ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

England & Wales · Charity number 1173379

Details

Other names	ALZHEIMERS & DEMENTIA SUPPORT SERVICES, ALZHEIMERÆS & DEMENTIA SUPPORT SERVICES
Status	Registered
Legal form	Charitable company
Company number	10690071
Registered	2017-06-13
Register	View on the Charity Commission register

Contact

Address	Alzheimers & Dementia Supp't Serv's Safeharbour Memory Wellbeing Centre Coldharbour Road Northfleet Gravesend DA11 8AE
Phone	01474533990
Email	info@alz-dem.org
Website	www.alz-dem.org

Activities

Objects: TO RELIEVE AND PROMOTE THE RELIEF OF THOSE LIVING WITH DEMENTIA AND RELATED DISORDERS AND TO PROVIDE SUPPORT BOTH FOR SUCH PERSONS AND THEIR FAMILIES AND CARERS.

Activities: We provide support, wellbeing and care services to help people affected by dementia across Kent and Medway. Our services include the Dementia Coordinator Service, Dementia Cafes, Peer Support Groups, Activity Groups, Singing Back the Memories, the Support at Home Care Service, and Day Support Services.

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Classification

- **How:** Provides Buildings/facilities/open Space, Provides Services, Provides Advocacy/advice/information
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives
- **Who:** Elderly/old People, People With Disabilities, The General Public/mankind

Geography

- Kent

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£3,247,456	£3,042,395	£1,396,993	102
2024-03-31	£3,064,229	£2,769,404	£1,191,932	99
2023-03-31	£2,340,299	£2,283,256	£897,107	91
2022-03-31	£1,530,166	£1,546,780	£890,064	74
2021-03-31	£1,649,026	£1,344,172	£856,678	68

Trustees

Name	Role	Appointed
Samual Barton	Chair	2020-04-06
Adedayo Ajakaiye		2022-11-05
Avril Hornsby		2023-07-10
Catherine Jones		2021-09-06
Chris Inwood		2018-09-12
Gareth Simpson		2023-07-10
Philip Carrington		2025-06-09
Sharmila Ghosh		2025-01-13
Shubham Sarvaiya		2025-01-13
Vikki Harding		2023-07-10

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ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

England & Wales - Charity number 1173379

Accounts

Registered number 10690071
Charity number 1173379

TRUSTEES REPORT AND ANNUAL STATEMENT

FOR THE YEAR ENDING 31ST MARCH 2025

Alzheimer's & Dementia Support Services (ADSS)
TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2024

Registered Charity Number: 1173379
Registered Company Number: 10690071
Principal Office
Safeharbour
Coldharbour Road
NORTHFLEET
Kent
DA11 8AE

Trustees
Chris Inwood
Denise Osborn resigned 29th May 2024
Sam Barton
Catherine Jones
Adedayo Ajakaiye
Gareth Simpson
Louise Buet resigned 4th October 2024
Vikki Harding
Avril Hamilton
Mandeep Sahota appointed 13th January 2025 resigned 22nd May 2025
Shubham Sarvaiya appointed 13th January 2025
Sharmila Ghosh appointed 13th January 2025
Laura Kubica Grigerova appointed 13th January 2025
Philip Carrington appointed 9th June 2025

Chair of Trustees
Sam Barton

Treasurer
Catherine Jones

Chief Executive Officer
Katie Antill

Auditors
UHY Hacker Young
Thames House
Roman Square
Sittingbourne
Kent
ME10 4BJ

Bankers
CAF Bank Ltd
Kings Hill
WEST MALLING
Kent
ME19 4JQ

Charity Bank
Fosse House
182 High St
TONBRIDGE
Kent
TN9 1BE

Flagstone
1st Floor
Clareville House
26-27 Oxendon Street
London
SW1Y 4EL

Advisors
Peninsula – HR and Employment Consultants
Peninsula – Health and Safety Consultants
Cyber and Data – Data Protection Advisors
Hempsons – Legal

Trustees report

The Trustees are pleased to present their report with financial statements of the Charity for the year ending 31 March 2025. The Trustees confirm that the report and financial statements of the Charity comply with the current statutory requirements, the requirements of the governing document, and the provisions of "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 (FRS 102)" (Charities SORP (FRS 102))(second edition).

Executive Summary

The 2024–25 financial year marked a significant period of fundraising growth, service innovation, and impact for Alzheimer's & Dementia Support Services (ADSS). ADSS has expanded its services, strengthened its governance, enhanced strategic delivery, and achieved major milestones in service quality, reach, and recognition.

Strategic Achievements

- Launched our new 2030 Strategy: "Facing Dementia Together with Kent and Medway", focusing on visibility, accessibility, equity, and advocacy.
- Achieved award-winning recognition, including Kent Charity of the Year, Kent Disability Charity of the Year, and High Sheriff of Kent's Charity of the Year.
- Strengthened leadership through strategic trustee appointments and the formation of new board committees and advisory groups.
- Continued to evolve as an employer of choice, enhancing staff benefits, leadership development, and diversity, equity, and inclusion efforts.

Service Expansion & Impact

- Dementia Support reached more than 4,300 referrals with 3,191 individuals supported, including groundbreaking work in Darent Valley Hospital that reduced inpatient stays.
- Dementia Wellbeing Services delivered over 6,700 group attendances and launched successful, culturally tailored partnerships with local Gurdwaras.

- Dementia Care services supported over 100 individuals through Support at Home and our Beacon Day Centre, with exciting intergenerational programmes with a local primary school.

Safeguarding & Quality

- Responded to 50 safeguarding cases, driven by increasing complexity in service user needs, and developed a robust internal safeguarding structure.
- Maintained a seven-year record of zero health and safety breaches.
- Achieved 87% staff retention and increased volunteer engagement, with over 7,400 volunteer hours contributed.

Financial Performance

- Income reached a record £3.25 million, up from £3.06 million in the previous year.
- Delivered a surplus of £205,061, with unrestricted free reserves at £663,728 – above target levels.
- Fundraising income exceeded £620,000, marking a new high, supported by innovative partnerships such as that with Southern Gas Networks (SGN).

Future Focus

In 2025-26, ADSS will continue driving forward its strategic goals by launching a new website, developing county-wide carer services, expanding its training offering, and scaling its culturally tailored services. The charity is poised to grow its fundraising capacity and enhance efficiency, and will also be preparing for anticipated NHS tendering processes.

This year, ADSS has consolidated its position as a highly effective, forward-thinking, and compassionate organisation delivering truly impactful services that are enhancing the lives of those affected by dementia. Our efforts are not only improving individual lives but also transforming the broader system of dementia care across Kent and Medway.

Status

Alzheimer's & Dementia Support Services (ADSS) is a charitable company limited by guarantee and has no share capital. The company was incorporated on 24 March 2017 and is governed by Articles of Association.

Structure, Management and Governance

Method of appointment for election of Trustees

Following an update to our Articles of Association, Trustees are now appointed by resolution of the existing Board of Trustees, provided the total number does not exceed the maximum of 12. Each trustee serves a term of three years, after which they are eligible for reappointment for up to two further terms, subject to Board approval. In exceptional circumstances, trustees may serve beyond nine consecutive years if it is deemed to be in the best interests of the charity.

The Board reviews its strengths and weaknesses to ensure its effectiveness in achieving the Charity's mission, governing the organisation, and leading the strategy. This helps the Board to identify when new Trustees should be recruited.

Where it is deemed that new Trustees are required, the Board of Trustees has delegated authority to the Nominations Committee to screen and select new Trustees.

During the year 2024-25, four new Trustees have been recruited: Mandeep Sahota, Shubham Sarvaiya, Sharmila Ghosh and Laura Kubica Grigerova. Unfortunately, Mandeep was unable to find the time to commit to the role of Trustee. We were also sad to say goodbye to Louise Buet and Denise Osborn, who stepped down from the Board for personal reasons, but we thank them for their time, wisdom and commitment. The financial year 2025-2026 has already proved fruitful in appointing a new Trustee; we are pleased to welcome Philip Carrington to the Board as of June 2025.

Policies adopted for the induction and training of Trustees

There is an agreed procedure for inducting and training Trustees, which ensures they are provided with relevant information about the Charity, in order that they can contribute to the effective governance and leadership of the organisation. Trustees also commit to regular training throughout their tenure. Training needs are identified through informal reviews with the Chair of Trustees and an annual skills audit.

Organisational structure and decision making

The overall management of the Charity is in the hands of the Trustees, who currently meet quarterly. During the year, two committees also held quarterly meetings to support with the governance, compliance and oversight of the charity. They were the Finance & Audit Committee, and the Quality, Risk & Compliance Committee. In the year in question, two further formal committees have been added to ADSS's governance structure.

- Remuneration Committee – to ensure the charity has a fair and consistent approach for paying all team members and to make specific decisions about the CEO and COO's salaries.

- Nominations Committee – to oversee the recruitment of new Trustees and Executive team members.

ADSS has also developed an innovative way of combining the skills of the individual Trustees and team members to work on specialist areas of focus for the Charity to meet its strategic aims. To date, two Advisory Groups have been formed to work on the following areas:

- People Advisory Group – to support ADSS's ambition to be an employer of choice and to recruit and retain the best talent possible.
- Brand and Marketing Advisory Group – to support our strategic plans to be more recognised in the community and visible to those who want to support us or use our services, and to drive our fundraising efforts.

These groups have already proved highly successful in helping the Charity achieve its strategic ambitions.

The Board delegates the day-to-day running of the organisation to the Chief Executive Officer, Katie Antill. Katie has restructured her team, redefined job roles

and is working to ensure that there is a robust Senior Leadership Team that has the capacity and capability to lead a dynamic, ambitious and much-needed charity.

The Senior Leadership Team comprises Matt Thurston, Chief Operating Officer; Sarah Taylor, Head of Quality and Development; Kelly Clark, Head of Community Care & Wellbeing Services; Denise Kilshaw, Head of Dementia Coordinator Services; Andreas Okpere, Head of Finance; and Cathy Assoba, Marketing and Communications Manager. In June 2025 we were delighted to welcome Chloe Edwards, who becomes ADSS's first Head of Fundraising, and also joins the Senior Leadership Team.

Risk management

ADSS is committed to a robust and proactive approach to risk management to safeguard the people we support, uphold our values, and achieve our strategic objectives. Risk is recognised as an inherent part of our work, and we embrace positive risk-taking where the benefits outweigh potential harm.

Our Risk Management Policy provides a structured framework for identifying, evaluating, and controlling risks across strategic, operational, financial, compliance, and external domains. The Risk Management Policy and Risk Register have been reviewed and updated in the first half of 2025-26. The Board of Trustees holds overall responsibility for ensuring effective oversight, cultivating a healthy risk culture, and regularly reviewing strategic risks. The CEO and Senior Leadership Team implement controls, maintain the Risk Register, and support a risk-aware workforce through training and governance.

All staff and volunteers play a vital role by adhering to risk procedures and reporting concerns. Risks are assessed using a standard matrix and regularly monitored by relevant committees. This integrated approach ensures that risk management is embedded at all levels of the organisation, supporting ADSS's mission to deliver safe, effective, and person-centred services.

Consistent with many other charities, the key risks, based on their impact and likelihood, are:

Risk	Mitigation	Future plans
Board and Executive Team not having sufficient capacity or capability to lead ADSS	Governance action plan in place. Leadership Development Planned Board & Senior Leadership Team away days	To complete a skills audit for the Board and identify gaps. Nominated Board members to develop skills & knowledge in identified skills gaps
Not meeting ADSS's legal and statutory compliance	Annual audit, Compliance calendar in place. Compliance overseen by Quality, Risk and Compliance Committee,	Carry out mock a CQC inspection. Review & update all related policies
Maintaining the security of our assets	Security measures at Safeharbour, Cyber Essentials certification, Support from Data Protection specialists	Review Data Protection Policies and Procedures to identify gaps & make required adjustments Training for SIRO and Caldicott Guardian

The first two risks have been identified due to the significance they would have and the latter because of factors such as cyber security and fraud being the biggest threat to all charities.

Through the skilled work of our Senior Leadership Team, People Advisory Group and focus from the Board of Trustees, we have been able to reduce the risk of not having a capable and competent workforce. We are attracting talent to ADSS at all levels and have stabilised our staff turnover to a retention rate of 87%.

Constitution

The organisation is governed by a constitution, which was adopted on 24 March 2017. Its objectives are to give continued practical and emotional support to people with dementia, their carers, other relatives, and supporters, and to deliver such support in a respectful way which recognises individuality and safeguards dignity.

In 2024, ADSS instructed law firm Hempsons to review and update the Charity's Articles of Association. The Trustees felt it was important to ensure the Charity's Articles were fit for purpose, considering the growth of the Charity over recent years. The changes that were made were:

- Giving the power to Trustees to appoint other trustees by way of special resolution.
- Ensuring Trustees serve for a fixed term.
- Enabling Trustees to remove other Trustees from the Board by a majority vote, where it is in the Charity's best interest.

The new Articles were approved and adopted by the membership on 15th November 2024.

Investment Powers

The constitution authorises the Trustees to apply the assets and property of the Charity solely towards the promotion and purpose of ADSS as laid down in the constitution.

In the year in question, the Board of Trustees has continued to implement its investment policy and invested its reserves using the CAF deposit platform managed by Flagstone.

Public Benefit

The Trustees have had due regard to the guidance issued by the Charity Commission on public benefit when reviewing the Charity's objectives and planning future activities.

An Introduction from our Chair

It is a privilege to present this year's Trustees' Report for ADSS, and, as always, I want to begin with heartfelt thanks. To our extraordinary staff, dedicated volunteers, committed trustees, generous supporters, and the people and families we are honoured to serve – thank you. It is your passion, skill, and compassion that continue to make ADSS a lifeline for so many across Kent and Medway.

The past year has been one of record-breaking achievement and meaningful impact. Financially, we reached our highest income to date – £3.25 million – delivering a healthy surplus while keeping unrestricted reserves above target. Fundraising played a huge role in this success, with more than £620,000 raised – our best ever result – fuelled by creative campaigns, inspiring community support, and innovative partnerships such as our work with Southern Gas Networks to promote home safety and energy efficiency for people with dementia. These resources are not just numbers on a page – they are the hours of support, the warm welcomes, the safe and fun spaces, and the timely interventions that change lives.

Service delivery has grown in both scale and scope. Our Dementia Support service reached over 4,300 referrals, with 3,191 individuals supported, including through our groundbreaking Hospital Dementia Coordinator and Enablement Service at Darent Valley Hospital, which has reduced inpatient stays and helped people return home sooner. Dementia Wellbeing services delivered more than 6,700 attendances, expanding into Medway for the first time and launching culturally tailored partnerships with local Gurdwaras to ensure that support truly reflects the communities we serve. Meanwhile, our Dementia Care services – including the Beacon Day Centre and Support at Home – continued to provide personalised, dignified care, enriched this year by intergenerational projects and enhanced activity programmes.

Behind the numbers are the human stories that drive us forward – people who tell us they feel less lonely, safer, better informed, and more connected because of ADSS. One person told us, "*I felt quite isolated before and thought I had to muddle through, but you took away that feeling and with your support I know now that I don't have to.*" Feedback like this reminds us why our work matters – and why we must keep striving to reach more people, earlier, and in ways that meet their needs and aspirations.

This year also brought well-deserved recognition. At the Kent Charity Awards we were named Disability Charity of the Year and overall Charity of the Year. We also received the High Sheriff of Kent's Charity of the Year Award. Finally, we were shortlisted nationally for the Charity Governance Awards – an affirmation of the robust, values-driven leadership that underpins all we do.

Looking ahead, our 2030 Strategy – *Facing Dementia Together with Kent and Medway* – continues to guide our ambitions: to be more visible, more accessible, more equitable, and a stronger voice for those affected by dementia. In 2025-26, we will launch our new website, expand county-wide carer services, and scale our culturally tailored work, while building the fundraising strength to sustain and grow our impact in an increasingly challenging environment.

I am proud of what ADSS has achieved this year, but even more inspired by what lies ahead. Together – with the commitment of our team, the trust of our supporters, and the courage of the people we serve – we will continue to push for a future where everyone living with dementia in Kent and Medway gets the support they need to live the life they want.

Sam Barton

Objective and Activities

Purpose

Our purpose is to give people affected by dementia the knowledge, support and care they need to take back control of their lives, take part in family and community life, and manage their symptoms.

Vision

Everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want.

Mission

Too many people affected by dementia do not get the vital social care, support and guidance they need. We use our person-centred experience of dementia to define and implement social care services, from diagnosis to end of life, that reduce the devastating impact the disease can have.

Values

We believe:

- That everyone's rights and dignity should be promoted.
- In being person-centred and focused on people's abilities.
- In being inclusive and embracing everyone in our community.
- In working together to deliver excellence in the information, support and services we provide.
- In being caring and compassionate in all we do.
- In acting with integrity and honesty at all times.

Achievements and performance

Awards

2024-25 has been an exceptional year in terms of the external recognition received for the work we do, our impact and the way the charity is led. We were delighted to be the shortlisted finalists or proud winners of a number of awards and accolades, which were;

- Kent Charity Awards

In September 2024 we were the first ever recipients of three awards at the Kent Charity Awards. We won the Disability Charity of the Year and the overall Kent Charity of the Year, and our Chair, Sam Barton, was named Trustee of the Year. These local but highly prized awards are judged by a prestigious panel, and with over 70 entrants our treble win was a true honour. Whilst it is impossible to truly quantify the significance of wining an award like this, it has helped us secure additional funding, grow our social media following, and directly led to a significant

capital gift in kind for renovation work. It also serves to build confidence in us from our stakeholders and new partners.

- High Sheriff of Kent Charity of the Year Award

In early 2025 we were given special recognition from the High Sheriff of Kent, Dr Gill Fargher, with her Charity of the Year Award. This ceremonial award was testament to the high regard ADSS is held in.

- Charity Governance Awards – People in Governance

ADSS was also proud to be shortlisted for the Cloth Workers Foundation's Charity Governance Awards – national awards with more than 100 entrants. Our Board and CEO have worked hard to ensure the governance of the charity has kept pace with ADSS's growth, at the same time as exemplifying the values of the organisation and demonstrating best practice. It was therefore a real honour to be shortlisted in the People in Governance category. This award has drawn the attention of our funders and stakeholders, giving them even more confidence in the capability of the leadership to ensure ADSS is a well-run charity.

Strategy Launch

In April 2024 we launched our new 2030 Strategy: 'Facing Dementia Together with Kent and Medway'. This strategy builds on our previous ambitions and will enable us to be Bigger, Brighter and Bolder.

The strategy sets out what we aim to achieve by 2030:

ADSS will be an award-winning, well-known and sustainable charity for people living with dementia and their carers. ADSS will ensure the delivery of high-quality and evidence-based services to all communities across Kent and Medway, and we will champion the rights and aspirations of those affected by dementia.

Our strategy is built on four key areas and underpinned by our dementia expertise, the partnerships we have built and will build, the people in our team (staff and volunteers), and the income we generate to pay for the support we know we need to provide.

Our strategy is reliant on ADSS working to:

- Be Visible - We will create greater public and professional awareness of the work we do to support people affected by dementia and the impact we have. Be accessible - We will ensure that wherever you are in Kent and Medway you can

access a full range of services to help you live well with dementia, or as a carer of someone.

- Be equitable - We will ensure that the people who use our services, and our team, reflect the diversity of Kent and Medway, driven by our Diversity, Equity & Inclusion ambition.
- Be heard - We will champion the rights of people with dementia, and carers of people with dementia, and call out the injustices that they face. We will take a rights-based approach to our work.

For more details on our strategy, you can visit our website https://www.alz-dem.org/strategy-2030/

What we have achieved in year one

Be visible

- Created a communications strategy with clear target audiences and key messages.
- Begun a project to redevelop our website.

Be accessible

- Funded and begun the roll out of essential wellbeing services in Medway, where no previous services existed.
- Held a carers forum to begin the co-design of a model of services specifically for carers of people with dementia.

Be equitable

- Piloted bespoke services for underserved communities.
- Set up our People Advisory Group.

Be heard

- Created our Safeguarding and Mental Capacity Champions to build our organisational capability in this regard.

Our plans for 2025-26

We continue in force to ensure we meet our strategic ambitions to enable people affected by dementia to live the life they deserve. In 2025-26 we will continue to be

brave and ambitious to deliver the objectives of our strategy. Our key focuses will be:

Be visible

- Launch our new website with renewed fundraising capability, greater detail about our services and more information on how people can live the life they want with dementia.
- Align our fundraising messaging with our key messages and make better use of all of our communications channels.
- Develop a business model for providing dementia training.
- In-reach into more of the diverse communities across Kent and Medway.

Be accessible

- Co-produce, design the service model and work on the funding campaign for a county-wide carers service that meets the wellbeing needs of carers of people with dementia.
- Identify gaps and opportunities to bring more of our services to a wider reach across all of Kent and Medway.

Be equitable

- Work on our diversity, equity and diversity ambitions to increase the diversity of our team.

Be heard

- Continue to move the organisation towards having a true rights-based ethos with improved training in the rights of people who are in receipt of care, further upskilling our Safeguarding and Metal Capacity Champions and appointing a responsible Trustee to oversee our development.

Evaluation

The key findings from our evaluation showed that ADSS is having a significant impact on the people we support.

- 74% of people say they feel less lonely since accessing our services
- 86% of people feel our services help them to feel safe
- 78% feel our staff encourage them to do the activities they are able to
- 94% feel we provide them with the information they need, and this has gone up from 81% last year
- 71% of people can access social activities that they enjoy – the same level as last year. Our findings emphasise how it important it is that we expand the reach of our wellbeing services, as they are not accessible to all yet
- 99% of people feel listened to by our team

Our annual evaluation gives us a great opportunity to hear from the people we support to develop and grow our services, the knowledge of our team and our understanding of what people need from us. People told us:

"I felt quite isolated before and thought I had to muddle through, but you took away that feeling and with your support I know now that I don't have to. You have given us the guidance we needed."

"I like to support my husband myself and you knew that and did not put any pressure on me to change things but made me aware of what was available."

"ADSS is so knowledgeable about dementia and what I should do in situations."

Compliments and Complaints

During 2024-25 we were delighted to receive 35 compliments (50 last year). Many of the compliments were directed towards team members or about the difference we collectively make to the people we support. This is testament to the excellent service we provide. However, we did also receive 12 complaints (13 last year). We are always grateful that people take the trouble to share their honest feedback with us, which gives us the opportunity to improve.

A few examples of our compliments:

"I would like to take this opportunity to add my personal thanks to you for the support you have provided over the past two or three years. In particular the time you have taken to explain the issues, options and strategies."

"We would like to thank everyone involved in my mum's care for all of their kindness, dedication and professionalism in ensuring my mum has been able to live well with her dementia at home. Sadly, my mum has reached a point now that she is no longer safe at home, and we have reached the point to look at my mum's best interests. We could not have walked our dementia journey without everyone at ADSS being there for us all."

Diversity, Equity and Inclusion

Throughout 2024-25 we have been working hard on our diversity, equity and inclusion ambitions and improvements. It is important to us that we remove barriers to accessing our services and are able to benefit from a truly diverse workforce. We have a clear ambition statement and an action plan to follow that up.

"We have an ambitious strategy to ensure that everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want. To understand the diverse communities across Kent and Medway, we need to ensure that our workforce represents these communities so that we understand the needs of the people we support. We have 3 key objectives to deliver our ambition:

- Take affirmative action with our employee, brand and recruitment processes to increase the diversity of our team (employees and volunteers).
- Be person-centred, removing barriers to participation and embedding equity in everything we do, to accommodate the needs of our employees, volunteers and the people we support.
- Ensure that our diverse employee and volunteer base feels included so that they can thrive and grow with the Charity."

Some of our key achievements have been:

- Designing our training and beginning its roll out to our whole team.
- Taking targeted action with underserved communities to coproduce specific services in the Guru Nanak Darbar (Sikh Temple in Gravesend).

- Raising our profile within key cultural and religious groups and increasing their understanding of dementia.

Spotlight: Working Together in Gravesend – Supporting the Sikh Community

In early 2024, ADSS began a new partnership with the Guru Nanak Darbar Gurdwara in Gravesend. It started with a simple question: how could we better support people in the local Sikh community who were worried about memory loss and dementia?

The answer grew into something truly special. Together with the team at the newly reopened Guru Nanak Wellbeing Centre, we set up a twice-monthly Memory Café. It's a warm, welcoming space where older people, carers, and families can come together for conversation, support, and practical advice. There's always someone on hand to translate if needed, and we offer clear routes to further help, including referrals to our dementia coordinators for more personalised support.

Each session is shaped by the community it serves. That's what makes it work. The Gurdwara team brings deep knowledge of the community's culture, values and needs; we bring our experience in dementia care and support. The result is a real collaboration that's already making a difference.

People like BK, who came to us in June, have already benefited from this support. She had been struggling with memory problems and sleep issues caused by audio hallucinations, but a language barrier meant she couldn't explain what was happening to her GP. With support from our Dementia Coordinator, she was able to access the memory clinic and audiology services - and is now feeling much better, with a diagnosis and new medication.

The feedback from attendees and community leaders has been incredibly positive. Susan Gill, Guru Nanak Wellbeing Centre Manager, said "By working with ADSS, we are not only enhancing the services we offer but also addressing a critical need for specialised support and awareness around dementia. ADSS's comprehensive approach to raising awareness, providing essential care and fostering community engagement aligns perfectly with our goals." But what matters most is that people are getting help earlier, in a place they trust, in a way that feels right for them.

So far we have supported an average of 22-25 people per month, and we are working with two further Gurdwaras, in Dartford and Medway, to replicate this community-led support. We have identified ten people who have gone on to be supported to get a diagnosis of dementia or other additional support from our Dementia Coordinators.

Safeguarding the people we support

At ADSS we have a robust safeguarding policy, procedures and training. Due to the increasing in demand for our support, the greater complexity of the people we support and the greater number of economically deprived areas we now work in, we have seen an increase in the number of safeguarding concerns we have for the people we support. In the year in question, we have supported 50 people where there are concerns of abuse or neglect. But the preventative work we do with the majority of the people we support is also a significant factor in preventing more concerns.

Operationally, we have had to create a robust and responsive safeguarding structure to ensure the best support is given to those who use our services, and our team members. In practical terms, it takes more time to support people when there are safeguarding concerns, but it can also take an emotional toll on the team member dealing with the situation. We have:

- Promoted Kelly Clark (Head of Community Care and Wellbeing) to Designated Safeguarding Lead.
- Introduced a team of Safeguarding Champions from all areas of our organisation and trained them all to level three.
- Built an excellent working relationship with Kent & Medway Safeguarding Adults Board. We are very grateful to their independent chair, Andy Raby, and their manager, Vicky Widden, for their ongoing support and engagement.
- Conducted a Safeguarding Adults Week awareness campaign.

Spotlight: Working together to keep people safe

Our Dementia Coordinators work tirelessly to keep people living with dementia safe from harm and abuse. Building trusted relationships is at the heart of what they do, enabling them to spot signs of risk early and act quickly.

For example, one of our Dementia Coordinators recently supported Barry, who was at risk of financial abuse by his son. By listening to him, liaising with his friends, and working in partnership with Social Services and the Police, they helped raise a safeguarding alert, removed online banking access, and ensured regular welfare checks were carried out. As a result, Barry has now received a social care review recommending 24-hour care, leaving him feeling safer and less vulnerable.

This case is ongoing, and our Dementia Coordinator continues to attend Best Interest Meetings with Social Services to make sure Barry's needs and wishes are fully considered.

This kind of proactive safeguarding is essential. Our staff work closely with families, friends, local authorities, and other agencies to prevent harm, stop abuse from continuing, and ensure the people we support can live with dignity and security.

Whilst the abuse, or potential abuse, of people affected by dementia is not a topic we want to be discussing, we believe it is vital to shine a light on the fact that people living with dementia can and do experience abuse. The impact of abuse or the risk of abuse on people affected by dementia can be huge. It can lead to people being hurt, caring arrangements breaking down, and greater social care needs developing. We believe that Covid lockdowns, the cost of living crisis, financial pressures in the NHS and local authorities, and a precarious social care system have all compounded the complexity and fragility of people's lives and circumstances.

Health and safety of our team and the people we support

The charity continues to maintain its excellent safety record with zero breaches of health and safety and zero reportable injuries over the past seven years.

The charity has continued to develop our safety leadership which has enabled us to focus on near miss reporting and behaviour. All activities undertaken by ADSS have comprehensive risk assessments, policies and procedures that ensure we keep our staff and the people we support safe.

We have in the last period appointed a Training Manager who is working with the team to enhance and develop different ways to train our staff. This will ensure that we have a robust training programme to meet everyone's needs and learning styles, in relation to health and safety.

ADSS as a place to work

The Board of Trustees and the Senior Leadership Team are committed to ensuring that ADSS is a place where people want to work and volunteer. We are committed to hiring, retaining and developing excellent talent to ensure we provide the best for the people we support.

To support this work, we have worked closely with our team to develop our staff benefits offer. Our Employee Forum and People Advisory Group have helped the Board of Trustees and SLT to implement a suite of improved benefits. During the last financial year, we have:

- Increased our employers pension contribution by 1%
- Increased the base annual leave entitlement from 24 days to 25 days plus bank holidays
- Introduced a Long Service Recognition Award
- Invested significantly in our leadership development programme

Volunteers at ADSS

Our volunteers, those who are kind enough to give their time freely, are a vital part of our ability to deliver the support we offer. This year we have embraced a new kind of volunteering and now have office volunteers, helping with operational and service delivery administration. We also have volunteers who are working on specific projects, such as Salesforce development. Our volunteers have given 7482 hours (312 days) of their time in 2024-25.

During the year we sadly ended our long-running Medway Dementia Buddies service in Medway Maritime Hospital. Our trained and supported volunteers cared for hospital patients with dementia, but the hospital decided they would bring the service under their direct control and no longer commission us.

Volunteers will continue to be a vital component of our ability to achieve our strategy, and 2025-26 will see the launch of our volunteer strategy. We will also work on the volunteer experience and set up a volunteer forum.

We would like to say a huge thank you to all the wonderful volunteers who give their time to help improve the lives of people affected by dementia.

Our Services

ADSS delivers a range of services to people affected by dementia through our service lines 'Dementia Care', 'Dementia Wellbeing' and 'Dementia Support'. The

Dementia Support service is our overarching service that provides practical and emotional support to people, from pre-diagnosis to end of life. Our Dementia Coordinators are now operating in partnership with GP surgeries across half of Kent, from Tunbridge Wells to the Isle of Sheppey and everywhere in between. They provide information and support and work in conjunction with people affected by dementia to create a support plan that enables them to live the life they want. We have a collaborative approach and therefore are working in partnership with Kent & Medway Partnership Trust (KMPT – which operates the memory clinics), social services, care providers and other charities to ensure people affected by dementia get the best support Kent can offer.

Our Dementia Wellbeing services are there to ensure people understand what dementia is, what support is available and help people build peer networks, but most importantly to help people have fun and live a fulfilling life. The services include Memory Cafés, Peer Support Groups, support and learning groups for carers, activity groups and cafes, day trips and so much more. Each year we build on the variety and choice we can offer people to ensure as far as possible there is something for everyone.

Our Dementia Care team builds on that by providing a greater level of support and personal care to people whose dementia has advanced or who need more. This includes our Beacon Day Support Centre and our home care service, Support at Home. Our Beacon Day service provides a vibrant and lively atmosphere for people to make friends, take part in fun activities and try new things. From our card playing to the 'Crafty Crafters', each day there are person-centred activities for all to enjoy. Our Support at Home team take what we can offer into the home and we support people to enjoy hobbies or connect with their community. Our Support at Home+ service supports people with personal care and the tasks of daily living to ensure they can live a happy and healthy life in their own home. The service is regulated by the Care Quality Commission (CQC).

Fig.1 ADSS Theory of Change

Our heritage is in Dartford, Gravesham and Swanley – in these areas we can offer our full array of services. But all residents in north and west Kent are now able to access some level of service from ADSS, and where we don't provide a full range of services, we work with partners to help people access what they need. However, sadly in some areas these services just do not exist yet.

Dementia Support

- 4,347 referrals into the service
- 1,958 home assessments conducted
- 3,191 people supported
- 9,158 outcomes created
- 1,129 carers supported
- 670 supported in Darent Valley Hospital
- 714 hours of enablement support

Key achievements

- Developing a new groundbreaking service in Darent Valley Hospital, with specific Hospital Dementia Coordinators and Enablement Workers working in a truly integrated way, in the Same Day Emergency Care Department and the Emergency Department.
- A University of Sussex evaluation of the Dementia Coordinator services concluded, overwhelmingly, that the service is having huge benefits to people with dementia, their carers and the health system. To find out more visit https://www.surrey.ac.uk/research-projects/dcc-service-realist-evaluation#outputs

Developing our ways of working and integration with local GP surgeries to become truly embedded in the local system.

- Playing a pivotal role in helping the Dartford, Gravesham and Swanley area go from the worst performing, for diagnosis, to the best.

Spotlight – Hospital Dementia Coordinator and Enablement Service at Darent Valley Hospital

This year, ADSS has further strengthened its innovative Hospital Dementia Coordinator (HDC) and Enablement Service at Darent Valley Hospital, developed in partnership with the NHS and funded through the hospital's Community Investment Programme.

Recognising that hospital is often the worst place for people with dementia, where hospital-acquired deterioration can reduce their chances of returning home, ADSS worked proactively from the start to help design a service that meets the real needs of people living with dementia and their families. Our goal was clear: to help people avoid unnecessary admissions, return home sooner, and have a better, more compassionate experience of care.

Our specialist Dementia Coordinators are embedded within the Emergency Department and Same Day Emergency Care unit, identifying patients early and working holistically with them and their carers. They create personalised support plans, coordinate with hospital teams, and plan safe discharges. Post-discharge, our Enablement Support Workers deliver tailored, strengths-based support at home, helping people rebuild confidence, independence, and social connections.

Between October 2024 and March 2025, the service supported over 670 people, reducing average hospital stays from 11.4 days to 7.4 days, and enabling 176 people to return home the same day. This service exemplifies our commitment to partnership working, person-centred care, and ensuring people with dementia get the right support at the right time to live the life they choose.

Challenges to the service

The ongoing funding pressures of the NHS continue to have a knock-on effect on the delivery of this service. The NHS has been unable to increase the contract amount since the first year of the project and we have had to continue to pay our staff fairly and cope with increasing cost pressures. We have worked hard on efficiencies, and this led to us going through a consultation process with our five area leads, instead creating two Area Managers. It is a testament to our Head of Service and Chief Operating Officer that we managed to keep everyone affected by the restructuring in our organisation.

Getting access to all GP surgeries and creating integrated working across the whole area continues to be a challenge.

Dementia Support: plans for the year ahead

We will continue to work on our innovative hospital service and see how else our expertise can be utilised. We also need to understand our processes and ensure we

are working efficiently for the good of all people with dementia, who need to go to hospital.

We also need to ensure that all our Dementia Coordinators have standardised practice and are working well to maximise the number of people they can support, without taking on more than they can manage. We will be working on our record system to ensure it works hard for this team.

We also anticipate a new tender for this service, commissioned by Kent & Medway NHS. We need to ensure we are ready for that and can demonstrate our impact and expertise. We are ready to support the system in transforming its diagnostic routes to reduce waiting lists and waiting times for a diagnosis of dementia and are attending the redesign meetings to help make a lasting and meaningful change for people getting diagnosed with dementia.

Dementia Wellbeing

- 868 people attended 6,773 times at our groups
- 632 groups held throughout the year
- 2-day trips with an average of 70 people attending

Key achievements

During the year in question, we worked on redesigning our Memory Cafés to better meet the needs of people who attend. Following feedback from our attendees, who told us that they wanted to use the Memory Café for fun activities, peer support and connection more than getting information, we created less regular partnership information events and gave more time at the monthly dementia cafés for the activities that meant so much to those coming along. These changes have been well received and we thank all of our partners who have given their time to attend

Kent Fire and Rescue, Kent Association for the Blind, KCC, Green Doctor, Community Wardens, Dartford Healthy Living Centre, and Imago.

This year our Wellbeing Team also;

- Acquired funding for and mobilised a range of wellbeing services across Medway.
- Developed a great partnership with the Guru Nanak Darbar in Gravesend to start our targeted work with underserved communities.
- Supported our delivery partners Age UK Kent Rivers and Age UK Sheppey to deliver a range of services across Swale.

Spotlight – ADSS brings Wellbeing Services to Medway

This year saw the successful launch and rapid growth of our Medway Wellbeing Services, made possible thanks to generous funding from the Masons Charitable Foundation. Recognising a clear gap in dementia-specific support across Medway, we set out to create accessible, inclusive spaces that bring people together, offer vital help, and reduce isolation.

Since opening our first Memory Café in Strood, we've expanded quickly to establish two more cafés in Chatham and on the Hoo Peninsula, alongside specialist activity groups in creative arts, singing, and peer support. These services were shaped by people living with dementia and their carers through an extensive co-production process, ensuring that local voices defined what was truly needed.

Our Memory Cafés have been warmly welcomed, with up to 50 people attending some sessions. One carer wrote:

"Just to have that group on offer and to meet others in a similar situation - and for me to know he has something to go to support him - is so amazing. He was so delighted, teary and happy."

A volunteer shared:

"I see how you brighten people's faces and bring people together. You work hard to make sure everyone is okay. I truly see your passion, and we are all so lucky to have you."

A participant in one of our creative groups put it simply:

"I'm having so much fun, and I always look forward to the next group!"

Thanks to this collaborative, person-centred approach, our Medway Wellbeing Services are already supporting over 120 people. Together with our partners and funders, we're building a community in Medway – one where people affected by dementia can find companionship, confidence, and joy close to home.

Challenges to the Service

It is always a challenge to ensure that we have regular attendees at the groups but also new people continuing to join. This helps create a vibrant and welcoming atmosphere and allows the maximum number of people possible to access the

support. We have not had as large attendance figures at some of our groups as we would have liked.

We also rely heavily on volunteers to deliver these services, and it is becoming an increasing challenge to find volunteers who can commit regularly to a support group.

Dementia Wellbeing: plans for the year ahead

Our experience in Medway and the feedback our Dementia Coordinators get make us realise that our wellbeing services are needed across Kent. We will shortly begin the delivery of our Carers Learning Groups across West Kent and are designing our carers services for roll out across the county in 2026.

We will work on our programme of activities to ensure we have something for everyone. This will include understanding how we can work in partnership with trained artists to help people with dementia explore creative self-expression.

We will also be building on our success with Gravesend Gurdwara, working with the Medway and Dartford Gurdwaras. This will enable us to then identify further underserved communities and begin the design of our coproduced service offer to meet their cultural and support needs.

Dementia Care

Support at Home

Support at Home – enabling and well-being led services

- 74 unique individuals supported during the year
- 4,437 hours of support provided in 2023-24 – a decrease of 62% on the previous year

Support at Home Plus – our Regulated Home Care service

- 100 unique individuals supported during the year
- 15,943 hours of support provided – an increase of 7% on the previous year
- An average of 3,000 tasks completed each month and over 156,000 tasks completed for people with dementia

Bridging Service

- 66 people received support from the Bridging Service, which is an increase of 87% on the previous year
- 1,147 hours of regulated support provided

The increase in bridging service support is testament to our team that have worked at Darent Valley Hospital identifying people who may need this specialist support.

Key achievements

During the year in question, we have looked at the operational delivery of this service to ensure it is as efficient as possible and to create greater commercial awareness amongst our team. Our Support at Home and Support at Home Plus services operate in a very challenging environment and currently the service does

not break even. The team have undertaken significant improvements to support with our move towards profitability:

- Introduced payment Terms and Conditions, in line with other care providers.
- Built greater understanding of our unit costs and pricing structures.
- Deployed Supervisors and Senior Care workers when necessary to cover holiday and sickness.
- Improved recruitment practices and assigned pre-screening of applicants to one team member.
- Prioritised better use of contracted staff and deployment according to demand of the service.

We have also created a stable senior team that are supporting our Registered Manager to deliver a quality service that is making a true difference to the lives of people they support. The team are also ensuring that our Care Workers feel like they are part of a team and have a strong connection to our overall purpose.

We continue to ensure that the people we support through this service have meaningful activity and engagement, we raise additional funds to create themed activity packs that help with reminiscence, conversation and activity, during our care visits and beyond.

Challenges to the service

Recruitment continues to prove a challenge to our ability to delivery at the capacity we would like. These challenges exist across social care as a whole and remind us of the importance of our People Strategy and offering the best benefits and terms and conditions to our teams.

It is proving increasingly difficult to bring our team together to ensure they get peer support, vital updates and a strong sense of connection to ADSS. Over the past year

we have not been able to get the full team together or schedule many Care Worker meetings to take place.

Support at Home: plans for the year ahead

Our commitment to the importance of this service is high on our agenda for 2025 and beyond. The Trustees and Senior Leadership Team understand the deep importance it has, we need to be able to provide a comprehensive range of support to people, including when dementia inhibits their ability to look after their own care. With that in mind we are continuing to look at our business model, drive our profitability whilst maintaining our deep commitment to our life-enhancing person-centred care. We will:

- Develop our business model with new ideas for income growth.
- Conduct our first ever staff recruitment campaign.
- Develop our quality management processes to ensure we are always delivering the best of care.
- Focus on our evidence framework for our next CQC inspection.
- Develop our usage of our care planning and rostering systems, including trialling GP record integration.

The Beacon Day Centre

- 4,559 attendances in 2024-25 – a 1% decrease on the previous year
- 24 people joined the service and are still attending
- 1,500 hours of day support provided

Key Achievements

The Beacon Day centre continues to be the most popular dementia day centre in Dartford, Gravesham and Swanley. With the leadership of Sherrie Boyd, our newly appointed Beacon Day Centre Manager, the team continue to focus on the quality of experience for all the people we support. We are now supporting a great diversity of people, bringing a vibrancy to the service and a richer experience for all of those that attend. Our key achievements have been:

- The completion of our beautiful dementia inclusive garden for the Beacon members to enjoy.
- Creation of an intergeneration project with a local primary school.
- Supporting people who have a higher level of need than ever before.

Spotlight – Beacon Buddies: Building a Dementia-Friendly Generation

This year we successfully implemented Beacon Buddies, an intergenerational initiative that pairs Year 4 students from Shears Green Junior School with attendees at the Beacon. Taking place twice a month, the project encourages meaningful connections through shared activities such as games, arts and crafts, and the development of a sensory garden.

The programme has had a transformative impact, fostering empathy and understanding in a new generation while providing our service users with companionship, purpose, and joy. The children demonstrated remarkable kindness and curiosity, forming real bonds and learning about dementia in a personal and memorable way. Feedback from the school highlights how the experience aligns with their core values, promoting kindness, curiosity, courage, and honesty. The Deputy Head Teacher said "As they walked back to school, students were animated, discussing their interactions, sharing insights, and reflecting on the day's events. This vibrant post-visit discussion suggested that the experience not only made a strong impression but also fostered meaningful reflection among the pupils."

We are proud of this innovative initiative, set up by our Senior Support Worker, Leah, which exemplifies our commitment to creating a dementia-friendly community. The success of the first cohort has inspired plans for future collaborations, reinforcing our mission to support those living with dementia and raising awareness across generations.

Challenges to the service

The team are now supporting people with more advanced dementia, more protected characteristics and greater complexity than ever before. Huge credit needs to go to the Beacon team, who are now providing more personal care, support with eating and help with participating in activities, than ever before. They are still also providing fun-filled days with person centred activities. Our volunteers have been a wonderful support through this transition.

We have also found it very difficult to attract members who want to attend on a Saturday. For that reason, in March 2025, we took the decision to stop opening on a Saturday. We are pleased to say that everyone who attended on a Saturday was able to be accommodated on another day during the week.

The Beacon: plans for the year ahead

The Beacon team will maintain the focus on keeping our usage figures to target whilst providing a high level of activity focused on cognitive stimulation. We will work on enhancing our use of technology, maintaining our intergenerational work, maximising the use of our garden and bringing in as many volunteers as possible to support with activities throughout the day.

Fundraising

Fundraising policy

Income generated by our fundraising activities are presented in our accounts as donations and legacies. We confirm that all solicitations are managed internally, without the involvement of commercial participants, professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. During 2020-21 we updated our fundraising policy and created an ethical fundraising policy, which has been approved by the Board of Trustees. Our team is bound by our Code of Conduct and Gifts & Hospitality policy.

At ADSS, funds are raised from a variety of sources, including statutory contracts and grants, client contributions, smaller grants, donations and events. ADSS has registered with the Fundraising Regulator and, as in previous years, is using its guidance to ensure our fundraising practice is of the highest order. We are pleased to say we have received no complaints about our fundraising activity. The Trustees of ADSS understand the protections required for vulnerable people with regards to fundraising, and we use our understanding of dementia to ensure we protect them. We also have a clear segregation between our service delivery and fundraising teams.

Fundraising this year

Never before has ADSS generated the amount of fundraising income that it has this year. The Fundraising team have done an incredible job and raised over £620,000, driven by innovative new partnerships, optimisation of platforms such as Just Giving, and local community support.

We have long recognised that it is imperative for us to have a diverse range of income streams. Public bodies, such as Local Authorities, are under increasing financial pressures and so our increase in fundraising capacity and capability is imperative to achieving our aims.

We have invested further in our team and recruited our first ever Head of Fundraising. Last year, we recruited a Fundraising and Communications Manager, but it quickly became apparent that the remit was too large, with the demand for better marketing and communications and the rapid growth of our fundraising income. This led to the subsequent recruitment of a Head of Fundraising, which will enable us to become more strategic, grow our team further and start accessing more opportunities.

Spotlight - New Partnership with SGN: Supporting Energy Safety and Efficiency for People with Dementia

This year, ADSS was proud to launch an innovative new partnership with Southern Gas Networks (SGN), marking a new type of fundraising and collaborative working for our charity. Through SGN's funding and support, we have been able to reach vulnerable people living with dementia across Kent with essential gas safety advice and practical energy efficiency support.

The partnership is designed to help people with dementia stay safe, warm, and well at home, reducing fuel poverty and increasing energy awareness. Our dedicated Home Energy Service project coordinator works alongside our

dementia coordinators to identify those most in need, offering support in three key areas:

- Gas Safety: Distributing carbon monoxide alarms, arranging Locking Cooker Valve installations, and helping people register with the Priority Services Register.
- Energy Efficiency: Providing tailored advice and signposting to energy efficiency schemes and benefits checks.
- Affordable Warmth: Supporting access to hardship funds and fuel debt advice.

Between December 2024 and June 2025 alone, the partnership achieved outstanding impact:

- Reached 1,104 households
- Gifted 282 carbon monoxide alarms
- Registered 334 people for the Priority Services Register
- Delivered 30 energy advice sessions to 643 people

Feedback from those supported has been overwhelmingly positive, with comments such as:

"Very informative and good advice to help reduce cost of heating and ways to keep warm and safe," and "Thank you for loads of clear & useful information to help us stay warm and safe."

This new approach to fundraising and partnership working demonstrates ADSS's commitment to going beyond traditional dementia care - addressing the wider needs that help people live safely, independently, and with dignity in their own homes.

Thank yous

Our continued thanks go to The Albert Hunt Trust who have shown so much trust in our organisation and have again made a kind donation to ADSS. We also extend our thanks to the Mason's Charitable Foundation and Kent Community Foundation who supported Richard Watts Charities to give us a grant for our Medway Services.

ADSS is fortunate to be well supported by our local communities. The clubs and groups that have kindly supported us this year are Gravesham with Ebbsfleet Rotary, Redlibbets Golf Club and West Malling Golf Club.

We also have the wonderful support of many businesses and were delighted to be voted by the team at EY's London office to be their local charity partner. We have also had the support of Dartford Borough Council, John Lewis and the Port of London Authority. We were enormously grateful to receive funding from SGN (Southern Gas Networks) for specific work to support people with dementia with home energy efficiency and safety. HSBC have also awarded us funding to develop our website and increase financial resilience amongst the people we support.

Review of finances

The charitable company's income for the year ended 31 March 2025 totalled £3,247,456 (previous year: £3,064,228). This represents yet another year-on-year increase and has been driven by:

- Exceptional fundraising performance including unplanned income from SGN.

- Better than expected performance in Support at Home.
- Unplanned additional income from Kent & Medway NHS for work at Darent Valley Hospital.

This also resulted in a surplus of £205,061 (previous year: £294,824). The surplus does, however, include £115,232 of restricted funds unspent due to some later than planned project start dates and funding arriving later in the year.

Expenditure totalled £3,042,395 (previous year: £2,769,404). This was largely driven by an increase in staff costs for new programmes of work and close to full recruitment.

Principal Funding

ADSS's income derives from:

Kent & Medway NHS – 37%

Client Contributions – 29%

Fundraising – 19%

Kent County Council Contract – 7.5%

Other – 7.5%

Reserves Policy

The Trustees are very conscious of the need to act prudently with the administration of the funds of the Charity and assess the levels of free reserves they consider the Charity should hold for all existing and planned activities to be financed.

The Trustees are also aware of the need to meet all contractual obligations. If, for any reason, the Charity had to cease activity, the Charity would need to be supported with a sufficient amount of free reserves, due to the complexity of the work we do, and the reliance that some people who use the service have on us.

The Trustees have a policy of regularly reviewing the levels of reserves each year. This was most recently done in June 2025, by the Funding and Audit Committee. In view of the size of the charity, the varied income streams we have and the uncertain financial position of some of our key funders the Trustees believe the charity should hold free unrestricted reserves that would enable the charity to wind up and cease operating or that could support individual departments if major income streams were lost but the services were strategically important to achieving the Charity's mission.

Free unrestricted reserves (that is unrestricted reserves represented by net current assets) should be maintained at a target level above £650,000. This would be enough to cover redundancy, extended notice period to senior employees in the event of closure, and penalties to exit existing contractual commitments. The Trustees will also use these funds to fund individual departments to wind up or continue until an alternative source of funding can be found. The Trustees will not allocate more than £100,000 in any given year to this as long as the reserves are at the target level.

Where reserves are lower than the target level the Trustees will create a plan to increase them and where they are above the target level the Trustees will expend

them on strategically important investment or to put towards the sustainability of the charity.

As at the year ended 31 March 2025, the reserves currently stand at £606,078 and are calculated as follows:

RESERVES AT 31.3.2025

Total Reserves	**£ 1,396,993**
Less:	
Restricted Funds	£(126,037)
Designated Funds	£(47,000)
	£1,270,956
Less:	
Fixed Assets	£(560,228)
Free reserves	**£663,728**

The Trustees have decided to designate a fund for the year ending 31.03.2025 for the following;

- Laptops £22,000
- Walkway £15,000
- Expenditure for website and content creation £10,000

The Trustees are content that the reserves of the Charity currently meet their target.

Future Financial Planning

Things continue to be very tough for all charities, particularly for a charity like ours that relies on local government and NHS funding. Our public sector is squeezed, and reform will weigh heavy on the public purse in the short term. ADSS is using the year of 2025-26 to increase our fundraising capability and capacity. Generating a greater proportion of our income from fundraising will enable the charity to further diversify income and have more flexibility to meet the needs of the people we support.

We also now have the required skills in our SLT and on our Board to create financial KPIs and look further forward with our budgeting and forecasts.

Post balance sheet events

There have been no significant post balance sheet events.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' 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 that 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 Charity's SORP.
- make judgements and estimates that are reasonable and prudent.
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the detection and prevention of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are trustees at the time when this trustees report is approved has confirmed that:

- There is no relevant audit information of which the Charity's auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Small Company Provisions

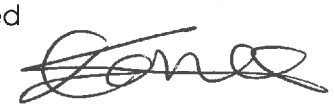
This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

Approval

This report was approved by the Trustees on ..13 OCTOBER 2025.. and signed on their behalf.

Signed

Sam Barton
Chair of Trustees

Signed 

Catherine Jones
Treasurer

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES FOR THE YEAR ENDED 31 MARCH 2025

Opinion

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

In our opinion the financial statements:

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

Basis for opinion

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

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Report of the Trustees, other than the financial statements and our Auditor's report thereon. Our opinion on the financial statements does not cover the information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit, the information given in the Report of the Trustees for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

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

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

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

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

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

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

How the audit was considered capable of detecting irregularities, including fraud:

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- we identified the laws and regulations applicable to the charity through discussions with management, and from our commercial knowledge and experience in the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the accounts or the operations of the charitable company, including the Charities Act 2011 and the Companies Act 2006;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting correspondence; and
- identified laws and regulations were communicated within the audit team and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charitable company's accounts to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading minutes of meetings of those charged with governance; and
- enquiring of management as to actual and potential litigation and claims.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the trustees and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may

involve deliberate concealment or collusion.
A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. The description forms part of our Auditor's report.

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

UHY Hacker Young

Tracey Moore BFP ACA (Senior statutory auditor)
For and on behalf of

UHY Hacker Young
Chartered Accountants and Statutory Auditors
Thames House, Roman Square
Sittingbourne. Kent. ME10 4BJ

Date: 30 October 2025

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2025

	Notes	*2025 Unrestricted* £	*2025 Restricted* £	*2025 Total* £	*2024 Total* £
Income from:					
Donations and legacies	4	391,219	230,687	621,906	517,522
Charitable activities	5	2,594,987	-	2,594,987	2,528,234
Investments		30,563	-	30,563	18,473
Total income		3,016,769	230,687	3,247,456	3,064,228
Expenditure on:					
Raising funds	6	131,391	-	131,391	68,913
Charitable activities	7	2,795,639	115,365	2,911,005	2,700,491
Total expenditure		2,927,030	115,365	3,042,395	2,769,404
Net income		**89,739**	**115,322**	**205,061**	**294,824**
Net movement in funds		**89,739**	**115,322**	**205,061**	**294,824**
Reconciliation of funds:					
Total funds brought forward		1,181,217	10,715	1,191,932	897,107
Total funds carried forward	12	**1,270,956**	**126,037**	**1,396,993**	**1,191,931**

The statement of financial activities includes all gains and losses recognised in the period.

All income and expenditure derives from continuing activities.

ALZEIMER'S & DEMENTIA SUPPORT SERVICES

BALANCE SHEET
AS AT 31 MARCH 2025

	Notes	2025 £	2025 £	2024 £	2024 £
Fixed assets					
Tangible assets	9		560,228		597,108
Current assets					
Debtors	10	138,452		95,846	
Cash at bank and in hand		874,332		649,381	
		1,012,784		745,227	
Creditors: amounts falling due within one year	11	(176,019)		(150,403)	
Net current assets			836,765		594,824
Total net assets			**1,396,993**		**1,191,932**
The funds of the charity					
Unrestricted funds			1,270,956		1,181,217
Restricted funds			126,037		10,715
Total funds	12		**1,396,993**		**1,191,932**

These financial statements have been prepared in accordance with the special provisions for small companies under part 15 of the Companies Act 2006.

The accounts were approved by the Board of Trustees on 13 October 2025 and signed on their behalf by:

Catherine Jones
Treasurer

Samuel Barton
Trustee

ALZHEIMER'S AND DEMENTIA SUPPORT SERVICES

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2025

	Notes	*2025* £	*2024* £
Cash flows from operating activities:			
Net cash provided by operating activities	A	212,229	92,770
Cash flows from investing activities:			
Dividends,interest and rents from investments		30,562	18,473
Purchase of tangible assets		(17,840)	(251,527)
Net cash used in investing activities		12,722	(233,054)
Change in cash and cash equivalents for the year		224,951	(140,284)
Cash and cash equivalents at the beginning of the year		649,381	789,665
Cash and cash equivalents at the end of the year		874,332	649,381

A Reconciliation of net income to net cash flow from operating activities

Net income for the year *As per statement of financial activities*	205,061	294,824
Adjustments for:		
Depreciation charges	54,044	53,662
Loss on disposal of assets	677	2,089
Discharge of mortgage - donation in kind	-	(315,000)
(Increase) / decrease in debtors	(42,607)	76,842
Increase / (decrease) in creditors	25,616	(1,175)
Interest received	(30,562)	(18,473)
Net cash provided by operating activities	212,229	92,769

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025

1 General information

Alzeimer's & Dementia Support Services is a charitable company limited by guarantee and incorporated in England and Wales (charity number 1173379), registered company number 10690071). In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered officel office is Safeharbour Memory Wellbeing Centre, Coldharbour Road, Northfleet, Kent, DA11 8AE.

2 Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the accounts are as follows:

2.1 Basis of preparation

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 (FRS 102)" (effective 1 January 2019) - (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Alzheimer's & Dementia Support Services meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policies.

There are no material uncertainties about the charity's ability to continue, and so the going concern basis of accounting has been adopted.

The accounts are presented in pounds sterling and rounded to the nearest pound.

2.2 Income

Income from government grants, whether 'capital' or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the funds are met, it is probable that the income will be received, and the amount can be measured relaibly and is not deferred.

Donated goods and services are recognised on receipt, on the basis of the value of donation or contribution which is the amount that the charity would be had been charged to obtain the goods and services on the open market, where the value of the gift can be measured reliably.

Income from charitable activities is recognised over the period to which the income relates. Charges for services are recognised when the services are provided. Income received in advance of the service provision is accounted for as deferred income.

2.3 Expenditure

Expenditure is recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably.

Expenditure has been classified under headings that aggregate all costs related to the category.

Staff costs are allocated across the charitable activities and administrative activities undertaken by the charity on the basis of staff time.

2.3 Expenditure (continued)

Support costs, which are those costs relating to functions which assist the work of the charity but do not directly relate to its activities, have been allocated to the activities undertaken by the charity on the basis of income.

2.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated realisable value of each asset over its expected useful life, as follows:

Motor vehicles	25% reducing balance
Equipment	25% straight line
Fixture and fittings	25% straight line
Building	2% straight line
Long Term Improvements	Straight line allocation over 15 years
Land	Nil

Fixed assets with an individual cost of less than £500 are written off in the year of purchase.

2.5 Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are recognised at the invoiced cost prepaid.

2.6 Creditors

Creditors are recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably. Creditors are recognised at the settlement amount.

2.7 Financial instruments

The charity only has financial instruments of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2.8 Pension contributions

The charity makes defined contributions into employee private pension schemes. Contributions are charged to the statement of financial activities as they become payable in accordance with contract terms.

2.9 Operating leases

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

2.10 Fund accounting

Unrestricted funds are those funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

2.11 Going Concern

The financial statements have been prepared on a going concern basis. The Trustees have considered relevant information, including the annual budget, forecast future cash flows and impact of subsequent events, on the business in making their assessment.

Based on these assessments and having regard to the resources available to the entity, the Trustees have concluded there is no material uncertainty and that they can continue to adopt the going concern basis in preparing the annual report and accounts.

3 Critical estimates and significant judgements

Estimates and judgments 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.

Critical accounting estimates and assumptions:
The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results.

Useful economic life of tangible fixed assets

Useful economic life is inline with the accounting policy. In setting these policies management will consider the industry average of the asset life and the number of years they expect the asset to be in use.

Allocation of support costs
Support costs are inline with the accounting policy. In setting these policies, management consider the resources needed for each activity and allocate the costs on a income percentage basis.

4 Income from donations and legacies

	2025	*2024*
	£	£
Donations	610,842	187,019
Donations in Kind	-	315,000
Legacies	10,000	13,870
Government Grants	1,064	1,633
	621,906	517,522

The comparative figure includes £16,852 of restricted income.

Government grants received in the year amounted to £1,064 (2024: £1,633) relate to the Bus Operator Grant. There were no unfulfilled conditions or other contingencies attaching to the grants that were recognised in income.

The charity did not benefit from any other forms of government assistance during the year (2024: £nil).

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025

5 Income from charitable activities

	Kent County Council	Service user income	Kent & Medway NHS	Department for Transport	2025	2024
	£	£	£	£	£	£
Day Care/Transport	-	285,315	-	-	285,315	260,245
Support at Home/Support at Home+	-	667,624	-	-	667,624	642,269
Post Diagnostic Support	245,000	-	-	-	245,000	240,000
Dementia Coordinators North Kent	-	-	669,826	-	669,826	669,826
Demetia Coordinators West Kent	-	-	387,794	-	387,794	387,794
Dementia Buddy	-	-	32,267	-	32,267	48,726
DGCG Dementia Care & Support	-		265,001	-	265,001	208,200
Other	-	41,096	-	1,064	42,160	42,669
	245,000	994,035	1,354,888	1,064	2,594,987	2,499,729

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025

6 Expenditure on raising funds

	2025 £	2024 £
Wages and Salaries	102,739	49,199
Other fundraising costs	28,651	19,713
	131,391	68,913

7 Costs of Charitable Activities

Summary by fund type	2025 Direct activities £	2025 Support costs £	2025 Total £	2024 Total £
Day Care/Transport	233,089	70,691	303,780	273,173
Support at Home/Support at Home Plus	622,085	165,415	787,500	795,056
Post Diagnostic Support	233,799	60,703	294,502	278,870
Dementia Coordinators North Kent	552,399	165,960	718,359	711,153
Denmentia Coordinators West Kent	369,736	96,082	465,818	389,220
Dementia Buddy	30,276	7,995	38,271	52,650
DVH Bridging Service	206,429	65,658	272,087	191,530
Other activities	20,242	10,446	30,688	8,838
	2,268,055	642,950	2,911,005	2,700,491

The comparative figure includes £48,485 of expenditure from restricted funds.

Direct costs	2025 £	2024 £
Wages and Salaries	1,831,337	1,739,067
Staff Training	1,974	5,967
Staff Home Working Allowance	9,219	8,312
Recruitment	3,792	9,079
Volunteers	1,001	788
Travel costs	72,362	74,664
Transport costs	14,238	20,075
Client activities	96,510	88,719
Client activities - AGE UK	79,882	79,882
Printing, postage and stationery	22,478	20,002
Telephone	40,336	44,752
Equipment	5,164	5,172
Professional fees	9,066	8,444
IT costs	61,722	57,015
Licences and subscriptions	1,037	2,999
Sundry	13,555	4,165
Accountancy - Salary administration costs	4,382	13,625
	2,268,055	2,182,725

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025

7 Costs of Charitable Activities (continued)	2025 £	2024 £
Carers Assessment & Support costs		
Wages and Salaries	393,537	282,548
Staff Training	17,168	14,590
Recruitment	-	7,872
Staff Welfare	1,524	-
Client activities	6,702	5,096
Community Café Consumables	15,355	13,894
Rent and Rates	848	798
Repairs and renewals	19,528	24,953
Utilities	14,830	11,371
Insurance	13,750	12,625
Cleaning	21,529	21,690
Travel costs	1,958	1,368
Printing, marketing, postage and stationery	7,456	4,012
Telephone	5,389	7,421
Equipment	8,993	8,392
Professional fees	967	687
IT costs	17,189	6,355
Bank charges	102	97
Bad debts	-	336
Licences and subscriptions	8,145	11,727
Sundry	15,704	13,423
Depreciation	54,044	53,662
Loss on disposal of fixed assets	677	2,089
Governance costs		
- Auditor's remuneration -audit fees	9,300	8,700
- Auditor's remuneration -other accountancy services	620	588
- Trustee meeting and training expenses	7,635	3,472
	642,950	517,766

8 Staff costs	2025 £	2024 £
Gross salaries	2,105,849	1,891,137
Social security costs	168,203	142,454
Pension costs	45,283	37,223
	2,319,335	2,070,814
The average number of employees (including part time workers) was:		
Direct charitable workers	95	92
Administrative staff	7	7
	102	99

One employee received emoluments of between £60,001 - £70,000 in the year ended 31 March 2025 (2024: no employees earned total employee benefits exceeding £60,000).

No Trustee, nor any person connected with a Trustee, received any remuneration.

The charity's key management personnel are the trustees, the Chief Executive Officers, the Chief Operating Officer, the Service Development Manager, the Dementia Care Manager, the Dementia Support Manager, the Finance Manager and the Marketing & Communications Manager. Total emoluments, including employer's pension contributions and social security contributions paid to key management personnel were £303,100 (2024: £209,788).

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025

9 Tangible fixed assets

	Freehold land and buildings £	Long Term Improvements £	*Fixture & Fittings* £	*Motor vehicles* £	*Office Equipment* £	*Total* £
Cost						
At 1 April 2024	300,000	152,935	127,031	106,107	63,044	749,117
Additions	-	11,957	786	-	5,097	17,840
Disposals	-	-	(2,346)	-	(872)	(3,219)
At 31 March 2025	300,000	164,892	125,471	106,107	67,268	763,738
Depreciation						
At 1 April 2024	5,600	3,987	63,147	46,056	33,220	152,008
Disposals	-	-	(2,110)	-	(432)	(2,542)
Charge for the year	2,800	10,642	17,358	15,012	8,232	54,044
At 31 March 2025	8,400	14,629	78,395	61,067	41,020	203,510
Net book value						
At 31 March 2025	291,600	150,263	47,076	45,040	26,249	560,228
At 31 March 2024	294,400	148,948	63,884	60,052	29,824	597,108

10 Debtors

	2025 £	*2024* £
Fees for services	101,756	85,521
Prepayments	35,204	10,325
Accrued Income (Gift Aid)	1,492	-
	138,452	95,846

11 Creditors: amounts falling due within one year

	2025 £	*2024* £
Amounts due to suppliers	45,094	24,037
PAYE/NI	36,674	33,350
Accruals	28,785	29,554
Other creditors	65,466	63,462
	176,019	150,403

Included in other creditors is deferred income, of which the movement is as follows:

	2025 £	*2024* £
Balance at 1 April 2024	47,778	59,959
Released to income	-	(12,181)
Balance at 31 March 2025	47,778	47,778

12 Movement in funds

Restricted funds hold amounts received for specific activities and expenditure on those activities is set against those amounts.

Unrestricted funds comprise donations and income received for general use of the Charity.

	1 April 2024	*Income*	*Expenditure*	*Transfers*	*31 March 2025*
	£	£	£	£	£
Unrestricted funds					
General Reserve	1,181,217	3,016,769	(2,927,030)	(47,000)	1,223,956
Designated funds	-	-	-	47,000	47,000
Total unrestricted funds	1,181,217	3,016,769	(2,927,030)	-	1,270,956
Restricted funds					
Britannia Refined Metals	50	-	(50)	-	-
Morrisons	1,563	-	(1,563)	-	-
Co op - Singing back the memories	1,945	-	(1,945)	-	-
Rana donation	410	-	(410)	-	-
Branton - In mem	1,000	-	(1,000)	-	-
Biz Giv	1,110	-	(1,110)	-	-
Website garden campaign - Mothers day	691	-	(691)	-	-
Beacon Garden					
Ebbsfleet Development Corporation	2,650	-	(2,650)	-	-
In memory of Margaret Kirby	1,000	-	(1,000)	-	-
Bilham: Activity packs & About Me Boxes	296	-	(296)	-	-
Saturday Carers re Beacon Garden	-	90	(90)	-	-
NHS Kent & Medway ICB: Kent Dementia Action Alliance 2024	-	2,000	(2,000)	-	-
KCF	-	8,000	(8,000)	-	-
HEIT BD Limited: Donation for ADSS Wellbeing Services	-	1,100	(1,100)	-	-
Diana Plants	-	20	(20)	-	-
Cackett - Garden	-	1,000	(1,000)	-	-
KCC Active Kent and Medway	-	495	(495)	-	-
Trevor and Margaret Miller - Garden	-	50	(50)	-	-
Evans - Garden	-	450	(450)	-	-
Timms - Garden	-	25	(25)	-	-
Masonic Charitable	-	45,000	(12,981)	-	32,019
Kent Community Foundation	-	10,000	(10,000)	-	-
Donations report - Restricted for garden	-	56	(56)	-	-
Dartford Borough Council - UK Shared Prosperity Fund	-	25,000	(9,620)	-	15,380
Robert and Stephen Clarke for Peer Support Group	-	1,050	(1,050)	-	-
Ebbsfleet - Beacon Christmas Activities	-	500	(500)	-	-
Co-op - Singing Back the Memories	-	3,563	(3,563)	-	-
Port of London Authority - Donation for Carers Peer Support Group	-	5,000	-	-	5,000
HSBC - Website redesign	-	24,946	(6,000)	-	18,946
Bilham	-	1	(1)	-	-
Bilham	-	572	(35)	-	537
Co-op - Singing Back the Memories	-	500	-	-	500
Southern Gas Network	-	101,269	(47,614)	-	53,655
Total restricted funds	10,715	230,687	(115,365)	-	126,037
Total funds	**1,191,932**	**3,247,456**	**(3,042,395)**	-	**1,396,993**

12 Movement in funds (continued)

Restricted Fund balances to be utilised in future periods

Any significant carry-forward balances primarily relate to ongoing projects that will continue into the next financial year.

The Restricted Funds are used as follows:

Masonic Charitable: Funds awarded for our Dementia Wellbeing programme in Medway.

Dartford Borough Council – UK Shared Prosperity Fund: Funds awarded to support Dartford to become dementia friendly. This enabled the delivery of training to retailers and community groups, and the conduct of dementia friendly audits.

Port of London Authority – Carers Peer Support Group: Funds to enable the continuation for another year of our Gravesham-based carers support groups.

HSBC – Website redesign: Funds received to support the redesign and development of the charity's website, aimed at enhancing fundraising and marketing capacity.

Bilham: A donation to enhance the support provided through our Support at Home Service, including seasonal activity packs for service users to enjoy with their Support Workers and families.

Co-op – Singing Back the Memories: Funds to contribute to the running costs of our popular Singing Back the Memories groups across Gravesham.

Southern Gas Network: Funds awarded to support people with dementia in Kent by improving energy safety and alleviating fuel poverty. This includes providing staff training on energy safety, hosting community events, and offering personalized advice to service users.

Designated funds to be utlilised in future periods

As noted in the Trustees' report, the Trustees have decided to designate a fund for the following future expenditure:

- laptops £22,000
- walkway £15,000
- expenditure for website and content creation £10,000

This fund is expected to start to be utilised in the next 12 months.

12 Movement in funds (continued)

Previous year

	1 April 2023	*Income*	*Expenditure*	*Transfers*	*31 March 2024*
	£	£	£	£	£
Unrestricted funds					
General Reserve	664,759	3,047,377	(2,720,919)	190,000	1,181,217
Designated Funds	190,000	-	-	(190,000)	-
Total unrestricted funds	854,759	3,047,377	(2,720,919)	-	1,181,217
Restricted funds					
Heaver Family donation - for staff	-	5,000	(5,000)	-	-
John Lewis - Christmas Activity	-	1,333	(1,333)	-	-
Britannia Refined Metals	-	250	(200)	-	50
Kyndi Christmas donation	-	250	(250)	-	-
Morrisons	-	1,563	-	-	1,563
Kent Community Foundation	-	3,000	(3,000)	-	-
Co-op - Singing back the memories	-	1,945	-	-	1,945
Rana donation	-	410	-	-	410
Branton - In memorium	-	1,000	-	-	1,000
Biz Giv	-	1,110	-	-	1,110
Website garden campaign - Mothers day	-	691	-	-	691
FP Thurston re Staff Party	-	300	(300)	-	-
Beacon Garden					
Co-op	1,622	-	(1,622)	-	-
Tesco	1,000	-	(1,000)	-	-
DHL/Sainsburys	1,526	-	(1,526)	-	-
Arnold Clark	1,000	-	(1,000)	-	-
John Lewis	3,000	-	(3,000)	-	-
Screwfix	5,000	-	(5,000)	-	-
Ebbsfleet Development Corporation	2,650	-	-	-	2,650
In memory of Margaret Kirby	1,000	-	-	-	1,000
Edward Gostling About Me Boxes	969	-	(969)	-	-
Kent Community Foundation - Post Diagnostic Support	5,000	-	(5,000)	-	-
NHS Kent & Medway DAA Event	2,300	-	(2,300)	-	-
Childwick Trust Carers Group	10,000	-	(10,000)	-	-
Bilham for activity packs & About Me Boxes	303	-	(7)	-	296
Sue Frost Wellbeing Activities	300	-	(300)	-	-
Main Grants Lottery Coronation and Kindred Spirits	2,533	-	(2,533)	-	-
SEKSEUI for PDS Groups	4,145	-	(4,145)	-	-
	42,348	16,852	(48,485)	-	10,715
	897,107	**3,064,229**	**(2,769,404)**	-	**1,191,932**

13 Analysis of net assets between funds

	Unrestricted funds 2025 £	*Restricted funds 2025* £	*Total funds 2025* £
Fixed assets	560,228	-	560,228
Current assets	880,747	126,037	1,006,784
Current Liabilities	(176,019)	-	(176,019)
Total net assets	**1,264,956**	**126,037**	**1,390,993**

	Unrestricted funds 2024 £	*Restricted funds 2024* £	*Total funds 2024* £
Fixed assets	597,108	-	597,108
Current assets	734,512	10,715	745,227
Current liabilities	(150,403)	-	(150,403)
Total net assets	**1,181,217**	**10,715**	**1,191,932**

14 Related party transactions

Expenses totalling £77 were reimbursed to one trustee for travel expenses (2024: £59)

During the year the Charity engaged the services of Nicola Pye Coaching Ltd. The sole director of the company, Nicola Pye, is considered a close family of the Charity's CEO, Katie Antill. In the year, £12,215 was paid to the company for training (2024: £4,127 for training). At the year end, £6,804 was due from the Charity to Nicola Pye Coaching Limited, and is included in Amounts due to Suppliers in Note 10 (2024: £nil outstanding).

15 Capital commitments

	2025 £	*2024* £
Contractual commitments	17,472	-

At 31 March 2025, the Charity had capital commitments in respect of the redesign of its website.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

England & Wales - Charity number 1173379

Accounts

Registered number 10690071

Charity number 1173379

TRUSTEES REPORT AND ANNUAL

STATEMENT FOR THE YEAR ENDING 31st MARCH 2024

Alzheimer's & Dementia Support Services
TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2024

Registered Charity Number: 1173379
Registered Company Number: 10690071
Principal Office
Safeharbour
Coldharbour Road
NORTHFLEET
Kent
DA11 8AE

Trustees

Karen du Rocher retired 23.01.2024
Chris Inwood
David Mackenzie retired 03.11.2023
Denise Osborn retired 29.05.2024
Sam Barton
Catherine Jones
Adedayo Ajakaiye
Gareth Simpson appointed 10.07.2023
Louise Buet appointed 10.07.2023
Vikki Harding appointed 10.07.2023
Avril Hamilton appointed 10.07.2023

Chair of Trustees
Sam Barton

Treasurer
Catherine Jones

Chief Executive Officer
Katie Antill

Auditors
UHY Hacker Young
Thames House
Roman Square
Sittingbourne
Kent
ME10 4BJ

Bankers
CAF Bank Ltd
Kings Hill
WEST MALLING
Kent
ME19 4JQ

Charity Bank
Fosse House
182 High St
TONBRIDGE
Kent
TN9 1BE

Flagstone
1st Floor
Clareville House
26-27 Oxendon Street
London
SW1Y 4EL

Advisors
Peninsula – HR and Employment Consultants
Peninsula – Health and Safety Consultants
Cyber and Data – Data Protection Advisors – from 05.2023

Trustees report

The Trustees are pleased to present their report with financial statements of the Charity for the year ending 31 March 2024. The Trustees confirm that the report and financial statements of the Charity comply with the current statutory requirements, the requirements of the governing document, and the provisions of "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 (FRS 102)" (Charities SORP (FRS 102)) (Second Edition)."

Executive Summary

ADSS, is now in its 33rd year, delivers services for people affected by dementia through our service lines 'Dementia Care', 'Dementia Wellbeing' and 'Dementia Support'. ADSS has an unwavering commitment to supporting people affected by dementia to live the best life they can. We take great pride in our person-centred, compassionate approach, and in the knowledge and expertise of our staff and volunteers. Through our services and support, people with dementia, their families and their carers are able to live well.

What we have achieved this year

ADSS continues to grow in reputation, capability and capacity to serve the population of Kent & Medway.

ADSS supported 6,172 unique people in 2023-24 – an amazing 29% increase on the previous year.

We supported an average of 1,506 people each month – a 7% increase on the previous year.

We had 4,048 new referrals to the services – an increase of 20%.

We have also competed a large improvement programme at Safeharbour, creating a dementia-friendly garden, replacing the flat roof on our building and upgrading to a new boiler and heating system.

In 2023-24 we also co-created a new strategy "Strategy 2030: Facing Dementia Together" that will guide our growth over the coming years.

Our financial picture

ADSS has navigated the difficult financial climate that is causing problems for so many charities, and in 2023-24 generated a record level of income.

- ADSS realised an income of £3,064,230 with expenditure of £2,769,404
- A discharge of the previously awarded loan from Albert Hunt Trust for £315,000 helped us achieve a net surplus of £294,826. Without this we would have recorded a modest deficit of just over £20,000.

The outlook for local authorities remains unstable and we continue to further diversify our income streams. However, ADSS can claim another successful year, during which we have navigating significant challenges: a cost-of-living crisis; the continued difficult funding climate in both philanthropic and statutory income; a complex employment market; and a surge in demand for our services and the complexity of the people we support.

We will remain vigilant and continue to build what we hope is a bright and sustainable future for many years to come.

Status

Alzheimer's & Dementia Support Services (ADSS) is a charitable company limited by guarantee and has no share capital. The company was incorporated on 24 March 2017 and is governed by Articles of Association.

Structure, Management and Governance

Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected at the Annual General Meeting or co-opted under the terms of the Articles of Association. The Board reviews its strengths and weaknesses to ensure its effectiveness in achieving the Charity's mission, governing the organisation, and leading the strategy. This helps the Board to identify when new Trustees should be recruited. During the 2023-24, four new Trustees have been recruited: Gareth Simpson, Louise Buet, Avril Hamilton and Vikki Harding.

The Board of Trustees has due regard for limited tenure best practice; however, it is prioritising having a regular inflow of new talent to the Board.

Policies adopted for the induction and training of Trustees

There is an agreed procedure for inducting and training Trustees, which ensures they are provided with relevant information about the Charity, in order that they can contribute to the effective governance and leadership of the organisation. Trustees also commit to regular training throughout their tenure and training needs are identified through informal reviews with the Chair of Trustees and the annual skills audit.

Organisational structure and decision making

The overall management of the Charity is in the hands of the Trustees, who currently meet quarterly. During the year in question, two committees also held quarterly meetings to support with the governance, compliance and oversight of the charity.

They were the Funding & Finance Committee, and the Quality, Risk & Compliance Committee.

Following a governance review conducted by the CEO and Trustees, it was agreed to remove fundraising from the remit of the Finance & Funding Committee, which has been renamed as the Finance & Audit Committee. It has also been agreed to add the following committees for the year ending 31st March 2025:

- Remuneration – to ensure the charity has a fair and consistent approach for paying all team members and to make specific decisions about the CEO and COO's salaries.
- Nominations – to oversee the recruitment of new Trustees and recommend new appointments to the Board of Trustees.

ADSS has also developed an innovative way of combining the skills of the individual Trustees and team members to work on specialist areas of focus for the Charity to meet its strategic aims. These 'working groups' have been called Advisory Groups and will work on the following areas of business:

- People Advisory Group – to support ADSS's ambition to be an employer of choice and to recruit and retain the best talent possible.
- Brand and Marketing Advisory Group – to support our strategic plans to be more recognised in the community and visible to those who want to support us or use our services, and to drive our fundraising efforts.
- Service and Impact Advisory Group – to support the development of new services and innovations in line with our strategic aims and to ensure we can clearly demonstrate and measure our impact.

All of these groups will commence during the current financial year.

The Board delegates the day-to-day running of the organisation to the Chief Executive Officer, Katie Antill. Katie has restructured her team and redefined people's job roles for the current financial year and has also made some significant appointments to the Senior Leadership Team. She is pleased to welcome Andreas Okpere as the Head of Finance and Cathy Assoba as Fundraising and Communications Manager.

Alongside Cathy and Andreas, the Senior Leadership Team comprises Matt Thurston, Chief Operating Officer; Sarah Taylor, Head of Quality and Development; Kelly Clark, Head of Community Care & Wellbeing Services; and Denise Kilshaw, Head of Dementia Coordinator Services.

Risk management

The Trustees have assessed the major risks to which the Charity is exposed, in particular those related to the operations and finances of the Charity, and are satisfied that systems and procedures are in place to mitigate exposure to those risks, or that they are covered by insurance. The Board of Trustees has undertaken Risk Management Training. The Risk Register is reviewed by the full Board and the relevant risks are discussed in further detail at the Finance & Audit Committee and Quality, Risk & Compliance Committee meetings, as well as at meetings of the Senior Leadership Team. A full review of the ADSS Risk Register was undertaken in

January 2024 and the Board of Trustees have reduced the risk rating for some of the most significant risks.

Consistent with many other charities, the key risks, based on their impact and likelihood, are:

Risk	Mitigation	Future plans
Cybercrime – a risk for all charities	Cyber Essentials Staff Training	Penetration testing
Fraud	Monthly and Quarterly Finance Control Checks Treasurer completion of Charity Commission Checks Annual Audit Policy oversight by Finance & Audit Committee	Finance Manager to implement more robust testing
Short-term funding	Ensure compliance with the contract deliverables Robust exit strategy Fundraising plan	Reinvigorate our strategy and fundraising plan
Data protection breach	Digital systems Data Protection Training Data Protection Impact Assessments	Embed new ways of working introduced by outsourced Data Protection Services

ADSS has reduced the risk rating for the following risks;

- Recruitment and retention of staff and volunteers – this was achieved by a concerted focus on leadership, remuneration and benefits. This was evident in having had a few months with a turnover rate of zero, the first ones since June 2022. This work will continue through the People Advisory Group.
- Management team capacity and burnout – the introduction of additional Senior Management, an Executive Personal Assistant and other high calibre team members has reduced the work burden on the Senior leadership Team.

Constitution

The organisation is governed by a constitution, which was adopted on 24 March 2017. Its objectives are to give continued practical and emotional support to people with dementia, their carers, other relatives, and supporters, and to deliver such support in a respectful way which recognises individuality and safeguards dignity.

Investment Powers

The constitution authorises the Trustees to apply the assets and property of the Charity solely towards the promotion and purpose of ADSS as laid down in the constitution.

In the year in question the Board of Trustees has continued to implement its investment policy and invested its reserves using the CAF deposit platform management by Flagstone.

Public Benefit

The Trustees have had due regard to the guidance issued by the Charity Commission on public benefit when reviewing the Charity's objectives and planning future activities.

An Introduction from our Chair

Welcome to our Trustees' Report 2023-24. I'd like to start, as always, by saying an enormous thank you to all of the incredible staff and volunteers at ADSS. The past 12 months has been another year of growth and development for our fantastic organization, and I am proud to say that we have – yet again – reached a record number of people.

In 2023-24, ADSS supported a total of 6,172 unique people, an amazing 29% increase on the previous year, and had more than 4,000 new referrals to our services. This is a remarkable increase and a testament to the boundless dedication, care and compassion of the ADSS team.

Our income has also reached another high-water mark, increasing by more than 30% on the prior year and totalling more than £3 million for the first time in 2023-34. We must also extend our eternal gratitude to The Albert Hunt Trust for their support of ADSS. Not only did they provide us with a generous loan in 2019, enabling us to acquire our building, Safeharbour, in Gravesend, but last year they also discharged this loan, meaning we now own the premises outright.

This wonderful donation from The Albert Hunt Trust has made such a difference to ADSS. Owning Safeharbour has given us the confidence to invest further in our premises. Over the past year, we have competed a large improvement programme, replacing the entire roof and upgrading to a new boiler and heating system. In recent weeks we have also completed development of our new dementia-friendly garden, Sunny Banks. This has transformed what was effectively disused space into an entirely new area where we can provide therapeutic, sensory support in a natural setting to people living with dementia, and aligns very closely with our person-centred approach to dementia care.

One the most important items on the agenda over the past year has been updating our long-term strategy. Earlier this year, we launched our new programme, "Strategy 2030: Facing Dementia Together". This strategy sets out a roadmap for the coming years, and builds on what we have already achieved. But it also recognises that there is still so much that people affected by dementia need. There are parts of Kent that do not receive the support our team can provide, underserved communities that are not included in the dementia pathway, people who are not being diagnosed and so many other pressing issues that we can face together with the people of Kent. We won't stop until dementia stops.

As part of this strategy, we are continuing to build our Board, our Senior Leadership Team (SLT) and our fundraising team. Over the past year we have welcomed four new Trustees, each bringing much-needed skills to the Board, across HR, healthcare and marketing. The SLT, meanwhile, has grown with the key appointments of our Fundraising and Communications Manager, Cathy Assoba and Andreas Okpere our Head of Finance. We also recognize that we need to increase our fundraising capacity to meet our future ambitions, ensure we all well financed in both our

service delivery and core functions and continue to diversify the income streams we have. We now have a team of three working hard to bring in the money we need to support even more people in 2024/25.

And to finish on some further positive news, while we don't do what we do in order to receive awards, it is pleasing when our efforts are recognized externally. I am proud to report that ADSS has made history by winning Kent Charity of the Year 2024, alongside being named Kent Disability Charity of the Year 2024. I was also delighted to win the prestigious Trustee of the Year, meaning that we are the first charity in the history of the awards to take away three trophies in one night.

Sam Barton

Objective and Activities

Purpose

Our purpose is to give people affected by dementia the knowledge, support and care they need to take back control of their lives, take part in family and community life, and manage their symptoms.

Vision

Everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want.

Mission

Too many people affected by dementia do not get the vital social care, support and guidance they need. We use our person-centred experience of dementia to define and implement social care services, from diagnosis to end of life, that reduce the devastating impact the disease can have.

Values

We believe:

- That everyone's rights and dignity should be promoted.
- In being person-centred and focused on people's abilities.
- In being inclusive and embracing everyone in our community.
- In working together to deliver excellence in the information, support and services we provide.
- In being caring and compassionate in all we do.
- In acting with integrity and honesty at all times.

Our Services

ADSS delivers a range of services to people affected by dementia through our service lines 'Dementia Care', 'Dementia Wellbeing' and 'Dementia Support'. The Dementia Support service is our overarching service that provides practical and emotional support to people from pre-diagnosis to end of life. Our Dementia Coordinators are now operating in partnership with GP surgeries across half of Kent,

from Tunbridge Wells to The Isle of Sheppey and everywhere in between. They provide information and support and work in conjunction with people affected by dementia to create a support plan that enables them to live the life they want. We have a collaborative approach and therefore are working in partnership with Kent & Medway Partnership Trust (KMPT – which operates the memory clinics – social services, care providers and other charities to ensure people affected by dementia get the best support Kent can offer.

Our Dementia Wellbeing services are there to ensure people understand what dementia is, what support is available and help people build peer networks, but most importantly to help people have fun and live a fulfilling life. The services include Dementia Cafés, Peer Support Groups, support and learning groups for carers, activity groups and cafes, day trips and so much more. Each year we build on the variety and choice we can offer people to ensure as far as possible there is something for everyone.

Our Dementia Care team builds on that by providing a greater level of support and personal care to people whose dementia has advanced or who need more. This includes our Beacon Day Support Centre and our home care service, Support at Home. Our Beacon Day service provides a vibrant a lively atmosphere for people to make friends, take part in fun activities and try new things. From our card playing to the 'Crafty Crafters', each day there are person-centred activities for all to enjoy. Our Support at Home team take what we can offer into the home and we support people to enjoy hobbies or connect with their community. Our Support at Home+ service supports people with personal care and the tasks of daily living to ensure they can live a happy and healthy life in their own home. The service is regulated by the Care Quality Commission (CQC).

Fig.1 ADSS Theory of Change

Our heritage is in Dartford, Gravesham and Swanley – in these areas we can offer our full array of services. But all residents in north and west Kent are now able to access some level of service from ADSS, and where we don't provide a full complement of services, we work with partners to help people access what they need. However, sadly in some areas these services just do not exist.

Achievements and performance

Completion of our strategy

In 2021 we launched an ambitious five-year strategy, but during the course of 2023 it became apparent that much of this strategy had already been achieved, but there was still so much to do for people living with dementia in Kent & Medway. In the latter half of 2023, we embarked on a strategy refresh and redesign. Here's what we achieved between 2021 and 2024 with our 'Getting Ready for the Future' strategy:

Our aims	What we did
Increase our reach, by 10% each year	We have increased our reach by 296% in three years.
Demonstrate excellence and specialism throughout every aspect of our work.	Over 70 of our team are now Dementia Interpreters and we have trained all Dementia Coordinators (not just our own)
Coproduce a wellbeing service model that offers flexibility and choice and includes evidence-based activities.	Across Dartford Gravesham & Swanley and Swale we now offer over 40 groups per month.
Expand our Dementia Support and Wellbeing Services across Kent and Medway	We now cover half of Kent with our Dementia Coordination Service and the residents of Dartford, Gravesham & Swanley and Swale get to enjoy our wellbeing services (or those offered by our partners Age UK Kent Rivers and Age UK Sheppey).
Increase our efficiency by 20% over five years.	We have reduced our core costs to 14% of our income from 21%. (This was achieved in part due to the discharge of our property loan and this level is not sustainable in the long term.)

In April and May 2024 we have launched our new 2030 Strategy: 'Facing Dementia Together with Kent and Medway'. This strategy builds on our previous ambitions and will enable us to be Bigger, Brighter and Bolder.

By 2030:

ADSS will be an award-winning, well-known and sustainable charity for people living with dementia and their carers. ADSS will ensure the delivery of high-quality and

evidence-based services to all communities across Kent and Medway and we will champion the rights and aspirations of those affected by dementia.

What we have achieved this year

- ADSS supported 6,172 unique people in 2023-24 – an amazing 29% increase on last year.
- We supported an average of 1,506 people each month – a 7% increase on last year.
- We had 4,048 new referrals to the services. This is an increase of 20%.
- We have also competed a large improvement programme at Safeharbour.
- We have replaced the flat roof on the building, upgraded to a new boiler and heating system and created a dementia-friendly garden.

Evaluation

The key findings from our evaluation showed that ADSS is having a significant impact on the people we support.

- 74% of people say our services help them live safely and independently
- 81% of people say our services provide them with specialist information and advice
- 71% of people can access social activities that they enjoy
- 92% of people feel like they are treated as an individual when accessing our services
- 94% of people think our staff have the right knowledge and understanding to support them
- 99% of people think our staff are caring and compassionate

Measuring our Impact

Over the past few years we have deliberately upskilled our team and the Charity to be able to articulate and evidence the impact we have. This was not only important for the Commissioners of some of our services but also for us as a Chairty to ensure we are making a difference to the lives of people affected by dementia.

We have coproduced and implemented a new tool to measure the impact of our services on those we support. We previously used the tool designed by Kent County Council and other commissioned providers, but it was not user friendly for people with dementia and we were aware that we needed to redesign it collaboratively with the people that use our services and our team.

The new impact tool consists of five easy-to-answer questions based around an individual's wellbeing and social inclusion. The answers for each question are a selection of multiple-choice words that enable the individual to best describe how they feel.

The two departments that currently use this impact tool are the Dementia Coordinators and the Wellbeing Coordinators. The first impact questionnaire is asked by Dementia Coordinators at the point of assessment and the second is completed when all support plan outcomes have been met and the service is closed. This allows us to measure the impact the direct support from a Coordinator has provided for an individual.

The Wellbeing Coordinators use the impact tool when an individual first attends one of our Wellbeing groups, and then again six months later (if they are still in

attendance at the group). This allows us to measure the impact our groups have on an individual and their wellbeing.

For those that access both services, we can now measure the impact between the first point of contact with our service and when they have had the time to fully benefit from our support.

It is still early days in the use of this new tool, but we look forward to sharing the results in the future. For now, we can tell you that, on average, the people we support feel 18% more included after accessing our services.

Compliments and Complaints

During 2023-24 we were delighted to receive 50 compliments (42 last year). Many of the compliments were directed towards team members or about the difference we collectively make to the people we support. This is testament to the excellent service we provide. However, we did also receive 13 complaints (11 last year).

While it is never a good feeling to receive complaints, we are grateful for honest feedback, and this has given us the opportunity to learn and to improve. Only one complaint was a formal complaint.

Diversity, Equity and Inclusion

In late 2022 ADSS created an Diversity, Equity and Inclusion (DEI) action plan. This was in recognition of the fact that we knew that some people from the diverse population of Kent were not accessing our services. We also recognised that our team did not truly reflect the communities we serve and therefore we were missing out on talent and a diversity of thinking. Our plan is a collection of practical actions we can take to address this. We have also reviewed and renewed our policy on Equity and Diversity and trained our Board and managers.

In the current financial year we have taken our ambitions for DEI even further by designing a training session that will be delivered to all team members, included being equitable as part of our new 2030 strategy and set up a working group. We also have a dedicated working group working on the actions we need to take to ensure ADSS offers equity of opportunity and is a fully inclusive and accessible place to work or be supported.

Safeguarding the people we support

At ADSS we have a robust safeguarding policy, procedures and training. All new team members are trained by our Designated Safeguarding Lead, Katie Antill, and they then have annual follow-up training. We continue to see an increase in the number of concerns we are dealing with. In the year in question, we have supported 50 people where there are concerns of abuse or neglect. But the preventative work we do with the majority of the people we support is also a significant factor in preventing more concerns.

Operationally, we have had to rise to the significant challenges that arise when supporting people where abuse or neglect is a factor. In practical terms, it takes more time to support people when there are safeguarding concerns, but it can also take an emotional toll on the team member dealing with the situation. To support with this, we have worked hard on our infrastructure to ensure we are able to be robust and supportive when there are concerns about abuse for the people we support. We have:

- Increased our Designated Safeguarding Team by appointing and training Kelly Clark and Denise Kilshaw as Deputy Safeguarding Leads.
- Introduced one Safeguarding Champion and will be appointing more.
- Engaged with Kent County Council's operational improvement group.
- Built an excellent working relationship with Kent & Medway Safeguarding Adults Board and are very grateful to their independent chair, Andy Raby, and their manager, Vickie Widden, for their ongoing support and engagement.
- Ensured that a designated Safeguarding Lead or Deputy has attended many of our Dementia Cafes and support groups to talk about safeguarding and how people can keep themselves safe.

Whilst the abuse, or potential abuse, of people affected by dementia is not a topic we want to be discussing, we believe it is vital to shine a light on the fact that people living with dementia can and do experience abuse. The impact of abuse or the risk of abuse on people affected by dementia can be huge. It can lead to people being hurt, caring arrangements breaking down, and greater social care needs developing. We believe that Covid lockdowns, the cost of living crisis, financial pressures in the NHS and local authorities, and a precarious social care system have all compounded the complexity and fragility of people's lives and circumstances.

Health and safety of our team and the people we support

While the charity maintains a very good safety record with no breaches of health and safety or reportable injuries for over six years, the increase in the number of staff and volunteers, and activities in the extended areas we cover, means that our current safety programme has needed to change focus.

As well as continuing to ensure that our building meets all the "legal" safety requirements, we have carried out numerous risk assessments for the activities we undertake at venues other than Safeharbour to keep the people we support safe.

We have also started the process of developing driver awareness training for staff, enhancing our near miss reporting and understanding, and have added a dedicated safety lead and a moving and handling trainer.

ADSS as a place to work

The Board of Trustees and the Senior Leadership Team are committed to ensuring that ADSS is a place where people want to work and volunteer. We are proud of the fact that we have grown significantly in the last two years at the same time as strengthening, rather than diluting, our excellent culture and values. The instruments we have put in place to support our ambition of being a great place to work are:

- Support for our team during the cost of living crisis
- An Employee Forum
- Leadership development for all levels of the team who have or aspire to have line management responsibility
- Trustee development and visibility with the team
- Medicash healthcare scheme
- A wellbeing team of trained Mental Health First Aiders
- Resilience training for team members
- Creating a strengths-based culture

Volunteer development at ADSS

This year we have continued to see a vast development in the recruitment of volunteers across all areas of ADSS. Now in her third full year in post, our Volunteer Coordinator has dedicated time and effort to recruiting a high calibre of volunteers from all backgrounds and skill sets to build a growing and diverse team dedicated to supporting people with dementia.

We have introduced and fine-tuned a robust recruitment and induction process, as well as developed detailed role descriptions for our volunteers to ensure they feel equipped for their role and always feel supported. Targeted recruitment, along with the assistance of social media platforms and continuous networking across the voluntary sector, has helped us to raise our profile and advertise our volunteer opportunities throughout the organisation to Trustee level. We invest in our volunteers by offering ongoing customised training to support them and enhance the quality of our service, build a strong team and maintain good retention rates. We started the year with 52 volunteers and finished the year with 70, increasing our volunteer contribution by 35%, which is an overall change of 126% since 2022. One area we have historically struggled with has been having volunteers based at Safeharbour assisting in the offices, kitchen and The Beacon. This past year, however, we have had 2,869 volunteer hours given across these areas. Looking ahead to the next fiscal year, this number will increase further as we have had a focus on volunteer recruitment to assist in other areas, such as the Dementia Coordinator and Wellbeing teams.

In January, we hosted a post-Christmas volunteer appreciation tea party to say thank you, which for the very first time also included a few Medway Buddies. Twenty-five volunteers attended, along with two Trustees, the Volunteer Coordinator and the CEO. The volunteers enjoyed meeting each other and every volunteer was given a thank you gift. It was enjoyed by all, and the volunteers were able to talk and network together. In total, including all of our Wellbeing group activities, our wonderful volunteer team has contributed a staggering 3,269 hours, helping us with groups, events, office and admin duties, supporting in The Beacon, driving the minibus and helping with meal prep in The Hub.

"Whilst volunteering with ADSS, I have gained extensive communicative skills when engaging with individuals who have Dementia. I have attend both the singing back the memories groups, where I have at first hand seen the positive impact it has on an individual with dementia and their recollection, but also actively have been able to undertake the chance of being a befriender and support a vulnerable person who was isolated, engage in meaningful activities and positively support them in a person-centred fashion." Volunteer for ADSS

In January 2023, we launched our befriending service 'ADSS Connections', which has been a great success. This has taken time, as we needed to recruit a very specific type of volunteer for this service to provide social support in the person's home, and match personalities. The service provides social stimulation for people with dementia and their carers to reduce feelings of loneliness and isolation. In the last fiscal year alone, we have enabled 550 volunteer visits with 17 individual befrienders totalling 640 hours of support for people in their own homes. Demand for the service is steadily increasing, and a waiting list has been established. Already, the benefits have been tangible for both volunteers and those we are supporting. Our priority is to expand our recruitment and focus on building a diverse team of volunteers who have the skills and confidence to engage with people in the comfort

of their own home. We are having limited success in the Swanley area with regards to recruiting befrienders - though not for the lack of trying - but demand for the service in the area is growing.

This year we have again been working with local senior schools, giving students the opportunity to gain experience working with our organisation and learning about dementia. We have attended various career days showcasing our charity's work to all year groups, with hope of encouraging secondary age students to study health and social care. We hope to develop these partnerships over the next few years, and are offering two weeks of work experience this summer, will be led by our Volunteer Coordinator. Investing time and knowledge into our future workforce in social care is a priority for us for the benefit of our community.

Volunteering: the future

- We will continue to encourage more male volunteers to provide 'Buddy' support.
- We will promote social inclusion by recruiting volunteers from all sectors of our diverse community.
- We will continue to look towards larger thank you events as our volunteer base grows.
- We will work towards building our 'Investing in Volunteers' quality framework.

Medway Buddy Volunteers

This has been a very successful year for the Medway Buddy team with regards to recruitment and the number of patients visited on the wards, with 25 active Buddies. Unfortunately, in September Medway Maritime Foundation Trust put on hold all recruitment for volunteers as they were setting up a new internal training regime throughout the hospital for all volunteers. As of March 2024, we have still not been given the green light to continue with recruitment, but the team have managed to keep morale and numbers of active volunteers up. The Buddy Coordinators kept a daily presence working from their hospital office, in addition to covering the wards and maintaining relationships with ward staff. They kept in regular contact with the volunteer Buddies, giving support and reassurance. The Buddy Volunteers received daily updates regarding Covid and the safety control measures implemented by the hospital. The ability to spend time and engage with patients living with dementia is what makes the Buddy service such a success, offering person-centred support and helping to champion the voice of people affected by dementia. In March, the Buddy team, the friends of Milton, Pembroke and Emerald, generously gave donations of a chatterbox, purring pets, baby dolls, and toiletries for patients and food sundries for ward staff.

This year, Buddy Coordinators prioritised recruitment to rebuild the volunteer team, despite being put on hold in September. They produced an action plan to diversify the recruitment of volunteers and work collaboratively with partners. They targeted local health and social care students (over 18) studying at Medway and Maidstone

Campus and Mid Kent College. This has been extremely successful and has assisted us in getting back on track to rebuild our volunteer capacity.

The service provided 2,810 visits equating to 1,940.5 hours of support for patients living with dementia on seven wards.

'The dementia buddies are valuable. They provide comfort and support the patients. They are a listening ear and in turn take the load off the ward staff. They engage with patients and motivate them with stimulating activities, which makes the patients feel less anxious, making their hospital stay more pleasant. Every single Buddy is cheerful, committed and makes a tangible difference to the wards and patients.'

Team member Medway NHS Foundation Trust

The year ending 31st March 2024 was the last year of our contract and unfortunately, in late April 2024, we were given the news that Medway Maritime Trust would not be renewing the contract with us. This is a considerable disappointment and very sad for our long-serving team member, Lynda Petley, who has so diligently and compassionately led and coordinated the service. We will continue to deliver the service until October 2024 and will work with Medway Hospital on their transition plans.

Dementia Care

Dementia Care consists of our Support at Home ("SAH") Service and our Beacon Day Centre. It is our aim to offer life-enhancing, stimulating support and care throughout these services. They are predominantly aimed at people whose dementia is quite advanced, and with our specialist knowledge and experience, we enable people affected by dementia to live the life they want to live and take part in activities that they enjoy.

Support at Home – enabling and well-being led services

- 89 unique individuals supported during the year
- 42 people were assigned to the service in April 2024
- 8,436 hours of support provided in 2023-24 – an increase of 17.5% on 2022-23

Support at Home Plus – our Regulated Home Care service

- 88 unique individuals supported during the year
- 56 people were assigned to the service in April 2024
- 14,955 hours of support provided
- An average of 2,000 items of medication administered every month

Bridging Service

- 26 people received support from the Bridging Service
- 445 hours of support provided

Changes to the service

SAH had always traditionally been a service that was provided to people for a minimum of two hours, once a week, to enable individuals to remain active, maintain their independence or just provide some company.

Over the last two years, we had seen an increase in the number of people who had requested the SAH to be provided for one hour, often daily, to ensure that individuals' daily living needs were being met. This was seen as an option due to the person not requiring any 'Regulated' Care Provision during the visits.

Earlier in the year, with the help of our newly appointed Finance Manager, we were able to see for the first time how much it costs us to provide one hour of care and it became apparent that all one-hour visits (for SAH and SAH+) would need to be charged at the same rate, as there is no difference in cost to us when providing either service.

SAH will now revert back to being a visit that is at least two hours in duration, so that those who do need a Support Worker to enable them to continue a hobby or remain independent are provided with this alternative.

Anyone else requiring a one-hour visit, regardless of whether any regulated activities are performed, will be charged the SAH+ rate.

Changes to the Terms & Conditions of the service, implemented from 1st April 2024, will have a significant impact on the income that the service receives, as the service will no longer be at risk of losing expected income on the day of hospitalisation. This gives us time to allocate a person's visits to somebody else whilst still receive income. These new terms put us in line with other care providers.

In 2023, we also began awarding our team of Care Workers with Certificates of Achievement to highlight their commitment and dedication to delivering the service in line with our values. Team members are awarded either a bronze, silver or gold pin badge alongside their Certificate of Achievement. To date, Care Workers have received awards for remaining vigilant and reporting discrepancies with medication administration, remaining with someone outside of their working hours (for example, until an ambulance has arrived), and for showing courage and commitment when faced with a difficult situation.

Barriers to providing the service

Recruitment and retention remained our biggest challenge in 2023, but over the course of the year our hard work – particularly around a recruitment drive – began to pay off. We now have more contracted members of staff within the team than ever before, which means that we have Care Workers available at the times we need them, thus facilitating the provision of 'full' care packages between 7am and 10pm, seven days a week.

In 2022 and 2023 we introduced Enhanced Rates of pay to entice zero-hour staff to work outside of their availability so that full packages cold be provided. We did not need to use any of these Enhanced Rates in 2023-24 due to contracting Carers to shift patterns that meet the needs of the service.

Despite creating more capacity within the Care Team, this hasn't been reflected when looking at care provision provided under the Bridging Service. This is due to Darent Valley Hospital now only referring patients to us who require a waking night service. Traditional care packages are not being referred to ADSS and we can only assume this is due to historical lack of capacity. However, this is improving with the

help of our hospital based Dementia Coordinators, they are ensuring better communication between the family, hospital and our service.

"Both my sister and I are in a significantly better place than we were last September, and a big part of the reason is the support we've received from ADSS. We really value your help."

Quote from the daughter of someone who uses the SAH Service

"I just wanted to say how lovely it is to have the ADSS carer team back after Mum's hospitalisation. Mum is seeming so much happier. The notes are lovely to read. Please pass on our thanks to the ladies."

Quote from the daughter of someone who uses the SAH+ Service

"Paula is absolutely lovely; we are blessed to have her. She has built an excellent relationship with both dad and our family. The office team are always so helpful and supportive too".

Quote from the daughter of someone who uses the SAH+ Service

Support at Home: plans for the year ahead

This year, we will continue to focus on ensuring we have capacity within the team to deliver on the needs of the people we support. We have already made changes to the shift patterns of contracted staff to make sure that we have enough people in the right places to deliver a solid baseline of traditional care packages, and we will be using our existing zero-hour staff to fill in any gaps.

We will continue to strive to improve the service by monitoring the quality of care we are providing. The Registered Manager is provided with all monitoring and feedback data monthly, which is reviewed as a team and any actions required to improve are recorded and completed by the next month. The Registered Manager also meets monthly with the Nominated Individual for a reflection and planning meeting.

We will also review income and expenditure monthly now that we have the resources in place to provide us with this information. This will allow us to maintain a clear picture of the costs of providing the service, enabling us to ensure we represent good value and have a sustainable business model.

Lastly, we will be focusing on ensuring that we are prepared to be inspected by the Care Quality Commission under their new Single Assessment Framework, maintaining current evidence criteria but also creating new ways to record and receive information that shows the CQC we are working towards achieving an 'Outstanding' rating.

The Beacon Day Centre

- 4,599 attendances in 2023-24
- 1,818 hours of day support provided
- 32 unique individuals joined the service in 2023-24

Achievements of the service

In 2023-24, The Beacon saw average attendances of 15 people per day. However, total income received means the team have reached their target of averaging 17 people per day, as non-attendances are now being charged for.

Previously, The Beacon would not charge an attendance fee if someone was unwell. However, from a cost perspective, this was unsustainable. We have worked with the team to understand the costs of providing the service and how important it is to ensure we are following our own policies and procedures. Despite not meeting the target of 17 attendances per day, we have been able to reach our income target because we now receive payment for non-attendance where notice to cancel was not provided.

Changes to the Terms &Conditions of Service implemented from 1st April 2024 further support the mindset that the team need to ensure that all spaces are filled, and any opportunities to fill an empty space should be explored to maintain the income required to cover our costs.

"I enjoy coming to The Beacon – I feel coming here has made me more patient as a person. I love having a coffee with everyone"

Quote from someone who attends The Beacon

"I'm quite lonely at home; it's just me and the cat. I look forward to coming here because I get to meet new people and we have fun together playing different games"

Quote from someone who attends The Beacon

"I just wanted you to know that my mum had a very positive first day at the ADSS Day Centre. She liked the staff, enjoyed the company of the other clients, loved the food and enjoyed the activities, especially playing cards. She said that she was made to feel very welcome. She looks forward to seeing you next week. A big thank you to you and all the staff."

Quote from the daughter of someone who attends The Beacon

The Beacon: plan for the year ahead

This year, we are focused on continuing to ensure that the attendance levels remain cost effective. We will be looking at the viability of providing Day Support on Saturdays, as this day of the week has always been difficult to fill.

We will also be working towards the provision of Day Support in Dartford and Medway. At present, there are areas within Medway that have no services at all for people living with dementia. Around 40% of our current attendees reside in Dartford and the surrounding areas. We are therefore developing a model of The Beacon service for this area and we hope this will help us achieve our mission of reaching more people in a way that is financially viable.

From May 2024, The Beacon will be partnering with Shears Green Primary School to implement 'Beacon Buddies'. Initially, 10 students from Year 4 will visit The Beacon each fortnight and will be split into two groups, with five children supporting

attendees with activities, quizzes and gardening, and five supporting with an art activity. We hope that this opportunity provides children in our local area with an insight into dementia, as well as providing our attendees with plenty of new topics of conversation, opportunities to reminisce, share stories and above all, have fun.

Dementia Wellbeing

Post Diagnostic Support

Achievements

Last year we developed a new and improved post diagnostic programme for Dartford, Gravesham and Swanley, consisting of social activity, low impact exercise, and much more. We ended last year providing 31 regular groups per month, and by the start of 2024, this had increased to 42 groups across all areas each month – an increase of **30%.**

The new and improved programme features a Summer and a Winter schedule, which enables us to continue to facilitate low-impact exercise and movement, regardless of the weather!

Our Art and Craft sessions are now being delivered in Dartford as well as Gravesend and a recently commenced Peer Group in Swanley now means that each area of Dartford, Gravesham and Swanley has its own dedicated Peer Support.

Changing venues to Redlibbets Golf Club for the New Ash Green Memory Cafe was a brilliant move – we now have more attendees there than ever before, and Redlibbets provide a free 'Putt and Play' session after each group, for those who want to try their hand at golf.

We continue to work with our delivery partners Age UK Sheppey and Age UK Kent Rivers to deliver a programme of wellbeing groups in Swale. We also now facilitate Singing Back the Memories groups across North Kent, Faversham, Sittingbourne and Leysdown.

- The total number of group attendances (including events and day trips) across North Kent, Sittingbourne, Faversham and Sheppey was **5,913**
- The total number of groups delivered this year across all areas is 801, totalling **2,474 hrs** of support, to **713** unique people.

Events and Day Trips

In total, 462 people attended the events we held throughout the year – an increase of 56% on last year. Carers and people living with dementia tell us that they feel comfortable and safe at our well organised events. We take the lead from the people we support as to where they would like to go and what activities they would like to take part in, which ensures the people who use our services are listened to and their thoughts and ideas are acted upon.

We held a Coronation Party in May 2023, which was attended by 79 people living with dementia, their carers and family members. This was the largest event we have held to date. Everyone who attended was given a gift to remember the day and

the feedback we received was wonderful; some people in attendance hadn't been out socially since before the lockdown. Many were overjoyed with the entertainment and the opportunity to celebrate something momentous with their loved ones.

In 2023 we visited Deal in July with 51 attendees, Herne Bay for a day trip in September with 72 attendees, and Rochester Christmas market in December, with 63 attendees. We also held an 'Easter Extravaganza' event during March's Carer Peer Group – we had 69 people attend and for 17 of those people, it was their first time accessing our services.

Carers Learning Programme

This year the course has been redesigned to be facilitated in four sessions using a series of activities, videos and discussions. We cover important topics such as dementia awareness, communication, complex behaviours, carer support, self-care, respite and the social care system, coping strategies, legal aspects, planning for the future and respite options. The course encourages carers to share experiences and create a support network.

Karen Heath joined the Wellbeing Team in June 2023 and commenced the delivery of the Carers Learning Programme. Six programmes were delivered in 2023-24, educating and supporting 46 individuals.

"This group brightens mine and my Mum's life – we really look forward to coming singing. We would love it to be more frequent."

Quote from someone who uses our Post Diagnostic Services

"I always enjoy coming as I have made lots of friends."

Quote from someone who uses our Post Diagnostic Services

Challenges

The Singing Group in Faversham hasn't taken off as we had hoped, due to the fact we do not have our own Dementia Coordinator covering this area. We have also struggled to attract referrals for Singing Back the Memories in Sheerness and Leysdown, despite our best efforts.

Recording accurate feedback for the impact measurements is still a challenge, despite the re-wording of the questions we were asking people. . We are finding that people don't seem to be 'travelling' as we expected.

Attendance at the Meopham Memory Cafe had struggled to climb above eight, so we used this opportunity to provide more support for Carers. Meopham now has a dedicated Carers Lunch Club that meets monthly at Bartella's restaurant, and this has been very well attended.

No referrals into Singing Back the Memories across Faversham, Leysdown or Sheerness have been received in the last six months.

The future

- Set up a Tea Dance in Swale.
- Design models for each of the Post Diagnostic Support Services so these can be duplicated across other areas.
- Develop relationships between Age UK and ADSS Dementia Coordinators.
- Community inclusion – target communities we are finding it difficult to access (Sheppey) and commence partnership with the Gurdwara, starting with a fortnightly Memory Cafe.
- Attract funding in Medway so we can deliver the same level of service there as we do in North Kent.
- Work with the Dementia Coordinators to understand the impact of Post Diagnostic Support and what each group is designed to achieve for people to enable purposeful referrals.
- Identify areas where we can provide further Carer support.

Dementia Coordination

Kent & Medway NHS has invested significantly in the support and care available to those living with dementia. The Dementia Coordinator programme supports the county to achieve the NICE (National Institute for Clinical Excellence) guidance that everyone with dementia has a named professional to support them throughout their experience of dementia. Each Dementia Coordinator works closely with a group of doctors' surgeries called a PCN (Primary Care Network). They identify the patients registered and then conduct a holistic assessment and create a person-centred support plan.

This year has marked a period of growth and progress for the team, as the NHS has commissioned us to provide a further five Dementia Coordinators. Within this period, the team has demonstrated exceptional productivity and achieved notable growth. In April 2023, we successfully secured funding to expand our Dementia Coordinator teams by hiring five additional full-time positions. We now have 19 Dementia Coordinators covering North Kent, Medway and 12 covering West Kent. Furthermore, we have internally promoted two team members into Area Lead positions.

We have made considerable efforts to establish partnerships with GPs and community healthcare professionals. This collaborative approach has proven to be highly beneficial for the individuals we support. Additionally, we have implemented six 'drop-in groups' in various locations. This innovative concept enables the people we support to conveniently access multiple services in one setting.

This year we have completed:

- 4,424 referrals into the service
- 2,644 assessments
- 7,873 outcomes for the individuals we support

The team have supported individuals to achieve everything from adaptations in the home, packages of care and financial reviews, to referrals dealing with crisis situations to ease stress on carers and make individuals with dementia feel better supported and cared for, as well as referrals to social and active lifestyle groups for a better sense of health and wellbeing. The difference this makes to people's lives is

that they feel part of something, and their lives become fuller. Everyday activities that were once a chore suddenly become easier. Ultimately the individual and their families feel that someone cares about them.

In November 2023, we implemented a new service at Darent Valley Hospital which included two Dementia Coordinators and one enablement support worker. Our objective is to provide support to patients living with dementia and their carers to enable safe and effective discharge. While there are ongoing efforts to further develop and improve the service, we have received positive feedback from both patients and staff. In fact, the service was recently acknowledged and praised by the Chief Operating Officer of Darent Valley Hospital during an emergency care meeting.

Here is some feedback from Mr Mark Kitchingham Lecturer/Nurse Consultant Older Adults DGS CMHSOP:

'ADSS has been instrumental in bridging the gap between primary and secondary care to support individuals and their carers following a diagnosis of dementia by collaboratively working with the local NHS memory clinic. Many times, over the years I have heard patients and carers telling me that they feel "abandoned" following diagnosis and discharge from the memory service but now we are able to involve the ADSS Dementia Coordinator early on to provide ongoing support. As part of this support we have also established a collaborative dementia drop-in clinic once per month, run jointly with ADSS in their community hub, which takes care out of the clinical hospital setting. People diagnosed with dementia and their carers can attend to obtain a range of support and advice from different services in attendance, including the memory clinic, around legal issues and benefits and with local groups and activities. This has made a huge difference to the level of support offered following a life-changing diagnosis of dementia and provided a point of contact throughout the dementia journey.'

"All 4 issues I was having got dealt with and sorted within 10 days (by the Dementia Coordinator), I've fought for over 2 years and got nowhere."

Carer of someone using the service

"Just to say that we continue to value greatly the work that ADSS is doing in our area, and at a recent Trust-wide meeting also heard how well things are going in other areas with ADSS."

Health Care Professional – KMPT

"Thank you so much for arranging a GP to visit Dad. I've just had a call to let me know that he has a bladder infection and has been prescribed antibiotics. Hopefully this will help get things back to normal. I've learnt a huge lesson though and will make sure he's always seen by a GP when we notice a big difference in him. All your efforts are hugely appreciated."

Carer of someone using the service

Challenges

- As a result of a substantial increase in demand for our services, we faced difficulties in effectively managing the influx of referrals, which caused additional pressure on our team members and unfortunately led to challenges with staff retention. In response, we have implemented revised processes and introduced a referral category system to prioritise the workload to prevent burnout among team members.
- Recruitment in the West Kent rural regions presented challenges.
- Some employees have chosen to leave the Dementia Coordinator role in order to pursue opportunities at KCC and NHS, where they have been offered more competitive salaries for similar roles. Consequently, we have needed to allocate additional funds to increase our salariesto maintain staff retention. However, regretfully we still have team members earning close to the national minimum wage due to the limited funding available for the contract.
- We continue to face some difficulties in securing dedicated time for Dementia Coordinators within surgeries due to resistance from GPs and Practice Managers.
- In some smaller surgeries the is a lack of space – some small or orphan surgeries are unable to allocate workspace for Dementia Coordinators. However, where possible we try to access their CRM system via a partner surgery. We receive referrals from KMPT from all PCN's regardless of access to the practice.
- Over the course of this year, there has been a notable increase in safeguarding concerns and alerts within this service. These involve instances of financial abuse, misuse of Lasting Power of Attorney responsibilities, cuckooing, and self-neglect. Sadly, we frequently come across cases where carers are physically unable to continue providing care to their loved ones due to their own health limitations or the overwhelming demands of the caring role, this can result in unintentional neglect, as they fear separation. In order to effectively address these complex and challenging situations, we have designated Safeguarding Leads to provide support and guidance to the team. Additionally, we have established a strong working partnership with our KCC safeguarding team and the Safeguarding Board to ensure proper handling of sensitive matters and prioritise the well-being of the individuals we support.

Fundraising

Fundraising policy

Amounts received from our fundraising activities are presented in our accounts as donations and legacies. We confirm that all solicitations are managed internally, without involvement of commercial participants, professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. During 2020-21 we updated our fundraising policy and created an ethical fundraising policy, which has been approved by the Board of Trustees. Our team is bound by our Code of Conduct and Gifts & Hospitality policy.

At ADSS, funds are raised from a variety of sources, including statutory grants, client contributions, smaller grants, donations and events. ADSS has registered with the Fundraising Regulator and, as in previous years, is using its guidance to ensure our

fundraising practice is of the highest order. We are pleased to say we have received no complaints about our fundraising activity. The Trustees of ADSS understand the protections required for vulnerable people with regards to fundraising, and we use our understanding of dementia to ensure we protect them. We also have a clear segregation between our service delivery and fundraising team.

Fundraising this year

Whilst ADSS has enjoyed the exceptional donation from Albert Hunt Trust, the general picture for fundraising continues to be challenging. We recognise that we need to increase our fundraising capacity to meet the future ambitions of our strategy, ensure we all well financed in both our service delivery and core functions and continue to diversify the income streams we have.

We have long recognised that it is imperative for us to have a diverse range of income streams. Public bodies, such as Local Authorities, are under increasing financial pressures, but with our desire to do more for people with dementia we know we need to develop and build on our fundraising capability.

We have invested further in our team and recruited our first ever Fundraising and Communications Manager, Cathy Assoba. This appointment will enable us to become more strategic, grow our team further and start accessing more opportunities. One opportunity that has been very successful for us is digital fundraising. Platforms such as Just Giving have already helped us realise a 3400% increase in fundraising in this area.

Thank yous

Our continued thanks go to The Albert Hunt Trust who, in 2019, loaned us the funds to purchase our building, Safeharbour, and have now discharged that loan as a generous donation. This donation gave us the confidence to carry out our improvement works to the roof and boiler. Additional specific thanks go to Childwick Trust and the National Lottery Community Fund.

ADSS is fortunate to be well supported by our local communities. The clubs and groups that have kindly supported us this year are: Gravesham with Ebbsfleet Rotary, Northfleet & Ebbsfleet Lions Club, Darent Valley Lions Club After Breast Cancer Support Group, Istead Rise Active Retirement Association, Inner Wheel, St Peter St Paul, Christ Church, Rowhill Women's Institute, GEMS, and Istead Rise Active Retirement Association.

We also have the wonderful support of many businesses. This year we have had the support of Dartford Borough Council, John Lewis, Port of London Authority, Britannia Refined materials, Redlibbets Golf Club, The Works (Dartford), Darent Valley Golf

Club, Westways Financial & Jag Properties, Aldi, B&Q, SP Fairs, Kyndi, KCL Digital, Screwfix, Co-op, Give a Car, and Sekisui Digital.

Review of finances

The charitable company's income for the year ended 31 March 2024 totalled £3,064,230 (previous year: £2,340,299). A major reason for the significant increase was the loan gifting of £315,000 from the Albert Hunt Trust to ADSS. This also resulted in a surplus of £294,825 (previous year: £57,043), but it is important to note that this is not a cash surplus.

Expenditure totalled £2,769,405 – an increase of £486,149 versus £2,283,256 in 2023. This was largely driven by an increase in staff costs as ADSS became fully staffed across most departments. Consequently, staff costs increased by £399,149 in 2024 to £2,210,777, from £1,811,628 in 2023.

Future Financial Planning

Things continue to be very tough for all charities, particularly for a charity like ours that relies on local government and NHS funding. Our public sector is squeezed, and the continued cost of living crisis means our future financial planning will focus heavily on building our fundraising strategy and opportunities. We know that the contracts we have been awarded for 2022-23 do not cover all their costs, so going forward we will not be operating full cost recovery, and we also know that we need the flexibility and control that voluntary income gives us. During the year to 31st March 2025 we will be looking at our strategic ambitions and forecasting our fundraising needs.

Reserves policy

The Trustees are very conscious of the need to act prudently with the administration of the funds of the Charity and assess the levels of free reserves they consider the Charity should hold for all existing and planned activities to be financed.

The Trustees are also aware of the need to meet all contractual obligations. If, for any reason, the Charity had to cease activity, the Charity would need to be supported with a sufficient amount of free reserves, due to the complexity of the work we do, and the reliance that some people who use the service have on us.

The Trustees have a policy of reviewing the levels of reserves each year. This was most recently completed in May 2024 by the Funding and Audit Committee. In view of the size of the charity, the varied income streams we have and the uncertain financial position of some of our key funders, the Trustees believe the Charity should hold free unrestricted reserves that would enable the charity to wind up and cease operating or that could support individual departments if major income streams were lost but the services were strategically important to achieving the Charity's mission.

Free unrestricted reserves (that is unrestricted reserves represented by net current assets) should be maintained at a target level above £600,000. This would be enough to cover redundancy and extended notice periods to senior employees in the event of closure, and penalties to exit existing contractual commitments. The

Trustees will also use these funds to fund individual departments to wind up or continue until an alternative source of funding can be found. The Trustees will not allocate more than £100,000 in any given year to this, as long as the reserves are at the target level.

Where reserves are lower than the target level, the Trustees will create a plan to increase them. Where they are above the target level, the Trustees will expend them on strategically important investment or to put them towards the sustainability of the charity.

As at the year ended 31 March 2024, the reserves currently stand at £1,191,932 (2023: £897,107) of which £584,110 (2023: £453,427) are considered free reserves, after deducting restricted funds of £10,715 (2023: £42,348) and fixed asset funds of £597,108 (2023: £401,332).

The Trustees have decided not to designate any reserves for the year ending 31st March 2024, believing instead that the Reserves Policy gives them flexibility to act prudently in the event of financial challenges to the whole or part of the Charity.

Principal Funding

ADSS's income derives from Kent County Council Contracts (43%, of which 35% is funded by Kent & Medway NHS), NHS Contracts (8%); Client Contributions (29%), Fundraising (17%), and Other (3%).

Post balance sheet events

The most significant post balance sheet events have been:

The ending of the Medway Buddies Service delivered in Medway Hospital, which will mean we can no longer impact the lives of people with dementia whilst in Medway Hospital.

The Future...

At ADSS we are excited that the year 2024-25 will be the first in our new 2030 Strategy: 'Facing Dementia Together with Kent and Medway'. This strategy takes us to 2030 and while much of it builds on what we have already achieved, it is also one that recognises there is still so much that people affected by dementia need. We won't stop until dementia stops. There are parts of Kent that do not receive the wonderful support our team can provide, underserved communities that are not included in the dementia pathway, people who are not being diagnosed and so many other pressing issues that we can face together with the people of Kent and Medway.

By 2030, ADSS will be an award-winning, well-known and sustainable charity for people living with dementia and their carers. ADSS will ensure the delivery of high-quality and evidence-based services to all communities across Kent and Medway and we will champion the rights and aspirations of those affected by dementia.

We will do this by

- Being visible
- Being equitable
- Being accessible
- Being heard

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' 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 that 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 Charity's SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the detection and prevention of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are trustees at the time when this trustees report is approved has confirmed that:

- There is no relevant audit information of which the Charity's auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Small Company Provisions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

Approval

This report was approved by the Trustees on ....14th October 2024.....and signed on their behalf.

Signed

Sam Barton
Chair of Trustees

Signed

Catherine Jones
Treasurer

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES FOR THE YEAR ENDED 31 MARCH 2024

Opinion

We have audited the financial statements of Alzheimer's & Dementia Support Services ('the charity') for the year ended 31 March 2024, which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of the charitable company's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Report of the Trustees, other than the financial statements and our Auditor's report thereon. Our opinion on the financial statements does not cover the information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit, the information given in the Report of the Trustees for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

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

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

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

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

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

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

How the audit was considered capable of detecting irregularities, including fraud:

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- we identified the laws and regulations applicable to the charity through discussions with management, and from our commercial knowledge and experience in the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the accounts or the operations of the charitable company, including the Charities Act 2011 and the Companies Act 2006;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting correspondence; and
- identified laws and regulations were communicated within the audit team and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charitable company's accounts to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading minutes of meetings of those charged with governance; and
- enquiring of management as to actual and potential litigation and claims.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the trustees and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may

involve deliberate concealment or collusion.
A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. The description forms part of our Auditor's report.

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

UHY Hacker Young

Tracey Moore BFP ACA (Senior statutory auditor)
For and on behalf of

UHY Hacker Young
Chartered Accountants and Statutory Auditors
Thames House, Roman Square
Sittingbourne. Kent. ME10 4BJ

Date: 7 November 2024

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2024

	Notes	*2024 Unrestricted* £	*2024 Restricted* £	*2024 Total* £	*2023 Total* £
Income from:					
Donations and legacies	4	500,670	16,852	517,522	151,596
Charitable activities	5	2,528,234	-	2,528,234	2,182,272
Investments		18,473	-	18,473	6,431
Total income		3,047,377	16,852	3,064,229	2,340,299
Expenditure on:					
Raising funds	6	68,913	-	68,913	37,698
Charitable activities	7	2,652,006	48,485	2,700,491	2,245,558
Total expenditure		2,720,919	48,485	2,769,404	2,283,256
Net Income		**326,458**	**(31,633)**	**294,825**	**57,043**
Other recognised gains/(losses):					
Reversal of revaluation gains		-	-	-	**(50,000)**
Net movement in funds		**326,458**	**(31,633)**	**294,825**	**7,043**
Reconciliation of funds:					
Total funds brought forward		854,759	42,348	897,107	890,064
Total funds carried forward	13	**1,181,217**	**10,715**	**1,191,932**	**897,107**

The statement of financial activities includes all gains and losses recognised in the period.

All income and expenditure derives from continuing activities.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

BALANCE SHEET
AS AT 31 MARCH 2024

	Notes	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible assets	9		597,108		401,332
Current assets					
Debtors	10	95,846		172,688	
Cash at bank and in hand		649,381		789,665	
		745,227		962,353	
Creditors: amounts falling due within one year	11	(150,403)		(151,578)	
Net current assets			594,824		810,775
Creditors: amounts falling due after one year			-		(315,000)
Total net assets			**1,191,932**		**897,107**
The funds of the charity					
Unrestricted funds			1,181,217		854,759
Restricted funds			10,715		42,348
Total funds			**1,191,932**		**897,107**

These financial statements have been prepared in accordance with the special provisions for small companies under part 15 of the Companies Act 2006.

The accounts were approved by the Board of Trustees on 14th October 2024 and signed on their behalf by:

Catherine Jones
Treasurer

Samuel Barton
Trustee

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2024

	Notes	*2024* £	*2023* £
Cash flows from operating activities:			
Net cash provided by operating activities	**A**	92,770	72,533
Cash flows from investing activities:			
Dividends, interest and rents from investments		18,473	6,431
Purchase of tangible assets		(251,527)	(4,150)
Disposal of tangible fixed assets		-	1,068
Net cash used in investing activities		(233,054)	3,349
Change in cash and cash equivalents for the year		(140,284)	75,882
Cash and cash equivalents at the beginning of the year		789,665	713,783
Cash and cash equivalents at the end of the year		649,381	789,665

A Reconciliation of net income to net cash flow from operating activities

Net income for the year *As per statement of financial activities*	294,825	57,043
Adjustments for:		
Depreciation charges	53,662	39,024
Loss on disposal of assets	2,089	4,096
Discharge of mortgage - donation in kind	(315,000)	-
Decrease / (increase) in debtors	76,842	(72,802)
(Decrease) / increase in creditors	(1,175)	51,603
Interest received	(18,473)	(6,431)
Net cash provided by operating activities	92,770	72,533

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

1 General information

Alzheimer's & Dementia Support Services is a charitable company limited by guarantee and incorporated in England and Wales (charity number 1173379), registered company number 10690071). In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is Safeharbour Memory Wellbeing Centre, Coldharbour Road, Northfleet, Kent, DA11 8AE.

2 Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the accounts are as follows:

2.1 Basis of preparation

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 (FRS 102)" (effective 1 January 2019) - (Charities SORP (FRS 102)(second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)(January 2022) and the Companies Act 2006.

Alzheimer's & Dementia Support Services meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policies.

There are no material uncertainties about the charity's ability to continue, and so the going concern basis of accounting has been adopted.

The accounts are presented in pounds sterling and rounded to the nearest pound.

2.2 Income

Income from government grants, whether 'capital' or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the funds are met, it is probable that the income will be received, and the amount can be measured reliably and is not deferred.

Donated goods and services are recognised on receipt, on the basis of the value of donation or contribution which is the amount that the charity would be had been charged to obtain the goods and services on the open market, where the value of the gift can be measured reliably.

Income from charitable activities is recognised over the period to which the income relates. Charges for services are recognised when the services are provided. Income received in advance of the service provision is accounted for as deferred income.

2.3 Expenditure

Expenditure is recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably.

Expenditure has been classified under headings that aggregate all costs related to the category.

Staff costs are allocated across the charitable activities and administrative activities undertaken by the charity on the basis of staff time.

Support costs, which are those costs relating to functions which assist the work of the charity but do not directly relate to its activities, have been allocated to the activities undertaken by the charity on the basis of income.

2.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated realisable value of each asset over its expected useful life, as follows:

Motor vehicles	25% reducing balance
Equipment	25% straight line
Fixture and fittings	25% straight line
Building	2% straight line
Long Term Improvements	Straight line allocation over 15 years
Land	Nil

Fixed assets with an individual cost of less than £500 are written off in the year of purchase.

2.5 Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are recognised at the invoiced cost prepaid.

2.6 Creditors

Creditors are recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably. Creditors are recognised at the settlement amount.

2.7 Financial instruments

The charity only has financial instruments of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2.8 Pension contributions

The charity makes defined contributions into employee private pension schemes. Contributions are charged to the statement of financial activities as they become payable in accordance with contract terms.

2.9 Operating leases

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

2.10 Fund accounting

Unrestricted funds are those funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

2.11 Going Concern

The financial statements have been prepared on a going concern basis. The Trustees have considered relevant information, including the annual budget, forecast future cash flows and impact of subsequent events, on the business in making their assessment.

Based on these assessments and having regard to the resources available to the entity, the Trustees have concluded there is no material uncertainty and that they can continue to adopt the going concern basis in preparing the annual report and accounts.

3 Critical estimates and significant judgements

Judgements and estimates are continually evaluated and are based on historical experience as well as other factors, including expectations of future events that are believed to be reasonable under the circumstances. The charity makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results.

The matters considered below are considered to be the most important in understanding the judgements that are involved in preparing the financial statements and the uncertainties that could impact the amounts reported in the results of operations, financial position and cash flows.

Useful economic life of tangible fixed assets

In setting these policies management will consider the industry average of the asset life and the number of years they expect the asset to be in use.

Allocation of support costs

Support costs not attributable to a single charitable activity are allocated or apportioned on a basis consistent identified cost drivers for that cost category. Cost drivers utilised include head count, staff time allocation, and effort and judgement is exercised in applying cost drivers to cost categories.

4 Income from donations and legacies

	2024	*2023*
	£	£
Donations	188,652	149,904
Donations in Kind	315,000	-
Legacies	13,870	-
Government Grants	1,633	1,692
	519,155	151,596

In July 2023, the loan of £315,000 provided by the Albert Hunt Trust was discharged as a gift to the charity. This had previously been included within creditors: amounts falling due greater than one year as disclosed in note 12.

The comparative figure includes £59,668 of restricted income.

Government grants received in the year amounted to £1,633 (2023: £1,692) relate to the Bus Operator Grant. There were no unfulfilled conditions or other contingencies attaching to the grants that were recognised in income.

The charity did not benefit from any other forms of government assistance during the year (2023: £nil).

5 Income from charitable activities

	Kent County Council	Service user income	Kent & Medway NHS	for Education and Skills	Department for Transport	2024	2023
	£	£	£	£	£	£	£
Day Care/Transport	-	260,245	-	-	-	260,245	244,556
Support at Home/Support at Home+	-	642,269	-	-	-	642,269	570,104
Post Diagnostic Support	240,000	-	-	-	-	240,000	234,996
Dementia Coordinators North Kent	669,826	-	-	-	-	669,826	542,729
Dementia Coordinators West Kent	387,794	-	-	-	-	387,794	290,844
Dementia Buddy	-	-	48,726	-	-	48,726	47,771
DGCG Dementia Care & Support	-	-	208,200	-	-	208,200	208,200
Other	-	36,536	-	4,500	1,633	42,669	43,072
	1,297,620	939,050	256,926	4,500	1,633	2,499,729	2,182,272

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

6 Expenditure on raising funds

	2024	2023
	£	£
Wages and Salaries	49,199	27,657
Other fundraising costs	19,714	10,041
	68,913	37,698

7 Costs of Charitable Activities

Summary by fund type	2024 Direct activities £	2024 Support costs £	2024 Total £	2023 Total £
Day Care/Transport	219,269	53,904	273,173	264,815
Support at Home/Support at Home Plus	662,024	133,033	795,057	679,048
Post Diagnostic Support	229,159	49,711	278,870	265,406
Dementia Coordinators North Kent	572,413	138,740	711,153	545,232
Dementia Coordinators West Kent	308,897	80,323	389,220	281,638
Dementia Buddy	42,557	10,093	52,650	44,334
DVH Bridging Service	148,406	43,124	191,530	156,289
Other activities	-	8,838	8,838	8,796
	2,182,725	517,766	2,700,491	2,245,558

The comparative figure includes £26,349 of expenditure from restricted funds.

Direct costs	2024 £	2023 £
Wages and Salaries	1,739,067	1,409,455
Staff Training	5,966	4,525
Staff Home Working Allowance	8,311	6,533
Recruitment	9,079	13,468
Volunteers	788	224
Travel costs	74,664	63,772
Transport costs	20,075	31,418
Client activities	88,719	57,337
Client activities - AGE UK	79,882	82,144
Printing, postage and stationery	20,002	14,294
Telephone	44,752	34,170
Equipment	5,172	7,120
Professional fees	8,444	11,514
IT costs	57,015	44,841
Licences and subscriptions	2,999	1,326
Sundry	4,165	13,962
Accountancy	13,625	3,800
	2,182,725	1,799,903

7 Costs of Charitable Activities (continued)	2024	2023
	£	£
Carers Assessment & Support costs		
Wages and Salaries	282,548	253,931
Staff Training	14,590	13,210
Recruitment	7,872	5,074
Client activities	5,096	1,864
Community Café Consumables	13,894	12,407
Rent and Rates	798	758
Repairs and renewals	24,953	21,047
Utilities	11,371	13,178
Insurance	12,625	11,749
Cleaning	21,690	21,225
Travel costs	1,368	681
Printing, marketing, postage and stationery	4,012	747
Telephone	7,421	7,371
Equipment	8,392	6,754
Professional fees	687	986
IT costs	6,355	4,277
Bank charges	97	107
Bad debts	336	239
Licences and subscriptions	11,727	2,441
Sundry	13,423	13,685
Depreciation	53,662	39,025
Loss on disposal of fixed assets	2,089	4,096
Governance costs		
- Auditor's remuneration -audit fees	8,700	9,140
- Auditor's remuneration -other accountancy services	588	624
- Trustee meeting and training expenses	3,472	1,039
	517,766	445,655

8 Staff costs	2024	2023
	£	£
Gross salaries	1,891,137	1,548,271
Social security costs	142,454	113,293
Pension costs	37,223	29,479
	2,070,814	1,691,043
The average number of employees (including part time workers) was:		
Direct charitable workers	92	85
Administrative staff	7	6
	99	91

No employee received emoluments in excess of £60,000 in the current or previous year.

No Trustee, nor any person connected with a Trustee, received any remuneration.

The charity's key management personnel are the trustees, the Chief Executive Officers, the Chief Operating Officer, the Service Development Manager, the Dementia Care Manager, the Dementia Support Manager, the Finance Manager and the Fundraising & Communications Manager. Total emoluments, including employer's pension contributions, paid to key management personnel were £209,788 (2023: £185,973).

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

9 Tangible fixed assets

	Freehold land and buildings £	Long Term Improvements £	*Fixture & Fittings* £	*Motor vehicles* £	*Equipment* £	*Total* £
Cost						
At 1 April 2023	300,000	-	101,303	52,486	52,980	506,769
Additions	-	152,935	34,908	53,621	10,063	251,527
Disposals	-	-	(9,180)	-	-	(9,180)
At 31 March 2023	300,000	152,935	127,031	106,107	63,043	749,116
Depreciation						
At 1 April 2023	2,800	-	54,901	26,038	21,698	105,437
Disposals	-	-	(7,091)	-	-	(7,091)
Charge for the year	2,800	3,987	15,336	20,017	11,522	53,662
At 31 March 2023	5,600	3,987	63,146	46,055	33,220	152,008
Net book value						
At 31 March 2024	294,400	148,948	63,885	60,052	29,823	597,108
At 31 March 2023	297,200	-	46,402	26,448	31,282	401,332

10 Debtors

	2024 £	*2023* £
Fees for services	85,521	105,312
Prepayments	10,325	67,376
	95,846	172,688

11 Creditors: amounts falling due within one year

	2024 £	*2023* £
Amounts due to suppliers	24,037	15,803
PAYE/NI	33,350	27,995
Accruals	29,554	33,353
Other creditors	63,462	74,427
	150,403	151,578

Included in other creditors is deferred income, of which the movement is as follows:

	2024 £	*2023* £
Balance at 1 April 2023	59,959	19,845
Released to income	(12,181)	(19,845)
Received in year and deferred	-	59,959
Balance at 31 March 2024	47,778	59,959

12 Creditors: amounts falling due in greater than one year

	2024 £	*2023* £
Mortgage	-	315,000

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

13 Movement in funds

Restricted funds hold amounts received for specific activities and expenditure on those activities is set against those amounts.

Unrestricted funds comprise donations and income received for general use of the Charity.

	1 April 2023	*Income*	*Expenditure*	*Transfers*	*31 March 2024*
	£	£	£	£	£
Unrestricted funds					
General Reserve	664,759	3,047,377	(2,720,919)	190,000	1,181,217
Designated Funds	190,000	-	-	(190,000)	-
Total unrestricted funds	854,759	3,047,377	(2,720,919)	-	1,181,217
Restricted funds					
Heaver Family donation - for staff	-	5,000	(5,000)	-	-
John Lewis - Christmas Activity	-	1,333	(1,333)	-	-
Britannia Refined Metals	-	250	(200)	-	50
Kyndi Christmas donation	-	250	(250)	-	-
Morrisons	-	1,563	-	-	1,563
Kent Community Foundation	-	3,000	(3,000)	-	-
Co-op - Singing back the memories	-	1,945	-	-	1,945
Rana donation	-	410	-	-	410
Branton - In memorium	-	1,000	-	-	1,000
Biz Giv	-	1,110	-	-	1,110
Website garden campaign - Mothers day	-	691	-	-	691
FP Thurston re Staff Party	-	300	(300)	-	-
Beacon Garden					
Co-op	1,622	-	(1,622)	-	-
Tesco	1,000	-	(1,000)	-	-
DHL/Sainsburys	1,526	-	(1,526)	-	-
Arnold Clark	1,000	-	(1,000)	-	-
John Lewis	3,000	-	(3,000)	-	-
Screwfix	5,000	-	(5,000)	-	-
Ebbsfleet Development Corporation	2,650	-			2,650
In memory of Margaret Kirby	1,000	-			1,000
					-
Edward Gostling About Me Boxes	969	-	(969)	-	-
Kent Community Foundation - Post Diagnostic Support	5,000	-	(5,000)	-	-
NHS Kent & Medway DAA Event	2,300	-	(2,300)	-	-
Childwick Trust Carers Group	10,000	-	(10,000)	-	-
Bilham for activity packs & About Me Boxes	303	-	(7)	-	296
Sue Frost Wellbeing Activities	300	-	(300)	-	-
Main Grants Lottery Coronation and Kindred Spirits	2,533	-	(2,533)	-	-
SEKSEUI for PDS Groups	4,145	-	(4,145)	-	-
Total restricted funds	42,348	16,852	(48,485)	-	10,715
Total funds	**897,107**	**3,064,229**	**(2,769,404)**	**-**	**1,191,932**

Designated Funds
In the prior year, the trustees set aside a designated fund for future maintenance and repair work at Safeharbour. This fund was fully expended during the year.

Beacon Garden
As at the end of 31.03.2024 we have remaining restricted funds for the garden, that will be expended in early 2024-25 to finalise the garden completion.

13 **Movement in funds (continued)**

	1 April 2022	*Income*	*Expenditure*	*Transfers*	*31 March 2023*
	£	£	£	£	£
Unrestricted funds					
General Reserve	665,110.00	2,280,631	(2,256,907)	(24,075)	664,759
Revaluation Reserve	50,000.00	-	(50,000)	-	-
Designated Funds	128,928.00	-	-	61,072	190,000
Total unrestricted funds	844,038.00	2,280,631	(2,306,907)	36,997	854,759
Restricted funds					
KCC Infection Control Grant	-	1,692	(1,692)		-
Appeal re stolen Minibus	19,285	-	-	(19,285)	-
BDO LLP re stolen Minibus	10,712	-	-	(10,712)	-
Percy Bilton for Minibus	-	7,000	-	(7,000)	-
Beacon Garden					
Co-op	1,622	-	-	-	1,622
Tesco	1,000	-	-	-	1,000
DHL/Sainsburys	1,526	-	-	-	1,526
Arnold Clark	1,000	-	-	-	1,000
John Lewis	2,000	1,000	-	-	3,000
Screwfix	-	5,000	-	-	5,000
Ebbsfleet Development Corporation	-	2,650	-	-	2,650
In memory of Margaret Kirby	-	1,000	-	-	1,000
Edward Gostling About Me Boxes	2,698		(1,729)	-	969
Kent Community Foundation	6,183		(6,183)	-	-
Kent Community Foundation - Post Diagnostic Support	-	15,000	(10,000)	-	5,000
KCC Activity Groups	-	3,918	(3,918)	-	-
KCC Jubilee & Christmas	-	1,900	(1,900)	-	-
Lions for Beacon's Christmas lunches	-	414	(414)	-	-
St Edmunds for Dementia Café Activities	-	351	(351)	-	-
NHS Kent & Medway DAA Event	-	2,300	-	-	2,300
Childwick Trust Carers Group	-	10,000	-	-	10,000
Bilham for activity packs & About Me Boxes	-	465	(162)	-	303
Sue Frost Wellbeing Activities	-	300	-	-	300
Main Grants Lottery Coronation and Kindred Spirits	-	2,533	-	-	2,533
SEKSEUI for PDS Groups	-	4,145	-	-	4,145
Total restricted funds	46,026	59,668	(26,349)	(36,997)	42,348
Total funds	**890,064**	**2,340,299**	**(2,333,256)**	**-**	**897,107**

14 Analysis of net assets between funds

	Unrestricted funds 2024	*Restricted funds 2024*	*Total funds 2024*
Fixed assets	597,108	-	597,108
Current assets	734,512	10,715	745,227
Current Liabilities	(150,403)	-	(150,403)
Total net assets	**1,181,217**	**10,715**	**1,191,932**

	Unrestricted funds 2023	*Restricted funds 2023*	*Total funds 2023*
Fixed assets	401,332	-	401,332
Current assets	920,005	42,348	962,353
Current liabilities	(466,578)	-	(466,578)
Total net assets	**854,759**	**42,348**	**897,107**

15 Related party transactions

During the year, expenses totalling £59 were reimbursed to one trustee for travel expenses (2023: £155 one trustee for travel expenses).

During the year the Charity engaged the services of Nicola Pye Coaching Ltd. The sole director of the company, Nicola Pye, is considered close family of the Charity's CEO, Katie Antill. In the year, £4,127 was paid to the company for training. No amounts were outstanding at 31 March 2024.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

England & Wales - Charity number 1173379

Accounts

Registered number 10690071

Charity number 1173379

TRUSTEES REPORT AND ANNUAL

STATEMENT FOR THE YEAR ENDING 31st MARCH 2023

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

CONTENTS

	Page
Reference and administrative details	1 - 2
Trustees' report	3 - 21
Independent auditor's report	22 - 25
Statement of financial activities	26
Balance sheet	27
Statement of cash flows	28
Notes to the financial statements	29 - 38

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

REFERENCE AND ADMINISTRATIVE DETAILS
FOR THE YEAR ENDED 31 MARCH 2023

Registered Charity Number: 1173379

Registered Company Number: 10690071

Principal Office
Safeharbour
Coldharbour Road
NORTHFLEET
Kent
DA11 8AE

Trustees

Karen du Rocher	
Chris Inwood	
David Mackenzie	
Denise Osborn	
Sam Barton	
Catherine Jones	
Adedayo Ajakaiye	(appointed 5 November 2022)
Gareth Simpson	(appointed 10 July 2023)
Louise Buet	(appointed 10 July 2023)
Vikki Harding	(appointed 10 July 2023)
Avril Hamilton	(appointed 10 July 2023)

Chair of Trustees
Sam Barton

Treasurer
Catherine Jones

Chief Executive Officer
Katie Antill

Auditors
UHY Kent LLP trading as UHY Hacker Young
Thames House
Roman Square
Sittingbourne
Kent
ME10 4BJ

Bankers
CAF Bank Ltd
Kings Hill
WEST MALLING
Kent
ME19 4JQ

Bankers (continued)
Charity Bank
Fosse House
182 High St
TONBRIDGE
Kent
TN9 1BE

Shawbrook Bank Ltd
Lutea House
Warley Hill Business Park
The Drive
Great Warley
BRENTWOOD
Essex
CM13 3BE

Advisors
Peninsula Employment Consultants
Peninsula Health and Safety Consultants
Cyber and Data Protection Advisors – from 05.2023

The Trustees are pleased to present their report with financial statements of the Charity for the year ending 31 March 2023. The Trustees confirm that the report and financial statements of the Charity comply with the current statutory requirements, the requirements of the governing document, and the provisions of "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 (FRS 102) (Charities SORP (FRS 102))(Second Edition).

Status

Alzheimer's & Dementia Support Services (ADSS) is a charitable company limited by guarantee and has no share capital. The company was incorporated on 24 March 2017 and is governed by Articles of Association.

Structure, Management and Governance

Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected at the Annual General Meeting or co-opted under the terms of the Articles of Association. The Board reviews its strengths and weaknesses to ensure its effectiveness with achieving the Charity's mission, governing the organisation, and leading the strategy. This helps identify when new Trustees should be recruited. During the year of 2022-23 one new Trustee has been recruited, Adedayo Ajakaiye. In early 2023 The Board of Trustees has also embarked on a recruitment campaign to find additional Trustees to fill skills gaps and to increase the depth of talent and experience on the Board. In 2023-24 four new Trustees have been recruited: Gareth Simpson, Louise Buet, Avril Hamilton and Vikki Harding.

The Board of Trustees has due regard for limited tenure best practice; however, it is prioritising having a regular in-flow of new talent to the Board. Currently, no Board member has been on the Board of Trustees for more than six years.

Policies adopted for the induction and training of Trustees

There is an agreed procedure for inducting and training Trustees, which ensures they are provided with the relevant information about the Charity, in order that they can contribute to the effective governance and leadership of the organisation.

Organisational structure and decision making

The overall management of the Charity is in the hands of the Trustees, who currently meet quarterly. There are also two committees, Funding & Finance and Quality, Risk & Compliance, that meet quarterly. In 2023-24 it is anticipated that new committees will be added to assist with oversight and management of specific areas. This reflects the growth of the Charity and the Board of Trustees, and will ensure that ADSS utilises the new talents and skills introduced to our Board.

The Board delegates the day-to-day running of the organisation to the Chief Executive Officer, Katie Antill. The CEO forms the Senior Leadership Team with Matt Thurston, Chief Operating Officer; Sarah Taylor, Service Development Manager; Kelly Clark, Dementia Care Manager; and Denise Kilshaw, Dementia Support Manager. We are also pleased to be welcoming a Finance Manager in October, who will support with the analysis and management of the organisation's finances.

Risk management

The Trustees have assessed the major risks to which the Charity is exposed, in particular those related to the operations and finances of the Charity, and are satisfied that systems and procedures are in place to mitigate exposure to those risks. The Board of Trustees has undertaken Risk Management Training. The Risk Register is reviewed by the full Board and the relevant risks are discussed in further detail at the Funding & Finance Committee and Quality, Risk & Compliance Committee meetings, as well as at meetings of the Senior Leadership Team.

Consistent with many other charities the key risks, based on their impact and likelihood, are:

Risk	Mitigation	Future plans
Cybercrime – a risk for all charities	Cyber Essentials Staff Training	Penetration testing
Fraud	Monthly and Quarterly Finance Control Checks Treasurer completion of Charity Commission Checks Annual Audit Policy oversight by Finance & Funding Committee	Finance Manager to implement more robust testing
Short-term funding	Ensure compliance with the contract deliverables Robust exit strategy Fundraising plan	Reinvigorate our strategy and fundraising plan
Data protection breach	Digital systems Data Protection Training Data Protection Impact Assessments	Embed new ways of working introduced by outsourced Data Protection Services
Recruitment and retention of staff and volunteers	Employee experience Culture and values Leadership and succession planning	People Strategy Volunteer experience accreditation
Management team capacity and burnout	New posts to increase capacity Leadership development of junior leaders and supervisors	People Strategy

Constitution

The organisation is governed by a constitution, which was adopted on 24 March 2017. Its objectives are to give continued practical and emotional support to people with dementia, their carers, other relatives, and supporters, and to deliver such support in a respectful way which recognises individuality and safeguards dignity.

Investment Powers

The constitution authorises the Trustees to apply the assets and property of the Charity solely towards the promotion and purpose of ADSS as laid down in the constitution.

In the year in question the Board of Trustees has created an investment policy and invested its reserves using the CAF deposit platform management by Flagstone.

Public Benefit

The Trustees have had due regard to the guidance issued by the Charity Commission on public benefit when reviewing the Charity's objectives and planning future activities.

An Introduction from our Chair

I'd like to start this year's report by saying an enormous thank you to our CEO Katie Antill, the senior leadership team, and all of the staff and volunteers at ADSS. 2022-23 was a transformative year for the charity, as we took on new contracts and managed rapid growth. It is a testament to everyone's hard work, passion, and dedication that we are in such a positive position today.

As a charity, we are more ambitious than we have ever been. In the past year we have supported a record 4,791 unique people – a 171% increase on last year – and our income has increased by 53% on the previous year. We employ more staff than we ever have before, and have also seen an increase of more than 200% in referrals to our services. However, like most organisations, we have also experienced many challenges over the past 12 months, and our success has also brought with it significant "growing pains".

Recruitment is one of the biggest tests we are facing at present. We are under no illusions that working for ADSS can be extremely challenging – it requires a great deal of skill, empathy, and mental strength to work with people living with dementia, and we are incredibly grateful to all of our staff and volunteers for everything they do. At the same time, the cost of living crisis means that many people are struggling to make ends meet, and as an employer we want to do as much as we possibly can to support our wonderful team.

Despite the growth we have seen, it has become more difficult to balance the books. We are working hard to drive growth and boost efficiency across ADSS – in areas such as in fundraising and our Support at Home services and day centre – so that we have more flexibility to meet our current and future financial needs, and those of our team. But there is more work to do.

And while expansion does come at a cost, our ambitions for ADSS will continue to grow. Our vision is that everyone living with dementia in Kent and Medway gets the support they need to live the life they want. As a Board, we believe there is no organisation better able to support people with dementia, and therefore we want to keep expanding, and keep reaching more people.

To help us navigate this growth, we are delighted to welcome no fewer than four new Trustees this summer, each bringing much-needed skills to the Board, across HR, healthcare, and marketing. It is a measure of how far ADSS has come over recent years that we have been able to attract such a broad range of high-quality people as Trustees. I believe that the skills and experience they will bring, combined with the wealth of talent of our existing Trustees, will make an enormous difference to us, and will help us to achieve even more over the coming years.

Sam Barton

A few words from our CEO

As years go, 2022-23 has been an outstanding one for ADSS and we will be forever changed by the exceptional year we have had. ADSS is now significantly bigger, brighter and bolder. Bigger in terms of income, staff and volunteer numbers, geography, the number of services we now provide and, most importantly, the number of people living with dementia we are reaching. We are brighter; our new logo and bright colour palette now sets us apart and ensures we have a visibility in Kent and Medway that we have never previously enjoyed. We have attracted a wealth of new talent to the Charity, whilst retaining much of the experience we have in our team. We are also bolder; ADSS has a newfound confidence that means we are demanding more for people with dementia; we are now firmly intrenched as equal partners in the Dementia Pathway in the Kent Health and Social Care System. I have also personally supported the changes in the way the NHS works. The introduction of the Integrated Care System created an opportunity for me to not only represent ADSS, but also the wider voluntary sector, on the Inequalities, Prevention and Population Health Committee.

I am extremely proud of what the ADSS team has achieved. New and existing team members have pulled together to deliver new services, serve more people, and support each other, and yet we have still retained our great culture. The team is busy, and most probably at capacity, but we will use the next year to consolidate where we are and ensure we catch up with ourselves. Our hard work and efforts were acknowledged when, in May 2023, we were awarded Kent's Most Inspiring Dementia Care Provider Award. This success came on top of being finalists in the Kent Integrated Care Alliance Awards in September 2022.

The success of the organisation would not be needed if it wasn't for the devasting impact that dementia can have on people and their families. The impact of Covid-19 and the lockdown is still being felt by people with dementia, and this has resulted in people needing more from us and other health and care professionals. People affected by dementia are entitled to the best care and support possible to enable them to have fun and fulfilling lives, and that is what motivates the team at all levels of this wonderful charity.

At a recent event we held, someone we support spoke about the impact we have had on his and his wife's lives. He said that 'the team at ADSS certainly know how to bring out the best in us'. This really is the essence of ADSS, and it is my hope that I bring out the best in my team to enable them to do that for the people who need us.

Katie Antill

Objective and Activities

Purpose

Too many people affected by dementia do not get the vital social care, support and guidance they need. We use our person-centred experience of dementia to define and implement social care services, from diagnosis to end of life, that reduce the devastating impact the disease can have.

Vision

Everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want.

Mission

Our mission is to give people affected by dementia the knowledge, support and care they need to take back control of their lives, take part in family and community life, and manage their symptoms.

Values

We believe:

- That everyone's rights and dignity should be promoted.
- In being person-centred and focused on people's abilities.
- In being inclusive and embracing everyone in our community.
- In working together to deliver excellence in the information, support, and services we provide.
- In being caring and compassionate in all we do.
- In acting with integrity and honesty at all times.

ADSS delivers a range of services to people affected by dementia through our two service lines 'Dementia Care' and 'Dementia Support'. The Dementia Support team provides a range of services that ensure people can build good support networks, are well informed and minimise their risks of becoming lonely or isolated. Dementia Support is there to ensure people understand what dementia is, what support is available, help people build peer networks, but most importantly to have fun and live a fulfilling life. The services include Dementia Cafés, Peer Support Groups, support and learning groups for carers, activity groups and cafes, day trips and so much more.

Our Dementia Care team builds on that by providing a greater level of support and personal care to people whose dementia has advanced or who need more. This includes our Beacon Day Support Centre and our home care service, Support at Home. All our services are designed to have something for everyone and to make our support available from pre-diagnosis to end of life. Our heritage is in Dartford, Gravesham and Swanley – in these areas we can offer our full array of services. But all residents of north and west Kent are now able to get some level of service from ADSS, and where we don't provide a full complement of services we work with partners to help people access what they need.

Achievements and performance

Review of our strategy

In 2021 we launched an ambitious five-year strategy, and we continue to make good progress.

We knew that there were still people out there who didn't know about us, and big parts of Kent and Medway that were not receiving the same level of support that we were offering in Dartford, Gravesham and Swanley. We wanted to do something about this. We set ourselves ambitious goals to make Kent a better place for people with dementia, but also looked inwards at what we can do better. Here is what we said we would do:

Five-year strategy

- We will increase our reach by 10% each year so that everyone living with dementia in the community can benefit from our guidance, support and care.
- We will demonstrate excellence and specialism throughout every aspect of our work.

- We will coproduce a wellbeing service model that offers flexibility and choice and includes evidence-based activities.
- We will expand our Dementia Support and Wellbeing Services across Kent and Medway.
- We will increase our efficiency by 20% over five years.

To find out more information about our strategy, please take a look at our website www.alz-dem.org

What we have achieved in 2022-23

- ADSS supported 4,791 unique people in 2022-23 – an amazing 171% increase on last year.
- We supported an average of 1,405 people each month – an 84% increase on last year.
- We had 4,048 new referrals to the services. This is an increase of 213%.
- We were awarded three major contracts from Kent County Council and Kent & Medway NHS. This has enabled us to do more than ever before and is testament to the faith that key funders have in the work of ADSS. This has presented us with an increase in income of over £800,000.
- We conducted a service-wide evaluation in which 138 people who use our services took part.

Evaluation

The key findings from our evaluation showed that ADSS is having a significant impact on the people we support.

- 74% of people say our services help them live safely and independently
- 81% of people say our services provide them with specialist information and advice
- 71% of people can access social activities that they enjoy
- 92% of people feel like they are treated as an individual when accessing our services
- 94% of people think our staff have the right knowledge and understanding to support them
- 99% of people think our staff are caring and compassionate

Compliments and Complaints

During 2022-23 we were delighted to receive 42 compliments (27 last year). This is testament to the excellent service we provide and many of the compliments were directed towards team members who had recently joined us, which is reassuring for both the organisation and the individual. However, we did also receive 11 complaints (5 last year). While it is never a good feeling to receive complaints, we are for the honest feedback and given us the opportunity to learn and make things better. Only one complaint was a formal complaint. Unfortunately, a significant proportion of the complaints related to a single issue, and this led to us uncovering a performance management issue with one team member, which in turn led to the termination of that team member's employment.

Equality, Diversity and Inclusion

In late 2022 ADSS created an equality, diversity and inclusion action plan, this was in recognition of the fact that we knew that some people from the diverse population of Kent were not accessing our services. We also recognised that our team did not truly reflect the communities we serve and therefore we were missing out on talent and a diversity of thinking. Our plan is a collection of practical actions we can take to address this. We have also reviewed and renewed our policy on Equality and Diversity and trained our Board and managers.

Safeguarding the people we support

At ADSS we have a robust safeguarding policy, procedures, and training. All new team members are trained by our Designated Safeguarding Lead, Katie Antill, and they then have annual follow-up training. During the past year, we have seen a huge increase in the number of safeguarding concerns we are dealing with, though this has not come as a surprise given that we are now supporting 171% more people than the previous year.

- Number of safeguarding concerns dealt with – 41
- Number of safeguarding concerns raised as an alert – 20

Whilst the abuse, or potential abuse, of people affected by dementia is not a topic we want to be discussing, we believe it is vital to shine a light on the fact that people living with dementia can and do experience abuse. The impact of abuse or the risk of abuse on people affected by dementia can be huge, it can lead to people being hurt, caring arrangements breaking down, and greater social care needs developing.

During the last few years, since the Covid-19 lockdowns, we have seen the complexity of people's circumstances increasing and we have seen more families that are unable to support their family member with dementia. The lockdown increased the deterioration in people's dementia, increased their frailty, and also made many people even more isolated – all things that increase the risk of people being abused.

ADSS as a place to work

The Board of Trustees and the Senior Leadership Team are committed to ensuring that ADSS is a place where people want to work and volunteer. We are proud of the fact that we have grown significantly in the last year but have managed to ensure our culture is not diluted. The instruments we have put in place to support our ambition of being a great place to work are:

- Support for our team during the cost of living crisis
- An Employee Forum
- Leadership development for all levels of the team who have or aspire to have line management responsibility
- Trustee development and visibility with the team
- Medicash healthcare scheme
- A wellbeing team of trained Mental Health First Aiders
- Resilience training for team members

Volunteer development at ADSS

Despite the aftermath of the pandemic, we have seen a vast development in the recruitment of volunteers since employing our Volunteer Coordinator. She has dedicated time and effort to recruiting a good calibre of volunteers from all backgrounds and skill sets to build a growing diverse team dedicated to help people with dementia. We have introduced a robust recruitment process, induction, and role descriptions for our volunteers to ensure they feel equipped for their role and always feel supported. Targeted recruitment, along with the assistance of social media platforms, has helped us to raise our profile and advertise our volunteer opportunities throughout the organisation to Trustee level. We invest in our volunteers by offering ongoing customised training to support them and enhance the quality of our service, build a strong team and maintain good

retention. We started the year with 31 volunteers and finished the year with 52, increasing our volunteer contribution by 68%.

In May, we hosted a volunteer appreciation tea party to say thank you. Fourteen volunteers attended along with two Trustees, the Volunteer Coordinator, and the CEO. The volunteers enjoyed meeting each other and every volunteer was awarded with a Certificate of Appreciation. It was enjoyed by all, and the volunteers were able to talk and network together. In total our wonderful volunteer team has contributed a staggering 11,066 hours, helping us with groups, events, office and admin duties, supporting in The Beacon, driving the minibus and helping with meal prep in The Hub.

"I really enjoy being a volunteer for ADSS and I am so proud and delighted with all the amazing work they do. It's such a lovely feeling to be able to have the opportunity to help and make a difference. Each session is filled with fun and laughter and it's such a joy to see and be part of."

Volunteer for ADSS

In January 2023, we launched our befriending service 'ADSS Connections'. This has taken time, as we needed to recruit a very specific type of volunteer for this service to provide social support in the person's home, and match personalities. The service provides social stimulation for people with dementia and their carer to reduce the feeling of loneliness and isolation. Within the first 12 weeks we have provided 21 volunteer visits totalling 23.5 hours of support to people in their own homes. Demand for the service is steadily increasing. Already, the benefits have been tangible for both volunteers and those we are supporting. Our priority is to expand our recruitment and focus on building a diverse team of volunteers who have the skills and confidence to engage with people in the comfort of their own home.

This year we have also been working with local senior schools, giving the students opportunity to gain experience working with our organisation and learning about dementia. We hope to develop this partnership over the next year. Investing time and knowledge into our future workforce in social care is a priority for us for the benefit of our community.

Volunteering: the future

- We will continue to encourage more male volunteers to provide 'Buddy' support.
- We will promote social inclusion by recruiting volunteers from all sectors of our diverse community.
- We will identify a volunteer reward scheme, such as 'Room to Reward Scheme'.
- We will work towards 'Investing in Volunteers' quality framework.

Medway Buddy Volunteers

We have continued to deal with the effects of Covid-19, well into the year. It has been a period of recovery and redevelopment. Progress at times has been slow owing to regular ward closures and, in some cases, volunteers have been anxious about returning to the wards. Some volunteers have chosen not to continue volunteering in the hospital setting. The Buddy Coordinators kept a daily presence working from their hospital office, in addition to covering the wards and maintaining relationships with ward staff. They kept in regular contact with the volunteer Buddies, giving support and reassurance. The Buddy Volunteers received daily updates regarding Covid and the safety control measures implemented by the hospital. We have seen a steady rise in volunteer capacity throughout the year. Out of a team of 28 Buddy Volunteers (pre Covid) we retained eight of the original team. Throughout this period, we experienced restrictions to visiting, which impacted on the in-patients living with dementia, making the role of the Buddy Volunteer even more vital. The ability

to spend time and engage with the patient living with dementia is what makes the Buddy service such a success, offering person-centred support and helping to champion the voice of people affected by dementia.

This year Buddy Coordinators prioritised recruitment to rebuild the volunteer team. They produced an action plan to diversify the recruitment of volunteers and work collaboratively with partners. They targeted local health and social care students (over 18) studying at Medway and Maidstone Campus and Mid Kent College. This has been extremely successful and has assisted us in getting back on track to rebuild our volunteer capacity.

The service provided 2,217 visits equating to 1,424.5 hours of support to patients living with dementia on five wards.

'The dementia buddies are friendly and helpful, always willing to do activities with the patients and encourage conversations. This really helps take the pressure from the Nurses and CSW's. You can definitely tell the difference when the Buddy Volunteers are on the ward. You really must encourage more volunteers to the team, they are a huge help and can make such a difference to the patients stay'

Team member Medway NHS Foundation Trust

Dementia Care

Dementia Care consists of our Support at Home Service (SAH is enabling and well-being led and SAH+ is our Regulated Home Care Service), and our Beacon Day Centre. It is our aim to offer life-enhancing, stimulating support and care throughout these services. They are predominantly aimed at people whose dementia is quite advanced, and with our specialist knowledge and experience, we enable people affected by dementia to live the life they want to live and take part in activities that they enjoy.

Support at Home

- 65 unique individuals supported over the year
- 32 people were assigned to the service in April 2022
- 56 people were assigned to the service in April 2023
- 6,291 hours of support provided

Support at Home Plus

- 46 unique individuals supported over the year
- 24 people were assigned to the service in April 2022
- 57 people were assigned to the service in April 2023
- 9,775 hours of support provided
- An average of 2,000 items of medication administered every month

Bridging Service

- 38 people were referred into the Bridging Service
- 716 hours of support provided
- 6 people were able to continue receiving their care from ADSS

CQC Inspection

On the 20th April 2022, our SAH+ service received a 'Focused' inspection by Theresa Wrightman from the CQC, who had previously inspected the service in 2018.

The inspection was instigated by the CQC, as there had been no official Registered Manager in post since the departure of the previous Registered Manager.

As a 'Focused' inspection, Theresa concentrated on two of the Key Lines of Enquiry: Safe and Well-Led.

We had received a monitoring call from the CQC in March, so we were well prepared with our evidence to share, and the inspection went very well. Theresa provided us with invaluable feedback regarding our recruitment and application process, suggesting all applications are forensically audited to ensure we are confident that the people we recruit have a traceable work and education history. We were also given guidance on how to ensure that medication is being administered as safely as possible, using our digital care plan system.

We were rated an overall 'Good' in these areas and have already made changes to our recruitment process, as recommended by Theresa.

Development of Digitalisation

As a team over the course of the last year, we have gained confidence and knowledge in ensuring we are using the digital care plan software to the best of its abilities, and to help us ensure we are providing a service that is safe, responsive, efficient, and well-led.

Using the software and the analytical data it provides us with, we are able to evidence to the CQC how quickly concerns are being dealt with, how many items of medication have been administered, how accurately the carers are arriving for their scheduled visit time, and whether they have stayed for the expected duration of the visit.

Feedback from family members of the people who use our service has been good; they appreciate being able to read the carers' log entries in real time as this means that they can pass on relevant information to the carers based on what they have recorded, through the office team.

Barriers to providing the service

Recruitment and retention have been the biggest barrier to providing a service to everyone who needs it; lack of weekend and evening staff have meant that we have been unable to provide full packages of care to people, seven days a week. Existing staff worked tirelessly throughout the summer months outside of their usual availability to help ensure everyone received their visits as planned. We were supported by team members from other areas of the organisation too, who had left their roles within Dementia Care to develop elsewhere.

Enhanced rates of pay for existing staff who were willing to come outside of their regular availability helped to ensure that the team felt rewarded for their help.

Due to low staff capacity, we have often been unable to provide support to people who are being discharged from Darent Valley Hospital.

Quote from the daughter of someone who uses the SAH+ Service:

"I receive a really useful roster in advance each week advising me which member of the team will be attending each day the following week and at what time. Everyone is always reliable and punctual. I

also find the daily 'Birdie' update reports (which I can read on my phone immediately following each visit) to be extremely helpful as they enable me to understand how mum is each day, in real time.

The Senior Support Team also consistently demonstrate a professional, proactive and genuinely caring approach and always keep me informed. Nothing has ever been too much trouble [e.g. they have often put additional care in place for mum at very short notice if mum has suddenly needed four visits a day for a week to take a course of antibiotics or if there has been an urgent issue, they have immediately stepped in to resolve it.]

As I don't live locally, the reassurance that mum is in good hands and genuinely cared for is priceless. I cannot recommend ADSS highly enough."

Support at Home: plans for the year ahead

This year, we will continue to focus on recruitment as we hope to expand our SAH services into Medway.

We will continue to strive for improvement of the service by continually monitoring the quality of care we are providing, as well as providing our staff with development opportunities and training specifically related to dementia. We aim to increase the number of people we support by 20% by the end of the financial year, but this goal is dependent on our ability to recruit more care staff.

The Beacon Day Centre

- Unique individuals attended – 103
- Hours of day support provided – 1,685
- Hot meals provided – 4,645

Life after Covid-19

The Beacon Team has worked hard to build attendance levels up since we re-opened; we are now supporting more people than we have ever supported at The Beacon. Barriers to increasing these figures are the high volume of traffic in the area during the times that the minibus is needed to collect people in the morning. The more people we collect, the later they all arrive and therefore the more of their paid-for time they miss out on.

Achievements of the service

Management has implemented updated policies and procedures, as well as compliance monitoring, to ensure we are monitoring the service effectively, in a similar way to which the quality of SAH is monitored.

Staff contract changes implemented in August 2022 have meant that we now have the right people in the right place at the right time, reducing the amount of overtime that was being claimed previously. More importantly, this has enabled management to assign key responsibilities to staff who have the skills to take them on.

Quote from daughter of person who attends The Beacon:

"My mum lives alone and The Beacon has made such a difference to her quality of life. Not only is her general mood and wellbeing uplifted, but her dementia is also improved on the days she attends. Although her memory maybe fading; she knows that she will be picked up in a minibus, will be greeted warmly and affectionately, have a lovely meal and lots of fun and games."

The Beacon - Plan for the year ahead

We plan to increase attendance to our 'Crafty Crafters Club' that is facilitated by Lorraine, a member of staff who volunteers her time every Friday morning in The Beacon. Our very own Matthew Thurston is an avid attendee of this group and has recently managed to secure an opportunity for their artwork to be displayed at The Woodville Halls later this year.

We also plan to increase the diversity of our events and celebrations throughout the year and are being supported to this by Beacon team member, Lorraine.

Dementia Support

Post Diagnostic Support

Achievements

This has been an outstanding year of achievement. We needed to transform our team in line with the new contracts, so we created our 'Wellbeing Team', comprising three Dementia Wellbeing Coordinators dedicated to the Post Diagnostic Contract. They are responsible for facilitating all the groups, cafes, activities, and events. We promoted from within our organisation and made rapid progress. Through stakeholder feedback we turned ideas into actions. We developed a new and improved post diagnostic programme for Dartford, Gravesham and Swanley, consisting of social activity, low impact exercise, and much more. We started the year facilitating 19 regular groups per month and, by March of this year, we had increased this to 31 sessions per month – an increase of 63%. We have introduced Singing Back the Memories to Sittingbourne, Sheppey and Faversham, extended our Activity Cafe into Dartford, trialled 'Cyclo for All' sessions at the Cyclopark and introduced chair fit sessions every week. We have started two more Dementia Cafes in the rural locations of Longfield and Shorne. We have worked collaboratively with the Adult Education Service to deliver art sessions.

Attendance levels have steadily increased throughout the year as Covid has become less of a risk, and we have received a steady flow of new referrals via our dedicated Dementia Coordinators. Attendance numbers at our cafes varies from 10 people (usually in rural locations) to more than 50 in central locations such as Dartford. We see lots of regular faces, as the group and Dementia Cafes provide a vital lifeline and social support for all affected by dementia. To accommodate the growth, we have needed to seek larger venues and expand our volunteer team to ensure we meet the needs of all the people we support.

- The total number of group attendances (including events and day trips) across North Kent, Sheppey, Faversham and Sittingbourne is **9,194!**
- The total number of groups delivered this year across all areas is **765,** totalling **2,314.5 hrs** of support, to **687** unique people.

Events and Day Trips

In total, **259** people attended the events we held throughout the year. Carers and family feel comfortable and safe at our well organised events. The people we support voted to select their activities and destinations we visit. The events have proved to be very popular and on occasion we even have waiting lists for tickets.

We held a Queen's Jubilee party in June 2022, attended by **76** people living with dementia, their carers and family members.

Quote from a carer that attended:

"It's so nice to have a get together with like-minded people, fabulous atmosphere everyone enjoying themselves."

In 2022 we also visited Dymchurch for a day trip in September, with 46 attendees, and Rochester Christmas market in December, with 55 attendees. We held our Christmas Extravaganza in December, with 82 attendees!

Carers Learning Programme

This year the course has been redesigned to be facilitated in four sessions using a series of activities, videos and discussions. We cover important topics such as dementia awareness, communication, complex behaviours, carer support, self-care, respite and the social care system, coping strategies, legal aspects, planning for the future and respite options. The course encourages carers to share experiences and create a support network. Due to issues with recruitment, unfortunately we have been unable to meet our delivery target, however, we delivered nine sessions in total.

Quote from someone who uses our Post Diagnostic Services

"My wife, Elizabeth, has Alzheimer's and Vascular Dementia: I am her full-time carer. We have been attending your Memory Cafe at Hextable for the last three months and we both wish to record our appreciation of the friendly, professional and caring support we have received at the meetings. Elizabeth really enjoys attending and it is very advantageous for her to meet other people in similar circumstances in an informal setting.

The meetings are especially useful in providing helpful advice and information on services which are available via the NHS and Social Services, together with where to seek advice as regards e.g. Power of Attorney etc. We are fully in support and very grateful for the work you undertake on our behalf and wish you continued success in providing this service."

Challenges

It's been a difficult start for the Singing Group in Faversham as our Dementia Coordinator Team does not cover the area. Attendance numbers are very low despite our best efforts. We have experienced much more success when our Dementia Coordinators are covering an area.

In evaluations for the new Post Diagnostic Support ("PDS") contracts, we found that the people we support did not engage well with the questions. This is under review to create a more dementia-friendly evaluation.

Recruitment has been an issue and we hope to be fully recruited very soon.

The future

- Set up Swanley peer support group.
- Develop arts and crafts activities.
- Community inclusion – target the communities we are currently not serving.
- Attract funding in Medway so we can deliver the same level of service there as we do in North Kent.
- Work with the Dementia Coordinators to regularly introduce new people into the group sessions.
- Carer support – identify further ways that we can ensure carers get the support they need throughout their experience of caring.

Dementia Coordinator Service

Kent & Medway NHS has invested significantly in the support and care available to those living with dementia. The Dementia Coordinator programme supports the county to achieve the NICE (National Institute for Clinical Excellence) guidance that everyone with dementia has a named professional to support them throughout their experience of dementia. Each Dementia Coordinator works closely with a group of doctors' surgeries called a PCN (Primary Care Network). They identify the patients registered and then conduct a holistic assessment and create a person-centred support plan. The service has been well received by those affected by dementia and clinicians within the system. It is quickly being seen as the lynchpin service to support those affected by dementia to live the best life they can. In total, we were commissioned to provide 16 full-time Dementia Coordinators in north Kent (the districts of Dartford, Gravesham, Swanley, Swale and Medway) and nine in west Kent (the districts of Maidstone, Tunbridge Wells, Tonbridge and Sevenoaks).

- Our Dementia Coordinators have carried out 2,583 assessments this year
- Over 6,000 outcomes have been achieved

The people who use the service have found the support invaluable...

Quote from daughter of someone who has a Dementia Coordinator

"It was nice to meet you last week too and a relief to talk to someone about Dad's condition. Thank you for this information. Mum received a phone call from someone about getting some respite for her today and she also had a call from speech and language so we feel something is happening!"

In a survey of the professionals who refer into the service, 81% of people said that the Dementia Coordinator makes a positive difference to the lives of people affected by dementia.

Quote from an NHS Multi-Disciplinary Team Coordinator

"The feedback I have had from clients / carers is incredibly positive, they all say how much more positive they feel and better equipped to cope with any changes. They also express how glad they are that there is a support service available to them."

Challenges

Unsurprisingly the development of this new service has created challenges, but with the skill and attention of our Senior Leadership Team, our Deputy Managers and key Operations team members, we managed to create the systems and processes, purchased the resources and recruited and inducted most of these new posts.

One particular challenge was recruitment. Initially we had applications coming in that exceeded our expectations, however, these are difficult times in the employment market and so there has been quite a bit of movement. We had one team member on TUPE from Imago, which was our first experience of handling a Transfer of Undertakings, and six staff left in the first year (three Senior Dementia Coordinators and three Dementia Coordinators). We are, however, really proud of the fact we have helped many team members to develop, and have enabled five people to be promoted into new roles.

Another challenge has been building the trust and cooperation of key people within health and social care services; this has been ongoing and remains so. Senior Dementia Coordinators were utilised to engage with the GP surgeries and build networks with external services, voluntary and statutory.

Barriers that we encountered in sharing the initiative with PCNs:

- Lack of awareness and understanding of the Dementia Coordinator Service.
- Delays in the Joint Controller Agreement.
- No acknowledgement from some of the Practices despite many attempts to establish contact.
- Meetings held with PCNs/GPs but no further engagement from them.
- Resistance to allow dementia coordinators allocated time in surgeries.
- Lack of space – surgeries are unable to allocate workspace to the dementia coordinator.

We have worked collaboratively with the memory assessment services run by Kent & Medway Partnership Trust. The team of coordinators has been attending triage meetings once or twice a week. We are using our unique view and understanding of the issues facing people affected by dementia. Currently, some areas are experiencing long waiting lists for memory clinic appointments, and we are using our influence and understanding of the human costs to affect change.

Fundraising

Fundraising policy

Amounts received from our fundraising activities are presented in our accounts as donations and legacies. We confirm that all solicitations are managed internally, without involvement of commercial participators, professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. During 2020-21 we updated our fundraising policy and created an ethical fundraising policy, which has been approved by the Board of Trustees. Our team is bound by our Code of Conduct and Gifts & Hospitality policy.

At ADSS, funds are raised from a variety of sources, including statutory grants, client contributions, smaller grants, donations and events. ADSS has registered with the Fundraising Regulator and, as in previous years, is using its guidance to ensure our fundraising practice is of the highest order. We are pleased to say we have received no complaints about our fundraising activity, despite having contact from the Fundraising Preference Service, which was a case of mistaken identity. The Trustees of ADSS understand the protections required for vulnerable people with regards to fundraising, and we use our understanding of dementia to ensure we protect people. We also have a clear segregation between our service delivery and fundraising team.

Fundraising this year

A considerable amount of time has been given to building our fundraising capacity this year; we held the ambition to recruit a new fundraiser, but this proved quite a challenge. We have long recognised that it is imperative for us to have a diverse range of income streams. Public bodies, such as Local Authorities, are under increasing financial pressures, but with our desire to do more for people with dementia we knew we had to develop and build on our fundraising capability. We managed to recruit Nneka Bolji to the team late last year, and she is already making quite a difference.

We also knew we needed to organise our fundraising work and identify the opportunities ADSS had. This work has been led by Matt Thurston, our Chief Operating Officer, and Sheila Buckley, our Senior Fundraiser. We have identified our strategies and, with the help of our newly recruited fundraiser, we are now turning that into actions. Our focus will be on community and digital channels. In addition, with our new contracts we also have a unique opportunity to go to new areas to raise funds.

Thank you's

Our continued thanks goes to The Albert Hunt Trust who, in 2019, generously loaned us the funds to purchase our building, Safeharbour, which was not only a long-held ambition but also helps ensure our future sustainability. They have now kindly offered to discharge the loan, due to their faith in the services we provide, the difference we are making and the care we have given to improving and maintaining Safeharbour.

Fundraising continues to be an ongoing challenge and focus for us to support the work we do. As ever, our appreciation goes to Kent Community Foundation, who do so much to support us and so many other charities across Kent and Medway. They kindly awarded grants to us from their Elderly and Isolated Themed Fund, Kent Reliance Provident Society Community Fund, and Wards Charitable Fund. Additional specific thanks go to Ebbsfleet Community Investment Fund, Screwfix Foundation, Sports England, Percy Bilton, Childwick Trust, and the National Lottery Community Fund.

ADSS is fortunate to be well supported by our local communities and the clubs and groups that have kindly supported us this year are: Gravesham with Ebbsfleet Rotary, Istead Rise Active Retirement Association, Kent County Bowling Club, Northfleet & Ebbsfleet Lions Club, and Strood & Finsbury Working Men's Club. We also have the wonderful support of many businesses, and this year we have had the support of KCL Digital, John Lewis, Waitrose (Longfield), Sekisui Diagnostics, Morrisons, Port of London Authority, Hilltop Hotel & Restaurant, and Aldi Gravesend.

Many individuals have raised significant funds for us by taking part in challenges or fundraising. We specifically thank Jez Andrews, Elise Hoyland, Alan Flynn (LIA Red Team), Joanne Pullman, Chris Till, Paulette & Tony Bilham, Mary Anne Abbott, Sarah Walton, and Christine Hammond. Our thanks go to the family of Mrs J Heaver who have kindly made a donation to ADSS in memory of their mum. We also have many other kind people who make donations to us in memory of a loved one.

Review of finances

The charitable company's income for the year ended 31 March 2023 totalled £2,340,299 (previous year: £1,530,166). This significant increase is due to the additional funding from new contracts awarded following the successful tender by ADSS.

Expenditure totalled £2,283,256 (previous year: £1,546,780). A change in the treatment of our fixed assets will mean that our building, Safeharbour, will be depreciated and therefore £50,000 from last year's revaluation had to be revised, resulting in a total net income of £57,043 (previous year: £33,386).

Future Financial Planning

As we move into the Charity's next phase of growth, our future financial planning will focus heavily on building our fundraising team and capacity. We know that the contracts we have been awarded for 2022-23 do not cover all their costs, so going forward we will not be operating full cost recovery, and we also know that we need the flexibility and control that voluntary income gives us.

We are also focusing on our reporting and monitoring of our income and expenditure to ensure that the costs associated with our new contracts are carefully managed.

Reserves policy

Designated reserves

The Trustees are very conscious of the need to act prudently with the administration of the funds of the Charity, and assess the levels of free reserves they consider the Charity should hold for all existing and planned activities to be financed.

The Trustees are also aware of the need to meet all contractual obligations. If, for any reason, the Charity had to cease activity, the Charity would need to be supported with a sufficient amount of free reserves, due to the complexity of the work we do, and the reliance that some people who use the service have on us.

The Trustees have a policy of regularly reviewing the levels of reserves each year. This was most recently done in July 2023, when the Trustees agreed, in view of the rapid expansion in new service areas, that the reserves policy should be in place primarily to support a situation in which the Charity needed to wind down its services in its entirety.

During the review, it was agreed that free unrestricted reserves (that is unrestricted reserves represented by net current assets) should be maintained at a target level above £550,000. This would be enough to cover redundancy, extended notice period to senior employees in the event of closure, and penalties to exit existing contractual commitments.

As at the year ended 31 March 2023, the reserves currently stand at £263,462 and are calculated as follows:

RESERVES AT 31.3.2023	
Total Reserves	**£ 898,959**
Less:	
Restricted Reserves	(£42,348)
Designated Reserves	(£190,000)
	£ 666,611
Less:	
Fixed Assets	(£401,332)
Free reserves	**£ 265,279**

During the year, £61,072 (2022: £12,600) was transferred to designated reserves to cover repairs and essential maintenance to the roof and boiler system at Safeharbour. These works are scheduled for the first half of 2023-24. A figure of £42,348 (2022: £46,026) is in restricted reserves and therefore is not available for the general purposes of the Charity at the year end.

The reserves held at the end of the financial year were below our target range, as we built designated reserves in 2022-23. This is now not the case following the generous gift and discharge of the loan of £315,000 from The Albert Hunt Trust.

Principal Funding

ADSS's income derives from Kent County Council Contracts (46%, of which 35% is funded by Kent & Medway NHS), NHS Contracts (11%); Client Contributions (35%), Fundraising (6%), and Other (2%).

Post balance sheet events

At ADSS we are delighted that The Albert Hunt Trust will be discharging the loan of £315,000 for the purchase of Safeharbour in 2019. This generous gift was completed on 13th July 2023 and The Albert Hunt Trust no longer have a charge on the property. It is with immense gratitude that we accept this generous gift.

We have also been awarded an additional £176,270 of funding from our contract with Kent County Council on behalf of Kent & Medway NHS to provide five additional dementia coordinators in North and West Kent. This will be an enormous help to build our capacity and we are pleased that Kent & Medway NHS has the faith in our ability to deliver at such an early stage in the programme.

We took receipt of our long-awaited minibus in April. We have waited for this since 2020 when our minibus was stolen from our car park in Northfleet. This means we can ensure the greater stability of the Day Support Centre and ensure those who need us most can get to The Beacon.

The Future...

ADSS is on a journey. We know we need to keep improving and adapting so we can do our best to support people affected by dementia. We won't stop until dementia stops. Whilst 2023-24 will not see the huge level of growth experienced in 2022-23, we will be consolidating where we are and ensuring we do the following:

- Develop our fundraising capabilities and create our new operational plan.
- Continue to improve our processes and systems to make us as efficient as possible.
- Continue the refurbishments and upgrades of Safeharbour, replacing the roof and heating system and building a new dementia-friendly garden.
- Focus on our team and create a new People Strategy to help us manage our growth and attract and retain the best staff.
- Work on our retention rates and recruit to the vacancies we have within the team.
- Focus on our Equality, Diversity and Inclusion Plan and develop our services to meet the needs of those from the diverse communities of Kent.
- Identify funding opportunities to develop post diagnostic services in Medway
- Conduct a Trustee Recruitment Campaign to ensure we continue to fill any skills gaps identified, and review and update the Board Committee structure.
- Advocate for the rights of people affected by dementia to get a timely diagnosis and the support when they need it, and help the system to recover from Covid-19.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' 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 that 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 Charity's SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the detection and prevention of fraud and other irregularities.

Disclosure of information to auditors
Each of the persons who are trustees at the time when this trustees' report is approved has confirmed that:

- There is no relevant audit information of which the Charity's auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Small Company Provisions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

Approval

This report was approved by the Trustees on 9/10/2023 and signed on their behalf.

Signed

Sam Barton
Chair of Trustees

Signed

Catherine Jones
Treasurer

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES FOR THE YEAR ENDED 31 MARCH 2023

Opinion

We have audited the financial statements of Alzheimer's & Dementia Support Services ('the charity') for the year ended 31 March 2023, which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2023 and of the charitable company's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Report of the Trustees, other than the financial statements and our Auditor's report thereon. Our opinion on the financial statements does not cover the information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit, the information given in the Report of the Trustees for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

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

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

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

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

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

economic decisions of users taken on the basis of these financial statements.
Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

How the audit was considered capable of detecting irregularities, including fraud:

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- we identified the laws and regulations applicable to the charity through discussions with management, and from our commercial knowledge and experience in the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the accounts or the operations of the charitable company, including the Charities Act 2011 and the Companies Act 2006;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting correspondence; and
- identified laws and regulations were communicated within the audit team and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charitable company's accounts to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading minutes of meetings of those charged with governance; and
- enquiring of management as to actual and potential litigation and claims.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the trustees and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may involve deliberate concealment or collusion.
A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. The description forms part of our Auditor's report.

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

UHY Kent LLP

Allan Hickie BSc FCA (Senior statutory auditor)
For and on behalf of

UHY Kent LLP
Chartered Accountants and Statutory Auditors
Thames House, Roman Square
Sittingbourne. Kent. ME10 4BJ

Date: 18 October 2023

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2023

	Notes	*2023 Unrestricted £*	*2023 Restricted £*	*2023 Total £*	*2022 Total £*
Income from:					
Donations and legacies	**2**	91,928	59,668	151,596	188,109
Charitable activities	**3**	2,182,272	-	2,182,272	1,341,249
Investments		6,431	-	6,431	808
Total income		2,280,631	59,668	2,340,299	1,530,166
Expenditure on:					
Raising funds	**4**	37,698	-	37,698	23,836
Charitable activities	**5**	2,219,209	26,349	2,245,558	1,522,944
Total expenditure		2,256,907	26,349	2,283,256	1,546,780
Net Income		**23,724**	**33,319**	**57,043**	**(16,614)**
Transfers between funds		36,997	(36,997)	-	-
Net movement in funds		**60,721**	**(3,678)**	**57,043**	**(16,614)**
Gains on revaluation of fixed assets		**-**	**-**	-	**50,000**
Reversal of revaluation gains		(50,000)	**-**	(50,000)	-
Net movement in funds		**10,721**	**(3,678)**	**7,043**	**33,386**
Reconciliation of funds:					
Total funds brought forward		844,038	46,026	890,064	856,678
Total funds carried forward	**11**	**854,759**	**42,348**	**897,107**	**890,064**

The statement of financial activities includes all gains and losses recognised in the period.

All income and expenditure derives from continuing activities.

ALZEIMER'S & DEMENTIA SUPPORT SERVICES

BALANCE SHEET
AS AT 31 MARCH 2023

	Notes	2023 £	2023 £	2022 £	2022 £
Fixed assets					
Tangible assets	7		401,332		491,370
Current assets					
Debtors	8	172,688		99,886	
Cash at bank and in hand		789,665		713,783	
		962,353		813,669	
Creditors: amounts falling due within one year	9	(151,578)		(99,975)	
Net current assets			810,775		713,694
Creditors: amounts falling due after one year			**(315,000)**		**(315,000)**
Total net assets			**897,107**		**890,064**
The funds of the charity					
Unrestricted funds			854,759		844,038
Restricted funds			42,348		46,026
Total funds	11		**897,107**		**890,064**

These financial statements have been prepared in accordance with the special provisions for small companies under part 15 of the Companies Act 2006.

The accounts were approved by the Board of Trustees on 9/10/2023 and signed on their behalf by:

Catherine Jones
Treasurer

Samuel Barton
Trustee

ALZHEIMER'S AND DEMENTIA SUPPORT SERVICES

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2023

	Notes	*2023* £	*2022* £
Cash flows from operating activities:			
Net cash provided by operating activities	A	72,533	47,481
Cash flows from investing activities:			
Dividends,interest and rents from investments		6,431	808
Purchase of tangible assets		(4,150)	(30,253)
Disposal of tangible fixed assets		1,068	-
Net cash used in investing activities		3,349	(29,445)
Change in cash and cash equivalents for the year		75,882	18,036
Cash and cash equivalents at the beginning of the year		713,783	695,747
Cash and cash equivalents at the end of the year		789,665	713,783

A Reconciliation of net income to net cash flow from operating activities

Net income for the year *As per statement of financial activities*	57,043	(16,614)
Adjustments for:		
Depreciation charges	39,024	40,175
Loss on disposal of assets	4,096	2,881
Decrease / (increase) in debtors	(72,802)	(7,620)
Increase / (decrease) in creditors	51,603	29,467
Interest received	(6,431)	(808)
Net cash provided by operating activities	72,533	47,481

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

1 Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the accounts are as follows:

1.1 Basis of preparation

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 (FRS 102)" (effective 1 January 2019) - (Charities SORP (FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Alzheimer's & Dementia Support Services meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policies.

There are no material uncertainties about the charity's ability to continue, and so the going concern basis of accounting has been adopted.

The accounts are presented in pounds sterling and rounded to the nearest pound.

1.2 Status

Alzheimer's & Dementia Support Services is a charitable company limited by guarantee and incorporated in England and Wales (charity number 1173379), registered company number 10690071). In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office office is Safeharbour Memory Wellbeing Centre, Coldharbour Road, Northfleet, Kent, DA11 8AE.

1.2 Income

Income from donations and grants is recognised when the charity is entitled to the funds, the receipt is probable and the amount can be measured reliably. For donations, this is usually on receipt. For grants, this is usually when a formal offer is made in writing, unless the grant contains terms and conditions outside of the charity's control which must be met before the charity is entitled to the funds. Investment income is recognised when receivable.

Income from charitable activities is recognised over the period to which the income relates. Charges for services are recognised when the services are provided. Income received in advance of the service provision is accounted for as deferred income.

1.3 Expenditure

Expenditure is recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably.

Expenditure has been classified under headings that aggregate all costs related to the category.

Staff costs are allocated across the charitable activities and administrative activities undertaken by the charity on the basis of staff time.

Support costs, which are those costs relating to functions which assist the work of the charity but do not directly relate to its activities, have been allocated to the activities undertaken by the charity on the basis of income.

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated realisable value of each asset over its expected useful life, as follows:

Motor vehicles	25% reducing balance
Equipment	25% straight line
Fixture and fittings	25% straight line
Building	2% straight line
Land	Nil

Fixed assets with an individual cost of less than £500 are written off in the year of purchase.

During the year the charity changed the basis upon which it values its freehold land and buildings from the revaluation basis to the cost basis. This change in accounting policy has been dealt with as a revaluation in accordance with section 10.10A of FRS 102.

1.5 Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are recognised at the invoiced cost prepaid.

1.6 Creditors

Creditors are recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably. Creditors are recognised at the settlement amount.

1.7 Financial instruments

The charity only has financial instruments of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.8 Pension contributions

The charity makes defined contributions into employee private pension schemes. Contributions are charged to the statement of financial activities as they become payable in accordance with contract terms.

1.9 Operating leases

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

1.10 Fund accounting

Unrestricted funds are those funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

1.11 Going Concern (Accounting Policy)

The financial statements have been prepared on a going concern basis. The Trustees have considered relevant information, including the annual budget, forecast future cash flows and impact of subsequent events, on the business in making their assessment.

Based on these assessments and having regard to the resources available to the entity, the Trustees have concluded there is no material uncertainty and that they can continue to adopt the going concern basis in preparing the annual report and accounts.

2 Income from donations and legacies

	2023	*2022*
	£	*£*
Donations	149,904	101,638
Government Grants	1,692	86,471
	151,596	188,109

The comparative figure includes £102,971 of restricted income.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

3 Income from charitable activities

	Kent County Council £	Service user income £	Kent & Medway NHS £	Department for Education and Skills £	Department for Transport £	2023 £	2022 £
Day Care/Transport	-	244,556	-	-	-	244,556	194,929
Support at Home/Support at Home+	-	570,104	-	-	-	570,104	659,557
Post Diagnostic Support	234,996	-	-	-	-	234,996	210,624
Dementia Coordinators North Kent	542,729	-	-	-	-	542,729	-
Dementia Coordinators West Kent	290,844	-	-	-	-	290,844	-
Dementia Buddy	-	-	47,771	-	-	47,771	46,836
DGCG Dementia Care & Support	-	-	208,200	-	-	208,200	208,200
Other	-	39,398	-	2,300	1,374	43,072	21,103
	1,068,569	854,058	255,971	2,300	1,374	2,182,272	1,341,249

The comparative figure includes £263,424 of restricted income.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

4 Expenditure on raising funds

	2023	2022
	£	£
Wages and Salaries	27,657	16,081
Other fundraising costs	10,041	7,755
	37,698	23,836

5 Costs of Charitable Activities

Summary by fund type	2023 Direct activities	2023 Support costs	2023 Total	2022 Total
	£	£	£	£
Day Care/Transport	214,873	49,942	264,815	246,165
Support at Home/Support at Home Plus	562,624	116,424	679,048	827,600
Post Diagnostic Support	217,416	47,990	265,406	199,638
Dementia Coordinators North Kent	434,398	110,834	545,232	-
Dementia Coordinators West Kent	222,243	59,395	281,638	-
Dementia Buddy	34,578	9,756	44,334	47,808
DVH Bridging Service	113,771	42,518	156,289	195,201
Other activities	-	8,796	8,796	6,532
	1,799,903	445,655	2,245,558	1,522,944

The comparative figure includes £475,791 of expenditure from restricted funds.

Direct costs	2023	2022
	£	£
Wages and Salaries	1,409,455	915,053
Staff Training	4,525	3,047
Staff Home Working Allowance	6,533	-
Recruitment	13,468	3,827
Volunteers	224	168
Travel costs	63,772	38,795
Transport costs	31,418	12,425
Client activities	57,337	26,690
Client activities - AGE UK	82,144	-
Printing, postage and stationery	14,294	9,587
Telephone	34,170	22,806
Equipment	7,120	15,329
Professional fees	11,514	11,078
IT costs	44,841	35,126
Bank charges	-	172
Licences and subscriptions	1,326	310
Sundry	13,962	8,899
Auditor's remuneration - other accountancy services	3,800	4,471
	1,799,903	1,107,783

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

5 Costs of Charitable Activities (continued)	2023	2022
	£	£
Carers Assessment & Support costs		
Wages and Salaries	253,931	236,008
Staff Training	13,210	4,478
Recruitment	5,074	3,024
Client activities	1,864	2,553
Community Café Consumables	12,407	10,786
Rent and Rates	758	758
Repairs and renewals	21,047	21,782
Utilities	13,178	10,470
Insurance	11,749	9,797
Cleaning	21,225	19,543
Travel costs	681	213
Printing, marketing, postage and stationery	747	4,648
Telephone	7,371	6,416
Equipment	6,754	9,786
Professional fees	986	1,953
IT costs	4,277	999
Bank charges	107	145
Bad debts	239	1,028
Licences and subscriptions	2,441	990
Sundry	13,685	15,919
Depreciation	39,025	40,175
Loss on disposal of fixed assets	4,096	2,881
Auditor's remuneration -audit fees	9,140	4,850
Auditor's remuneration -other accountancy services	624	2,758
Trustee meeting and training expenses	1,039	3,201
	445,655	415,161

6 Staff costs	2023	2022
	£	£
Gross salaries	1,548,271	1,079,982
Social security costs	113,293	68,875
Pension costs	29,479	18,285
	1,691,043	1,167,142
The average number of employees (including part time workers) was:		
Direct charitable workers	85	68
Administrative staff	6	6
	91	74

No employee received emoluments in excess of £60,000 in the year or the previous year.

No Trustee, nor any person connected with a Trustee, received any remuneration.

The charity's key management personnel are the trustees, the Chief Executive Officers, the Chief Operating Officer, the Service Development Manager, the Dementia Care Manager, and the Dementia Support Manager. Total emoluments, including employer's pension contributions, paid to key management personnel were £185,973 (2022: £168,654).

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

7 Tangible fixed assets

	Freehold land and buildings	*Fixture & Fittings*	*Motor vehicles*	*Equipment*	*Total*
	£	£	£	£	£
Cost					
At 1 April 2022	350,000	111,029	90,357	57,715	609,101
Additions	-	3,442	-	708	4,150
Disposals	-	(13,168)	(37,871)	(5,443)	(56,482)
Revaluation	(50,000)	-	-	-	(50,000)
At 31 March 2023	300,000	101,303	52,486	52,980	506,769
Depreciation					
At 1 April 2022	-	48,754	53,493	15,484	117,731
Disposals	-	(9,125)	(37,959)	(4,234)	(51,318)
Charge for the year	2,800	15,272	10,504	10,448	39,024
At 31 March 2023	2,800	54,901	26,038	21,698	105,437
Net book value					
At 31 March 2023	297,200	46,402	26,448	31,282	401,332
At 31 March 2022	350,000	62,275	36,864	42,231	491,370

8 Debtors

	2023	*2022*
	£	£
Fees for services	105,312	88,423
Prepayments	67,376	11,463
	172,688	99,886

9 Creditors: amounts falling due within one year

	2023	*2022*
	£	£
Amounts due to suppliers	15,803	30,998
PAYE/NI	27,995	17,338
Accruals	33,353	21,881
Other creditors	74,427	29,758
	151,578	99,975

Included in other creditors is deferred income, of which the movement is as follows:

	2023	*2022*
	£	£
Balance at 1 April 2022	19,845	13,320
Released to income	(19,845)	(13,320)
Received in year and deferred	59,959	19,845
	59,959	19,845

10 Creditors: amounts falling due in greater than one year

	2023	*2022*
	£	£
Mortgage	315,000	315,000

The Albert Hunt Trust hold a fixed and floating charge on 17 September 2019, by way of a first legal mortgage over the property known as Safeharbour, Coldharbour Road, Northfleet, Gravesend, Kent DA11 8AE. This loan is repayable by 19 September 2044, and has an interest rate of Bank of England base rate attached.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2023

11 Movement in funds

Restricted funds hold amounts received for specific activities and expenditure on those activities is set against those amounts.

Unrestricted funds comprise donations and income received for general use of the Charity.

	1 April 2022	*Income*	*Expenditure*	*Transfers*	*31 March 2023*
	£	£	£	£	£
Unrestricted funds					
General Reserve	665,110	2,280,631	(2,256,907)	(24,075)	664,759
Revaluation Reserve	50,000	-	(50,000)	-	-
Designated Funds	128,928	-	-	61,072	190,000
Total unrestricted funds	844,038	2,280,631	(2,306,907)	36,997	854,759
Restricted funds					
KCC Infection Control Grant	-	1,692	(1,692)	-	-
Appeal re stolen Minibus	19,285	-	-	(19,285)	-
BDO LLP re stolen Minibus	10,712	-	-	(10,712)	-
Percy Bilton for Minibus	-	7,000	-	(7,000)	-
Beacon Garden					
Co-op	1,622	-	-	-	1,622
Tesco	1,000	-	-	-	1,000
DHL/Sainsburys	1,526	-	-	-	1,526
Arnold Clark	1,000	-	-	-	1,000
John Lewis	2,000	1,000	-	-	3,000
Screwfix	-	5,000	-	-	5,000
Ebbsfleet Development Corporation	-	2,650	-	-	2,650
In memory of Margaret Kirby	-	1,000	-	-	1,000
Edward Gostling About Me Boxes	2,698	-	(1,729)	-	969
Kent Community Foundation	6,183	-	(6,183)	-	-
Kent Community Foundation - Post Diagnostic Suppor	-	15,000	(10,000)	-	5,000
KCC Activity Groups	-	3,918	(3,918)	-	-
KCC Jubilee & Christmas	-	1,900	(1,900)	-	-
Lions for Beacon's Christmas lunches	-	414	(414)	-	-
St Edmunds for Dementia Café Activities	-	351	(351)	-	-
NHS Kent & Medway DAA Event	-	2,300	-	-	2,300
Childwick Trust Carers Group	-	10,000	-	-	10,000
Bilham for activity packs & About Me Boxes	-	465	(162)	-	303
Sue Frost Wellbeing Activities	-	300	-	-	300
Main Grants Lottery Coronation and Kindred Spirits	-	2,533	-	-	2,533
SEKSEUI for PDS Groups	-	4,145	-	-	4,145
Total restricted funds	46,026	59,668	(26,349)	(36,997)	42,348
Total funds	**890,064**	**2,340,299**	**(2,333,256)**	**-**	**897,107**

Designated Funds
The Trustees have agreed to set aside a designated fund for future maintenance and repair work at Safeharbour

Beacon Garden
We still hold restricted funds for the Beacon Garden, work has not commenced as we were unable to find a suitable contractor.

The restricted income from Kent and Medway NHS, Childwick Trust, Kent Community Foundation and Sekisui all have planned expenditure all has planned expenditure in 2023-24.

11 Movement in funds (continued)

	1 April 2021	*Income*	*Expenditure*	*Transfers*	*31 March 2022*
	£	£	£	£	£
Unrestricted funds					
ADSS unrestricted	591,799	1,163,771	(1,077,860)	(12,600)	665,110
Revaluation Reserve	-	50,000	-	-	50,000
Gravesend Support Group	579	-	(579)	-	-
Meopham Support Group	1,424	-	(1,424)	-	-
Designated Funds	116,328	-	-	12,600	128,928
Total unrestricted funds	710,130	1,213,771	(1,079,863)	-	844,038
Restricted funds					
KCC Service Agreement	92,677	263,424	(356,101)	-	-
Government Furlough/Job Retention Scheme	-	6,002	(6,002)	-	-
KCC Infection Control Grant	-	35,580	(35,580)	-	-
KCC Comf funding	-	25,784	(25,784)	-	-
KCC Sport England	-	3,918	(3,918)	-	-
WRRF Grant	-	15,187	(15,187)	-	-
Kent Community Foundation - Young Onset Group	3,225	-	(3,225)	-	-
Morlings for Boiler Replacement	3,872	-	(3,872)	-	-
Childwick Trust for Singing back the Memories Coordi	9,855	-	(9,855)	-	-
Meopham Parish Council	400	-	(400)	-	-
H Burrow for Meopham	400	-	(400)	-	-
Kent Community Foundation - Carers Relief	4,000	-	(4,000)	-	-
Kent Sport - Activity Video	500	-	(500)	-	-
Appeal re stolen Minibus	19,285	-	-	-	19,285
BDO LLP re stolen Minibus	10,712	-	-	-	10,712
Giveacar re Dolls for SAH	-	277	(277)		
Beacon Garden					
Co-op	1,622	-	-	-	1,622
Tesco	-	1,000	-	-	1,000
DHL/Sainsburys	-	1,526	-	-	1,526
Arnold Clark	-	1,000	-	-	1,000
John Lewis	-	2,000	-	-	2,000
Edward Gostling About Me Boxes	-	4,514	(1,816)	-	2,698
Kent Community Foundation	-	6,183	-	-	6,183
Total restricted funds	146,548	366,395	(466,917)	-	46,026
Total funds	**856,678**	**1,580,166**	**(1,546,780)**	**-**	**890,064**

12 Analysis of net assets between funds

	Unrestricted funds 2023	*Restricted funds 2023*	*Total funds 2023*
Fixed assets	401,332	-	401,332
Current assets	920,005	42,348	962,353
Current Liabilities	(466,578)	-	(466,578)
Total net assets	**854,759**	**42,348**	**897,107**

	Unrestricted funds 2022	*Restricted funds 2022*	*Total funds 2022*
Fixed assets	491,370	-	491,370
Current assets	767,643	46,026	813,669
Current liabilities	(414,975)	-	(414,975)
Total net assets	**844,038**	**46,026**	**890,064**

14 Capital commitments

Amounts contracted for but not in the financial statements

	2023 £	*2022 £*
Purchase of Minibus	-	48,210

14 Related party transactions

Expenses totalling £155 were reimbursed to one trustee in relation to governance costs (2022: £91).

15 Post Balance Sheet Event

In July 2023, the loan of £315,000 provided by the Albert Hunt Trust to the Charity, as disclosed in Note 10, was discharged as a gift.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

England & Wales - Charity number 1173379

Accounts

Registered number: 10690071
Charity number: 1173379

TRUSTEES REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2022

Lindeyer Francis Ferguson Limited
Chartered Accountants & Statutory Auditors
198 High Street
Tonbridge
Kent
TN9 1BE

CONTENTS

	Page
Reference and administrative details of the charity, its Trustees and advisors	1 – 2
Trustees' report and Statement of Trustees' responsibilities	3 – 18
Independent Auditors' report	19 – 23
Statement of Financial Activities	24
Balance Sheet	25
Statement of Cash Flows	26
Notes to the Financial Statements	27 – 37

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISORS FOR THE YEAR ENDED 31 MARCH 2022

Registered Charity Number: 1173379

Registered Company Number: 10690071

Principal Office
Safeharbour
Coldharbour Road
NORTHFLEET
Kent
DA11 8AE

Trustees

Justin Bateman	Resigned 11/10/2021
Alan Spencer	Resigned 05/11/2021
Karen du Rocher	
Chris Inwood	
Samuel Barton	
Denise Osborn	
David Mackenzie	
Parris Durant	Resigned 09/05/2022
Martin Charlton	Appointed 12/07/2021, resigned 10/03/2022
Catherine Jones	Appointed 06/09/2021

Chair of Trustees
Sam Barton

Treasurer

Alan Spencer	until 5/11/2021

Joint Treasurers

Catherine Jones	from 10/01/2022
Martin Charlton	from 10/01/2022 until resignation

Chief Executive Officer
Katie Antill

Joint Chief Executive Officers
Sarah Taylor (resigned 01/06/21) and Katie Antill

Auditors
Lindeyer Francis Ferguson Limited
North House
198 High Street
TONBRIDGE
Kent
TN9 1BE

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISORS FOR THE YEAR ENDED 31 MARCH 2022

Bankers

CAF Bank Ltd
Kings Hill
WEST MALLING
Kent
ME19 4JQ

Charity Bank
Fosse House
182 High St
TONBRIDGE
Kent
TN9 1BE

Shawbrook Bank Ltd
Lutea House
Warley Hill Business Park
The Drive
Great Warley
BRENTWOOD
Essex
CM13 3BE

Advisors

Peninsula Employment Consultants
Peninsula Health and Safety Consultants

TRUSTEES' REPORT
FOR THE YEAR ENDED 31 MARCH 2022

The Trustees are pleased to present their report with financial statements of the Charity for the year ending 31 March 2022. The Trustees confirm that the report and financial statements of the Charity comply with the current statutory requirements, the requirements of the governing document, and the provisions of "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 (FRS 102)" (effective 1 January 2019) (Charities SORP (FRS 102)).

Status

Alzheimer's & Dementia Support Services (ADSS) is a charitable company limited by guarantee and has no share capital. The company was incorporated on 24 March 2017 and is governed by a Memorandum and Articles of Association.

Structure, Management and Governance

Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected at the Annual General Meeting or co-opted under the terms of the Articles of Association. The Board reviews its strengths and weaknesses to ensure its effectiveness with achieving the Charity's mission, governing the organisation, and leading the strategy. This helps identify when new Trustees should be recruited. During the year of 2021-22 two new Trustees have been recruited, Catherine Jones and Martin Charlton, who went on to be Joint Treasurers, however Martin Charlton resigned and currently the Board is looking for another Joint Treasurer. The Board of Trustees has due regard for the limited tenure best practice; however, it is prioritising having a regular in-flow of new talent to the Board.

Policies adopted for the induction and training of Trustees

There is an agreed procedure for inducting and training Trustees, which ensures they are provided with the relevant information about the Charity for the effective governance and leadership of the organisation.

Organisational structure and decision making

The overall management of the Charity is in the hands of the Trustees who currently meet quarterly. There are also two committees, Funding & Finance and Quality, Risk & Compliance, that also meet quarterly. The Board delegates the day-to-day running of the organisation to the Chief Executive Officer, Katie Antill. The CEO forms the Senior Leadership Team with Matt Thurston, Chief Operating Officer; Sarah Taylor, Service Development Manager; Kelly Clark, Dementia Care Manager; and Denise Kilshaw, Dementia Support Manager.

Risk management

The Trustees have assessed the major risks to which the Charity is exposed, in particular those related to the operations and finances of the Charity, and are satisfied that systems and procedures are in place to mitigate exposure to the major risks. The Board of Trustees has undertaken Risk Management Training. The risk register is reviewed by the full Board and the relevant risks are discussed in further detail at the Funding & Finance and Quality, Risk & Compliance Committee meetings.

Constitution, Objectives and Policies

The organisation is governed by a constitution, which was adopted on 24 March 2017. Its objectives are to give continued practical and emotional support to people with dementia, their carers, other relatives, and supporters, and to deliver such support in a respectful way which recognises individuality and safeguards dignity.

Purpose
Too many people affected by dementia do not get the vital social care, support and guidance they need. We use our person-centred experience of dementia to define and implement social care services, from diagnosis to end of life, that reduce the devastating impact the disease can have.

Vision
Everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want.

Mission
Our mission is to give people affected by dementia the knowledge, support and care they need to take back control of their lives, take part in family and community life, and manage their symptoms.

Values
We believe:

- That everyone's rights and dignity should be promoted.
- In being person centred and focused on people's abilities.
- In being inclusive and embracing everyone in our community.
- In working together to deliver excellence in the information, support and services we provide.
- In being caring and compassionate in all we do.
- In acting with integrity and honesty at all times.

Investment Powers

The constitution authorises the Trustees to apply the assets and property of the Charity solely towards the promotion and purpose of ADSS as laid down in the constitution.

Public Benefit

The Trustees have had due regard to the guidance issued by the Charity Commission on public benefit when reviewing the Charity's objectives and planning future activities.

An Introduction from our Chair

While much of 2021-22 was spent dealing with the ongoing challenges brought by the Covid-19 pandemic, combined with significant uncertainty about the future, ADSS ended the year on a very positive note.

In early 2022 we were delighted to be awarded three major new contracts from Kent County Council for Post-Diagnostic Support in North Kent and for Dementia Coordinators in North Kent and West Kent. The mobilisation of these contracts is progressing well, and I would like to thank the entire team at ADSS for their extraordinary work in securing and now delivering these contracts, which provide vital support for people across the county. I would also like to thank KCC and the Commissioners for their faith in ADSS and their continued support for the Charity's work.

I am pleased to say that ADSS now boasts the largest team in its 31-year history, and this year we will support more people in Kent than ever before.

The year ahead looks just as exciting. We are continuing to expand our fundraising activities, which will help diversify our income and support the expansion of our services to reach more people. And we are planning to increase our team with capable and caring people to ensure we can meet the growing demand for our services, as well as further develop our Senior Leadership Team.

There is also more work to be done on digitising our back office to boost efficiency and improve performance, and we have a much-anticipated refurbishment project at Safeharbour to create a dementia friendly garden, which will increase the space and variety of activities we are able to offer to visitors. We also plan to deepen our ties with the community around us and develop partnerships that enable us to support the ethnically diverse population of Kent.

I firmly believe that we will look back on the past two years as a transformative period for ADSS, and one which confirms our commitment to our vision that everyone living with dementia in Kent and Medway gets the support they need to live the life they want.

I am excited by what the future holds for the fantastic team at ADSS, and look forward to supporting them during the busy years ahead.

Sam Barton

A few words from our CEO

If I was to think of a word that summed up 2021-22, I would probably say uncertainty. It was a year of uncertainty on many fronts but, yet again, the wonderful team at ADSS has risen to the challenge. It was a year of uncertainty because we were still dealing with ever-changing Covid-19 restrictions, and the impact of the virus on our team and the people we support. We also spent much of the year preparing for the biggest tendering process the Charity had ever undergone, and then the resultant, agonising wait for the outcome.

I am really pleased to say that in February 2022 we were notified that we had been successful with all three of the tenders we had submitted, and from 1st April 2022, we would be providing a Dementia Coordinator Service across north Kent and west Kent, and post-diagnostic services in north Kent.

This news was very welcome as we are now financially supported to achieve our aims of reaching more people and expanding our services outside of the Dartford, Gravesham and Swanley areas. We are in a position where we have recruited a wonderful new team and, already, they are working hard to provide the life-enhancing, empowering support to people affected by dementia that ADSS is known for.

Looking back on 2021-22, it is hard to remember the difficulties that Covid-19 continued to bring to all our lives. It had a profound impact on our team, and we had to cope with the high infection rates. It is also important to remember the huge impact it has continued to have on people affected by dementia; that impact will continue to be seen for years to come. We have seen people's dementia symptoms worsen and frailty increase due to the lack of activity, isolation, and lack of routine. That is why we were so committed to operating within the guidelines but keeping all our services running.

We are excited for the future of ADSS and will continue to do everything we can to help people affected by dementia to recover and rebuild their lives after what has been a very tough time.

Best wishes,

Katie Antill

Review of our strategy

2021-22 was the first year of our ambitious new five-year strategy. We knew that there were still people out there who didn't know about us, and big parts of Kent and Medway that were not receiving the same level of support that we are offering in Dartford, Gravesham and Swanley. We wanted to do something about this. We set ourselves ambitious goals to make Kent a better place for people with dementia, but also looked inwards at what we can do better. Here is what we said we would do:

Five-year strategy

- We will increase our reach by 10% each year so that everyone living with dementia in the community can benefit from our guidance, support and care.
- We will demonstrate excellence and specialism throughout every aspect of our work.
- We will coproduce a wellbeing service model that offers flexibility and choice and includes evidence-based activities.
- We will expand our Dementia Support and Wellbeing Services across Kent and Medway.
- We will increase our efficiency by 20% over five years.

To find out more information about our strategy, please take a look at our website www.alz-dem.org

What we have achieved so far

- Achieved a 11.9% increase, year on year, in the number of people we have supported.
- Worked on influencing the system to meet the needs of people affected by dementia by attending the Darent Valley Hospital Dementia Steering Group, NHS Dementia Support Working Groups, and the Dartford and Gravesham Local Care Board.
- Trained 25 of our team members in the accredited 'Dementia Interpreter' training: 17 at Level 1, two at Level 2, two at Level 3 and four at Level 4.

- Five of our team have gained accredited qualifications: one in Certificate in Dementia Care, one at Level 2 NVQ in Social Care, one at Level 3 NVQ in Social Care, one at Level 5 Leadership and Management in Social Care and another who has gained the NEBOSH General Certificate in Health and Safety.
- Conducted a service-wide evaluation in which 99 people who use our services took part.
- Were awarded new contracts to deliver Post Diagnostic Support in North Kent and Dementia Coordination Services in West Kent and North Kent. These three new contracts will enable us to deliver our specialist, person-centred support across a much wider area.
- Were successful in securing funding from Kent Community Foundation to help us with our sustainability. This will enable us to train and upskill our team to meet the requirements of our new contracts and develop our leadership capabilities to meet the demands of our growing team.

What else have we achieved?

- ADSS supported 1,787 unique people in 2021-22 – a 14.6% increase on the previous year.
- We supported an average of 768 people each month – a 26% increase on last year.
- We had 1,219 new referrals to the services: 843 people living with dementia and 376 carers. This is an 11% increase on last year.
- Our amazing volunteers provided a huge amount of their time to support our work. We were given 701.8 hours of time by these fantastic people.

Evaluation

We have again undertaken an organisational evaluation to help us understand what we are doing well, what we could do better and what impact we are having. The insight we gained from our last evaluation, and feedback obtained during the year, led us to create a service for carers, and also create a programme of activities including tea dances, chair fit, and much more.

We used the learning we had from last year's evaluation to redesign our questions, and some of our methods, to make the process as accessible as possible, and to ensure it enables us to gain useful information that facilitates our continuous improvement. It is clear from the feedback received that our services have had a very positive impact on people. Over 50% of people answered 'always' to all questions, demonstrating that people that access our services feel less lonely, feel supported, feel listened to and are accessing activities that they enjoy. In cases where people stated 'never', they gave reasons that in most cases were beyond the services' control.

Across the whole evaluation, people praised our staff, explaining how helpful, friendly, polite, professional and responsive they are.

"Staff making us feel like WE matter. Being friendly, telling us about events, encouraging us to join in new ventures. My husband appears to have forged some good friendships. I have started to get to know some other carers and feel I can talk to them now in a relaxed way. That is a big thing for me."

Carer of someone with dementia

"I feel that my carer has great knowledge and really supports me. I don't feel I'm as bad with my dementia."

Someone living with dementia

We have continued to develop our process for handling compliments and complaints and, as our evaluation shows, we are spending much more time talking to the people we support to gain insight into what we do well and what we need to improve.

During 2021 -22 we received:

- Number of Compliments - 27
- Number of Complaints - 5

We are pleased to say that, thanks to the skill, responsiveness and care of our management team, we have been able to resolve all our complaints at an informal level. A key piece of feedback we received from a carer for someone we have supported for many years led us to look at the support we provide for carers. While our primary focus will always be the person who has dementia, we recognise the difficulties that a carer will experience and their need for peer support, information and guidance. A result of this was setting up our Eastgate Carers group, which provides a peer support group for carers and a fun activity session to cater to the needs of the person who has dementia.

We continue to ensure that the Charity is a place where people want to work, and have spent a great deal of time talking to our people about our Covid-19 response and the ways in which we now work. We also continuously work on our culture and ensuring our values are embedded. In March 2022, the Board of Trustees and the Senior Management team met with values specialist Jackie Le Fevre to understand our personal values and our collective values, and how they fit with the organisation's values. For the first time, we also put the organisational values into a priority order (the order they are listed earlier in this report), which is an important part of knowing how to respond and make decisions.

We have also continued to support our team by:

- Supporting our employees' mental health and trained further Mental Health First Aiders.
- Opened up an organisational conversation about mental health using social media and team meetings.
- Held facilitated stress awareness sessions in partnership with Ellenor for Stress Awareness Month.
- Developed our Employee forum to be able to hear ideas, suggestions and comments to drive our services forward, and make our Charity a place where people love to work.
- Utilised the Infection Control Funding to ensure our team did not lose out financially with the impact of Covid.
- Supported our team as we find new ways of working in a hybrid way.
- For 2022-23 we are also introducing a health plan to help our team take a preventative approach to their own health and look after themselves.

Volunteer development

In late 2021 we recruited the Charity's first ever Volunteer Coordinator, Maria Cronin. We knew we needed to do more to raise awareness of the volunteering opportunities we had, and also to ensure that volunteers have a good experience with us. In addition, we wanted to ensure that we attract volunteers who understand the role and share our organisational values.

The impact of Covid-19

The pandemic continued to be a major factor of 2021-22. We started the year with the country coping with many restrictions but with the vaccination programme in full force. Our brilliant team understood the importance of getting vaccinated and 98% have been fully vaccinated.

Dementia Care

Dementia Care consists of our Support at Home Service (Support at Home is activity-led and enabling, and Support at Home+ is our home care service), and our Beacon Day Support Centre. It is our aim to offer life-enhancing, stimulating support and care through these services. They are predominantly aimed at people whose dementia is quite advanced, and with our specialist knowledge and experience we enable people affected by dementia to live the life they want to live and take part in activities they enjoy.

Support at Home

- On average 29 people supported per month.
- 63 people benefited from the service across the year.
- 4,372 hours of support provided.

Support at Home+

- On average 50 people supported per month.
- 93 people benefited from the service across the year.
- 20,791 hours of support provided.

Bridging care

- We provided 2,203 hours of emergency care packages.
- 93 people were offered an emergency care package and 84 went on to use the service privately.
- We supported 28 people to leave hospital.

Ongoing response to Covid

Throughout the pandemic, infection control guidelines for home care staff changed frequently, which meant changes were reviewed and shared with the Dementia Care Team within 24 hours of the revised guidelines being made public. Because our staff have followed the guidelines so stringently, we are proud to share we have a 0% transmission rate between staff and the people we support. We also have 100% compliance with infection control procedures which are monitored through spot checks.

Digitalisation

In October 2021, we finally transitioned from paper-based Care Planning to Digital. This now means that confidential information is stored electronically, and people's changing needs can be updated quickly and reflected in their Care Plan instantly. The level of detail taken at the time of assessment means that the care the person receives from the team truly is delivered in the way that the person wishes to be supported. Medication administration is now monitored electronically, meaning that errors and missed doses can be picked up and rectified quickly. Family members can also access the Care Logs digitally, in real time.

Development of our team and support

Over the last 12 months, many members of the team have progressed into different roles; Support Workers have been promoted into Senior roles and Seniors have been promoted into other areas of the organisation. We have also had new faces join our team who bring with them plenty of experience and passion for improving the lives of people living with dementia. Our values continue to be instilled amongst the team and these values are recognised both by the people who use the service and their families:

'I just wanted to say what a superb visit my Mum and Christine had last week – she really went the extra mile and made it so lovely for Mum. When I walked in, they were playing Snap and there was music playing from the 50's that Mum remembered and could sing along to. It was just so lovely of her. This is just one of the many reasons why we chose ADSS to care for Mum.'

Plans for the forthcoming year

Our plan for this year is to focus on growing our team, sourcing the right people, with the right skills and behaviours to help us reach more people within our community.

This year, we are also going to be basing two Enablement Support Workers within Darent Valley Hospital to work alongside two new Dementia Coordinators. The Enablement team will help support the hospital with discharging people with dementia, safely and appropriately back into their community. They will work alongside hospital-based Dementia Coordinators who will ensure that families are kept up to date with developments within the hospital, and are supported to make decisions about their future by ensuring they receive sound advice, information and support. Once discharged from hospital, the Dementia Coordinators within the community will take over supporting the person and their family.

The Beacon Day Support

- 88 unique individuals attended The Beacon
- 1,510 hours of Day Support provided
- 2,666 yummy hot meals eaten

The Beacon Day Support Centre was heavily impacted due to the pandemic and resulting restrictions. We had to limit the number of attendees, but we made sure we kept the service open. 2020 showed us all too starkly the devastating impact that lockdowns were having on people with dementia, so we worked within the guidelines to ensure we could continue to provide this life-enhancing support. Day Support enables people to take part in activities, make friends and, most importantly, have some fun.

Achievements of the service

The Beacon team has worked hard to rebuild the attendance figures to pre-Covid levels since re-opening towards the latter end of 2020. We have a new attendance capacity target of 18 individuals per day, 6 days a week and we are making steady progress towards achieving this target.

The Beacon team facilitated the evaluation process, and it was a privilege to be able to read the comments made by the people who use the service, and to really understand how much The Beacon is an integral part of so many people's lives. It was abundantly clear from reading the feedback just how the staff within The Beacon work together to create an environment that people feel part of, safe in, confident to be themselves in, and where they can feel that they belong to a community outside of their family/neighbourhood.

Quotes about the service

'Coming here has completely changed my life. I used to sit indoors and get fed up, take myself off to bed. This has given me something to look forward to.'

'I enjoy quizzes and word games. I feel comfortable answering questions and getting them wrong, because no one takes the mickey out of you.'

Plans for the year ahead

We plan to continue growing the service to reach as many people as possible. New processes and ways of working will be implemented throughout the course of the year to ensure the service runs more efficiently, and new working patterns are to be devised to ensure financial viability.

Dementia Support

Our Dementia Support services are our information, community and wellbeing-focused services. In usual times the Dementia Support Team would offer: one-to-one information and guidance; dementia cafés; peer support groups; support groups; Kindred Spirits (our young onset peer support group); Carers Learning Groups; and other activities. Apart from a small hiatus with the emergence of the Omicron variant of Covid-19, we have been able to deliver this vital support. When we have had to, we have taken our support online.

- We held 92 Dementia Cafes.
- 231 people took part in our fun and lively activity groups.
- 399 hours of peer support were provided in Gravesend and Dartford.
- 1,648 meaningful outcomes were worked on with the people being supported.
- We held 12 Dementia Drop-ins in partnership with the team from the Memory Clinic, Imago, and Mark from Findon Legal.

Throughout 2021-22 we have had to keep on adapting the ways of delivering the support groups. We have also been challenged by finding appropriate Covid-safe venues that were affordable. The people we support wanted and needed face-to-face social support and interaction after such a disruptive lockdown. Having noticed a significant deterioration in confidence and a reluctance from people with dementia to separate from their carers, we really have made an extra effort to encourage engagement.

Achievements of the service

The Dementia Support Team has done an admirable job in keeping our groups open. To do this we have had to operate a booking system that allowed us to maintain a maximum attendance level, to allow for social distancing. Although the remote groups were a great way to keep in contact throughout lockdown, the people we support really wanted and needed the face-to-face interaction. So, it was our priority to make this happen as quickly and as safely as possible.

We reorganised our Dementia Support Team during 2021 to put us in the best position possible to secure the KCC contracts, to find efficiencies, and to enable us to work with our Commissioners at Kent and Medway CCG to pilot the Dementia Coordinator role that they would be commissioning fully from 1st April 2022. We trialled and implemented a Dementia Wellbeing Coordinator role, which enabled specific team members to focus on our group services. The team also developed their working methods to become truly hybrid and have found successful methods to communicate and stay connected.

Having a Volunteer Coordinator as part of the Dementia Support Team has allowed us to maximise the capacity of our volunteers, even introducing an admin volunteer to support the team. We have also continued to develop our volunteer experience. Unfortunately, in 2021 we said goodbye to our Gravesend and Meopham Volunteer-led carers support group. As we came out of the pandemic and embedded our new strategy, it became clear that, whilst we all wanted to support people, we had very different ideas on the way to achieve that. For that reason, the Gravesend Volunteer Group and the Meopham Volunteer Group have set up as independent groups to continue to provide friendship groups for the carers they support.

We have continued to make sure that the support groups have purpose and have a real and meaningful impact on people's lives. This can be seen in the new Eastgate Carers group which, since November 2021, has grown to the extent where we now need to hire four rooms to accommodate the large number of people wishing to attend.

'I feel like I am back to where I was when I come to the groups. Seeing other people and talking to people makes you feel better, doesn't feel like people were saying something I didn't understand.'

Someone with dementia

'Staff make me feel comfortable and relaxed and are always friendly. I feel that we have a good relationship with Tom and Tracy who I feel I can talk with them about any problems.'

Someone with dementia

Plans for the year ahead

- As we now have a large team of Dementia Coordinators, we will see an increased number of referrals and people needing support. We will offer a selection of activity and social groups to attract new people to join us. Offer something for everyone!
- Collaborative working with Age UK to deliver six additional singing sessions across the Swale area.
- Seek additional funding to engage with our BME communities to support them and raise awareness.
- Train our partners to deliver the Carers Learning sessions and deliver across DGS.
- Identify effective tools to evaluate the impact of the post diagnostic service and collect regular feedback from the groups as a priority.
- Launch our 'volunteer Befriending Team' and develop our volunteer team across the organisation.
- Focus on volunteer recruitment and create new volunteer roles to complement the staff team.

COMF funding

In late 2021, we were awarded funding from Kent County Council's Contain Outbreak Management Fund (COMF), and Kent Sport's COMF were asked to respond to the needs of people disproportionately affected by the pandemic and lockdowns. We knew this was the people we support, and we knew we could do so much to support them to take part in physical activities to help with mobility decline and increased frailty, build their confidence to go back out to community events and have some much-needed fun. We achieved:

- Five Carers support groups
- Three indoor bowling trips
- Two Dinner and Karaoke nights for our young Onset group
- Five Tea Dances
- One Christmas trip and meal to Rochester for 28 people
- One social evening of fun, dancing and fish and chips for 47 people
- Four art sessions

This was all achieved with some great partnerships with Gravesham Borough Council, The Cyclo-Park, Bright Shadow, and Goodmans Dance, to set up and deliver a wide range of activities to help people feel motivated to participate and increase their confidence.

'My dad was diagnosed with dementia on the day of the lockdown 23rd March 2020. We have found the support from ADSS invaluable.

Since the easing of lockdown Dad has been attending the various groups. He really enjoyed the art classes and table tennis. When I was taking him there he would often say "I like it there don't I." I believe he would say that because he felt safe there and not judged. On the way home from groups I would ask how it was and he would often say "yes its good they are a good bunch of people". I think that although my dad would not remember what he had done, he obviously felt secure. He is always calm and happy when returning from the groups. I think they improve his mental health.

Table tennis was good for dad's physical health. He would always eat a good lunch afterwards. He is very slow at eating, but we noticed after table tennis he would eat slightly quicker and seem to enjoy the food more as he had built up an appetite.

The disco was very well organised and an activity for the whole family. We didn't have to worry about dad that people would judge him, it was lovely for us to see my dad dance and relax and smile, something he doesn't do so much as he did. There was a glimpse of the old dad, dancing and socialising with the ladies!! I knew he had enjoyed it because he went up to people on his own at the end to say goodbye. The atmosphere was relaxed that he felt he had the confidence to do this.

We have all benefited from the groups. They give us a break; we know dad is somewhere where he is being motivated in a friendly compassionate way. The groups have really improved all of our quality of lives. It would be lovely to have something every day!!! Although he cannot remember what he has done he always comes out relaxed and we are so grateful that ADSS have enabled him to engage in activities that are appropriate and achievable for him. Well done everyone, can we please have more groups!!!'

Julie (David's daughter)

Learning

- We identified that delivering an activity with a mix of social interaction and activity was preferred by the people we support and so we developed the idea of an Activity Café, which will be launched in 2022-23.
- The language we use to describe the activity sessions is very important. At first, we saw resistance to the new activity sessions. As we experienced a lot of **'I can't do'**, we quickly realised we had to reword fliers, otherwise people would feel that the exercises would be too rigorous for them.
- Our young onset group like going out together as a group; the social meals and outings are very popular.
- We need to plan ahead and take time to introduce new activities, using photos and videos to promote sessions.

Dementia Coordinator Pilot

In October 2021, we began the pilot of two Dementia Coordinator roles working with Gravesend Central and Gravesend Alliance Primary Care Networks (PCN). The idea of this pilot was to try out the job role in preparation for the Commissioners at Kent and Medway CCG to commission 42 Dementia Coordinators across Kent and Medway. We were delighted to be asked and knew that this would give us vital learning to take forward into our tender, and hopefully into the mobilisation. The pilot went really well, and our two Dementia Coordinators supported many people and built great working relationships with the GP surgeries within their PCNs.

We achieved:

- 141 home assessments.
- Supported with the achievement of 445 outcomes.
- Established ways of working with the GP surgeries, including around information transfer between parties.
- Created an assessment tool and support plan that would be used for all Dementia Coordinators across Kent and Medway.

We learnt:

- How difficult it was to get the service and coordinators known to the GPs and the staff.
- Having relationships and building a rapport with external agencies is beneficial, to ensure outcomes are met for those we are supporting.
- The importance of supporting people pre-diagnosis, and ensuring they are aware of the dementia pathway. Enabling them to have a "go to" person for the duration of their diagnosis journey.
- How to access GP systems, such as EMIS. Initially this was difficult and there was little training to be offered, however, the two Coordinators worked well together to support one another, and the well-engaged GP surgeries also offered general guidance.
- Having access to Dementia Registers was beneficial in contacting those who were not already known to ADSS, widening the awareness of the support available to some in the local community who may never have had any previously.

- Having regular case studies from the two Dementia Coordinators allowed us to gather evidence on how they have supported and made a difference to people's lives. It also highlighted challenges within the Health and Social Care system which were often challenging for carers/families to understand and navigate.
- GP staff such as care coordinators engaged well with the Dementia Coordinators. Enabling thorough support in a timely manner and effective communication, thus reducing workloads on GPs.
- Dementia Coordinators were able to give education around Dementia to external agencies and the families of those they were supporting. This was a fantastic way of raising awareness about the condition.

We also delivered training to enable all the other organisations that took part in the Dementia Coordinator Pilot to assist their team members in carrying out the role. We trained them in Dementia Awareness Level 2, Communication and Dementia, Nutrition and Hydration, Behaviour that Challenges Us, Diagnosis, and the Diagnostic Process, and Rare and Young Dementias.
The response was very positive:

"I really benefitted from this training and the different experiences and skills that were shared"

Course delegate

"I found all of the training courses very helpful and also learnt a lot of things I wasn't aware of about dementia."

Course delegate

"Thank you for providing excellent training, it was interactive as well which always makes it easier to remember topics discussed"

Course delegate

Medway Dementia Buddies

Unfortunately, again this year, our volunteer buddy service in Medway Maritime Hospital was hugely disrupted due to Covid-19. However, our Coordinators have worked very hard to ensure we keep as many of our volunteers as possible engaged, and 25 were ready to return and have provided support to the many patients affected by dementia. They also supported the Dementia and Delirium Team with completing 'This is Me' documents with family members. This was critical at a time when family members were unable to visit loved ones, and our team embraced this piece of work sensitively and compassionately. We unfortunately had to say goodbye to one of our Dementia Buddy Coordinators, Kristy Lee Adamas, who is already very missed.

Fundraising and Thank Yous

Fundraising continues to be an ongoing challenge and focus for us to support the work we do. As ever our appreciation goes to Kent Community Foundation, who do so much to support us and so many other charities across Kent and Medway. Our Specific thanks goes to Bernard Sunley, Foundation, Kent Community Fund, Clothworkers Foundation, Neighbourly Fund, Childwick Trust, Kent County Council, Gravesend Borough Council, BDO LLP and Edward Gostling Foundation. We would also like to thank the many businesses and groups that show us so much kindness and support, and they are Gravesend Rotary Club, Ebbsfleet & Northfleet Lions Club, East Kent Freemasons, The Oddfellows, DHL/Sainsburys, Co-op Local Community Fund, Hergest & Cavell and Tesco.

Our continued thanks also go to the Albert Hunt Trust who, in 2019, generously loaned us the funds to purchase our building, Safeharbour, which was not only a long-held ambition but also helps ensure our future sustainability.

Review of the Finances

Our income for the year of 2021-22 was nearly £119,000 lower than the previous year and this is due to a number of factors; largely due to the grant we receive from Kent County Council going back to its normal level (in 2020-21 we received additional Covid-19 funding from the council). In 2020-21 we had also received additional income from the Government Furlough scheme which we did not need to utilise in 2021-22. We did maximise our usage of the Government's Social Care Infection Control Fund, Recruitment and Retention Fund and free PPE. The Recruitment and Retention Fund enabled us to pay a small staff bonus to reward our team for the extraordinary efforts they had made to continue our services throughout such a tough year.

Our income did not increase on the previous year as 2021-22 had to be about building our capacity back to pre-Covid levels. As mentioned, we recruited a Volunteer Coordinator and filled other vacancies across our teams. We also had an increase in our Day Centre salary bill, since we increased our capacity as we eased out of Covid-19 restrictions, we therefore had to increase our staffing numbers accordingly. We also had to increase our mileage rate to our team in early 2022 to help them manage the dramatically rising fuel costs.

The charitable company's incoming resources for the year ended 31 March 2022 totalled £1,530,166 (previous year: £1,649,026). This reduction is due to KCC funding and grants returning to pre-pandemic levels. Resources expended totalled £1,546,780 (previous year: £1,344,172), resulting in net outgoing resources of £16,614 (previous year: net incoming resources of £304,854). Safeharbour was revalued at the end of the year resulting in a gain of £50,000 and a total net incoming resource of £33,386 (previous year: £304,854).

Future Financial Planning

As we move into the Charity's next phase of growth, our future financial planning will focus heavily on building our fundraising team and capacity. We know that the statutory contracts we have been awarded for 2022-23 do not cover all their costs, and we also know that we need the flexibility and control that voluntary income gives us.

We are also focusing on our reporting and monitoring of our income and expenditure to ensure that the costs associated with our new contracts are carefully managed.

Reserves policy

The Trustees are very conscious of the need to act prudently with the administration of the funds of the Charity and assess the levels of free reserves they consider the Charity should hold for all existing and planned activities to be financed.

The Trustees are also aware of the need to meet all contractual obligations. If, for any reason, the Charity had to cease activity, the Charity would need to be supported with a sufficient amount of free reserves, due to the complexity of the work we do, and the reliance that some people who use the service have on us.

The Trustees have a policy of regularly reviewing the levels of reserves each year. This was most recently done in April 2022, where Trustees agreed, in view of the rapid expansion in new service areas and the need to increase our fundraising capacity, free unrestricted reserves (that is unrestricted reserves represented by net current assets) should be maintained at a level that equates to four months of charitable expenditure.

As at the year ended 31 March 2022, the figure in free unrestricted reserves was £352,668 (2021: £255,957). This represents approximately five months of charitable expenditure at the year end. During the year, £12,600 (2021: £116,328) was transferred to designated reserves to cover an additional year repayment of the loan from the Albert Hunt Trust, which is due for repayment in 22 years. A figure of £46,026 (2021: £146,548) is in restricted reserves and therefore is not available for the general purposes of the Charity at the year end. £29,997 has been reserved for the planned replacement of our stolen minibus, which is on order but has been seriously delayed due to the global shortage of new vehicles.

Principal Funding

ADSS's income derives from NHS Contracts 17%; KCC Grants 19%; Other Statutory Grants 2%; Client Contributions 52%; and Fundraising 10%.

Fundraising Policy

Amounts received from our fundraising activities are presented in our accounts as donations and legacies. In relation to the above, we confirm that all solicitations are managed internally, without involvement of commercial participators or professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. During 2020-21 we updated our fundraising policies, which have been approved by the Board of Trustees. The Charity complies with all voluntary best practice. We have received no complaints in relation to fundraising activities. Our terms of employment require staff to behave reasonably at all times.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' 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 that 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 Charity's SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

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. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the detection and prevention of fraud and other irregularities.

So far as each of the Trustees is aware at the time the report is approved:

- There is no relevant audit information of which the Charity's auditors are unaware, and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Post balance sheet events

Since the closing of the year end our team has worked hard to mobilise our new contracts and raise our profile in the new areas of Kent that we will be working in. We have also had a CQC inspection, that focused on the 'Well Led' and 'Safe' Key Lines of Enquiry. We were awarded "Good" in both areas, which means we have now maintained an overall "Good" rating since 2016. The inspector gave us great feedback and could clearly state the improvements we had made to the service, and the organisational governance of the service. The full report can be found at https://www.alz-dem.org/wp-content/uploads/2022/06/INS2-12956389431_1-226611712_Alzheimers-and-Dementia-Support-Services-Safeharbour-Memory-Wellbeing-Centre_20220420_F1.pdf

We have also had it confirmed that the application for Kelly Clark, our Dementia Care Manager, to be registered with the CQC has been accepted and we await a date from them for her to be interviewed.

The Future...

ADSS is on a journey. We know we need to keep improving and adapting so we can do our best to support people affected by dementia. We won't stop until dementia stops. In 2022-23 we will work hard on mobilising and delivering the new contracts we have been awarded. To deliver for people affected by dementia during the next year we will:

- Improve our skills by understanding and measuring our impact.
- Resource our team with capable and caring people to ensure we can meet the growing demand for our services.
- Develop our fundraising capabilities.
- Continue to improve our process and systems to make us as efficient as possible.
- Continue the refurbishments and upgrades of Safeharbour start work on our dementia friendly garden.
- Reach out into the community by supporting the rebuilding of Dartford, Gravesham and Swanley dementia friendly community, and develop partnerships that enable us to support the ethnically diverse population of Kent.

Approval

This report was approved by the Trustees on 10/10/22 and signed on their behalf.

D.A. OSBORN

C Jones

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2022

Opinion

We have audited the financial statements of Alzheimer's & Dementia Support Services for the year ended 31 March 2022 which comprise the Statement of financial activities, the Balance sheet, the Statement of cash flows and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2022 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you were:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except

to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report.

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 17, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined below, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

We obtained an understanding of the legal and regulatory framework applying to the charity, and the procedures that management adopt to ensure compliance, including those relating to the Care Quality Commission and Charities SORP FRS 102. Disclosure checklist has been performed to ensure compliance with applicable laws and regulations.

The charity is subject to other regulations including employment law, health and safety and General Data Protection Regulation (GDPR). Those identified do not have a direct effect on the amounts or disclosure within the financial statements, however non-compliance would result in penalties or impact on the charity's operations. We designed and performed audit procedures to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations, including:

- Assigning an engagement team familiar with charities.
- Obtaining and reviewing internal policies.
- Enquiry of the Board of Trustees.
- Review of meeting minutes and correspondence.
- Review of legal expenses.
- Confirming DBS checks were in place for staff members.
- Review of Care Quality Commission inspection report dated 27 May 2022.
- Review of the completeness and accuracy of disclosures made in the financial statements.

We assessed the susceptibility of the charity's financial statement to material misstatement, including considering how fraud might occur. This was performed by:

- Reviewing the charity's systems and controls by performing walkthrough tests to assess for strong controls and segregation of duties.
- Obtaining the Board of Trustee's assessment of fraud risk.
- Considering the ways fraud could be committed, including through fraudulent financial reporting to attract new grant funders or whether management have incentives to manipulate results.
- Reviewing the application of accounting policies and estimates for any signs of management bias.
- Identifying key risks as revenue recognition, cut off, cost allocations and management override of controls.
- Reviewing performance material journals for any signs of management bias or override of controls.

The audit has been planned and performed in such a way as to best identify risks of material misstatement, however the inherent limitations of audit procedures means that there remains a risk that material misstatements may not be identified. In particular we are aware of the inherent difficulties in detecting irregularities, and irregularities that result from fraud may be more difficult to detect than irregularities that result from error, due for example, to override of controls, collusion or misrepresentations. In addition, the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we are to become aware of it.

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

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2022

Use of our report

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

Jonathan Healey FCA

Senior Statutory Auditor

For and on behalf of:
Lindeyer Francis Ferguson Limited
Statutory Auditors
Chartered Accountants

Date: 12 October 2022

North House
198 High Street
Tonbridge
Kent TN9 1BE

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2022

	Notes	*2022 Unrestricted* £	*2022 Restricted* £	*2022 Total* £	*2021 Total as restated* £
Income from:					
Donations and legacies	2	85,138	102,971	188,109	183,773
Charitable activities	3	1,061,843	263,424	1,325,267	1,413,545
Investments		808	-	808	1,615
Other		15,982	-	15,982	50,093
Total income		1,163,771	366,395	1,530,166	1,649,026
Expenditure on:					
Raising funds	4	23,836	-	23,836	16,149
Charitable activities	5	1,056,027	466,917	1,522,944	1,328,023
Total expenditure		1,079,863	466,917	1,546,780	1,344,172
Net movement in funds		**83,908**	**(100,522)**	**(16,614)**	**304,854**
Gains on revaluation of fixed assets		50,000	-	50,000	-
Net movement in funds		**133,908**	**(100,522)**	**33,386**	**304,854**
Reconciliation of funds:					
Total funds brought forward		710,130	146,548	856,678	551,824
Total funds carried forward	11	**844,038**	**46,026**	**890,064**	**856,678**

The statement of financial activities includes all gains and losses recognised in the period.

All income and expenditure derives from continuing activities.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

BALANCE SHEET
AS AT 31 MARCH 2022

	Notes	2022 £	2022 £	2021 £	2021 £
Fixed assets					
Tangible assets	7		491,370		454,173
Current assets					
Debtors	8	99,886		92,266	
Cash at bank and in hand		713,783		695,747	
		813,669		788,013	
Creditors: amounts falling due within one year	9	(99,975)		(70,508)	
Net current assets			713,694		717,505
Creditors: amounts falling due after one year	10		(315,000)		(315,000)
Total net assets			**890,064**		**856,678**
The funds of the charity					
Unrestricted funds			844,038		710,130
Restricted funds			46,026		146,548
Total funds	11		**890,064**		**856,678**

The accounts were approved by the Board of Trustees on 10/10/22 and signed on their behalf by:

C JONES

D.A. OSBORN

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2022

	Notes	2022 £	2021 £
Cash flows from operating activities:			
Net cash provided by operating activities	A	48,289	336,338
Cash flows from investing activities:			
Purchase of tangible assets		(30,253)	(150,014)
Disposal of tangible fixed assets		-	9,999
Net cash used in investing activities		(30,253)	(140,015)
Change in cash and cash equivalents for the year		18,036	196,323
Cash and cash equivalents at the beginning of the year		695,747	499,424
Cash and cash equivalents at the end of the year		713,783	695,747

A Reconciliation of net income to net cash flow from operating activities

Net income for the year *As per statement of financial activities*	(16,614)	304,854
Adjustments for:		
Depreciation charges	40,175	27,982
Loss on disposal of assets	2,881	(2,206)
Increase in debtors	(7,620)	(17,542)
Increase in creditors	29,467	23,250
Net cash provided by operating activities	48,289	336,338

1 Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the accounts are as follows:

1.1 Basis of preparation

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 (FRS 102)" (effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Alzheimer's & Dementia Support Services meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policies.

There are no material uncertainties about the charity's ability to continue, and so the going concern basis of accounting has been adopted.

The accounts are presented in pounds sterling and rounded to the nearest pound.

1.2 Status

Alzheimer's & Dementia Support Services is a chariable company limited by guarantee and incorporated in England and Wales (charity number 1173379, registered company number 10690071). In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered officel office is Safeharbour Memory Wellbeing Centre, Coldharbour Road, Northfleet, Kent, DA11 8AE.

1.3 Income

Income from donations and grants is recognised when the charity is entitled to the funds, the receipt is probable and the amount can be measured reliably. For donations, this is usually on receipt. For grants, this is usually when a formal offer is made in writing, unless the grant contains terms and conditions outside of the charity's control which must be met before the charity is entitled to the funds. Investment income is recognised when receivable.

Income from charitable activities is recognised over the period to which the income relates. Charges for services are recognised when the services are provided. Income received in advance of the service provision is accounted for as deferred income.

1.4 Expenditure

Expenditure is recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably.

Expenditure has been classified under headings that aggregate all costs related to the category.

Staff costs are allocated across the charitable activities and administrative activities undertaken by the charity on the basis of staff time.

Support costs, which are those costs relating to functions which assist the work of the charity but do not directly relate to its activities, have been allocated to the activities undertaken by the charity on the basis of income.

1.5 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated realisable value of each asset over its expected useful life, as follows:

Motor vehicles	25% reducing balance
Equipment	25% reducing balance
Fixture and fittings	25% reducing balance

Freehold property can be measured reliably based on market value. The property is therefore measured at fair value at each reporting date with changes in fair value recognised in the statement of financial activities. Depreciation is not charged on the property as the residual value of the property is not deemed to be materially different from the market value.

Fixed assets with an individual cost of less than £500 are written off in the year of purchase.

1.6 Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are recognised at the invoiced cost prepaid.

1.7 Creditors

Creditors are recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably. Creditors are recognised at the settlement amount.

1.8 Financial instruments

The charity only has financial instruments of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.9 Pension contributions

The charity makes defined contributions into employee private pension schemes. Contributions are charged to the statement of financial activities as they become payable in accordance with contract terms.

1.10 Operating leases

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

1.11 Fund accounting

Unrestricted funds are those funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

2 Income from donations and legacies

	2022	*2021*
	£	£
Donations	101,638	183,773
Government grants	86,471	53,120
	188,109	236,893

The comparative figure includes £109,838 of restricted income.

3 Income from charitable activities

	Kent County Council	Service user income	NHS	Clinical Commissioning Group	Department for Education and Skills	Department for Transport	2022	2021
	£	£	£	£	£	£	£	£
Day Care/Transport	52,800	142,129	-	-	-	-	194,929	222,632
Support at Home/Support at Home+	-	659,557	-	-	-	-	659,557	609,680
Dementia Support	210,624	-	-	-	-	-	210,624	169,350
Dementia Buddy	-	-	46,836	-	-	-	46,836	45,912
DGCG Dementia Care & Support	-	-	-	208,200	-	-	208,200	208,200
Carers Assessment & Support	-	-	-	-	-	-	-	121,870
Other	-	-	-	-	3,800	1,321	5,121	20,962
	263,424	801,686	46,836	208,200	3,800	1,321	1,325,267	1,398,606

The comparative figure includes £263,500 of restricted income.

4 Expenditure on raising funds

	2022	2021 as restated
	£	£
Wages and Salaries	16,081	13,215
Other fundraising costs	7,755	2,934
	23,836	16,149

5 Costs of Charitable Activities

Summary by fund type	2022 Direct activities £	2022 Support costs £	2022 Total £	2021 as restated Total £
Day Care/Transport	185,828	58,091	243,919	196,677
Support at Home/Support at Home Plus	623,445	208,352	831,797	692,187
Dementia Support	134,443	66,536	200,979	169,572
Dementia Buddy	33,311	14,795	48,106	46,706
DVH Bridging Service	130,756	65,770	196,526	185,057
Carers Assessment & Support	-	-	-	31,575
Other activities	-	1,617	1,617	6,249
	1,107,783	415,161	1,522,944	1,328,023

The comparative figure includes £333,694 of expenditure from restricted funds.

Direct costs	2022	2021 as restated
	£	£
Wages and Salaries	915,053	789,041
Staff Training	3,047	3,078
Recruitment	3,827	38
Volunteers	168	-
Travel costs	38,795	30,392
Transport costs	12,425	6,533
Client activities	26,690	7,672
Printing, postage and stationery	9,587	11,354
Telephone	22,806	17,688
Equipment	15,329	25,030
Professional fees	11,078	11,476
IT costs	35,126	50,309
Bank charges	172	166
Licences and subscriptions	310	60
Sundry	8,899	4,397
Auditor's remuneration - other accountancy services	4,471	4,560
	1,107,783	961,794

5 Costs of Charitable Activities (continued)	2022	2021 as restated
	£	£
Carers Assessment & Support costs		
Wages and Salaries	236,008	226,673
Staff Training	4,478	1,999
Recruitment	3,024	-
Client activities	2,553	670
Community Café Consumables	10,786	3,418
Rent and Rates	758	-
Repairs and renewals	21,782	21,606
Utilities	10,470	10,227
Insurance	9,797	7,638
Cleaning	19,543	16,367
Travel costs	213	45
Printing, marketing, postage and stationery	4,648	4,420
Telephone	6,416	5,090
Equipment	9,786	15,593
Professional fees	1,953	5,306
IT costs	999	5,582
Bank charges	145	111
Bad debts	1,028	-
Licences and subscriptions	990	1,580
Sundry	15,919	4,365
Depreciation	40,175	27,982
Loss/(Profit) on disposal of fixed assets	2,881	(2,206)
Auditor's remuneration - audit fees	4,850	4,850
Auditor's remuneration - other accountancy services	2,758	2,543
Trustee meeting and training expenses	3,201	2,370
	415,161	366,229

6 Staff costs	2022	2021
	£	£
Gross salaries	1,079,982	954,405
Social security costs	68,875	58,297
Pension costs	18,285	16,227
	1,167,142	1,028,929
The average number of employees (including part time workers) was:		
Direct charitable workers	68	68
Administrative staff	6	6
	74	74

No employee received emoluments in excess of £60,000 in the year or the previous year.

No Trustee, nor any person connected with a Trustee, received any remuneration.

7 **Tangible fixed assets**

	Freehold land and buildings £	*Fixture & Fittings* £	*Motor vehicles* £	*Equipment* £	*Total* £
Cost					
At 1 April 2021	300,000	123,203	90,357	27,462	541,022
Additions	-	-	-	30,253	30,253
Disposals	-	(12,174)	-	-	(12,174)
Revaluation	50,000	-	-	-	50,000
At 31 March 2022	350,000	111,029	90,357	57,715	609,101
Depreciation					
At 1 April 2021	-	36,328	41,205	9,316	86,849
Disposals	-	(9,293)	-	-	(9,293)
Charge for the year	-	21,719	12,288	6,168	40,175
At 31 March 2022	-	48,754	53,493	15,484	117,731
Net book value					
At 31 March 2022	350,000	62,275	36,864	42,231	491,370
At 31 March 2021	300,000	86,875	49,152	18,146	454,173

Investment property comprises Safeharbour, Coldharbour Road, Northfleet DA11 8AE. The fair value of the investment property has been arrived at on the basis of a valuation carried out at 31 March 2022 by Caxtons Chartered Surveyors, who are not connected with the company. The valuation was made on an open market value basis by reference to market evidence of transaction prices for similar commercial properties.

8 **Debtors**

	2022 £	*2021* £
Fees for services	88,423	82,708
Prepayments	11,463	9,558
	99,886	92,266

9 **Creditors: amounts falling due within one year**

	2022 £	*2021* £
Amounts due to suppliers	30,998	9,019
PAYE/NI	17,338	18,586
Accruals	21,881	16,029
Other creditors	29,758	26,874
	99,975	70,508

Included in other creditors is deferred income, of which the movement is as follows:

	2022 £	*2021* £
Balance at 1 April 2021	13,320	-
Relased to income	(13,320)	-
Received in year and deferred	19,845	13,320
Balance at 31 March 2022	19,845	13,320

10 **Creditors: amounts falling due in greater than one year**

	2022 £	*2021* £
Mortgage	315,000	315,000

The Albert Hunt Trust hold a fixed and floating charge created on 17 September 2019, by way of a first legal mortgage over the property known as Safeharbour, Coldharbour Road, Northfleet, Gravesend, Kent DA11 8AE. The loan is repayable by 19 September 2044, and has an interest rate of 0.9% attached.

11 Movement in funds

Restricted funds hold amounts received for specific activities and expenditure on those activities is set against those amounts.

Unrestricted funds comprise donations and income received for general use of the Charity.

	1 April 2021 £	*Incoming resources* £	*Resources expended* £	*Transfers* £	*31 March 2022* £
Unrestricted funds					
General reserves	591,799	1,163,771	(1,077,860)	(12,600)	665,110
Revaluation Reserve	-	50,000	-	-	50,000
Designated Funds					
Gravesend Support Group	579	-	(579)	-	-
Meopham Support Group	1,424	-	(1,424)	-	-
Property	116,328	-	-	12,600	128,928
Total unrestricted funds	710,130	1,213,771	(1,079,863)	-	844,038
Restricted funds					
KCC Service Agreement	92,677	263,424	(356,101)	-	-
Government Furlough/Job Retention Scheme	-	6,002	(6,002)	-	-
KCC Infection Control Grant	-	35,580	(35,580)	-	-
KCC Contain Outbreak Management Fund	-	25,784	(25,784)	-	-
KCC Sport England	-	3,918	(3,918)	-	-
WRRF Grant	-	15,187	(15,187)	-	-
Kent Community Foundation - Young Onset Group	3,225	-	(3,225)	-	-
Morlings for Boiler Replacement	3,872	-	(3,872)	-	-
Childwick Trust for Singing back the Memories Coordinator	9,855	-	(9,855)	-	-
Meopham Parish Council	400	-	(400)	-	-
H Burrow for Meopham	400	-	(400)	-	-
Kent Community Foundation - Carers Relief	4,000	-	(4,000)	-	-
Kent Sport - Activity Video	500	-	(500)	-	-
Appeal re stolen Minibus	19,285	-	-	-	19,285
BDO LLP re stolen Minibus	10,712	-	-	-	10,712
Giveacar re Dolls for SAH	-	277	(277)	-	-
Beacon Garden	-	-	-	-	-
Co-op	1,622	-	-	-	1,622
Tesco	-	1,000	-	-	1,000
DHL/Sainsburys	-	1,526	-	-	1,526
Arnold Clark	-	1,000	-	-	1,000
John Lewis	-	2,000	-	-	2,000
Edward Gostling About Me Boxes	-	4,514	(1,816)	-	2,698
Kent Community Foundation	-	6,183	-	-	6,183
Total restricted funds	146,548	366,395	(466,917)	-	46,026
Total funds	**856,678**	**1,580,166**	**(1,546,780)**	**-**	**890,064**

11 Movement in funds (continued)

	1 April 2020	*Incoming resources*	*Resources expended*	*Transfers*	*31 March 2021*
	£	£	£	£	£
Unrestricted funds					
ADSS unrestricted	494,292	1,046,398	(832,563)	(81,328)	591,799
Gravesend Support Group	661	1	(83)	-	579
Meopham Support Group	2,025	134	(735)	-	1,424
Designated Funds - Property	-	-	-	116,328	116,328
Total unrestricted funds	496,978	1,046,533	(833,381)	35,000	710,130
Restricted funds					
KCC Service Agreement	-	474,092	(381,415)	-	92,677
Government Furlough/Job Retention Scheme	-	38,180	(38,180)	-	-
Gravesham Borough Council Befriending Service	-	18,562	(18,562)	-	-
KCC Infection Control Grant	-	14,940	(14,940)	-	-
Kent Community Foundation - Young Onset Group	3,500	-	(275)	-	3,225
Morlings for Boiler Replacement	11,346	-	(7,474)	-	3,872
Childwick Trust for Singing back the Memories Coordinator	15,000	-	(5,145)	-	9,855
New Minibus	-	-	-	-	-
National Lottery	10,000	-	-	(10,000)	-
Bernard Sunley	5,000	-	-	(5,000)	-
The Edward Gosling Foundation	10,000	-	-	(10,000)	-
Graveham Borough Council	-	10,000	-	(10,000)	-
Clothworkers re laptops	-	4,800	(4,800)	-	-
Screwfix re Toilet Block	-	5,000	(5,000)	-	-
Meopham Parish Council	-	400	-	-	400
Co-op for Garden	-	1,622	-	-	1,622
H Burrow for Meopham	-	400	-	-	400
Kent Community Foundation - Carers Relief	-	4,000	-	-	4,000
Kent Sport - Activity Video	-	500	-	-	500
Appeal re stolen Minibus	-	19,285	-	-	19,285
BDO LLP re stolen Minibus	-	10,712	-	-	10,712
Total restricted funds	54,846	602,493	(475,791)	(35,000)	146,548
Total funds	**551,824**	**1,649,026**	**(1,309,172)**	**-**	**856,678**

Designated funds
The Trustees have agreed to set aside a designated fund for the repayment of the mortgage on Safeharbour, which is due to be paid in 2044. The designated fund is also for future maintenance and repair works for Safeharbour.

New minibus
We still hold the restricted income for the purchase of our new mini bus, to replace the one stolen in 2020. The new minibus is on order as seen in note 13.

Beacon Garden
Restricted income for the Beacon Garden has been raised but not spent, but will be spent on creating a sensory garden at Safeharbour in 2022.

KCC grant agreement
ADSS continued to receive a grant form KCC to provide services in the community.

KCC other funds
ADSS also received additional monies from KCC as part of the funding from central government to support social care providers during the pandemic and resultant recruitment crisis. These funds were the KCC Infection Control Grant and WRRF (Workforce Recruitment and Retention Fund).

KCC COMF fund
In addition, KCC also awarded COMF (Contain Outbreak Management Fund) funding to support people with dementia recover from the pandemic. This was used to provide social inclusion activities.

Government Furlough/ Job Retention Scheme
In 2021 ADSS continued to furlough one team member and so used the funding from Government.

Grants from 2020 and 2021
In 2021-22 ADSS was able to spend funds that had had to be put on hold due to the pandemic and resulting restrictions such as the Childwick Trust grant that was used for Singing Back the Memories and funding from Kent Community Foundation for our young onset services.

12 Analysis of net assets between funds

	Unrestricted funds 2022	*Restricted funds 2022*	*Total funds 2022*
Fixed assets	491,370	-	491,370
Current assets	767,643	46,026	813,669
Current Liabilities	(414,975)	-	(414,975)
Total net assets	**844,038**	**46,026**	**890,064**

	Unrestricted funds 2021	*Restricted funds 2021*	*Total funds 2021*
Fixed assets	454,173	-	454,173
Current assets	641,465	146,548	788,013
Current liabilities	(385,508)	-	(385,508)
Total net assets	**710,130**	**146,548**	**856,678**

13 Capital commitments

Amounts contracted for but not in the financial statements

	2022	2021
	£	£
Purchase of Minibus	48,210	48,210

14 Related party transactions

The charity's key management personnel are the trustees, the Chief Executive Officers, the Chief Operating Officer, the Service Development Manager, the Dementia Care Manager, and the Dementia Support Manager. Total emoluments, including employer's pension contributions, paid to key management personnel were £168,654 (2021: £178,579).

Expenses totalling £91 were reimbursed to one trustee in relation to governance costs (2021: £Nil).

15 Prior year adjustment

During the preparation of the charity's financial statements for the year ended 31 March 2022, it was recognised that certain costs could be better allocated to direct activities and fundraising costs, rather than being treated as support costs. The costs affected are: printing, marketing, postage and stationery; telephone; professional fees; IT costs, sundry costs and payroll costs.

To ensure the comparatives are comparable, the same cost allocation approach has been applied to the comparative figures. This has resulted in an increase in direct costs of £74,822, a decrease in support costs of £77,158, and a rise in fundraising costs of £2,336. This does not affect reserves and is simply a reclassification adjustment.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

England & Wales - Charity number 1173379

Accounts

Registered number: 10690071
Charity number: 1173379

Alzheimer's & Dementia
SUPPORT SERVICES

TRUSTEES REPORT AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2021

Lindeyer Francis Ferguson Limited
Chartered Accountants & Statutory Auditors
198 High Street
Tonbridge
Kent
TN9 1BE

CONTENTS

	Page
Reference and administrative details of the charity, its Trustees and advisors	1-2
Trustees' report and Statement of Trustees' responsibilities	3 – 18
Independent Auditors' report	19 – 21
Statement of Financial Activities	22
Balance Sheet	23
Statement of Cash Flows	24
Notes to the Financial Statements	25 – 36

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISORS FOR THE YEAR ENDED 31 MARCH 2021

Registered Charity Number: 1173379

Registered Company Number: 10690071

Principal Office
Safeharbour
Coldharbour Road
NORTHFLEET
Kent
DA11 8AE

Trustees
Justin Bateman
Alan Spencer
Karen du Rocher
Chris Inwood

Samuel Barton	Appointed 06/04/2020
Denise Osborn	Appointed 06/04/2020
Katie Spence	Appointed 06/04/2020, resigned 01/11/2020
David Mackenzie	Appointed 11/05/2020
Parris Durant	Appointed 11/01/2021
Martin Charlton	Appointed 12/07/2021
Catherine Jones	Appointed 06/09/2021

Chair of Trustees
Justin Bateman until 16/11/2020
Sam Barton from 16/11/2020

Treasurer
Alan Spencer

Chief Executive Officer
Katie Antill

Joint Chief Executive Officers
Sarah Taylor (resigned 01/06/21) and Katie Antill

Auditors
Lindeyer Francis Ferguson Limited
North House
198 High Street
TONBRIDGE
Kent
TN9 1BE

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISORS FOR THE YEAR ENDED 31 MARCH 2021

Bankers
CAF Bank Ltd
Kings Hill
WEST MALLING
Kent
ME19 4JQ

Charity Bank
Fosse House
182 High St
TONBRIDGE
Kent
TN9 1BE

Shawbrook Bank Ltd
Lutea House
Warley Hill Business Park
The Drive
Great Warley
BRENTWOOD
Essex
CM13 3BE

Advisors
Peninsula Employment Consultants
Peninsula Health and Safety Consultants

The Directors are pleased to present their report with financial statements of the Charity for the year ending 31 March 2021. The Trustees confirm that the report and financial statements of the Charity comply with the current statutory requirements, the requirements of the governing document, and the provisions of "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 (FRS 102)" (effective 1 January 2019) (Charities SORP (FRS 102)).

Status

Alzheimer's & Dementia Support Services (ADSS) is a charitable company limited by guarantee and has no share capital. The company was incorporated on 24 March 2017 and is governed by a Memorandum and Articles of Association.

Structure, Management and Governance

Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected at the Annual General Meeting or co-opted under the terms of the Articles of Association. The Board reviews its strengths and weaknesses to ensure its effectiveness with achieving the Charity's mission, governing the organisation, and leading the strategy. This helps identify when new Trustees should be recruited. The Board has had a successful recruitment campaign and recruited five new Trustees; they commenced their role during 2020/2021. Unfortunately, Katie Spence had to resign due to personal circumstances, but the Board wishes her well and thanks her for her tremendous impact in the short time she was a Trustee. The Board of Trustees has due regard for the limited tenure best practice, however is prioritising having a regular inflow of new talent to the Board.

Policies adopted for the induction and training of Trustees

There is an agreed procedure for inducting and training Trustees, which ensures they are provided with the relevant information about the Charity for the effective governance and leadership of the organisation.

Organisational structure and decision making

The overall management of the Charity is in the hands of the Trustees who currently meet quarterly. The Board delegates the day-to-day running of the organisation to the Joint Chief Executive Officers, Sarah Taylor and Katie Antill. Unfortunately, in late 2020 Sarah Taylor became unwell, and Katie Antill led the Charity but, by June 2021, it became apparent that Sarah's health was not going to allow her to continue with the Joint CEO role. The Board has appointed Katie Antill as CEO from 1st June 2021, and Sarah Taylor has taken on the role of Service Development Manager. The Joint CEOs/CEO form the Senior Leadership Team with Matt Thurston, Operations Manager; Kelly Clark, Dementia Care Manager; and Denise Kilshaw, Dementia Support Manager.

Risk management
The Trustees have assessed the major risks to which the Charity is exposed, in particular those related to the operations and finances of the Charity, and are satisfied that systems and procedures are in place to mitigate exposure to the major risks. The Board of Trustees has undertaken Risk Management Training. The risk register is reviewed by the full Board and the relevant risks are discussed in further detail at the Funding & Finance, and Quality, Risk & Compliance Committee meetings.

Constitution, Objectives and Policies

The organisation is governed by a constitution, which was adopted on 24 March 2017. Its objectives are to give continued practical and emotional support to people with dementia, their carers, other relatives and supporters, and to deliver such support in a respectful way which recognises individuality and safeguards dignity. During 2020 the Charity was supported by another charity called Pilotlight to develop its five-year strategy and purpose, vision, and mission.

Purpose
Too many people affected by dementia do not get the vital social care, support, and guidance they need. We use our person-centred experience of dementia to define and implement social care services, from diagnosis to end of life, that reduce the devastating impact the disease can have.

Vision
Everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want.

Mission
Our mission is to give people affected by dementia the knowledge, support and care they need to take back control of their lives, take part in family and community life, and manage their symptoms.

5-year strategy

- We will increase our reach by 10% each year so that everyone living with dementia in the community can benefit from our guidance, support and care.
- We will demonstrate excellence and specialism throughout every aspect of our work.
- We will coproduce a wellbeing service model that offers flexibility and choice and includes evidence-based activities.
- We will expand our Dementia Support and Wellbeing Services across Kent and Medway.
- We will increase our efficiency by 20% over five years.

To find out more information about our strategy please take a look at our website www.alz-dem.org

Values
We believe:

in being caring and compassionate in all we do.
in being person centred and focused on people's abilities.
in working together to deliver excellence in the information, support and services we provide.
in acting with integrity and honesty at all times.
that everyone's rights and dignity should be promoted.
in being inclusive and embracing everyone in our community.

Investment Powers

The constitution authorises the Trustees to apply the assets and property of the Charity solely towards the promotion and purpose of Alzheimer's & Dementia Support Services as laid down in the constitution.

Public Benefit

The Trustees have had due regard to the guidance issued by the Charity Commission on public benefit when reviewing the Charity's objectives and planning future activities.

An Introduction from our Chair

There must be very few organisations out there for which 2020-21 was not filled with enormous and unexpected challenges, and, in many cases, experiences that will change the way we do things forever. Alzheimer's & Dementia Support Services was no exception.

During the past 12 months – in addition to the huge adjustments needed to deal with Covid-19 – we have also seen changes at Board and Senior Management level, we have developed a new five-year strategy and, despite significant hurdles, the charity has continued its all-important work supporting people living with dementia in Kent, without missing a beat.

I would like to start by saying how honoured I am to be representing this wonderful organisation as Chair. I am aware that I have some big shoes to fill. Justin Bateman was a pivotal figure in the creation and formative years of ADSS and has led the Board of Trustees with enormous dedication since 2017. We have continued to benefit from his invaluable expertise as a Trustee during 2021, but I would like to say a huge thank you to him on behalf of the Board and the whole charity for his many years of service to date. Without him, ADSS would certainly not be the organisation it is today.

We were also delighted to welcome three new Trustees, Parris Durrant, Martin Charlton and Catherine Jones, to the Board during the past 12 months.

Perhaps one of the most important and exciting developments during the year was the development of ADSS's new strategy for the next five years. When you are running a charity or business day to day, it can be hard to step back, look at the bigger picture and properly assess the organisation's strategic vision.

We were fortunately to be accepted on to the Pilotlight programme early in 2020, and a team of highly experienced leaders from across the corporate world helped us to clarify and articulate what we want to achieve over the coming years. The new strategy does not radically change ADSS's direction but sets out clearly what we are here to do, who we want to help and how we plan to do that.

In less positive news, towards the end of the year we accepted Sarah Talyor's resignation as co-CEO for health reasons. Alongside Katie Antill, Sarah has been a wonderfully committed leader of the charity over the past couple of years and we are all very sad to see her step back from her role. We are, however, pleased that she is able to continue working at ADSS in a part-time capacity, and will do all we can to support her ongoing recovery. We were also pleased to announce that Katie would be stepping up to the role of CEO on a sole basis.

Finally, on a personal note, I would like to say how inspiring it has been to witness the fantastic work that ADSS and every member of its team does. Katie has stewarded the charity with immense skill and dedication, alongside the fantastic senior leadership team, and the way all staff members have continued to do their jobs despite the enormous challenges of the past year has been truly inspirational.

Despite these challenges, however, I am pleased to report that 2020-21 has been a good year financially for ADSS, and we are in a strong position to continue to increase the number of people we support over the coming years.

I look forward to working with team to achieve even more in 2021-22.

Sam Barton

A few words from our CEO

I think it is fair to say that this year has been like no other; we have had to continually put our crisis management tools to the test and worked together like never before. The year started with the country in lockdown and deep fear for what the global pandemic was going to mean for us all. Our team quickly realised that Covid-19 had the potential to be catastrophic for people affected by dementia, many already precariously dependent on the broken social care system. Whilst our hands were tied with closing many of our group activities, our brave Support at Home team ensured they were there for the people who needed them, eagerly supported by our Operations Team who were tirelessly sourcing PPE to help keep everyone safe. We received support from Kent County Council and Gravesham Borough Council, and many other funders, so we have been able to weather the storm financially very well. However, the impact is going to affect our ongoing income and the increase in demand for our services for years to come.

The last year has shown us what we can do but we still have so much more to do; there are people living with dementia in Dartford, Gravesham and Swanley who are not getting our support and, worse still, they may not even know that we exist. This is what we need to change but we can't do it alone, we are working alongside colleagues in the NHS and Social Care to help ensure that people who are worried they may have dementia, or have just received a diagnosis, get the support they need for all of their experience of the disease, and that their families and carers are well supported too.

During the pandemic we took our strength and resilience from the people we support; like us they had to quickly adapt to new circumstances and new routines. Although the lockdowns did take their toll on people, the spirit that was shown was astounding.

I am really proud to say that, not only have we managed to deliver incredible support services to people who needed us during such a difficult time, we have also moved our Charity forward. We worked with Pilotlight, and an amazing team of Pilotlighters, on our next five-year strategy, and our governance. We undertook a major refurbishment of our Safeharbour building; this was to modernise, make dementia friendly and ensure the building was legally compliant. We now have a building we can all be proud of to welcome people affected by dementia and other guests. We also worked hard on updating and implementing our policies and procedures. All of this combined helps us get ready for the future and be a sustainable and adaptable organisation.

I am truly proud of what everyone involved with Alzheimer's & Dementia Support Services has managed to achieve under such difficult circumstances. I give thanks to our team, our community, our Board of Trustees, and our supporters for everything they have done to help people affected by dementia make the best of this horrible time. Whilst we do have some uncertainty and plenty of hard work ahead of us, I feel confident that we can continue to go from strength to strength to be there for everyone who needs us.

Stay well and safe,

Katie Antill

Review of our achievements

- Supported an average of 569 unique people each month, a 2% increase on last year.
- 821 referrals to the organisation, 633 people living with dementia and 188 carers. This is a 11% increase on last year.
- 1,561 service assignments opened, a 17% increase on last year.
- 62% people access two services, 22% access three services, the remainder access multiple services.

During the year of 2020-21 we were delighted to be nominated for some prestigious awards. In November 2020, it was a huge privilege to be finalists for the National Dementia Care Awards in the category of best Dementia Team and, in early 2021, we found out that we were double award winners for the Kent Care Awards; this was in the categories of Innovation in Care and Dementia Champions. These accolades are testament to the hard work and dedication of our team, and the exceptional skill and expertise they apply when supporting people affected by dementia.

This year we have also made real progress with understanding the impact of our services. We undertook a service-wide evaluation project, with the aim of being able to truly understand from the people who use our services what a difference they make, and how we could improve or enhance them. We found that 89% of the people we spoke to always feel listened to and understood; and 86% felt that with our support they could access the activities they enjoy; 65% of people we spoke to felt we always provided specialist information about dementia, and most of the rest felt we did this sometimes. We also received some very positive quotes:

"The sessions you offer, without we would feel abandoned and isolated. We've made friends within the groups."

It was very helpful to also receive constructive comments about how we can improve our services and improve our evaluation techniques. We will now conduct an evaluation every year and the next phase will be to introduce an individual impact monitoring tool. For more information you can find the full report on https://www.alz-dem.org/service-evaluation-report/ .

We also introduced a new Compliments and Complaints Policy that is helping us learn and develop on an ongoing basis. During 2020-21 we received:

- Number of Compliments 45
- Number of Complaints 5

We are pleased to say that, due to the skill, responsiveness, and care of our management team, we have been able to resolve all complaints at an informal level.

We have also improved our team's awareness of reporting health and safety incidents and, as a consequence, have increased the number of near misses being reported, which means they have greater awareness of what should be reported and the consequence of not reporting. We see this as an important way to learn, develop our practice, and hopefully prevent future incidents. We have worked hard on our other internal processes, and developed internal audits and new policies that support finance, fundraising and HR.

The year in question has also been a year in which we have worked hard at becoming an employer of choice; we have introduced and embedded several measures to support our staff team. We will continue to develop this and plan to introduce further benefits and development but, so far, we have:

- Re-written our employee handbook to help our team know what we expect from them but also what they can expect from the Charity.
- Set up an employee forum to be able to hear from the team ideas, suggestions, and comments to drive our services forward, and make our Charity a place at which people love to work.
- Introduced a sick pay scheme and robust absence management policy that is enabling us to support our team through any ill-health.
- Embedded our staff wellbeing team, who are all trained Mental Health First Aiders.
- Developed a learning culture, and given greater access to learning to all our team.
- Continue to create a culture around our values that is based on everyone playing their part in demonstrating the behaviours that we want.

Unfortunately, in April 2020 one of our minibuses was stolen from outside our building. This was a huge blow to us all, but we were amazed by the astounding response we received from the people we support, and our local community, to raise the funds to replace it. Although it was insured, the insurance was not sufficient to buy a new minibus. We now have this on order and look forward to receiving it soon.

The impact of Covid-19

We could not tell the story of 2020-21 without talking about the huge impact of Covid-19 on us as a charity, our staff, volunteers, and the people we support. It is fair to say that the impact has been profound. Initially, people were terrified, but we knew that this was going to be especially difficult for people living with dementia and their carers. We knew that all the routines and socialising we encourage people to do were suddenly taken away from them, and so we quickly thought about what we could do. We set about phoning everyone known to us to find out how we could support them and referred them to other sources of help that was available. These quickly turned into regular welfare calls for those who needed it.

Sarah Taylor and the Dementia Support Team set up virtual support groups, memory cafés and our Singing Back the Memories group, whilst many from our Beacon Day Support Team set about creating activity videos and activity packs. Others in the team became telephone befrienders working on a project that Gravesham Borough Council had asked us to do with their most vulnerable residents who were shielding. There was a real eagerness to help amongst our team but, unfortunately, we did have to access the Government's Furlough Scheme for our Day Support Staff and Café team, as the Beacon Day Support Centre was closed.

What we did in the first lock down (23/3/20 – 14/08/20)

- Welfare calls 4,486 contacts totalling 2,640 hours
- Activity packs total of 2040 packs sent benefitting up to 122 people on each mail out
- Befriending calls for Gravesham Borough Council
- Virtual groups 32 sessions with total of 291 attendances
- Virtual singing groups 24 sessions with total of 435 attendances

"If it hadn't of been for ADSS doing the virtual singing back the memories we would have been quite lonely (during COVID pandemic). In very difficult times ADSS acted quickly in a very difficult time. We have support from other service users we have become friends and ADSS is the link."

Like many charities and social care organisations we had to implement crisis management. Thankfully we had started to get prepared in February when we could see what was happening in other countries, however it is probably fair to say we could have had a more robust emergency response policy; although probably nothing would have truly prepared us for what was to come. Our Senior Leadership Team pulled together very effectively and mastered virtual meetings to enable us to respond to the changing guidance, remodel our services, and attend to the safety and welfare of the people we support and our staff.

In the summer of 2020, we conducted an evaluation of the impact of Covid-19 and the services we provide. Fortunately, we were able to access help from Alzheimer's Society staff that were furloughed. Viniti Bhavnani and Laura Freeman helped us conduct research and compile data into a report. If you would like to see the full report it can be found here on our website https://www.alz-dem.org/impact-of-covid19-report. We already knew anecdotally what a huge impact the loneliness, isolation and loss of routine was having on people living with dementia, but we wanted to really hear from those with first-hand experience. 63% of the people we spoke to told us that the pandemic had had a negative impact on their wellbeing, but 94% reported that accessing our services had made life better, given the circumstances. The responses also made us even more determined to open up our face-to-face services where we could; it highlighted that people felt there was just simply no substitute. It was also quotes like this that showed just how important our support services are to the person who has dementia and their carers:

"I have had to take on more of the caring role because things like Day Centres everything stopped as soon as the COVID came into force, which involved me doing much more for my husband than I would normally have done and didn't give me a break. This has got more difficult for me, also my husband had a relapse during the COVID which meant he is now bedbound, and he wasn't at the beginning" (Wife and Carer)

If there are some positives that have come out of the pandemic, it is definitely the way in which organisations in our locality have come together to share ideas and resources. We have been delighted to work with colleagues in the NHS and social care on the Local Care Board, Social Prescribing Network, and now the dementia pathway steering groups. We have been able to raise our profile and demonstrate the profound difference we make to people affected by dementia. However, diagnosis rates of dementia in Kent are woefully low and so we need to continue to pull together to ensure people living with dementia get the diagnosis and support they need.

Another positive is how quickly we have had to move our use of technology forward. Funding allowed us to invest in laptops for our team to enable most of our previously office-based team to work from home. We kept our office open throughout the pandemic, with minimal numbers and a covid secure environment. This was necessary at first to be able to answer the phone, assist our Support at Home team out in the field, and take receipt of the much-needed PPE supplies. We had been working on the installation of a new phone system which we implemented as quickly as possible to enable all laptop users to answer the phone, wherever they were working. It is testament to the excellent project management skills of our Operations Manager, Matt Thurston, and the resilience of our team, that we managed to work through such a rapid amount of change.

What makes our service special is that we have a broad range of support to offer people affected by dementia, and our teams work so well together to provide holistic support to those who need us. We have a weekly case management meeting to enable our teams to work together for the people who are having a difficult time. This case study sums up how we work together to get the right support and care to those who need us:

The story of some of the people we support

This is Margaret

Margaret is aged 71 with Dementia and Parkinson's, currently living alone in her bungalow. In January 2020 Margaret was in hospital at Gravesham Place, at which time our Support at Home team completed an assessment for her to return home with a care package. We started a bridging service for Margaret which included night sits and calls during the day which worked well for her.

As time progressed Margaret began to have falls and was in a lot of pain, as well as falling asleep due to the medication she was prescribed for her Parkinson's. After discussing this case at an MDT (multi-disciplinary team) meeting, referrals were then made to the GP to assess and update her medication. A referral was also made to the occupational therapist to establish whether there might be any specialist equipment Margaret could benefit from to make things easier for her at home.

Social Services were able to secure funding for Margaret to have a wet room installed and get a walking frame to keep her steady and avoid falls. Now Margaret is more than happy to have a shower and go for a walk when she wants to.

Recently, Margaret has also started to have fears about sleeping in her bed, as she is afraid that she wouldn't be able to get out. We are now in the process, alongside the occupational therapist, of having Margaret's bed moved into her lounge, where she has said she will feel more comfortable being closer to the lavatory.

Margaret has said that she loves us visiting her, and without all of our help and interventions she feels that wouldn't have been able to stay in her own home.

This is Harley and Davina

Harley is a 59-year-old man married to Davina with whom he has two adult children. Whilst Davina is still working four days a week, Harley is waiting for his PiP application to be approved.

Harley has worked as stage crew both in theatres, and for well known TV companies. In his spare time, he belonged to a local motorcycle club and would regularly ride his motorcycle or meet in the pub with friends. Davina described him as active, outgoing and enjoyed the social aspect that his job and hobbies brought him.

Approximately two years ago, Harley endured four bereavements in a very short space of time where his father, brother, sister, and his father-in-law all unfortunately passed away.

It was shortly after this point that Davina started to notice a change in Harley's behaviour. Harley began having difficulties remembering his home address and his date of birth, as well as struggling with tasks he had once excelled at. Davina recalls coming home from work one day to find Harley attempting to cook a roast dinner but "he just did not have a clue and seemed completely bewildered" despite him once being quite a good cook.

Harley went to see his GP who conducted various tests and was then referred to Greenacres (North Kent Community Mental Health Service for Older People). Following an MRI scan in October 2020, Harley was diagnosed with dementia with Lewy bodies. He has little understanding of his diagnosis; however Davina describes receiving the diagnosis as a relief as it answered lots of questions and they could then move forward.

During their time at Greenacres, Harley and Davina were given lots of information and details of organisations that could support them. One of these organisations was Alzheimer's & Dementia Support Services and, following their daughter-in-law making a tentative enquiry in March 2021, we sent an information pack to them.

Harley and Davina then came along to our Post Diagnostic meeting held at Safeharbour which at first left them feeling slightly apprehensive. "It was really quite scary; we were easily the youngest there and were really not sure if it was for us at all. But luckily someone who was leading saw us and came across and spoke with us. They put us at ease and said that they would make a referral over to Kindred Spirits (young onset dementia support group) which would suit us better."

As they returned home from the Post Diagnostic meeting, they were contacted by our dementia support team and invited along to the next Kindred Spirits group meeting, which happened to be a meal at the Three Dawes Pub.

"We went along and were made to feel so welcome, we were even met in the car park and walked into the pub. And to talk with someone who gets it, now we know the support is there when we need it. We will come along to all the Kindred Spirits meetings."

Harley has now been referred to our Beacon Day Service for one day a week, which will help him to be able to continue to meet with people and hopefully form new friendships.

Dementia Care
Dementia Care consists of our Support at Home Service (Support at Home is activity led and enabling and Support at Home+ is our home care service) and our Beacon Day Support Centre. It is our aim to offer life enhancing stimulating support and care through these services. They are predominantly aimed at people whose dementia is quite advanced, and with our specialist knowledge and experience we enable people affected by dementia to live the life they want to live and take part in activities they enjoy.

Support at Home

- On average 29 people supported per month
- 63 people benefitted from the service across the year
- 4,372 hours of support provided

Support at Home+

- On average 50 people supported per month
- 93 people benefitted from the service across the year
- 20,791 hours of support provided

The Beacon Day Care

- 50 unique individuals attended The Beacon

Our amazing Support at Home Team has done an incredible job in the face of adversity over the past year, it has had to adapt to the ever-changing infection control and PPE guidance. As an organisation, we did everything we could to source the relevant equipment and it was a huge relief in June when the Government's PPE portal came online. We did manage to get a stock of everything that was needed but this is really due to the tenacity of our Operations Manager, Matt Thurston.

Our team were, of course, scared but they put their own fears aside to ensure they could be there for people who needed them. In early summer, the Care Quality Commission (CQC) encouraged us to ask the people who use our services and our staff to provide feedback to them about the service and support. We received many highly complimentary emails from our CQC inspector as they received many, many comments like the ones below.

"I'm glad you come in to see me, it gives me more confidence".

"I also love having the carers come and give me company and support me in my home. Everyone is so kind and I don't have a bad word to say about anyone at ADSS. They all make me so happy. During the covid19 I haven't been able to go to the day centre which I love, so I sometimes call the company when I feel I need a chat with someone and they are always there for me."

"I'm proud to be a part of this fantastic Charity. Not only do they support our service users they are always available at any time if one of us needs advice or someone to talk to about anything. During this pandemic they have tirelessly sourced all relevant PPE for us as well as thank you kits for us and showed us how much they appreciate the work we do with our lovely clients. Be it a sitting service, personal care shopping, house chores etc we are all willing to support. It's been very difficult for a lot of our clients during this time. Not being able to have contact with their loved ones has confused many and also for those who used to attend the day centre has been a struggle. For many we have changed our shifts to enable us to add extra calls for those who need it. We have a fantastic team and leadership, I call them my 2nd family."

Our plans for 2021 and beyond for the Support at Home service are to develop our leadership team, ensuring we have the right roles in place. We also hope to digitalise the service to help us truly deliver a 21st Century service for the people we support, this will help us find efficiencies but also continually improve quality and responsiveness with the vision and passion of our Dementia Care Manager, Kelly Clark.

The Beacon Day Support Centre was heavily impacted due to the pandemic and resulting restrictions. We had to close the service for half of the year but, by September 2020, we were in a position to be able to reopen, which was due to the hard work and commitment of the team. We were one of the first Day Centres for older adults in Kent to reopen but we could see how desperately needed it was. By this point Covid-19 was a risk but so was the deterioration in people's dementia due to the loneliness, lack of stimulation and isolation. With a lot of hard work, risk assessments, planning and PPE we reopened on 23 September for just six people a day. It is with thanks to KCC for the support they had given us that we could ensure we had enough staff to help The Beacon members socially distance and take part in safe activities. We managed to keep our centre open throughout the second and third lockdowns, and it was only the snow in February that temporarily stopped us. We have still managed to create the warm and friendly atmosphere with lots of exciting activities, albeit very different at times.

"I like to be listened to and the staff do listen. Meeting different people and talking about their problems and my problems. I always feel safe here."

"Everything! from the bus ride to my whole day at The Beacon. Val's quizzes and the banter. Can I do more days? Just being with us all makes me feel very safe."

"Mum always enjoys it as you can tell from her face and she wouldn't go in so happily if she didn't want to. She doesn't remember it but is happy in that moment."

"Thursday is the only day of the week I really get peace of mind. I know he is safe and enjoying company. He is also keeping his brain active. I feel I can breathe easy on Thursday."

It will take time to re-build this service, and that will start with steadily increasing the number of members we can accommodate each day, in line with restrictions and guidance. We will also take receipt of our second new minibus, to replace the one that was stolen. We also have exciting plans for the small outside space; an interactive garden space is being planned and we are currently in the process of raising funds for it.

Dementia Support and Care
Our Dementia Care and Support Service is commissioned by the local NHS Clinical Commissioning group, and it is designed for us to offer support and care to people living in the area with the most complex needs. Many of them have dementia and other long term health conditions. Our Dementia Support Coordinators work very effectively as part of the multi-disciplinary team (MDT) to identify and support the people who need it most. We also offer emergency packages of care to support people coming out of hospital, prevent them going into hospital or to help prevent a crisis.

- We provided 2,203 hours of emergency care packages.
- 93 people were offered an emergency care package and 84 went on to use the service.
- A total of 400 people were supported through this service
- Over the year our team attended 297 MDT meetings.

Although the MDT meetings were suspended initially due to the pandemic, we carried on working hard to support the people who needed us most. We worked tirelessly to try and prevent hospital admissions and responded to many emergency situations where people affected by dementia were really struggling. This service shows our team's ability to work in partnership with other agencies to help the people they support get the best outcomes.

Dementia Support
Our Dementia Support services are our information, community, and wellbeing focused services. In usual times the Dementia Support Team would offer: one to one information and guidance; dementia cafés; peer support groups; support groups; Kindred Spirits (our young onset peer support group); Carers Learning Groups; and other activities.

- 845 people supported
- Virtual group attendances 90 sessions with total of 873 attendances
- Outcomes opened 709
- Carers learning group attendances 24 people took part in the programmes which were held across 37 individual sessions

This year the team have had to respond to the restrictions of the pandemic, and the fact that many of the people we support have had lots to cope with and, all too often, a big decline in their dementia. Throughout the pandemic we have offered our support groups virtually, and even after Covid-19 ceases to affect our life so much we hope to be able to offer virtual support groups to enable choice and flexibility.

We managed to transfer our Carers Learning Group online; we received great support from another Alzheimer's Society furloughed member of staff, Emily Plant. This group has been a vital lifeline to carers of people with dementia. It continues to be our ethos that, to support people living with dementia their carers and family, members must feel well supported and educated about dementia.

"The course has really helped me deal with the emotional aspects of being a carer and how better to avoid confrontation and improve communication. The result has been much easier interaction with mum."
(Daughter, Carer)

We are working hard on the way we support people within the Dementia Support Team as the complexity of people's needs is ever increasing. We have also worked really hard on our partnerships with the local Memory Assessment Clinic, and now have a referral mechanism in place for them to refer those who receive a diagnosis of dementia. We have also continued to work with local neurologist, Dr Ross Paterson, although there have been challenges getting access to the hospital his clinic is based in. When things settle, we hope to get our Honorary Contracts sorted so we can fully support the clinic again.

Medway Dementia Buddies

Unfortunately, we have been unable to provide our volunteer buddy service in Medway Maritime Hospital due to the huge restrictions that were in place. However, our coordinators have worked very hard to ensure we keep as many of our volunteers as possible engaged and ready to return. They also supported the Dementia and Delirium Team with completing 'This is Me' documents with family members. This was critical at a time when family members were unable to visit loved ones, and our team embraced this piece of work sensitively and compassionately.

Fundraising and Thank Yous

We have so many thank yous to make this year since it is fair to say that we have enjoyed an unprecedented response from supporters, local councils, funders and individuals. Whilst we cannot individually mention everyone here we would like to give mention to: Neighbourly, Kent Community Fund, Kent County Council, Kent and Medway CCG, Medway Maritime Hospital, The Edward Gosling Foundation, AdEPT, The Clothworkers Foundation, Kent Sports, Gravesham Borough Council, Screwfix, Fresh Services Ltd, Co-op, Kent Reliance, BDO LLP, The Rotary Club of Gravesham, The Rotary Club of Northdowns, Ebbsfleet United Supporters Club, Northfleet & Ebbsfleet Lions Club, Masonic Charities, Hergest & Cavell, DHL Supply Chain/Sainsburys Distribution, Trefoil Guild, Dartford Oddfellows, Leigh Hoban and all who have supported us through this difficult time.

We would also like to give special thanks to the wonderful team at Pilotlight: Charlie Medcalf, who project managed so brilliantly, Gareth Simpson, Robbie Hearne, Maria Daniels, and Victoria Lewis who were our brilliant Pilotlighters. Each month they met with the Joint CEOs and some of our Trustees. The journey they took us on was one of confidence raising, self-analysis and focus. They acted as critical friends and allowed us to develop our five-year strategy, work on our leadership and governance, and generally help get our Charity ready for the future.

Our continued thanks also go to the Albert Hunt Trust who, in 2019, generously loaned us the funds to purchase our building, Safeharbour, which was not only a long-held ambition but also helps ensure our future sustainability.

Review of the Finances

To look at the finances of the Charity it may seem that we have had a good year. However, the income only tells part of the story. We were well supported by KCC in the early stages of the pandemic, but it is fair to say that the impact that Covid-19 is going to have on the Day Service income and the resources we will need is going to last for all of 2021, and possibly further into the future. For that reason, we will carry forward some of the funding to enable us to re-build but still maintain safety and the quality that people expect of us. We also have a minibus to pay for in 2021-22, and some potentially large renovations to maintain the upkeep of our building, Safeharbour.

The charitable company's incoming resources for the year ended 31 March 2021 totalled £1,649,026 (previous year: £1,370.476). This increase is due to the increase in funding from KCC, and grants and donations from various sources to assist the Charity through the Coronavirus pandemic. Resources expended totalled £1,344,172 (previous year: £1,348,224), resulting in total net incoming resources of £304,854 (previous year: £22,252).

Future Financial Planning
We continue to monitor all income streams; the Kent County Council grant we currently receive was due to be changed in October 2020, but this has been put on hold due to the Coronavirus outbreak and will now commence in April 2022, with the tendering process starting in July 2021. This will also include some of our NHS funding and so, at the time of writing, there is quite a lot of uncertainty about our income for 2022-23. We now have a Fundraising Strategy and will work hard on diversifying further our income and resourcing our fundraising team appropriately. We are also monitoring costs and improving our efficiency to ensure we continue to be financially sustainable for the future.

Reserves policy
The Trustees are very conscious of the need to act prudently with the administration of the funds of the Charity and assess the levels of free reserves they consider the Charity should hold in order for all existing and planned activities to be financed.

The Trustees are also aware of the need to meet all contractual obligations. If, for any reason, the Charity had to cease activity, the Charity would need to be supported with a sufficient amount of free reserves, due to the complexity of the work we do, and the reliance that some people who use the service have on us.

The Trustees have a policy of regularly reviewing the levels of reserves each year. This was most recently done in September 2020, where Trustees agreed, in view of the uncertain financial future for funding, free unrestricted reserves (that is unrestricted reserves represented by net current assets) should be maintained at level that equates to four months of charitable expenditure.

As at the year ended 31 March 2021, the figure in free unrestricted reserves was £675,130 (2020: £496,978) this represents approximately five months of charitable expenditure at the year end. In the year £116,328 (2020: Nil) was transferred to designated reserves to cover expected expenditure on major repairs at Safeharbour and 2 years repayments of the loan from the Albert Hunt Trust which is due for repayment in 23 years. A figure of £146,548 (2020: £54,846) is in restricted reserves and therefore is not available for general purposes of the Charity at the year end. £29,998 has been reserved for the planned replacement of our stolen minibus which is on order and due to be delivered in 2021.

Principal Funding
Alzheimer's & Dementia Support Services income derives from NHS Contracts 15%; KCC Grants 30%; Other Statutory Grants 4%; Client Contributions 42%; and Fundraising 9%.

Fundraising Policy
Amounts received from our fundraising activities are presented in our accounts as donations and legacies. In relation to the above, we confirm that all solicitations are managed internally, without involvement of commercial participators or professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. During 2020-21 we updated our fundraising policies which have been approved by the Board of Trustees. The Charity complies with all voluntary best practice. We have received no complaints in relation to fundraising activities. Our terms of employment require staff to behave reasonably at all times.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' 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 Charity's SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

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. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the detection and prevention of fraud and other irregularities.

So far as each of the Trustees is aware at the time the report is approved:

- There is no relevant audit information of which the Charity's auditors are unaware, and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The Future…

Alzheimer's & Dementia Support Services is on a journey. We know we need to keep improving and adapting so we can do our best to support people affected by dementia. We won't stop until dementia stops. So, in 2021-22 we are working hard on our business plan and strategy. We are also rebuilding after the pandemic.

During the next year we will:

- Lay the foundations for our ambitious strategy, we know what we want to achieve but there is work to do to ensure we can meet our bold targets.
- Resource our team with capable and caring people to ensure we can meet the growing demand for our services.
- Develop our fundraising and marketing strategies so we are well resourced and well known.
- Get ourselves ready for the tendering process and ensure we have the capability and partnerships in place to successfully win the tender.
- Continue to improve our process and systems to make us as efficient as possible.
- Tidy up some of the parts of Safeharbour that were not renovated in 2020 and start work on our dementia friendly garden.
- Re-open and re-model some of our group services so they can respond to demand and the post covid world.
- Find new ways of working that give us greater flexibility but also enable us to still work as a team and come together to best support people affected by dementia.

Approval

This report was approved by the Trustees on 11th October 2021 and signed on their behalf.

Alan Spencer	Samuel Barton
Treasurer	Chair

INDEPENDENT AUDITORS' REPORT TO THE TRUSTEES FOR THE YEAR ENDED 31 MARCH 2021

Opinion

We have audited the financial statements of Alzheimer's & Dementia Support Services for the year ended 31 March 2021 which comprise the Statement of financial activities, the Balance sheet, the Statement of cash flows and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

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

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you were:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006
In our opinion, based on the work undertaken in the course of the audit:

- the information given in the trustees' report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the trustees' report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception
In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report included within the trustees' report

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the directors' report and from the requirement to prepare a strategic report.

Responsibilities of trustees
As explained more fully in the trustees' responsibilities statement set out on page 17, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

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

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined below, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below.

- We obtained an understanding of the legal and regulatory framework applying to the Charity, and the procedures that management adopt to ensure compliance, including those relating to the Charities SORP FRS 102;
- We assessed the susceptibility of the Charity's financial statement to material misstatement, including considering how fraud might occur;
- We obtained the Board of Trustee's assessment of fraud risk and enquired as to any known or suspected instances of fraud; and
- We designed and performed audit procedures to obtain sufficient appropriate audit evidence regarding compliance with laws and regulations, including enquiry of the Board of Trustees, review of minutes and correspondence, and review of the completeness and accuracy of disclosures made in the financial statements.

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

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

Jonathan Healey FCA
Senior Statutory Auditor

For and on behalf of:
Lindeyer Francis Ferguson Limited
Statutory Auditors
Chartered Accountants

Date: 22 October 2021

North House
198 High Street
Tonbridge
Kent TN9 1BE

Alzheimer's & Dementia
SUPPORT SERVICES

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2021

	Notes	*2021 Unrestricted £*	*2021 Restricted £*	*2021 Total £*	*2020 Total £*
Income from:					
Donations and legacies	**3**	127,054	109,838	236,892	121,064
Charitable activities	**4**	905,951	492,655	1,398,606	1,209,996
Investments		1,615	-	1,615	721
Other		11,913	-	11,913	38,695
Total income		1,046,533	602,493	1,649,026	1,370,476
Expenditure on:					
Raising funds	**5**	13,813	-	13,813	24,988
Charitable activities	**6**	854,568	475,791	1,330,359	1,323,236
Total expenditure		868,381	475,791	1,344,172	1,348,224
Net income		**178,152**	**126,702**	**304,854**	**22,252**
Transfers between funds		35,000	(35,000)	-	-
Net movement in funds		**213,152**	**91,702**	**304,854**	**22,252**
Reconciliation of funds:					
Total funds brought forward		496,978	54,846	551,824	529,572
Total funds carried forward	**12**	**710,130**	**146,548**	**856,678**	**551,824**

The statement of financial activities includes all gains and losses recognised in the period.

All income and expenditure derives from continuing activities.

Alzheimer's & Dementia
SUPPORT SERVICES

BALANCE SHEET
AS AT 31 MARCH 2021

	Notes	*2021* £	*2021* £	*2020* £	*2020* £
Fixed assets					
Tangible assets	**8**		454,173		339,934
Current assets					
Debtors	**9**	92,266		74,724	
Cash at bank and in hand		695,747		499,424	
		788,013		574,148	
Creditors: amounts falling due within one year	**10**	(70,508)		(47,258)	
Net current assets			717,505		526,890
Creditors: amounts falling due after one year	**11**		**(315,000)**		**(315,000)**
Total net assets			**856,678**		**551,824**
The funds of the charity					
Unrestricted funds			710,130		496,978
Restricted funds			146,548		54,846
Total funds	**12**		**856,678**		**551,824**

The accounts were approved by the Board of Trustees on 11 October 2021 and signed on their behalf by:

Alan Spencer
Treasurer

Samuel Barton
Trustee

Alzheimer's & Dementia
SUPPORT SERVICES

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2021

	Notes	*2021* £	*2020* £
Cash flows from operating activities:			
Net cash provided by operating activities	**A**	336,338	154,211
Cash flows from investing activities:			
Purchase of tangible assets		(150,014)	(303,930)
Disposal of tangible fixed assets		9,999	
Cash flows from financing activities:			
Cash flows from mortgage		-	315,000
Net cash used in investing activities		(140,015)	11,070
Change in cash and cash equivalents for the year		196,323	165,281
Cash and cash equivalents at the beginning of the year		499,424	334,143
Cash and cash equivalents at the end of the year		695,747	499,424

A Reconciliation of net income to net cash flow from operating activities

Net income for the year *As per statement of financial activities*	304,854	22,252
Adjustments for:		
Depreciation charges	27,982	16,029
(Profit)/ Loss on disposal of assets	(2,206)	1,519
Loss on early cessation of lease	-	104,683
(Increase) / decrease in debtors	(17,542)	24,860
Increase / (decrease) in creditors	23,250	(15,132)
Net cash provided by operating activities	336,338	154,211

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the accounts are as follows:

1.1 Basis of preparation

The financial statements have been prepared in accordance with the Charities SORP 2019 and the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

Alzheimer's & Dementia Support Services meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policies.

There are no material uncertainties about the charity's ability to continue, and so the going concern basis of accounting has been adopted.

The accounts are presented in pounds sterling and rounded to the nearest pound.

1.2 Income

Income from donations and grants is recognised when the charity is entitled to the funds, the receipt is probable and the amount can be measured reliably. For donations, this is usually on receipt. For grants, this is usually when a formal offer is made in writing, unless the grant contains terms and conditions outside of the charity's control which must be met before the charity is entitled to the funds. Investment income is recognised when receivable.

Income from charitable activities is recognised over the period to which the income relates. Charges for services are recognised when the services are provided. Income received in advance of the service provision is accounted for as deferred income.

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received. A grant that specifies performance conditions is recognised in income when the performance conditions are met. Where a grant does not specify performance conditions it is recognised in income when the proceeds are received or receivable. A grant received before the recognition criteria are satisfied is recognised as a liability.

1.3 Expenditure

Expenditure is recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably.

Expenditure has been classified under headings that aggregate all costs related to the category.

Staff costs are allocated across the charitable activities and administrative activities undertaken by the charity on the basis of staff time.

Support costs, which are those costs relating to functions which assist the work of the charity but do not directly relate to its activities, have been allocated to the activities undertaken by the charity on the basis of income.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

1 Accounting policies (continued)

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated realisable value of each asset over its expected useful life, as follows:

Motor vehicles	25% reducing balance
Equipment	25% reducing balance
Fixture and fittings	25% reducing balance

Fixed assets with an individual cost of less than £500 are written off in the year of purchase.

Freehold land and buildings can be measured reliably based on market value. These properties are therefore measured at fair value at each reporting date with changes in fair value recognised in the statement of financial activities.

1.5 Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are recognised at the invoiced

1.6 Creditors

Creditors are recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably. Creditors are recognised at the settlement amount.

1.7 Financial instruments

The charity only has financial instruments of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

1.8 Pension contributions

The charity makes defined contributions into employee private pension schemes. Contributions are charged to the statement of financial activities as they become payable in accordance with contract terms.

1.9 Operating leases

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

1.10 Fund accounting

Unrestricted funds are those funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

2 Status

Alzheimer's & Dementia Support Services is a charitable company limited by guarantee and incorporated in England and Wales (charity number 1173379, registered company number 10690071). In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered officel office is Safeharbour Memory Wellbeing Centre, Coldharbour Road, Northfleet, Kent, DA11 8AE.

3 Income from donations and legacies

	2021	*2020*
	£	*£*
Donations	183,773	121,064
Government grants	53,120	-
	236,893	121,064

The comparative figure includes £56,796 of restricted income.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

4 Income from charitable activities

	Kent County Council	Gravesham Borough Council	Service user income	NHS	Clinical Commissioning Group	Department for Education and Skills	Department for Transport	2021	2020
	£	£	£	£	£	£	£	£	£
Carers Assessment & Support	121,870	-	-	-	-	-	-	121,870	108,076
Day Care/Transport	182,872	-	38,439	-	-	-	1,321	222,632	201,769
Support at Home/Support at Home+	-	-	609,680	-	-	-	-	609,680	543,522
Dementia Support	169,350	-	-	-	-	-	-	169,350	102,552
Dementia Buddy	-	-	-	45,912	-	-	-	45,912	45,000
DGCG Dementia Care & Support	-	-	-	-	208,200	-	-	208,200	208,200
Other	-	18,562	-	-	-	2,400	-	20,962	877
	474,092	18,562	648,119	45,912	208,200	2,400	1,321	1,398,606	1,209,996

The comparative figure includes £263,500 of restricted income.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

5	**Expenditure on raising funds**	***2021***	***2020***
		£	***£***
	Wages and Salaries	13,215	13,723
	Other fundraising costs	598	11,265
		13,813	24,988

6	**Costs of Charitable Activities**	***2021*** **Direct activities**	***2021*** **Support costs**	***2021*** **Total**	***2020*** **Total**
	Summary by fund type	***£***	***£***	***£***	***£***
	Carers Assessment & Support	-	38,228	38,228	45,937
	Day Care/Transport	123,708	69,833	193,541	241,046
	Support at Home/Support at Home Plus	496,965	195,924	692,889	669,867
	Dementia Support	113,501	53,120	166,621	130,331
	Dementia Buddy	32,795	14,401	47,196	53,980
	DVH Bridging Service	119,185	65,306	184,491	179,068
	Other activities	818	6,575	7,393	3,007
		886,972	443,387	1,330,359	1,323,236

The comparative figure includes £280,467 of expenditure from restricted funds.

Direct costs	***2021***	***2020***
	£	***£***
Wages and Salaries	789,041	706,518
Staff Training	3,078	2,427
Recruitment	38	-
Volunteers	-	622
Travel costs	30,392	31,019
Transport costs	6,533	12,879
Client activities	7,672	26,456
Printing, postage and stationary	882	1,499
Telephone	8,766	6,668
Equipment	25,030	5,282
Professional fees	4,324	3,677
Bank charges	166	182
Licences and subscriptions	10,830	11,702
Sundry	220	-
	886,972	808,931

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

6	**Costs of Charitable Activities (continued)**	***2021***	***2020***
		£	***£***
	Carers Assessment & Support costs		
	Wages and Salaries	226,673	224,821
	Staff Cover	-	343
	Staff Training	1,999	3,671
	Recruitment	-	221
	Volunteers	-	131
	Client activities	670	2,774
	Community Café Consumables	3,418	16,481
	Rent and Rates	-	5,719
	Repairs and renewals	21,606	15,796
	Utilities	10,227	10,431
	Insurance	7,638	5,474
	Cleaning	16,367	5,324
	Travel costs	45	1,438
	Printing, marketing, postage and stationary	14,893	13,105
	Telephone	14,667	16,687
	Equipment	15,593	6,199
	Professional fees	11,875	11,235
	IT costs	46,515	24,177
	Bank charges	111	120
	Bad debts	-	2,030
	Licences and subscriptions	1,580	2,723
	Sundry	8,542	10,475
	Depreciation	27,982	16,029
	Loss on early cessation of lease	-	104,683
	(Profit)/Loss on disposal of fixed assets	(2,206)	1,519
	Auditor's remuneration -audit fees	4,850	4,850
	Auditor's remuneration -other accountancy services	7,972	7,412
	Trustee meeting and training expenses	2,370	437
		443,387	514,305

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

7	**Staff costs**	***2021***	***2020***
		£	***£***
	Gross salaries	954,405	878,794
	Social security costs	58,297	52,293
	Pension costs	16,227	14,952
		1,028,929	946,039
	The average number of employees (including part time workers) was:		
	Direct charitable workers	68	67
	Administrative staff	6	6
		74	73

No employee received emoluments in excess of £60,000 in the year or the previous year.

No Trustee, nor any person connected with a Trustee, received any remuneration.

8	**Tangible fixed assets**	***Freehold land and buildings***	***Fixture & Fittings***	***Motor vehicles***	***Equipment***	***Total***
		£	***£***	***£***	***£***	***£***
	Cost					
	At 1 April 2020	300,000	47,620	76,728	31,818	456,166
	Additions	-	75,583	52,486	21,945	150,014
	Disposals	-	-	(38,857)	(26,301)	(65,158)
	At 31 March 2021	300,000	123,203	90,357	27,462	541,022
	Depreciation					
	At 1 April 2020	-	21,859	72,687	21,686	116,232
	Disposals	-	-	(37,660)	(19,705)	(57,365)
	Charge for the year	-	14,469	6,178	7,335	27,982
	At 31 March 2021	-	36,328	41,205	9,316	86,849
	Net book value					
	At 31 March 2021	300,000	86,875	49,152	18,146	454,173
	At 31 March 2020	300,000	25,761	4,041	10,132	339,934

9	**Debtors**	***2021***	***2020***
		£	***£***
	Fees for services	82,708	67,936
	Prepayments	9,558	6,788
		92,266	74,724

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

10 Creditors: amounts falling due within one year	*2021* £	*2020* £
Amounts due to suppliers	9,019	6,731
PAYE/NI	18,586	16,009
Accruals	16,029	13,552
Other creditors	26,874	10,966
	70,508	47,258

Included in other creditors is deferred income, of which the movement is as follows:

	2021 £	*2020* £
Balance at 1 April 2020	-	-
Released to income	-	-
Received in the year and deferred	13,320	-
Balance at 31 March 2021	13,320	-

11 Creditors: amounts falling due in greater than one year	*2021* £	*2020* £
Mortgage	315,000	315,000

The Albert Hunt Trust hold a fixed and floating charge created on 17 September 2019, by way of a first legal mortgage over the property known as Safeharbour, Coldharbour Road, Northfleet, Gravesend, Kent DA11 8AE. The loan is repayable by 19 September 2044, and has interest of 0.9% attached.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

12 Movement in funds

Restricted funds hold amounts received for specific activities and expenditure on those activities is set against those

Unrestricted funds comprise donations and income received for general use of the Charity.

	1 April 2020	*Incoming resources*	*Resources expended*	*Transfers*	*31 March 2021*
	£	*£*	*£*	*£*	*£*
Unrestricted funds					
ADSS unrestricted	494,292	1,046,398	(867,563)	(81,328)	591,799
Gravesend Support Group	661	1	(83)	-	579
Meopham Support Group	2,025	134	(735)	-	1,424
Designated Funds	-	-	-	116,328	116,328
Total unrestricted funds	496,978	1,046,533	(868,381)	35,000	710,130
Restricted funds					
KCC Service Agreement	-	474,092	(381,415)	-	92,677
Government Furlough/Job Retention Scheme	-	38,180	(38,180)	-	-
Gravesham Borough Council Befriending Service	-	18,562	(18,562)	-	-
KCC Infection Control Grant	-	14,940	(14,940)	-	-
Kent Community Foundation - Young Onset Group	3,500	-	(275)	-	3,225
Morlings for Boiler Replacement	11,346	-	(7,474)	-	3,872
Childwick Trust for Singing back	15,000	-	(5,145)	-	9,855
New Minibus					
National Lottery	10,000	-	-	(10,000)	-
Bernard Sunley	5,000	-	-	(5,000)	-
The Edward Gosling Foundation	10,000	-	-	(10,000)	-
Graveham Borough Council	-	10,000	-	(10,000)	-
Clothworkers re laptops	-	4,800	(4,800)	-	-
Screwfix re Toilet Block	-	5,000	(5,000)	-	-
Meopham Parish Council	-	400	-	-	400
Co-op for Garden	-	1,622	-	-	1,622
H Burrow for Meopham	-	400	-	-	400
Kent Community Foundation - Carers Relief	-	4,000	-	-	4,000
Kent Sport - Activity Video	-	500	-	-	500
Stolen Minibus					
Appeal	-	19,285	-	-	19,285
BDO LLP	-	10,712	-	-	10,712
Total restricted funds	54,846	602,493	(475,791)	(35,000)	146,548
Total funds	**551,824**	**1,649,026**	**(1,344,172)**	**-**	**856,678**

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2021

12 Movement in funds (continued)

	1 April 2019	*Incoming resources*	*Resources expended*	*Transfers*	*31 March 2020*
	£	*£*	*£*	*£*	*£*
Unrestricted funds					
ADSS unrestricted	512,285	1,047,130	(1,065,123)	-	494,292
Gravesend Support Group	630	951	(920)	-	661
Meopham Support Group	1,640	2,099	(1,714)	-	2,025
Total unrestricted funds	514,555	1,050,180	(1,067,757)	-	496,978
Restricted funds					
KCC Service Agreement	-	263,500	(263,500)	-	-
Hartley Café	2,037	-	(2,037)	-	-
Kent Community Foundation - Activity Groups	5,000	-	(5,000)	-	-
Deep Grant for Innovations in Dementia	1,564	-	(1,564)	-	-
Dartford BC for Dartford Support Group	2,000	-	(2,000)	-	-
The Light Fund - Carers Learning Groups	4,416	-	(4,416)	-	-
KCC Seed Fund for Lunch Club	-	600	(600)	-	-
Donation for staff	-	500	(500)	-	-
Cobham Community Choir	-	300	(300)	-	-
KCC for ABAM	-	250	(250)	-	-
Lions for Lunch Club	-	300	(300)	-	-
Kent Community Foundation - Young Onset Group	-	3,500	-	-	3,500
Morlings for Boiler Replacement	-	11,346	-	-	11,346
Childwick Trust for Singing back the Memories Coordinator	-	15,000	-	-	15,000
New Minibus					
National Lottery	-	10,000	-	-	10,000
Bernard Sunley	-	5,000	-	-	5,000
The Edward Gosling Foundation	-	10,000	-	-	10,000
Total restricted funds	15,017	320,296	(280,467)	-	54,846
Total funds	**529,572**	**1,370,476**	**(1,348,224)**	**-**	**551,824**

12 Movement in funds (continued)

Designated funds

Transfers to designated funds represent funds set aside to be used in payment of the mortgage, which is due to be paid in full in 2044.

New Minibus

During the year a minibus was purchased using restricted funds, therefore a transfer of £35,000 was made from restricted funds to unrestricted funds.

KCC Service Agreement

ADSS continue to receive funding from KCC for services provided to the local community.

Government Furlough/Job Retention Scheme

Government support has been received via the Coronavirus Job Retention scheme to support employees furloughed during the pandemic.

Stolen Minibus

During the year a minbus was stolen, and these funds have been received to assist with its replacement. The purchase had not been made at the year-end.

13 Analysis of net assets between funds

	Unrestricted funds 2021 £	*Restricted funds 2021 £*	*Total funds 2021 £*
Fixed assets	454,173	-	454,173
Current assets	641,465	146,548	788,013
Current Liabilities	(385,508)	-	(385,508)
Total net assets	**710,130**	**146,548**	**856,678**

	Unrestricted funds 2020 £	*Restricted funds 2020 £*	*Total funds 2020 £*
Fixed assets	339,934	-	339,934
Current assets	519,302	54,846	574,148
Current liabilities	(362,258)	-	(362,258)
Total net assets	**496,978**	**54,846**	**551,824**

14 Capital commitments

Amounts contracted for but not in the financial statements

	2021 £	*2020 £*
Purchase of Minibus	49,100	46,419

15 Related party transactions

The charity's key management personnel are the trustees, the Joint Chief Executive Officers (one CEO has since resigned post year end), the Dementia Care Manager, the Dementia Support Manager and the Operations Manager. Total emoluments, including employer's pension contributions, paid to key management personnel were £178,579 (2020: £137,972).

None of the trustees received any remuneration in the year or reclaimed any expenses.