; 1-1 sessions in people's homes; Families Reunited (connecting people separated via lockdowns through creative projects) and four new Zest Community group sessions across Kent, delivered via Zoom.

Zest on Zoom for Care Home Residents

The sessions for care homes involved us sending a parcel of sensory props in advance for the residents to use during sessions with support from staff. Whilst we would not usually have designed a programme delivered remotely in this way for this audience, the pandemic required us to be experimental and the results were much better than we could have anticipated, opening up new possibilities for the future.

"I think the story telling has gone down particularly well as all residents take part and seem to really get into the idea of telling a story and adding their own ideas. I'd recommend Bright Shadow to any other homes. Our facilitator Emily has been brilliant."

"The sessions have been absolutely fantastic. It is always good to have input from someone other than our usual team, and we have been surprised at times about how the residents have become involved in ways we didn't expect."

"Everyone who took part has said how much they have enjoyed our sessions with you."

"We have been inspired to organise our own 'virtual trips' as well – we went to Portugal and had tapas and home-made sangria afterwards! We also did an exercise session by taking the idea of chair Morris Dancing and making up more moves. We had bells around our ankles so we could incorporate foot movements and used brightly coloured chiffon scarves. So, you can see that these sessions go far beyond the hour we spend with the lovely Emily."

1-1s

Building on the success of the sessions we delivered during the first national lockdown in 2020, in people's gardens, on their doorsteps and over the phone, we continued to offer this highly personalised creative opportunity to those who were unable to access Zest on Zoom or later, our face-to-face offer. Participants enjoyed bespoke sessions with writers, musicians and theatre-makers, providing stimulation, companionship and short breaks for family carers.

We conducted a successful Crowdfunding campaign on the Spacehive platform, to be able to continue to deliver 1-1 sessions for participants in 2022.

Families Reunited

In this deeply moving strand of our work, we connected family members separated by national lockdowns and/or other Covid-19 restrictions in bespoke creative projects developed over several sessions delivered via the video conferencing platform Zoom. Families worked together on an outcome, such as a film or visual artwork.

"You were very much part of my Dad's life in the last few weeks...The time we spent with you in the three sessions that you did with us were extraordinarily special. It gave him such joy and happiness, talking about his beloved J, whilst also letting conversations happen, that might not have happened otherwise, and I will forever be grateful for that...[the film] is absolutely amazing, it is so personal... It really is so, so special."

New Groups reaching Underserved Communities

Again, building on our experience of delivering Zest on Zoom and reaching out to new audiences on this platform over the recent months, we formed partnerships with:

- | | |
|--|-------------------------|
| •Medway African and Caribbean Association | •Tenterden Social Hub |
| •Alzheimer's and Dementia Support Services (Gravesham) | •Age UK Tunbridge Wells |

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

We worked with an expanded pool of artists to deliver this programme, providing training and coaching to ensure quality and accessibility at all times. Working in partnership enabled us to reach out to a wider geographic area across Kent and to underserved communities of different types. The groups generally brought together people who did not previously know one another, creating a sense of community and reducing feelings of isolation at an extremely difficult time. All our partners are keen to see these groups develop into regular face to face sessions in time.

Training and Resources Delivery

This was of course heavily impacted by the pandemic as our face-to-face training programme was paused. However, we significantly extended our online resources, with a raft of new activity videos for people to do from home as well as our downloadable activity sheets. We also fulfilled 312 requests for our free of charge Bright Ideas Sheets.

Organisation

An Advisory Group meeting took place on the 3rd February, attended by representatives of all four Zest Communities groups. The meeting was also attended by external evaluator Dr Rasa Mikelyte, who led the main part of the session, following on from our first meeting last year. It was agreed that the three main lines of inquiry for the peer-led Zest evaluation will be:

- Looking at our strengths-based approach – why is that key to our enjoyment of Zest?
- How does Zest remove stigma, and create a space to be yourself?
- What is the health and wellbeing ripple effect of Zest?

We continued to work closely with a wide range of partners, including, in addition to our Zest at Home delivery partners, Your Leisure, Social Enterprise Kent, Kent County Council, East Kent Hospitals University NHS Foundation Trust, Kent and Medway NHS Partnership Trust, meeting with other charities, arts organisations and funders and attending local Dementia Action Alliance meetings.

In line with sector-wide recruitment challenges we were unable to appoint anyone to the new post of Fundraising and Communications Manager and so Trustees took the decision to invest some of our core funding and reserve into a fixed period of 20 days of fundraising support from an external consultant.

During the year, the contracts of temporary staff who had been appointed with emergency funding to deliver Zest at Home came to an end and we welcomed Morgan Hanna on a Kickstart placement.

Chief Executive Clare Thomas and Trustees carefully considered issues of Equity, Diversity and Inclusion in our organisation and committed to delivering training for staff and making it a standing agenda item at board meetings, with a view to closely monitoring our developmental work in this area in subsequent years. Whilst equality is a core value of our organisation and we are proactive about tackling inequalities through our approach to recruitment, programming artists, audience development and partnerships, we recognise that we can continue to develop our work in this area.

In recognition of her work to develop and promote disability arts, Chief Executive Clare Thomas was approached by and admitted as a Fellow of the RSA.

Communications

Our communications continued to strengthen, with increasing social media presence, being shortlisted in the Disability and Mental Health Charity of the Year award at the Kent Charity Awards and In September, a case study on our work in care homes during the pandemic was included in a NAPA publication 'Arts and Culture in Every Care Home?'.

Funded by a Kent County Council Strategic Recovery Grant, we appointed leading communications agency Geobrand to work with us on a new digital communications strategy, due March 2022.

In April we ran a well-attended online event, 'Dementia, Creative Arts & Wellbeing: an introduction to Bright Shadow'. The event featured Clare Thomas, Dr Rasa Mikelyte, writer Vicky Field, Zest Group Coordinator Susan Foster and Malcolm and Annalies, a participant couple from Zest Hythe.

Thanks

The Board wishes to acknowledge the dedication and determination of the Bright Shadow team, made up of permanent and temporary employees, freelancers and volunteers, who, despite their own challenging circumstances have worked so hard to ensure that our beneficiaries have been as well supported as possible throughout this second pandemic year.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

Bright Shadow is grateful for the support of the following organisations, which have enabled us to deliver our high-quality programmes for people living with or affected by dementia this year:

Arts Council England (Thriving Communities)	Kent County Council
Canterbury City Council	National Lottery Community Fund
Colyer Fergusson Charitable Trust	People's Health Trust/The Health Lottery London East
Hythe Dementia Action Alliance	Roger de Haan Charitable Trust
Kent Community Foundation	

We would also like to acknowledge the kind support of The Whitstable Oyster Singers, Dover Rotary Club and many generous individual donors who wish to remain anonymous.

Financial review

Income for the year amounted to £148,453 (2020: £181,588) and expenditure for the year amounted to £169,487 (2020: £121,652). This resulted in a deficit of £21,035 (2020: surplus of £59,936).

Reserves policy

In accordance with the Charity Commission guidance, the Trustees review on a regular basis the level of income reserves that it considers appropriate. At 31 December 2021, the Trustees consider it appropriate to aim to hold unrestricted reserves equivalent to three months' core running costs which is in the region of £30,000 (2020: £9,000) and are actively working towards maintaining unrestricted reserves equivalent to six months' core running costs which is in the region of £60,000. The unrestricted reserves at 31 December 2021 amounted to £32,605 (2020: £23,022).

Pay policy for key management personnel

The Trustees consider that the Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. The key management personnel who are involved in all decision making and responsible for the day to day management of the charity are detailed on page 1. All Trustees give of their time freely and no Trustee received remuneration in the year. The pay of the senior staff is reviewed annually and normally increased in accordance with market rates.

Risk management

The Trustees have examined the major strategic, business and operational risks which the charity faces, and confirm that systems have been established to enable the charity to lessen or mitigate those risks. The key risk to the organisation is the sustained, challenging funding environment facing the charity sector post-pandemic.

To mitigate this risk, the organisation has already invested in fundraising support, adding temporary capacity and building skills and resources that can be used into the future. Fundraising and diversifying income streams has been made the key priority for the organisation beyond delivering its core programme, with a Kent County Council Covid-19 Recovery grant being secured to pilot a new subscription activity/wellbeing Bright Box service and the delivery of several small contracts on behalf of larger partner organisations ADSS and the Alzheimer's Society.

As an already very lean organisation in terms of overheads, there are not many savings to be made, however the whole organisation is focused on driving down expenses wherever possible in ways that do not impact on the quality of provision for our beneficiaries. The Trustees believe that seeking multi-year and core funding alongside project grants is essential to creating a stable platform upon which to build a sustainable future for the charity.

Plans for the future

Bright Shadow is well positioned to grow and develop its services as we emerge from the pandemic. As an organisation we have demonstrated the ability to experiment, work in partnership, and tailor activities to meet enhanced needs, demand and to ensure equity of access. We want to continue to deliver the creative Zest groups that are lifelines for many families, and to extend this opportunity to new underserved areas. We also want to create space to develop new innovative creative opportunities for specialist target groups; this will be a priority once the core programme is secure.

Zest Communities Kent - Providing regular high quality participatory creative sessions to people living with or affected by dementia in the community and sharing the creative outputs of those sessions widely in diverse communities.

Zest Together and Zestival - Celebratory events that showcase the talents and culture of people living with dementia and build a wider audience for the high quality original artistic work made in sessions.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Plans for the future - Continued

Zest 1-1s - The pandemic revealed the need to be able to offer 1-1s to those participants with the greatest need to support confidence re-building, meet access requirements or reach those at the end of their life. We will continue to build this in as core to our offer going forward.

Zest on Demand - Building on our pandemic response, we will continue to offer a range of accessible creative activities via our website, social media platforms and video conferencing where appropriate.

Zest in Care Homes - Building on our fourteen years of experience delivering face to face creative sessions in care homes and following our highly successful Zest via Zoom programme delivered during the pandemic, we will consult homes on an ideal creative programme for residents and staff and fundraise to subsidise this work.

Bright Shadow Training - Providing training and resources in a range of media for families, care, arts and community organisations on creative approaches to supporting people living with dementia. We will continue to develop the skills and experience of artists wishing to work with people living with dementia and provide leadership within the sector for other organisations aiming to reach this marginalised and vulnerable audience.

Governance and Management

The Trustees of Bright Shadow are responsible for the general control and management of the administration of the charity.

The process of selecting trustees is outlined in the charity's constitution:

(1) Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

(2) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

A role description exists for all trustee roles and any new appointments to the board of trustees must be approved by a

Governance and Management

During the year the following were Trustees of the charity:

A Culverwell - Chair	H Langley
A Rabey	G Butchard
E Taylor	V Spink

Statement of Trustees' Responsibilities

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

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charity
- state whether applicable accounting standards have been followed, subject to any material departures disclosed

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time

Approved by the Trustees and signed on their behalf by:

A Culverwell
Chair

Date: 13 May 2022

BRIGHT SHADOW

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the Trustees on my examination of the accounts of Bright Shadow for the year ended 31 December 2021 which are set out on pages 9 - 16

Responsibilities and basis of report

As the charity Trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounts records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

M A Wilkes FCA
Azets Audit Services

16 May 2022
Greytown House
221 - 227 High Street
Orpington
Kent BR6 0NZ

BRIGHT SHADOW**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2021**

	Notes	Unrestricted funds £	Restricted funds £	2021 Total £	2020 Total £
Income from:					
Donations		4,070	24,287	28,358	6,256
Charitable activities:					
Grants	2	8,000	112,095	120,095	174,332
Raising funds:					
Earned income		-	-	-	1,000
Total income		12,070	136,382	148,453	181,588
Expenditure on:					
Charitable activities	3	2,487	167,000	169,487	121,652
Total expenditure		2,487	167,000	169,487	121,652
Net movement in funds		9,583	(30,618)	(21,035)	59,936
Funds brought forward 1 January 2021		23,022	69,396	92,418	32,482
Funds carried forward 31 December 2021		32,605	38,778	71,383	92,418

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2021**

COMPARATIVE INFORMATION ONLY	Notes	Unrestricted funds £	Restricted funds £	2020 Total £
Income from:				
Donations		5,756	500	6,256
Charitable activities:				
Grants	2	10,013	164,319	174,332
Raising funds:				
Income from attendees		1,000	-	1,000
Total income		<u>16,769</u>	<u>164,819</u>	<u>181,588</u>
Expenditure on:				
Charitable activities	3	11,057	110,595	121,652
Total expenditure		<u>11,057</u>	<u>110,595</u>	<u>121,652</u>
Net income before transfers		<u>5,712</u>	<u>54,224</u>	<u>59,936</u>
Transfers		-	-	-
Net movement in funds		<u>5,712</u>	<u>54,224</u>	<u>59,936</u>
Funds brought forward 1 January 2020		17,310	15,172	32,482
Funds carried forward 31 December 2020		<u>23,022</u>	<u>69,396</u>	<u>92,418</u>

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW**BALANCE SHEET
AS AT 31 DECEMBER 2021**

	Notes	2021		2020	
		£	£	£	£
Fixed assets					
Tangible assets	6		2,017		1,673
Current Assets					
Debtors	7	1,932		280	
Cash at bank and in hand		<u>75,366</u>		<u>94,319</u>	
		77,298		94,599	
Creditors: amounts falling due within one year	8	<u>(7,932)</u>		<u>(3,854)</u>	
Net current assets			69,366		90,745
Net assets			<u>71,383</u>		<u>92,418</u>
Funds					
Restricted funds	9		38,778		69,396
Unrestricted funds			<u>32,605</u>		<u>23,022</u>
	10		<u>71,383</u>		<u>92,418</u>

Approved by the Board of Trustees on **13 May 2022** and signed on their behalf by:

E Taylor - Treasurer

A Culverwell - Chair

The notes on pages 12 to 16 form part of these accounts.

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies

1.1 Basis of preparation

Bright Shadow is a registered charity with the Charity Commission in the United Kingdom. The address of the registered office is given in the charity information on page 1 of these financial statements. The nature of the charity's operations and principal activities detailed in the Trustees' Annual Report on page 2 under the heading 'Objectives and activities'.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK (FRS 102) issued on 16 July 2014 as amended by Bulletin 1, the Financial Reporting Standard applicable in the United Kingdom (FRS 102), the Charities Act 2011, and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

1.2 Funds accounting

Unrestricted general funds are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Restricted funds are funds that can only be used for particular restricted purposes within the objects of the charity. Restriction arises when specified by the donor or when funds are raised for particular restricted purposes.

1.3 Income

All income is included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income including donations is included in full in the Statement of Financial Activities when receivable.
- Grant income is included in the Statement of Financial Activities when receivable.
- Income from attendees is included in the Statement of Financial Activities when receivable.

1.4 Expenditure

Expenditure is accounted for on an accruals basis. The irrecoverable element of VAT is included with the item of expense to which it relates.

1.5 Support costs allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

1.6 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Expenditure on items below £500 is not capitalised. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment

25% straight line

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting policies (cont'd)

1.7 Debtors and creditors receivable / payable within one year

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

1.8 Tax

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

1.9 Going concern

The financial statements have been prepared on a going concern basis as the Trustees believes that no material uncertainties exist. The Trustees has considered the level of funds held, the potential impact of COVID-19 and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

1.10 Judgements and key sources of estimation uncertainty

Accounting estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no areas of judgment or key estimations.

2 Grants receivable	2021	2020
	£	£
Arts Council England	8,941	12,589
Canterbury City Council	5,700	6,150
Charities Aid Foundation	-	4,184
Colyer Fergusson Charitable Trust	25,000	15,000
Dover District Council	1,700	-
Kent County Council (KCC)	6,871	6,871
Kent Community Foundation (National Emergency Trust)	19,250	13,000
National Lottery Community Fund	36,414	84,188
Overstone Trust	-	2,500
Pargiter Trust	-	10,000
People's Health Trust	3,910	13,684
Roger De Haan Charitable Trust	5,000	5,000
Social Enterprise Kent	3,783	-
Tesco	-	1,166
Other	3,526	-
	<u>120,095</u>	<u>174,332</u>

3.1 Expenditure

	Staff costs	Direct costs	Support	2021	2020
	£	£	£	Total	Total
	£	£	£	£	£
Charitable activities	<u>66,441</u>	<u>77,939</u>	<u>25,107</u>	<u>169,487</u>	<u>121,652</u>

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

3.2 Support costs	2021	2020
	£	£
Rent and room hire	1,542	2,079
Staff training and welfare	1,669	1,666
Travel and accommodation	1,951	970
Printing, postage and telephone	3,124	2,408
Advertising and marketing	8,122	4,406
Insurance	791	660
Computer costs	2,105	2,819
Depreciation of tangible fixed assets	904	670
Governance costs		
Accountancy - Independent examination	1,200	516
Book-keeping	3,699	4,200
	<u>25,107</u>	<u>20,394</u>

4 Staff costs and emoluments

The average number of employees during the period was 8 (2020: 8)

There are no employees with emoluments above £60,000 (2020: none).

	2021	2020
	£	£
Gross wages	65,632	58,739
Pension costs	809	604
	<u>66,441</u>	<u>59,343</u>

The remuneration to the senior management team totalled £24,182 (2020: £24,182).

5 Trustees remuneration and reimbursed expenses

The Trustees consider the board of Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. As detailed above, no Trustees received remuneration during the year and no trustees were reimbursed expenses (2020: none)

6 Tangible Assets

	Computer equipment
	£
Cost	
As at 1 January 2021	2,678
Additions	1,248
As at 31 December 2021	<u>3,926</u>
Depreciation	
As at 1 January 2021	1,005
Charge for the year	904
As at 31 December 2021	<u>1,909</u>
Net book value	
As at 31 December 2021	<u>2,017</u>
As at 31 December 2020	<u>1,673</u>

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

7 Debtors	2021	2020
	£	£
Prepayments	1,932	280
	<u>1,932</u>	<u>280</u>

8 Creditors: amounts falling due within one year	2021	2020
	£	£
Trade creditors	4,661	1,460
Accruals	2,180	1,041
Other creditors	1,092	1,353
	<u>7,932</u>	<u>3,854</u>

9 Restricted funds	As at 1 January 2021	Income	Expenditure	As at 31 December 2021
	£	£	£	£
2021				
Zest Canterbury	4,789	18,012	(19,515)	3,286
Zest Dover	4,144	31,762	(30,385)	5,521
Zest Whitstable	4,789	24,588	(26,091)	3,286
Zest Hythe	4,144	24,889	(25,748)	3,286
Organisation development	1,728	18,032	(15,440)	4,320
Artist development	1,172	-	(1,172)	-
Zest Together	1,250	-	-	1,250
Zest 1-to-1	-	19,100	(1,270)	17,830
Zest at Home	47,380	-	(47,380)	-
	<u>69,396</u>	<u>136,382</u>	<u>(167,000)</u>	<u>38,778</u>

2020	As at 1 January 2020	Income	Expenditure	As at 31 December 2020
	£	£	£	£
Zest Canterbury	429	19,211	(14,851)	4,789
Zest Dover	10,313	16,711	(22,880)	4,144
Zest Whitstable	2,568	32,895	(30,674)	4,789
Zest Hythe	429	17,211	(13,496)	4,144
Organisational Development	-	3,600	(1,872)	1,728
Artist Development	-	2,443	(1,271)	1,172
Zest Together	1,433	3,570	(3,753)	1,250
Zest at Home	-	69,177	(21,797)	47,380
	<u>15,172</u>	<u>164,819</u>	<u>(110,595)</u>	<u>69,396</u>

Objectives of restricted funds

Artists' Training/Development

Providing intensive training, support and supervision for arts professionals wishing to work with participants living with dementia in community or care home group settings; specifically sharing Bright Shadow's unique creative practice.

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

9 Restricted funds, Objective of restricted funds (cont'd)

Zest Canterbury, Dover, Whitstable, Hythe	Providing weekly artist-facilitated participatory creative sessions for people living with or affected by dementia in four community locations. These were previously included under the heading of Zest Communities, and therefore have been split in the reallocation column.
Zest Together	A celebratory event for Zest participants, their families and the wider community, showcasing the creative achievements of people living with dementia.
Zest at Home	Responding to the Covid-19 pandemic by providing creative activities that people living with or affected by dementia could take part in from their home or care home. This included live and recorded creative sessions delivered on video conferencing platforms, via the telephone and our website; socially distanced 1-1 sessions when safe to do so; activity sheets and resources sent via the post and email and companionship phone calls and video conferences.
Zest 1-to-1	Delivery of 6 creative 1 to 1 sessions for 16 members of the community in a Covid-safe way at the participant's home or Care Home. Sessions will be adapted for participants according to their needs.
Organisational Development	Investing in expert support with areas such as strategic planning, research, communications, fundraising and project management to strengthen Bright Shadow's programmes and underpin growth for the future.

10 Analysis of net assets between funds

	Tangible fixed assets	Net current assets	Total
	£	£	£
2021			
Unrestricted funds	2,017	30,588	32,605
Restricted funds	-	38,778	38,778
	<u>2,017</u>	<u>69,366</u>	<u>71,383</u>
2020			
Unrestricted funds	1,673	21,349	23,022
Restricted funds	-	69,396	69,396
	<u>1,673</u>	<u>90,745</u>	<u>92,418</u>

11 Related party transactions

There were no related party transactions in the year (2020: none).

BRIGHT SHADOW

England & Wales - Charity number 1171042

Accounts

BRIGHT SHADOW
REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020

Charity No. 1171042 (England and Wales)

BRIGHT SHADOW

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BRIGHT SHADOW

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	A Culverwell A Rabey E Taylor H Langley G Butchard (Appointed 27 April 2020) V Spink (Appointed 22 June 2020)
Charity Number	1171042
Key Management Personnel	C Thomas
Principal Address	Beach House Beach Street Herne Bay CT6 5PT
Independent Examiner	M A Wilkes FCA Azets Audit Services Greytown House 221 - 227 High Street Orpington Kent BR6 0NZ
Bankers	The Co-operative Bank 26 Military Road Chatham ME4 4JX

BRIGHT SHADOW

REPORT OF THE TRUSTEES

The Trustees present their report and examined financial statements of the charity for the year ended 31 December 2020. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK published on 16 July 2014, as amended by bulletin 1.

Public Benefit Statement

The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Trust's aims and objectives and in planning future activities.

Objectives and Activities

Bright Shadow was established in 2009. Our mission is to enable people living with dementia and those affected by dementia to live well and to thrive.

We achieve this mission through:

- Delivering high quality creative sessions in the community for people living with dementia and their friends and family.
- Delivering high quality creative sessions in care homes for people living with dementia.
- Delivering training and resources for care, arts and community organisations on creative approaches to supporting people living with dementia.
- Advocating for more creativity in the care of older people and people living with dementia.

We are one of a small number of UK arts organisations at the forefront of the dementia positive movement. We take an immersive arts-based approach, enabling participants with cognitive and/or sensory impairments to engage in a range of accessible ways. We actively encourage the use of the imagination and meet people in their creative mind-space, validating their experience of life in the present moment.

We undertake continuous monitoring and evaluation, including by expert external researchers to ensure that we are constantly learning and developing our practice, and to measure our impact.

We work towards the following results:

- People living with dementia and those affected by dementia are living happy, meaningful, active lives in the
- People living with dementia and those affected by dementia are able to reach their potential, and to have high levels of wellbeing.
- People living with dementia living in care home settings have access to meaningful cultural activities that can boost their wellbeing.
- Care, arts, community and faith organisations are better equipped to meet the needs and unlock the potential of people with a dementia, and those who are affected by it.

Our core beneficiaries are either those living with dementia or a family carer of someone with dementia. We work with people at all stages of their dementia journey, sometimes until the end of their life, and in many cases with the bereaved relatives afterwards. People living with dementia may face multiple impairments and complex disability. Due to the care demands of someone living at home with dementia, many families face economic hardship and many significant day to day challenges, both practical and emotional. Many people affected by dementia report feeling isolated and excluded from mainstream activities.

People who have dementia and who live in a care home have little access to high quality arts and cultural activities and their opportunities for meaningful social interaction and cognitive stimulation are heavily dependent on the quality of care provided.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Objectives and Activities - Continued

Our training and advocacy work aims to support people living with dementia and their supporters to design and access creativity in the community and in care settings, and as such reaches a wide variety of people in diverse organisations in our local Kent community and nationally.

Charitable objectives for public benefit

In setting our objectives and planning our activities our Trustees have given careful consideration to the Charity Commission's general guidance on public benefit.

Achievements and Performance in the Year

Zest creative sessions in the community

Between January and March 2020, we delivered our award-winning programme of weekly creative Zest sessions in four East Kent communities – Canterbury, Whitstable, Dover and Hythe.

We first welcomed visual artists Coral Brookes and Sarah Karen, who ran a series entitled Grounds for Play inspired by a conversation with Canterbury Zest participants, Robert, and his love of a range of different art processes. Sessions included casting with Jesmonite, textiles and sculpture. In February, theatre maker Sachi Kimura Lawson and musician Emmy Hudson began a series of sessions called Stepping Out, Striking a Chord, inspired by Dover Zest participant Norma's love of dancing and her recollections of her childhood in Scotland.

From 12th March 2020, Bright Shadow's Chief Executive and trustees, in consultation with our participants took the decision to halt face to face Zest Communities sessions due to the risks posed by Covid-19. Our Group Coordinators offered twice-weekly companionship phone calls and prepared individual safeguarding assessments for all our participants as we adjusted to what became a first national lockdown.

Three weeks later, on the 7th April 2020, with the support of our existing funders we launched what would become a year of weekly Zest Communities sessions for our four groups, delivered via the video conferencing platform Zoom.

Sachi Kimura Lawson and Emmy Hudson trail-blazed, completing the Stepping Out, Striking a Chord sessions that had been interrupted, before handing on to actor, musician and mime Grant Stimpson who led A Sport of Theatre, a block inspired by Hythe participant Malcolm's love of sport and performance. The sessions used improvisations, props and scripts to further help the groups adapt to using Zoom. Director and Actor Lisa Payne followed, with The Armchair Travel Company sessions inspired by a conversation with Canterbury participant Noeline. Participants exchanged stories of travelling, created poems and performed scenarios which were compiled into a unique printed Armchair Travel Guide.

Drama Therapist Kate Richardson led the next block of sessions, based on a conversation with Dover participant Doff, who talked about how watching television was helping sustain her during lockdown. With Kate, the groups used role-play, storytelling and performance to become producers and stars of their own television channel, creating soaps, game shows and good news bulletins in The Intermission Series. By popular demand Grant Stimpson returned for a second season in September, basing Building a Botanical Theatre by Numbers on Simon from Hythe's interests and communication style. The groups used playful experiments with systems such as the alphabet to structure improvisations.

In October and November, inspired by Kay from Hythe, we celebrated the Golden Age of Hollywood with musical theatre actor Claire Winsper's Find Your Voice season, using movement, song and performance.

In the run up to Christmas we ran four weeks of Festive Zest Zoom sessions with several of our artists returning to deliver a week of sessions each. Emmy Hudson led Winter Wonderland, Lisa Payne Zest Panto, Claire Winsper A Christmas Carol and our festive sessions culminated in each group having a longer 1.5-hour session on 21st & 22nd December with theatre-maker Sachi Kimura-Lawson, musician Natasha Douglas and writer Victoria Field. Families received a multi-sensory parcel of creative activities and products that they had made over the course of the year to enjoy together during the sessions and the festive season.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

In total, in 2020 we delivered 43 face-to-face and 181 Zest Zoom Communities sessions. In addition, we provided 43 hours of Zest social sessions and made over 1,600 companionship calls.

"It was a great thing to do during lockdown. It kept us all connected when we were not able to meet. I looked forward to doing this each week."

"Dad gets so much out of your weekly sessions on Zoom. He loves them. He tells everyone that he is on the television. We are so glad that we found Zest."

"Thank you, Zest is a real lifesaver in these lockdown times. You manage to get incredibly talented leaders. D always finds the sessions interesting and is always cheery and buzzing after Tuesday morning!"

"It was a lovely time at Zest this afternoon and we both enjoyed it very much. Claire made it such a great fun time and it made me feel so much better afterwards."

Zest at Home

In addition to piloting our existing Zest Communities sessions online, and continuing to offer regular companionship phone calls, Bright Shadow mounted a multifaceted emergency response to support more people living with or affected by dementia during the pandemic. It was quickly identified that a 'one size fits all' approach would not be effective and that we would need to tailor our response to individual circumstances.

We therefore devised the pilot of Zest at Home, which comprised 1-1 creative sessions delivered over the telephone or in socially distanced garden visits; Zest sessions via Zoom for care home residents and staff; additional Zest via Zoom sessions for locations that didn't yet have a Zest group; Families Reunited, which used creative sessions on Zoom to connect families separated by Covid-19 restrictions; Zest creative activity sheets for use at home and in care homes and a new social group on Zoom. This work was funded through Covid-19 Emergency grants from Arts Council England, Charities Aid Foundation and Kent Community Foundation/National Emergencies Trust.

Between June and August 2020 we:

- Delivered 21 Zest creative sessions via Zoom for 7 care homes, reaching 183 residents and staff;
- Delivered 67 additional creative sessions in community settings, including 1-1s and reuniting loved ones separated by the pandemic through arts sessions on Zoom;
- Produced 12 weekly activity sheets, which were sent out to over 400 care homes in Kent.

Just want to thank you for the Podcast, M was over the moon with it and said how funny his voice sounded. The short story provided some laughter for everyone.

Activities Coordinator, Temple Ewell Care Home

Thank you so much for the workshop yesterday. Our ladies thoroughly enjoyed it and talked about it for ages afterwards while we sat round the table eating the cakes and drinking tea. They wanted to go out into the garden afterwards to decide where we will sow the seeds – they will be sown around our summer house. Everyone is looking forward to next week, and others want to join in as well.' Care Home manager

"My mother was attending Bright Shadow Zest sessions at the Harmonia Centre. We were saddened when they had to stop due to the current pandemic situation. We were thrilled when we were offered "Music through the garden window" sessions with Natasha Douglas. We snapped up the opportunity to join in and have these sessions. Music is such a great way to communicate with individuals with dementia and my mum is no exception, she absolutely loved the sessions (so did I) with Natasha. The songs sang were of my mum's era so the connection was profound. My mum has expressive dysphasia and when speaking she cannot formulate sentences but with Natasha she is able to join in singing some of the words fluently, which is good for her speech and also moving rhythmically to the music, almost performing an exercise session too! We were also fortunate to hear Natasha play her guitar and saw! Which were played beautifully and added interest to the session. Thank you very much."

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Achievements and Performance in the Year - Continued

We secured a grant of £48,488 from the Department for Culture Media and Sport/National Lottery Community Fund Covid-19 Emergency programme to develop and expand this pilot over the winter period. The bulk of this work was delivered from January 2021, however in November and December 2020 we delivered a further 4 sessions in 4 care homes for 57 residents and staff.

"I cannot express enough how much our residents have enjoyed the sessions with you over lockdown. I usually manage our day centre which is closed because of the pandemic. It's been a treat to have someone else bring another dimension to it."

Training and Resources Delivery

This was of course heavily impacted by the pandemic as our face-to-face training sessions were all cancelled. However, we significantly extended our reach of free resources as outlined above by working with Kent County Council to send 4,200 activity sheets to care homes in Kent over a 12-week period in Lockdown 1.

"All residents and staff at Belmont have really enjoyed the activity sheets. We are so grateful for the additional ideas! Thank you so much. Kind regards, all at Belmont."

"My Registered Manager forwards your information sheets to me, and I enjoy browsing through for ideas/activities. I have been circulating some of your 'Activity' ideas to our PAs. We work 1-2-1 with our clients so some of the activities are ideal for them as all our clients have various abilities. Keep up the good work."

We also supplied weekly activity sheets to our regular participant families and fulfilled 140 requests for our free of charge Bright Ideas Activity Sheets.

Organisation

We held our inaugural Advisory Group meeting, attended by people living with dementia and their supporters in January 2020. Dr Rasa Mikelyte consulted the Group on their ideas for evaluating the Zest programme, work that has been ongoing throughout the year.

We continue to work closely with a range of partners, attending local Dementia Action Alliance meetings and during lockdown 1 taking part in the Voluntary Sector Cell of the Kent Resilience Forum.

We have invested in our communications, which has been reflected in an increase in engagement across all social media platforms and more press coverage, including on ITV Meridian news.

The Board wishes to acknowledge the dedication and determination of the Bright Shadow team, made up of permanent and temporary employees, freelancers and volunteers, who, despite their own challenging circumstances have worked so hard to ensure that our beneficiaries have been as well supported as possible throughout the year.

Bright Shadow is grateful for the support of the following organisations, which have enabled us to deliver our high-quality programmes for people living with or affected by dementia this year:

Arts Council England
Canterbury City Council
Charities Aid Foundation
Colyer Fergusson Charitable Trust
DCMS/ National Lottery Community Fund
Hythe Dementia Action Alliance
Kent Community Foundation
Kent County Council

National Emergencies Trust
National Lottery Community Fund
Overstone Fund
Pargiter Trust
People's Health Trust/The Health Lottery London East
Port of Dover Community Fund
Roger de Haan Charitable Trust

We would also like to acknowledge the kind support of many individual donors.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Financial review

Income for the year amounted to £181,588 (2019: £133,142) and expenditure for the year amounted to £121,652 (2019: £124,866). This resulted in a surplus of £59,936 (2019: £8,456).

Reserves policy

In accordance with the Charity Commission guidance, the Trustees review on a regular basis the level of income reserves that it considers appropriate. At 31 December 2020, the Trustees consider it appropriate to aim to hold unrestricted reserves equivalent to three months' core running costs which is in the region of £9,000 (2019: £9,000) and are actively working towards maintaining unrestricted reserves equivalent to three months' full operational costs which is in the region of £24,000. The unrestricted reserves at 31 December 2020 amounted to £22,380 (2019: £17,310).

Pay policy for key management personnel

The Trustees consider that the Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. The key management personnel who are involved in all decision making and responsible for the day to day management of the charity are detailed on page 1. All Trustees give of their time freely and no Trustee received remuneration in the year. The pay of the senior staff is reviewed annually and normally increased in accordance with market rates.

Risk management

The Trustees have examined the major strategic, business and operational risks which the charity faces, and confirm that systems have been established to enable the charity to lessen or mitigate those risks. The key risk to the organisation is the increasingly challenging funding environment facing the charity sector post-pandemic.

In order to mitigate this risk, the organisation has successfully fundraised for part of the cost of Fundraising support, and the Trustees have agreed to invest some of the charity's reserve to meet the rest of the cost for the first year. The supporting company or individual will work to ensure our sustainability through a diverse portfolio of income sources, taking a lead on developing our brand, audience and public profile, building on the momentum generated during 2020..

Plans for the future

Bright Shadow is well positioned to grow and develop its services as we emerge from the pandemic. As an organisation we have demonstrated the ability to experiment, work in partnership, and tailor activities to meet enhanced needs, demand and to ensure equity of access. We want to continue to deliver the creative Zest groups that have become lifelines for many families, and to extend this opportunity to new geographic areas. We also want to create space to develop new creative opportunities for specialist target groups; this will be a priority once the core programme is secure.

Zest Communities Kent - Providing regular high quality participatory creative sessions to people living with or affected by dementia in the community.

Zest Together and Zestival - Celebratory events that showcase the talents and culture of people living with dementia.

Zest 1-1s - The pandemic revealed the need to be able to offer 1-1s to those participants with the greatest need to support confidence re-building, meet access requirements or reach those at the end of their life. We will build this in as core to our offer going forward.

Zest on Demand - Building on our pandemic response, we will continue to offer a range of accessible creative activities via our website, social media platforms and video conferencing where appropriate.

Zest in Care Homes - Building on our thirteen years of experience delivering face to face creative sessions in care homes and following our highly successful Zest via Zoom programme delivered during the pandemic, we will consult homes on an ideal creative programme for residents and staff and fundraise to subsidise this work.

Bright Shadow Training - Providing training and resources in a range of media for care, arts and community organisations on creative approaches to supporting people living with dementia.

BRIGHT SHADOW

REPORT OF THE TRUSTEES

Structure

The charity, which is registered with the Charity Commission under number 1171042, is established under a CIO Association dated 9 January 2017. Bright Box Resources was a company limited by Guarantee incorporated 18 October 2011. Bright Shadow CIO was registered 9 January 2017 (at which point the funds in Bright Box Resources were donated to the charitable organisation and the company has now been struck off).

Governance and Management

The Trustees of Bright Shadow are responsible for the general control and management of the administration of the charity.

The process of selecting trustees is outlined in the charity's constitution:

(1) Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.

(2) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

A role description exists for all trustee roles and any new appointments to the board of trustees must be approved by a majority vote and only when a quorum is present.

Governance and Management

During the year the following were Trustees of the charity:

A Culverwell - Chair	H Langley
A Rabey	G Butchard Appointed 27 April 2020
E Taylor	V Spink Appointed 22 June 2020

Statement of Trustees' Responsibilities

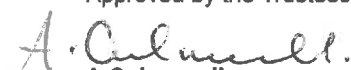
The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2015 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charity will continue in business;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.

The Trustees are responsible for keeping proper accounting records that 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 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf by:


A Culverwell
Chair

Date 26.10.2021

BRIGHT SHADOW

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the Trustees on my examination of the accounts of Bright Shadow for the year ended 31 December 2020.

Responsibilities and basis of report

As the charity Trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounts records were not kept in respect of the Trust as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



M A Wilkes FCA
Azets Audit Services

27 October 2021

.....
Greytown House
221 - 227 High Street
Orpington
Kent BR6 0NZ

BRIGHT SHADOW

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 DECEMBER 2020

	Notes	Unrestricted funds £	Restricted funds £	2020 Total £	2019 Total £
Income from:					
Donations		5,756	500	6,256	12,671
Charitable activities:					
Grants	2	10,013	164,319	174,332	118,066
Raising funds:					
Earned income		1,000	-	1,000	2,405
Total income		<u>16,769</u>	<u>164,819</u>	<u>181,588</u>	<u>133,142</u>
Expenditure on:					
Charitable activities	3	11,057	110,595	121,652	124,686
Total expenditure		<u>11,057</u>	<u>110,595</u>	<u>121,652</u>	<u>124,686</u>
Net movement in funds		<u>5,712</u>	<u>54,224</u>	<u>59,936</u>	<u>8,456</u>
Funds brought forward 1 January 2020		17,310	15,172	32,482	24,026
Funds carried forward 31 December 2020		<u>23,022</u>	<u>69,396</u>	<u>92,418</u>	<u>32,482</u>

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW**STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2020**

COMPARATIVE INFORMATION ONLY	Notes	Unrestricted funds £	Restricted funds £	2019 Total £
Income from:				
Donations		5,385	7,286	12,671
Charitable activities:				
Grants	2	3,435	114,631	118,066
Raising funds:				
Income from attendees		2,405	-	2,405
Total income		<u>11,225</u>	<u>121,917</u>	<u>133,142</u>
Expenditure on:				
Charitable activities	3	4,253	120,433	124,686
Total expenditure		<u>4,253</u>	<u>120,433</u>	<u>124,686</u>
Net income before transfers		<u>6,972</u>	<u>1,484</u>	<u>8,456</u>
Transfers		2,678	(2,678)	-
Net movement in funds		<u>9,650</u>	<u>(1,194)</u>	<u>8,456</u>
Funds brought forward 1 January 2019		7,660	16,366	24,026
Funds carried forward 31 December 2019		<u>17,310</u>	<u>15,172</u>	<u>32,482</u>

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW

BALANCE SHEET AS AT 31 DECEMBER 2020

	Notes	2020		2019	
		£	£	£	£
Fixed assets					
Tangible assets	6		1,673		2,344
Current Assets					
Debtors	7	280		332	
Cash at bank and in hand		94,319		32,923	
		<u>94,599</u>		<u>33,255</u>	
Creditors: amounts falling due within one year	8	<u>(3,854)</u>		<u>(3,117)</u>	
Net current assets			90,745		30,138
Net assets			<u>92,418</u>		<u>30,138</u>
Funds					
Restricted funds	9		69,396		15,172
Unrestricted funds			23,022		17,310
	10		<u>92,418</u>		<u>32,482</u>

Approved by the Board of Trustees on ... 28/10/21 ... and signed on their behalf by:



E Taylor - Treasurer



A Culverwell - Chair

The notes on pages 12 to 16 form part of these accounts.

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies

1.1 Basis of preparation

Bright Shadow is a registered charity with the Charity Commission in the United Kingdom. The address of the registered office is given in the charity information on page 1 of these financial statements. The nature of the charity's operations and principal activities detailed in the Trustees' Annual Report on page 2 under the heading 'Objectives and activities'.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK (FRS 102) issued on 16 July 2014 as amended by Bulletin 1, the Financial Reporting Standard applicable in the United Kingdom (FRS 102), the Charities Act 2011, and UK Generally Accepted Practice as it applies from 1 January 2015.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

1.2 Funds accounting

Unrestricted general funds are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Restricted funds are funds that can only be used for particular restricted purposes within the objects of the charity. Restriction arises when specified by the donor or when funds are raised for particular restricted purposes.

1.3 Income

All income is included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income including donations is included in full in the Statement of Financial Activities when receivable.
- Grant income is included in the Statement of Financial Activities when receivable.
- Income from attendees is included in the Statement of Financial Activities when receivable.

1.4 Expenditure

Expenditure is accounted for on an accruals basis. The irrecoverable element of VAT is included with the item of expense to which it relates.

1.5 Support costs allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

1.6 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Expenditure on items below £500 is not capitalised. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment	25% straight line
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BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

1 Accounting policies (cont'd)

1.7 Debtors and creditors receivable / payable within one year

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

1.8 Tax

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

1.9 Going concern

The financial statements have been prepared on a going concern basis as the Trustees believes that no material uncertainties exist. The Trustees has considered the level of funds held, the potential impact of COVID-19 and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

1.10 Judgements and key sources of estimation uncertainty

Accounting estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no areas of judgment or key estimations.

2 Grants receivable	2020	2019
	£	£
Arts Council England	12,589	-
Canterbury City Council	6,150	10,690
Charities Aid Foundation	4,184	-
Colyer Fergusson Charitable Trust	15,000	9,000
Kent County Council (KCC)	6,871	6,871
Kent Community Foundation (National Emergency Trust)	13,000	-
KCC Combined Members' Grants	-	1,100
KCC Dementia Friendly Innovation Fund (Kent Community Foundation)	-	1,800
National Lottery Community Fund	84,188	54,431
Overstone Trust	2,500	-
Pargiter Trust	10,000	-
People's Health Trust	13,684	9,774
Port of Dover Community Fund (Kent Community Foundation)	-	19,400
Roger De Haan Charitable Trust	5,000	5,000
Tesco	1,166	-
	<u>174,332</u>	<u>118,066</u>

3.1 Expenditure

	Staff costs	Direct costs	Support	2020	2019
	£	£	£	Total	Total
				£	£
Charitable activities	<u>59,343</u>	<u>41,915</u>	<u>20,394</u>	<u>121,652</u>	<u>124,686</u>

BRIGHT SHADOW**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2020**

3.2 Support costs	2020	2019
	£	£
Rent and room hire	2,079	19,554
Staff training and welfare	1,666	242
Travel and accommodation	970	3,088
Printing, postage and telephone	2,408	1,730
Advertising and marketing	4,406	7,294
Insurance	660	874
Computer costs	2,819	3,919
Refreshments	-	563
Depreciation of tangible fixed assets	670	335
Governance costs		
Accountancy - Independent examination	516	498
Book-keeping	4,200	4,235
	<u>20,394</u>	<u>42,332</u>

4 Staff costs and emoluments

The average number of employees during the period was 8 (2019: 8)

There are no employees with emoluments above £60,000 (2019: none).

	2020	2019
	£	£
Gross wages	58,739	45,024
Pension costs	604	390
	<u>59,343</u>	<u>45,414</u>

The remuneration to the senior management team totalled £24,182 (2019: £21,739).

5 Trustees remuneration and reimbursed expenses

The Trustees consider the board of Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. As detailed above, no Trustees received remuneration during the year and no trustees were reimbursed expenses (2019: none)

6 Tangible Assets

	Computer equipment £
Cost	
As at 1 January 2020	2,678
Additions	-
As at 31 December 2020	<u>2,678</u>
Depreciation	
As at 1 January 2020	335
Charge for the year	670
As at 31 December 2020	<u>1,005</u>
Net book value	
As at 31 December 2020	<u>1,673</u>
As at 31 December 2019	<u>2,343</u>

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

7 Debtors	2020	2019
	£	£
Trade debtors	-	52
Prepayments	280	280
	<u>280</u>	<u>332</u>

8 Creditors: amounts falling due within one year	2020	2019
	£	£
Trade creditors	1,460	1,383
Accruals	1,041	930
Other creditors	1,353	804
	<u>3,854</u>	<u>3,117</u>

9 Restricted funds	As at 1 January 2020					As at 31 December 2020
	£	£	£	£	£	£
2020						
Zest Canterbury	429	-	19,211	(14,851)	-	4,789
Zest Dover	10,313	-	16,711	(22,880)	-	4,144
Zest Whitstable	2,568	-	32,895	(30,674)	-	4,789
Zest Hythe	429	-	17,211	(13,496)	-	4,144
Organisation development	-	-	3,600	(1,872)	-	1,728
Artist development	-	-	2,443	(1,271)	-	1,172
Zest Together	1,433	-	3,570	(3,753)	-	1,250
Zest at Home	-	-	69,177	(21,797)	-	47,380
	<u>15,172</u>	<u>-</u>	<u>164,819</u>	<u>(110,595)</u>	<u>-</u>	<u>69,396</u>

2019	As at 1 January 2019					As at 31 December 2019
	£	£	£	£	£	£
Zest Canterbury	-	1,000	27,721	(28,292)	-	429
Zest Dover	-	1,000	32,800	(23,487)	-	10,313
Zest Whitstable	-	12,729	15,284	(25,445)	-	2,568
Zest Hythe	-	1,000	22,835	(23,406)	-	429
Zest Communities	15,729	(15,729)	-	-	-	-
Training	637	-	-	(637)	-	-
Zest Together	-	-	20,599	(19,166)	-	1,433
Fixed asset fund	-	-	2,678	-	(2,678)	-
	<u>16,366</u>	<u>-</u>	<u>121,917</u>	<u>(120,433)</u>	<u>(2,678)</u>	<u>15,172</u>

BRIGHT SHADOW

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020

9 Restricted funds (cont'd)

Objectives of restricted funds

Artists' Training/Development	Providing intensive training, support and supervision for arts professionals wishing to work with participants living with dementia in community or care home group settings; specifically sharing Bright Shadow's unique creative practice.
Zest Canterbury, Dover, Whitstable, Hythe (previously referred to as Zest Communities)	Providing weekly artist-facilitated participatory creative sessions for people living with or affected by dementia in four community locations. These were previously included under the heading of Zest Communities, and therefore have been split in the reallocation column.
Zest Together	A celebratory event for Zest participants, their families and the wider community, showcasing the creative achievements of people living with dementia.
Training	Providing training to care, community and arts professionals that leads to enhanced care and inclusion outcomes for people living with dementia and their families.
Zest at Home	Responding to the Covid-19 pandemic by providing creative activities that people living with or affected by dementia could take part in from their home or care home. This included live and recorded creative sessions delivered on video conferencing platforms, via the telephone and our website; socially distanced 1-1 sessions when safe to do so; activity sheets and resources sent via the post and email and companionship phone calls and video conferences.
Organisational development	Investing in expert support with areas such as strategic planning, research, communications/IT and project management to strengthen Bright Shadow's programmes and underpin growth for the future.
Fixed asset fund	Donation made for the purchase of 4 iPads for use across the 4 ongoing Zest groups. Released when purchased.

10 Analysis of net assets between funds

	Tangible fixed assets	Net current assets	Total
	£	£	£
2020			
Unrestricted funds	1,673	21,349	23,022
Restricted funds	-	69,396	69,396
	<u>1,673</u>	<u>90,745</u>	<u>92,418</u>
2019	£	£	£
Unrestricted funds	2,344	14,966	17,310
Restricted funds	-	15,172	15,172
	<u>2,344</u>	<u>30,138</u>	<u>32,482</u>

11 Related party transactions

There were no related party transactions in the year (2019: none).