

EASTBOURNE DEMENTIA ACTION ALLIANCE

England & Wales · Charity number 1177692

Details

Status Registered

Legal form CIO

Registered 2018-03-26

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

Contact

Address c/o
Unit E
Dittons Business Park
Dittons Road
Polegate
BN26 6HY

Phone 01323385285

Email hello@eastbournedaa.co.uk

Website <http://www.eastbournedaa.co.uk>

Activities

Objects: THE RELIEF OF NEED AND THE PROMOTION AND PROTECTION OF GOOD HEALTH AMONG PEOPLE LIVING WITH DEMENTIA, THEIR FAMILIES AND CARERS, BY UNDERTAKING INITIATIVES TO HELP TO MAKE EASTBOURNE AND THE SURROUNDING AREAS A DEMENTIA INCLUSIVE AND FRIENDLY COMMUNITY, IN PARTICULAR BUT NOT EXCLUSIVELY, BY LISTENING AND RESPONDING TO THE LIVED EXPERIENCES OF PEOPLE LIVING WITH DEMENTIA AND THROUGH THE PROVISION OF INFORMATION, WORKSHOPS AND AWARENESS SESSIONS THAT ARE DESIGNED TO ENSURE THAT PEOPLE AFFECTED BY DEMENTIA FEEL UNDERSTOOD AND INCLUDED AND CAN CONFIDENTLY CONTRIBUTE TO COMMUNITY LIFE; BY WORKING IN PARTNERSHIP WITH OTHER ORGANISATIONS IN EAST SUSSEX AND ACROSS THE UK ON PROJECTS WHICH AIM TO IMPROVE THE CAPACITY OF COMMUNITIES TO SUPPORT PEOPLE LIVING WITH DEMENTIA

Activities: The Charity was formed to help Eastbourne become a Dementia Friendly Town.

Classification

- **How:** Provides Services, Provides Advocacy/advice/information, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training, Disability, Human Rights/religious Or Racial Harmony/equality Or Diversity, Other Charitable Purposes
- **Who:** Elderly/old People, People With Disabilities, Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

Geography

- **Area of benefit:** LOCAL
- East Sussex

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£7,843	£7,252	-	-
2024-03-31	£11,651	£5,438	-	-
2023-03-31	£22,197	£14,060	-	-
2022-03-31	£3,983	£9,468	-	-
2021-03-31	£8,131	£9,328	-	-

Trustees

Name	Role	Appointed
Edward Francis Wood		2023-03-23
IAN GREG COTTRELL		2018-03-06
Jennifer Theodora Eldridge		2019-10-03
Stephen Lloyd		2020-07-23

Accounts



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Trustees' Annual Report for the period

From: 1/4/2024 Period start date To: 31/03/2025 Period end date

Charity name: Eastbourne Dementia Action Alliance

Charity registration number: 1177692

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The relief of need and the promotion and protection of good health among people living with Dementia, their families and carers, by undertaking initiatives to help to make Eastbourne and the surrounding areas a dementia inclusive and friendly community, in particular but not exclusively, by listening and responding to the lived experiences of people living with dementia and through the provision of information, workshops and awareness sessions that are designed to ensure that people affected by dementia feel understood and included and can confidently contribute to community life; by working in partnership with other organisations in East Sussex and across the UK on projects which aim to improve the capacity of communities to support people living with Dementia.

Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The main activities of the charity in relation to our purposes for the public benefit were as follows: Here are the key points from the Eastbourne Dementia Action Alliance annual report: 1) Continued to promote the Dementia Inclusive Charter and held a Charter Network Meeting in November of 2024. 2) Successfully partnered and supported Sea DEEP, a growing peer-to-peer Dementia support group whose membership grew from 14 to 17-22 regular attendees. 3) Maintained an active digital presence across social media platforms with enhanced JustGiving functionality added to the website. Successfully Increased followers on our popular Facebook page from 411 in April 2024 to 610 in March 2025. 4) Provided extensive signposting services through multiple strategically placed information stands at high-traffic locations including Tesco, Asda, Morrison's, Hilliers, and Terminus Road a prominent location in Eastbourne Town Centre. 5) Expanded community reach and renewed Chamber of Commerce membership to strengthen business connections. 6) Successfully collaborated with the Eastbourne Dementia Club on the Arlington Bluebell Walk charity day (114 visitors, raising £554). Working in partnership gave us the opportunity to work collaboratively with another charity, raise funds, promote the work of the charity and signpost to dementia services in the local area. 7) Engaged in advocacy work including correspondence with NHS leadership regarding mandatory dementia training at Eastbourne District General Hospital and Conquest Hospital.
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Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	In planning activities for the year, the trustees reviewed the guidance on public benefit issued by the Charity Commission at the trustees' meetings and ensured that all our charitable activities are undertaken to further our charitable purposes for the public benefit.
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Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	N/A
Policy on social investment including program related investment	Para 1.38	N/A
Contribution made by volunteers	Para 1.38	Our dedicated volunteer team, coordinated by Trustee Jenny Eldridge, has continued to provide invaluable support across our calendar of events. Volunteers have significantly contributed to both our fundraising efforts and public awareness initiatives, supporting the Bluebell Walk and information stands at supermarkets and shopping centres. Their commitment has been instrumental in expanding our community reach and advancing our mission to create a dementia-friendly Eastbourne.

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	Charter Project: Building a Dementia-Inclusive Community Our Dementia Inclusive Charter remains at the heart of our mission to transform Eastbourne into a dementia-friendly community. We hosted our Charter Network Meeting in November 2024, bringing together our Charter members to share experiences and strengthen partnerships. We continued our recruitment efforts, focusing on engaging local businesses and organisations to sign our Charter and make commitments to enhancing the lives of people living with dementia. Going forward we committed to focusing our efforts on specific sectors such as hotels or travel, areas of the local economy that come in to contact regularly with people living with Dementia, encouraging organisations within specific sectors to engage with the charter and improve their understanding of Dementia. Sea DEEP: Growing Peer Support and Community Impact The EDAA continued to support SEA DEEP a local peer to peer Dementia support group, promoting the group at our various information events and via our social media channels. The charity also arranged an update to and funded a reprint of the popular SEA DEEP leaflet. Trustee Eddie Wood is a member of SEA DEEP as are charity members Chris Maddocks and Heather Ritchie. Charity member Ulrica Delaney also provides support to the group. The lived experiences and insights of people living with Dementia remain central to our mission to make Eastbourne more Dementia-Inclusive, and our continued partnership with the SEA DEEP is the cornerstone, ensuring that the activities of the charity meet the actual needs of people living with Dementia in the local area. The SEA DEEP group has continued to flourish, with membership growing from 14 members in April 2024 to 17-22 regular attendees by year end. The group now includes 11 people with dementia diagnosis plus their carers/supporters. Throughout the year, SEA DEEP members have benefited from visits from various organisations that were interested in engaging with the group. These included a fraud prevention talk from HSBC and a talk on driving assessments and DVLA requirements. Sea DEEP also contributed to the development of a training course on depression in people living with dementia, built partnerships with Brighton Medical for research involvement and with the EDGH Dementia Care Team.

		The group has also maintained its social connections through regular quarterly lunches at The Smugglers Inn, with 12 attendees at the October 2024 lunch. Community Awareness, Public Engagement and Signposting We continued to expand our signposting capabilities, serving as a vital bridge between people affected by Dementia and the local organisations offering support services. Understanding that navigating post-diagnosis support can be overwhelming, we've developed a comprehensive approach to make this journey more manageable through multiple channels: our website, social media platforms, information booklet, and community information stands. Our information booklet serves as a crucial resource, providing clear guidance for those recently diagnosed and their families. It includes comprehensive contact details for support organisations and practical steps for accessing help. To ensure this valuable information reaches those who need it most, we've established an extensive community outreach program through strategically placed information stands. Throughout 2024-2025, we maintained an active presence in the community through strategically placed information stands at high-traffic locations. In August, we held an information stand at a prominent location In Eastbourne Town Station (Terminus Road/ Bankers' Corner). In September 2024, we had a stand at Hilliers garden Centre which is a popular garden Centre with a high footfall. We also held information stands at supermarkets in October 2024 and November 2024, and at Tesco in February 2025. In June 2024, we produced updated Sea DEEP leaflets to ensure our information materials were current and accessible. Partnership and Advocacy Our commitment to collaborative partnerships remains fundamental to maximising our impact on the lives of people living with Dementia in Eastbourne. Throughout the year, we've strengthened existing relationships and forged new connections across our community. Following presentations by Nicola Burke and Claire Shimmons (Dementia Care Practitioners from Eastbourne District General Hospital and Conquest Hospital) in April 2024, we initiated correspondence with hospital leadership advocating for mandatory dementia training for all hospital staff. These advocacy efforts demonstrate our commitment to improving healthcare responses to people living with Dementia.
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		Our work throughout the year received strong support from MP Josh Babarinde, who volunteered at several of our events and helped us to promote the EDAA's mission in the community. We renewed our Chamber of Commerce membership in March 2025 to maintain and expand our business network connections, recognising the importance of engaging the business community in our mission. We continued to collaborate with the Eastbourne Dementia Club on the running of the Arlington Bluebell Walk charity day. This hugely successful event was a significant undertaking and required a lot of resources and volunteers for it to run successfully. Working in partnership enabled us to pool our resources and undertake something that as individual charities wouldn't have been possible. These partnerships demonstrate our commitment to working collaboratively across Eastbourne, combining resources and expertise to better serve our community and enhance the lives of those affected by Dementia. Fundraising Success The Arlington Bluebell Walk in May 2024 proved highly successful, attracting 114 visitors and raising £554 for EDAA. We also held our Christmas Information Stall and Tombola at Langney Shopping Centre in December 2024. Digital, Website and Social Media Our digital infrastructure was enhanced in January 2025 with the addition of a new JustGiving button to the website, making online donations more accessible to supporters. We also continue to successfully promote our popular social media pages, our Eastbourne Dementia Action Alliance Facebook page which has become a source of valuable information about Dementia friendly support and activities grew its number of followers from 414 in April 2024 to 610 in April 2025. This growing digital footprint enables us to share timely information about dementia services, promote local events, and build a stronger, more connected community for those affected by dementia. Through our digital channels, we're able to extend our reach beyond traditional methods, ensuring that vital information and support resources are accessible to everyone who needs them.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	N/A
Performance of fundraising activities against objectives set	Para 1.41	N/A
Investment performance against objectives	Para 1.41	N/A
Other		N/A

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	Financial Overview 2024-25 As of 31st of March 2025, the Eastbourne Dementia Action Alliance maintained a healthy financial position with a credit balance of £18,238. Our financial performance this year reflects both our successful fundraising efforts and prudent management of resources. Income and Donations The majority of our income for the 2024-25 financial year came from donations, totalling £5,630, demonstrating continued strong community support for our mission. Income for the year overall decreased however from £11,651 in 2023/24 to £7,843 in 2024/25 due to a drop in the overall Donations received. Expenditure Our operational expenses increased from £5438 in 2023/24 to £7252 in 2024/25 primarily due to higher administrative costs of £3,357. This increase was largely attributable to filling our coordinator position which was vacant for much of 2023/24. Net Income Despite a drop in income and an increase in expenditure prudent financial management ensured that our overall financial position was not impacted and our net income for the year was £561. The lack of administration support through 2023/24 and parts of 2024/25 had impacted our ability to apply for relevant grants, and we hoping to secure more grant funding going forward now we have more stable administrative support. We are also exploring opportunities to partner with local businesses to be their charity of the year. Previous charity of the year partnerships have significantly increased our donation income.
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Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The EDAA aims to maintain a financial reserve equivalent to six months of operating costs, ensuring operational continuity in the event of unexpected fundraising constraints. We noted that Lloyds Bank reduced interest rates effective December 3, 2024, in line with a reduction in Bank of England base rate, which will impact the interest earned. The trustees continue to monitor the financial position and ensure reserves are maintained at an appropriate level to support the charity's ongoing operations and planned activities.
Amount of reserves held	Para 1.22	£18,238 cash at bank and in hand.
Reasons for holding zero reserves	Para 1.22	
Details of fund materially in deficit	Para 1.24	None
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	None, we ring fence grant funding for projects and aim to hold 6 months of operational reserves on account. The charity has very little fixed costs and is run by volunteers. Most of our costs can be terminated at short notice and we can quickly scale back activities if there was any concern about the charity continuing as a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Grants. Donations at funerals. Donations from the general-public at our information events. Funds raised from Charity of the Year nominations. Funds raised by sponsorship.
Investment policy and objectives including any social investment policy adopted	Para 1.46	We do not have spare funds for investments. If we did, they would be ethical.

A description of the principal risks facing the charity	Para 1.46	Currently none
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (CIO) - Association
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are either elected by the members of the CIO at a general meeting or appointed by the trustees.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Eastbourne Dementia Action Alliance
Other name the charity uses	EDAA
Registered charity number	1177692
Charity's principal address	C/O Home Instead Senior Care, Unit E, Dittons Business Park, Dittons Road Polegate, East Sussex BN26 6HY

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Ian Cottrell	Chair		
2	Stephen Lloyd	Secretary		
3	Jenny Eldridge	Treasurer & Volunteer Coordinator		
4	Eddie Wood			
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Corporate trustees – names of the directors at the date the report was approved

Director name		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity’s objects	
Details of arrangements for safe custody and segregation of such assets from the charity’s own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

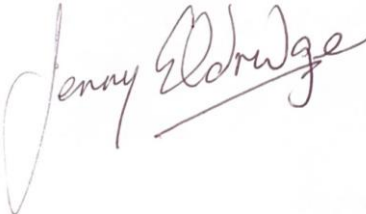
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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

	
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Full name(s)

Ian Greg Cottrell	Jenny Theodora Eldridge
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Position (eg
Secretary, Chair, etc)

Chair & Trustee	Treasurer, Volunteer Coordinator and Trustee
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Date

15th January 2026

Eastbourne Dementia Action Alliance

Company number: CE013629

Eastbourne Dementia Action Alliance
Income and Expenditure Accounts
For the year ended 31st March 2025
Charity Registration No: 1177692

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Eastbourne Dementia Action Alliance

Trustees and other information

Trustees	Mr Ian Cottrell Ms Jenny Eldridge Mr Stephen Lloyd Mr Edward Wood
Company Number	CE013629
Business address	C/O Home Instead Senior Care, Unit E Dittons Business Park Polegate East Sussex BN26 6HY
Independent Examiner	Roger Steadman CIRAS Accounting Ltd 1 Stone Cross Farm Industrial Estate Laughton East Sussex BN8 6BN
Bankers	Lloyds Bank 1 Legg Street Chelmsford Essex CM1 1JS

Eastbourne Dementia Action Alliance

Trustees report Year ended 31st March 2025

The trustees present their report and the unaudited financial statements of the company for the year ended 31st March 2025.

Trustees

The trustees who served the charity during the year were as follows:

Mr Ian Cottrell
Ms Jenny Eldridge
Mr Stephen Lloyd
Mr Edward Wood

The accounts have been prepared in accordance with the accounting policies which comply with the Charities Act 1993 and the Statement of Recommended Practice issued in March 2005.

This report was approved by the board of trustees on 23rd October 2025 and signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Statement of comprehensive income
Year ended 31st March 2025**

	Note	2025 £	2024 £
Income		7,843	11,651
Expenses		7,252	5,438
Net income (expenditure) for the year		<u>591</u>	<u>6,213</u>

Eastbourne Dementia Action Alliance

**Statement of financial position
31st March 2025**

	Note	2025 £	£	2024 £	£
Current assets					
Cash at bank and in hand		18,238		17,647	
		<u>18,238</u>		<u>17,647</u>	
Creditors: amounts falling due within one year		500		500	
		<u>500</u>		<u>500</u>	
Net current assets			17,738		17,147
Total assets less current liabilities			<u>17,738</u>		<u>17,147</u>
Net assets			<u>17,738</u>		<u>17,147</u>
Unrestricted funds			<u>17,738</u>		<u>17,147</u>

These financial statements were approved by the board of trustees and authorised for issue on 20th December 2024, and are signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2025**

1. Changes in funds

At 1 April 2023	10,934	2,800
(Loss)/profit for the year	6,213	8,134
Total comprehensive income for the year	<u>17,147</u>	<u>10,934</u>
At 31 March 2024 and 1 April 2024	<u>17,147</u>	<u>10,934</u>
(Loss)/profit for the year	591	6,213
Total comprehensive income for the year	<u>17,738</u>	<u>17,147</u>
At 31 March 2025	<u>17,738</u>	<u>17,147</u>
	<u><u> </u></u>	<u><u> </u></u>

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2025**

2. Accounting policies

Basis of preparation.

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting for Charities", issued in March 2005 and the Charities Act 2011.

Eastbourne Dementia Action Alliance
Detailed income and expenditure statement
Year ended 31st March 2025

	2025	2024
	£	£
Income		
Grants	2,000	290
Donations	5,630	11,241
Interest	213	120
	<u>7,843</u>	<u>11,651</u>
Expenditure		
Administration	3,357	2,189
Training	-	-
Insurance	521	471
Marketing	2,953	2,423
Travel	29	31
Accountancy fees	-	-
General expenses	392	324
	<u>7,252</u>	<u>5,438</u>
Net income (expenditure) for the year	<u>591</u>	<u>6,213</u>

I report on the accounts of the charity for the year ended 31st March 2025, which are set out on pages 5 to 7.

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- (i) Examine the accounts under section 145 of the 2011 Act.
- (ii) To follow the procedures laid down in the general Directions given by the Charity Commission under section
- (iii) To state whether particular matters have come to my attention.

Basis of Independent Examiner's Report

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

Independent Examiner's Statement

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect:

- (i) The accounting records were not kept in accordance with section 130 of the 2011 Act; or
- (ii) The accounts did not accord with the accounting records
- (iii) The accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

Roger Steadman
CIRAS Accounting Ltd
Unit 1
Stone Cross Industrial Park
Lewes Road
Laughton
East Sussex
BN8 6BN
23rd October 2025

Accounts



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Trustees' Annual Report for the period

From: 1/4/2023 Period start date To: 31/03/2024 Period end date

Charity name: Eastbourne Dementia Action Alliance

Charity registration number: 1177692

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The relief of need and the promotion and protection of good health among people living with Dementia, their families and carers, by undertaking initiatives to help to make Eastbourne and the surrounding areas a dementia inclusive and friendly community, in particular but not exclusively, by listening and responding to the lived experiences of people living with dementia and through the provision of information, workshops and awareness sessions that are designed to ensure that people affected by dementia feel understood and included and can confidently contribute to community life; by working in partnership with other organisations in East Sussex and across the UK on projects which aim to improve the capacity of communities to support people living with Dementia.

Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The main activities of the charity in relation to our purposes for the public benefit were as follows: Here are the key points from the Eastbourne Dementia Action Alliance annual report: 1) Continued to promote the Dementia Inclusive Charter and hosted two Charter networking events at St Wilfrid's Hospital and Lansdowne Hotel. 2) Received funding from Sussex Community Fund to support a dedicated charity coordinator position. 3) Successfully partnered and supported SEA DEEP, a growing peer-to-peer Dementia support group whose members conduct accessibility audits and provide expertise to local organisations. 4) Maintained an active digital presence across social media platforms, managed by Ditzzy Media, with over 1,000 combined followers across Facebook, Instagram, Twitter, and LinkedIn. 5) Provided extensive signposting services through multiple channels including strategically placed information stands at high-traffic locations like healthcare facilities, supermarkets, and shopping centres. 6) Expanded community reach through presentations at various forums and attendance at business networking events. 7) Successfully collaborated on major events including the Arlington Bluebell Walk charity day and Airbourne International Air Festival, supported by a more than 50% increase in our volunteer base.
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Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	In planning activities for the year, the trustees reviewed the guidance on public benefit issued by the Charity Commission at the trustees' meetings and ensured that all our charitable activities are undertaken to further our charitable purposes for the public benefit.
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Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	Our volunteer base has more than doubled this year, growing from 40 to 87 dedicated individuals. Under the leadership of Trustee Jenny Eldridge, this engaged team has provided invaluable support across our calendar of events, significantly contributing to both our fundraising efforts and public awareness initiatives. Their commitment has been instrumental in expanding our community reach and advancing our mission.
Other		

Achievements and Performance

	SORP refere nce	
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Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	Charter Project: Building a Dementia-Inclusive Community Our Dementia Inclusive Charter remains at the heart of our mission to transform Eastbourne into a dementia-friendly community. We recognize that creating meaningful change requires strong partnerships with local businesses and organisations. When partners sign our Charter, they make a powerful commitment to enhancing the lives of people living with Dementia. This commitment includes raising awareness, creating welcoming environments, and ensuring their services and spaces are accessible to all – enabling people with dementia to participate confidently in community life. The Sussex Community Fund's generous grant continues to support our work by funding a dedicated charity coordinator, who drives both our daily operations and the advancement of the Charter initiative. In the past year, we hosted two successful Charter networking events. The first took place at St Wilfrid's Hospital in November 2023, followed by a second gathering at the Lansdowne Hotel in March 2024. These events serve as valuable platforms for Charter members to connect, share experiences, and deepen their understanding of dementia. A highlight was the participation of speakers from SEA DEEP, our peer-to-peer dementia support group, who shared powerful insights about living with dementia and the challenges faced both locally and more broadly. While we're proud that our Charter membership includes nineteen organizations, including many key local dementia service providers, we recognize the need for growth. Our current focus is on evaluating and refreshing our approach to engage a wider spectrum of businesses and organizations throughout the Eastbourne area, as we've noticed a plateau in new membership numbers. Supporting SEA DEEP: Empowering Voices in Our Community Our ongoing partnership with SEA DEEP (continues to strengthen, supporting this vital peer group that provides friendship, guidance, education, and understanding to its members. SEA DEEP's members powerfully demonstrate that living with dementia does not diminish their identity or value – they remain vital community members with significant contributions to make and full lives to lead. We're pleased to report growing membership numbers for SEA DEEP, supported by our ongoing promotional efforts across social media, information leaflets, and community outreach events. The EDAA provides practical support through funding for promotional materials and meeting refreshments, ensuring the group can continue its important work. SEA DEEP members have emerged as influential advocates for dementia awareness, offering their invaluable lived experience to help organizations become more inclusive. Their expertise includes conducting accessibility audits of public buildings, spaces, and services, providing practical recommendations to improve dementia inclusivity. We actively encourage our Charter partners and other
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		organisations to tap into this wealth of experience when developing their services and events. The lived experiences and insights of people with dementia remain central to our mission. SEA DEEP has identified key priorities for making Eastbourne more dementia-inclusive, and these priorities continue to guide our decision-making and strategic planning. This approach ensures our work remains grounded in the real needs and experiences of those living with dementia in our community.
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	Digital Presence and Community Engagement Our digital outreach continues to expand through our partnership with Ditzzy Media, who manage our social media presence with professional expertise. This strategic investment reflects our commitment to reaching and supporting our community through modern communication channels. By leveraging multiple social media platforms, we've successfully created a robust digital network that keeps people affected by dementia informed about local services and events. We continue to have a strong social media presence across all platforms: • Facebook: 400 followers + • Instagram: 300 followers + • X (formerly Twitter): 250 followers + • LinkedIn: 80 professional connections This growing digital footprint enables us to share timely information about dementia services, promote local events, and build a stronger, more connected community for those affected by dementia. Through these channels, we're able to extend our reach beyond traditional methods, ensuring that vital information and support resources are accessible to everyone who needs them. Signposting: Guiding People to Essential Support Services We've significantly expanded our signposting capabilities, serving as a vital bridge between people affected by Dementia and the local organisations offering support services. Understanding that navigating post-diagnosis support can be overwhelming, we've developed a comprehensive approach to make this journey more manageable through multiple channels: our website, social media platforms, information booklet, and community information stands. Our information booklet serves as a crucial resource, providing clear guidance for those recently diagnosed and their families. It includes comprehensive contact details for support organisations and practical steps for accessing help. To ensure this valuable information reaches those who need it most, we've established an extensive community outreach program through strategically placed information stands. Through our expanded volunteer network, we've successfully maintained a regular presence at key locations throughout Eastbourne, including: • Healthcare facilities: Princess Park Health Centre • Supermarkets: Morrisons, Asda and Tesco's • Shopping centres: The Beacon and Langney Shopping Centre • Business hubs: Enterprise Centre • Banking locations: Lloyds Bank and HSBC These locations were carefully selected based on high foot traffic and their likelihood of being visited by people living with dementia and
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		their families. This targeted approach ensures our resources reach those who can benefit most from our support and guidance. Partnership Working: Strengthening Community Impact Our commitment to collaborative partnerships remains fundamental to maximising our impact on the lives of people living with dementia in Eastbourne. Throughout the year, we've strengthened existing relationships and forged new connections across our community. Our active participation in key forums, including the Eastbourne Access Group and St Wilfrid's Hospice Community Links, ensures that the voices of people living with dementia are heard and represented. Trustee Jenny Eldridge has significantly expanded our reach by delivering presentations at the Soroptimists, Duke Bernard Court, and Eastbourne Seniors Forum, while also attending eight business networking events to explore new collaborative opportunities. Our ongoing partnership with DISC enables us to offer specialised Dementia Awareness Sessions for our Charter Partners. We achieved a significant milestone in being selected as one of the partner charities for the Airbourne – Eastbourne International Air Festival in August. This prestigious event, attracting hundreds of thousands of visitors, provided an exceptional platform for both fundraising and raising awareness of Dementia support in our community. In November, we joined forces with the Happy Place Choir, a vibrant community choir from Old Town Eastbourne, for a successful fundraising event at the Beacon Shopping Centre. This collaboration exemplifies how local partnerships can create meaningful community engagement while supporting our cause. A highlight of our partnership activities was collaborating with Eastbourne Dementia Club for the Arlington Bluebell Walk charity day due to take place in May 2024. This significant event will demonstrate the power of partnership working, as we have decided to pool our volunteer resources to successfully manage refreshments and event operations. The success of this venture will potentially open doors for future large-scale event participation. These partnerships demonstrate our commitment to working collaboratively across Eastbourne, combining resources and expertise to better serve our community and enhance the lives of those affected by dementia.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	Financial Overview 2023-24 As of March 2024, the Eastbourne Dementia Action Alliance maintained a healthy financial position with a credit balance of £17,147. Our financial performance this year reflects both our successful fundraising efforts and prudent management of resources. Income and Donations The majority of our income for the 2023-24 financial year came from donations, totalling £11,651, demonstrating continued strong community support for our mission. Expenditure Our operational expenses saw a significant reduction compared to the previous year, primarily due to lower administrative costs of £2,189. This reduction was largely attributable to our coordinator position remaining vacant for most of the year. Grant Management Of particular note was our management of the Sussex Community Fund grant received in March 2023. Due to the temporary vacancy in our coordinator position, £5,811 of this ring-fenced funding remained unused at year-end. We are grateful to the Sussex Community Fund for their flexibility in authorizing the rollover of these funds into the 2024-25 accounting period, ensuring we can maximize the impact of this valuable support. This financial position provides a strong foundation for our planned activities and continued service to the community in the coming year.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The EDAA aims to maintain a financial reserve equivalent to six months of operating costs, ensuring operational continuity in the event of unexpected fundraising constraints. This prudent policy was developed following our experiences during the COVID-19 pandemic, which highlighted the importance of maintaining

		robust financial reserves. Currently, the EDAA relies primarily on donations to meet its operational expenses, as we do not have dedicated personnel for grant application processes.
Amount of reserves held	Para 1.22	£11,336 (cash on hand at bank – ring fenced grant funding).
Reasons for holding zero reserves	Para 1.22	
Details of fund materially in deficit	Para 1.24	None
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	None, we ring fence grant funding for projects and aim to hold 6 months of operational reserves on account. The charity has very little fixed costs and is run by volunteers. Most of our costs can be terminated at short notice and we can quickly scale back activities if there was any concern about the charity continuing as a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Grants. Donations at funerals. Donations from the general-public at our information events. Funds raised from Charity of the Year nominations. Funds raised by sponsorship.
Investment policy and objectives including any social investment policy adopted	Para 1.46	We do not have spare funds for investments. If we did, they would be ethical.
A description of the principal risks facing the charity	Para 1.46	Currently none
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (CIO) - Association
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are either elected by the members of the CIO at a general meeting or appointed by the trustees.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Eastbourne Dementia Action Alliance
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Other name the charity uses	EDAA
Registered charity number	1177692
Charity's principal address	C/O Home Instead Senior Care, Unit E, Dittons Business Park, Dittons Road Polegate, East Sussex BN26 6HY

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Ian Cottrell	Chair		
2	Stephen Lloyd	Secretary		
3	Jenny Eldridge	Treasurer & Volunteer Coordinator		
4	Eddie Wood			
5				
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Corporate trustees – names of the directors at the date the report was approved

Director name		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity’s objects	
Details of arrangements for safe custody and segregation of such assets from the charity’s own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

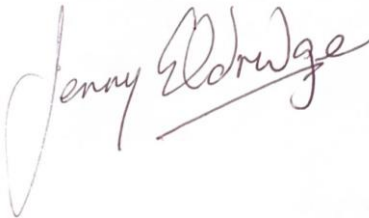
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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

	
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Full name(s)

Ian Greg Cottrell	Jenny Theodora Eldridge
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Position (eg
Secretary, Chair, etc)

Chair & Trustee	Treasurer, Volunteer Coordinator and Trustee
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Date

16th January 2025

Eastbourne Dementia Action Alliance

Company number: CE013629

Eastbourne Dementia Action Alliance
Income and Expenditure Accounts
For the year ended 31st March 2024
Charity Registration No: 1177692

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Eastbourne Dementia Action Alliance

Trustees and other information

Trustees	Mr Ian Cottrell Ms Jenny Eldridge Mr Stephen Lloyd Mr Edward Wood
Company Number	CE013629
Business address	C/O Home Instead Senior Care, Unit E Dittons Business Park Polegate East Sussex BN26 6HY
Independent Examiner	Roger Steadman CIRAS Accounting Ltd 1 Stone Cross Farm Industrial Estate Laughton East Sussex BN8 6BN
Bankers	Lloyds Bank 1 Legg Street Chelmsford Essex CM1 1JS

Eastbourne Dementia Action Alliance

Trustees report Year ended 31st March 2024

The trustees present their report and the unaudited financial statements of the company for the year ended 31st March 2024.

Trustees

The trustees who served the charity during the year were as follows:

Mr Ian Cottrell
Ms Jenny Eldridge
Mr Stephen Lloyd
Mr Edward Wood

The accounts have been prepared in accordance with the accounting policies which comply with the Charities Act 1993 and the Statement of Recommended Practice issued in March 2005.

This report was approved by the board of trustees on 20th December 2024 and signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Statement of comprehensive income
Year ended 31st March 2024**

	Note	2024 £	2023 £
Income		11,651	22,197
Expenses		5,438	14,060
Net income (expenditure) for the year		<u>6,213</u>	<u>8,137</u>

Eastbourne Dementia Action Alliance

Statement of financial position 31st March 2024

	Note	2024 £	£	2023 £	£
Current assets					
Cash at bank and in hand		17,647		11,434	
		<u>17,647</u>		<u>11,434</u>	
Creditors: amounts falling due within one year		500		500	
		<u>500</u>		<u>500</u>	
Net current assets			17,147		10,934
Total assets less current liabilities			<u>17,147</u>		<u>10,934</u>
Net assets			<u>17,147</u>		<u>10,934</u>
Unrestricted funds			<u>17,147</u>		<u>10,934</u>

These financial statements were approved by the board of trustees and authorised for issue on 20th December 2024, and are signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2024**

1. Changes in funds

At 1 April 2022	2,797	8,282
(Loss)/profit for the year	8,134	(5,485)
Total comprehensive income for the year	<u>10,934</u>	<u>2,797</u>
At 31 March 2022 and 1 April 2023	<u>10,934</u>	<u>2,797</u>
(Loss)/profit for the year	6,213	8,137
Total comprehensive income for the year	<u>17,147</u>	<u>10,934</u>
At 31 March 2024	<u>17,147</u>	<u>10,934</u>

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2024**

2. Accounting policies

Basis of preparation.

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting for Charities", issued in March 2005 and the Charities Act 2011.

Eastbourne Dementia Action Alliance
Detailed income and expenditure statement
Year ended 31st March 2024

	2024	2023
	£	£
Income		
Grants	290	12,500
Donations	11,241	9,697
Interest	120	-
	<u>11,651</u>	<u>22,197</u>
Expenditure		
Administration	2,189	9,470
Training	-	80
Insurance	471	551
Marketing	2,423	3,959
Travel	31	
Accountancy fees	-	-
General expenses	324	-
	<u>5,438</u>	<u>14,060</u>
Net income (expenditure) for the year	<u>6,213</u>	<u>8,137</u>

I report on the accounts of the charity for the year ended 31st March 2024, which are set out on pages 5 to 7.

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- (i) Examine the accounts under section 145 of the 2011 Act.
- (ii) To follow the procedures laid down in the general Directions given by the Charity Commission under section
- (iii) To state whether particular matters have come to my attention.

Basis of Independent Examiner's Report

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

Independent Examiner's Statement

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect:

- (i) The accounting records were not kept in accordance with section 130 of the 2011 Act; or
- (ii) The accounts did not accord with the accounting records
- (iii) The accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

Roger Steadman
CIRAS Accounting Ltd
Unit 1
Stone Cross Industrial Park
Lewes Road
Laughton
East Sussex
BN8 6BN
20th December 2024

Accounts



**CHARITY COMMISSION
FOR ENGLAND AND WALES**

Trustees' Annual Report for the period

From: 1/4/2022 Period start date To: 31/03/2023 Period end date

Charity name: Eastbourne Dementia Action Alliance

Charity registration number: 1177692

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The relief of need and the promotion and protection of good health among people living with Dementia, their families and carers, by undertaking initiatives to help to make Eastbourne and the surrounding areas a dementia inclusive and friendly community, in particular but not exclusively, by listening and responding to the lived experiences of people living with dementia and through the provision of information, workshops and awareness sessions that are designed to ensure that people affected by dementia feel understood and included and can confidently contribute to community life; by working in partnership with other organisations in East Sussex and across the UK on projects which aim to improve the capacity of communities to support people living with Dementia.

Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The main activities of the charter in relation to our purposes for the public benefit were as follows: 1) Held our first Dementia Inclusive Charter Networking event in May 2022 which promoted the charter and enabled partners to come together and share best practice. 2) Increased the number of charter partners and established a calendar of regular charter networking events. 3) Continued to work with members of SEA DEEP to support them to grow their membership numbers and help achieve their key priorities to make Eastbourne more Dementia Inclusive. 4) Encouraged Charter Partners to engage with SEA DEEP for advice on how to make their events, activities, and services Dementia inclusive. 5) Supported SEA DEEP to input into the Adult Social Care strategy for East Sussex and complete an Audit of the train services operating out of Eastbourne train station for Southern Rail. 6) Attended and arranged numerous events within the town with our 'information stand' where we were able to signpost people to Dementia services and distribute information, including our EDAA information booklet with details of the different support services and initiatives that are available locally. 7) Continued to employ a social media company to increase our reach across social media platforms such as Facebook, LinkedIn, Twitter, and Instagram. Sharing information on the charity and signposting to other services that provide support for people living with Dementia in the local area. 8) Continued to work in partnership with other organisation's on initiatives of common cause and participated in various forums such as the Eastbourne Access Group, the Eastbourne Disability Involvement Group and the East Sussex County Council Adult Social Care Disability Rights and Reference Group.
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		9) Met with East Sussex County Council Commissioner Nigel Blake-Hussey to discuss the absence of an Admiral Nurses service for the local area. 10) Worked collaboratively with a CIC 'DISC' to provide Dementia Awareness training sessions for our Charter Partners.
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Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	In planning activities for the year, the trustees reviewed the guidance on public benefit issued by the Charity Commission at the trustees' meetings and ensured that all our charitable activities are undertaken to further our charitable purposes for the public benefit.
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Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	We have a very engaged and committed pool of forty volunteers managed by our Trustee Jenny Eldridge that have done a tremendous job of supporting us at various events throughout the year, helping to raise money and distribute information.
Other		

Achievements and Performance

	SORP refere nce	
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Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<u>Charter project – taking the charter forward.</u> We continued to promote our Dementia inclusive charter. We realise that the only way that we can help make Eastbourne Dementia Inclusive is by working collaboratively with businesses and organisations in the local area. By signing up to the Charter organisations demonstrate their dedication to improving the lives of people living with Dementia. They pledge to spread awareness and create environments that are welcoming, accessible, and understanding, ensuring that people living with dementia can engage in activities and access services and participate in their communities with greater ease and confidence. We continue to make good use of the Grant funding generously provided by the Sussex Community Fund to contract a charity coordinator to help us run the charity and push forward the charter project. In May 2022 we held our first charter networking event at the Lansdowne hotel which was phenomenally successful and provided the impetus for more organisations to sign up to the charter. We therefore held a further networking event in March 2023 at Morrisons supermarket Hampden Park by which time we had expanded the charter membership to nineteen organisations, which included many of the key organisations that provide dementia support and services in the local area. Our aim was then to schedule in these networking events going forward at 4 monthly intervals giving charter members the ability to engage with the charity and connect and collaborate with other Dementia friendly organisations in the local community. In September 2022 we reviewed the pledges for new or renewing charter members to ensure that there was more of a measurable commitment to being Dementia Friendly and Inclusive. Commitments included initiatives such as scheduling in Dementia Awareness training for their staff, participating in EDAA networking and engagement events and promoting the Dementia Inclusive community charter to other organisations in the local area. <u>SEA DEEP</u> The EDAA continued to collaborate with the members of SEA DEEP which is a peer support group providing its members with friendship, guidance, education and understanding. The members want to show people that, although they are living with Dementia, they are still individuals, key members of the community, with a lot to offer and live for despite their diagnosis and difficulties. The membership numbers of SEA DEEP had reduced to five coming out of COVID and a key focus was on helping them to publicise the group and increase their numbers. The EDAA made available funds to print five hundred flyers which were distributed to various community groups, and by the end of March 2023 the membership of the group had increased to thirteen. Some members of SEA DEEP are keen to use their lived experience to help raise awareness of Dementia Issues and the EDAA actively encouraged Charter partners and other organisations to seek their
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		advice in how they can make their events or services more inclusive. In December 2022 we supported SEA DEEP to hold a workshop with Adult Social Care to input into the East Sussex Dementia Strategy. SEA DEEP also considered the proposals for phase 2b of the Eastbourne Town Centre development and responded to the consultation on the development undertaken by East Sussex County Council. SEA DEEP are willing to conduct audits of public buildings, spaces, and services for the purpose of assessing their accessibility for people living with Dementia. In May 2022 they conducted an audit of the services operating out of Eastbourne train station for Southern Rail. It is a key objective of the EDAA that we continue to listen and respond to the lived experiences of people living with Dementia in the Eastbourne area and we continue to use the key priorities (that the SEA DEEP group have identified as key to making Eastbourne more Dementia Inclusive) to direct our decision-making process.
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	<u>Website and social media</u> We continued to employ a professional social media company 'Ditzzy Media' to look after our social media pages. In this digital age, social media platforms have become powerful tools for organisations to connect with their audiences and disseminate information. Through platforms such as Facebook, Twitter, and Instagram the EDAA aims to keep individuals impacted by Dementia informed about the services and events in the local area. We made a lot of progress in building our presence and at the end of March 2023 we had more than 450 Facebook followers, 250 Instagram followers and 300 'X' (formerly twitter) followers. <u>Signposting</u> One of our primary objectives is to signpost, connecting people living with dementia and their families to the array of local organisations that provide support and services. We understand that navigating the complexities of the support available to people pre and post diagnosis can be overwhelming for people affected by Dementia. The EDAA is playing a crucial role in simplifying the process by providing a central hub for signposting, through our website, social media presence, our Information booklet and information stands. Our information booklet compiles essential contact information and details about the organisations that provide support to people living with Dementia and provides clear guidance on first steps following diagnosis. As part of our commitment to distribute the information booklet to as many people living with and affected by Dementia as possible, we held information stalls at various events, where we were able to distribute the Information booklet and signpost members of the public to organisations and services. We held information stands in the main Eastbourne and Langney Shopping Centre's, in Morrisons Supermarket, HSBC Bank and St Wilfrid's Hospice. Grant funding was secured from McCarthy Stone to print and distribute copies of our Information Booklet during events held during Dementia Action Week in May 2023. <u>Partnership Working</u> The EDAA passionately believe in the strength of collaboration and partnership working. By working closely with other organisations and services, we are able to collectively have a greater impact on the lives of people living with Dementia in the local area. We were therefore delighted to be able to continue to work in partnership with other organisations on initiatives of common cause. We have invited organisations such as DISC, 3VA, The DOT collective and the new Dementia Service at Stone Cross surgery to attend EDAA meetings and discuss ways of partnership working. We continued to send representatives to various forums to ensure that the views of people living with Dementia are represented, such as the local NHS Dementia steering group, Eastbourne Access Group, and the Disability Rights Reference Group. We continue to work collaboratively with another charity called DISC to provide Dementia Awareness Sessions for our Charter Partners. We also met with the senior NHS commissioner for Sussex,
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		Nigel Blake-Hussey to discuss the disappointing closure of the Admiral Nurse Service at the Victoria Medical Centre and the subsequent absence of an Admiral Nurses service for the local area. We were also very fortunate to have been named as charity of the year by Beachwood Grove Care Home and Harte Reade Solicitors, giving us the opportunity to benefit from the fundraising activities of their staff and clients as well as providing an opportunity to spread awareness of the EDAA and Dementia within their organisations.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The charity was £8137 in credit at the end of March 2023. £8000 of this was received on the 30 th of March 2023 as grant funding from Sussex Community Fund which was ring fenced for the financial year 2023/24.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	The COVID pandemic has been a reminder of the need for reserves for unforeseen circumstances. During the COVID period our ability to fundraise was severely restricted and therefore this significantly curtailed our ability to operate. Going forward it is the policy of the charity to hold six months of operating costs on reserve to enable us to continue to function if in the future our ability to fundraise is restricted due to unforeseen circumstances. This has not been possible during the financial year 2022/ 2023 but is a key target for the coming financial year.
Amount of reserves held	Para 1.22	£137
Reasons for holding zero reserves	Para 1.22	
Details of fund materially in deficit	Para 1.24	None
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	None, we ring fence grant funding for projects and outside of that the charity has very little fixed costs and is run by volunteers. Most of our costs can be terminated at short notice if there was any concern about the charity continuing as a going concern.

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Grants, donations at funerals, donations from the general-public at our information events. Funds raised from Charity of the Year nominations, Funds raised by sponsorship, e.g., Wing Walking and Jet Skiing,
Investment policy and objectives including any social investment policy adopted	Para 1.46	We do not have spare funds for investments. If we did, they would be ethical.

A description of the principal risks facing the charity	Para 1.46	Currently none
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (CIO) - Association
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are either elected by the members of the CIO at a general meeting or appointed by the trustees.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Eastbourne Dementia Action Alliance
--------------	-------------------------------------

Other name the charity uses	EDAA
Registered charity number	1177692
Charity's principal address	C/O Home Instead Senior Care, Unit E, Dittons Business Park, Dittons Road Polegate, East Sussex BN26 6HY

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Ian Cottrell	Chair		
2	Stephen Lloyd	Secretary		
3	Jenny Eldridge	Treasurer & Volunteer Coordinator		
4	Eddie Wood		Appointed 23 rd of March 2023	
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Corporate trustees – names of the directors at the date the report was approved

Director name		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity’s objects	
Details of arrangements for safe custody and segregation of such assets from the charity’s own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

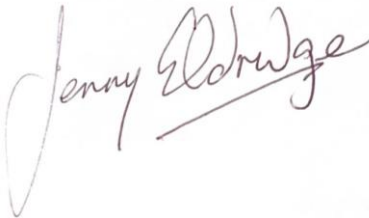
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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

	
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Full name(s)

Ian Greg Cottrell

Jenny Theodora Eldridge

Position (eg
Secretary, Chair, etc)

Chair & Trustee

Treasurer, Volunteer
Coordinator and Trustee

Date

10th January 2024

Eastbourne Dementia Action Alliance

Company number: CE013629

Eastbourne Dementia Action Alliance

Income and Expenditure Accounts

For the year ended 31st March 2023

Charity Registration No: 1177692

Eastbourne Dementia Action Alliance

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Eastbourne Dementia Action Alliance

Trustees and other information

Trustees	Mr Ian Cottrell Ms Jenny Eldridge Mr Stephen Lloyd
Company Number	CE013629
Business address	C/O Home Instead Senior Care, Unit E Dittons Business Park Polegate East Sussex BN26 6HY
Independent Examiner	Roger Steadman CIRAS Accounting Ltd 1 Stone Cross Farm Industrial Estate Laughton East Sussex BN8 6BN
Bankers	Lloyds Bank 1 Legg Street Chelmsford Essex CM1 1JS

Eastbourne Dementia Action Alliance

Trustees report Year ended 31st March 2023

The trustees present their report and the unaudited financial statements of the company for the year ended 31st March 2023.

Trustees

The trustees who served the charity during the year were as follows:

Mr Ian Cottrell
Ms Jenny Eldridge
Mr Stephen Lloyd

The accounts have been prepared in accordance with the accounting policies which comply with the Charities Act 1993 and the Statement of Recommended Practice issued in March 2005.

This report was approved by the board of trustees on 11th January 2024 and signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Statement of comprehensive income
Year ended 31st March 2023**

	Note	2023 £	2022 £
Income		22,197	3,983
Expenses		14,060	9,468
Net income (expenditure) for the year		<u>8,137</u>	<u>(5,485)</u>

Eastbourne Dementia Action Alliance

Statement of financial position 31st March 2023

	Note	2023 £	£	2022 £	£
Current assets					
Cash at bank and in hand		11,434		3,297	
		<u>11,434</u>		<u>3,297</u>	
Creditors: amounts falling due within one year		500		500	
		<u>500</u>		<u>500</u>	
Net current assets			10,934		2,797
Total assets less current liabilities			<u>10,934</u>		<u>2,797</u>
Net assets			<u>10,934</u>		<u>2,797</u>
Unrestricted funds			<u>10,934</u>		<u>2,797</u>

These financial statements were approved by the board of trustees and authorised for issue on 11th January 2024 , and are signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2023**

1. Changes in funds

At 1 April 2021	8,282	9,429
(Loss)/profit for the year	(5,485)	(1,197)
Total comprehensive income for the year	<u>2,797</u>	<u>8,282</u>
At 31 March 2022 and 1 April 2022	<u>2,797</u>	<u>8,282</u>
(Loss)/profit for the year	8,137	(5,485)
Total comprehensive income for the year	<u>10,934</u>	<u>(5,485)</u>
At 31 March 2023	<u><u>10,934</u></u>	<u><u>2,787</u></u>

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2023**

2. Accounting policies

Basis of preparation.

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting for Charities", issued in March 2005 and the Charities Act 2011.

Eastbourne Dementia Action Alliance
Detailed income and expenditure statement
Year ended 31st March 2023

	2023	2022
	£	£
Income		
Grants	12,500	1,983
Donations	9,697	2,000
	<u>22,197</u>	<u>3,983</u>
Expenditure		
Administration	9,470	5,798
Training	80	-
Insurance	551	552
Marketing	3,959	2,806
Motor expenses	-	-
Accountancy fees	-	150
General expenses	-	162
	<u>14,060</u>	<u>9,468</u>
Net income (expenditure) for the year	<u>8,137</u>	<u>(5,485)</u>

I report on the accounts of the charity for the year ended 31st March 2023, which are set out on pages 5 to 7.

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- (i) Examine the accounts under section 145 of the 2011 Act.
- (ii) To follow the procedures laid down in the general Directions given by the Charity Commission under section
- (iii) To state whether particular matters have come to my attention.

Basis of Independent Examiner's Report

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

Independent Examiner's Statement

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect:

- (i) The accounting records were not kept in accordance with section 130 of the 2011 Act; or
- (ii) The accounts did not accord with the accounting records
- (iii) The accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

Roger Steadman
CIRAS Accounting Ltd
Unit 1
Stone Cross Industrial Park
Lewes Road
Laughton
East Sussex
BN8 6BN
11th January 2024

Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From: 1/4/2021 Period start date To: 31/03/2022 Period end date

Charity name: Eastbourne Dementia Action Alliance

Charity registration number: 1177692

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	The relief of need and the promotion and protection of good health among people living with Dementia, their families and carers, by undertaking initiatives to help to make Eastbourne and the surrounding areas a dementia inclusive and friendly community, in particular but not exclusively, by listening and responding to the lived experiences of people living with dementia and through the provision of information, workshops and awareness sessions that are designed to ensure that people affected by dementia feel understood and included and can confidently contribute to community life; by working in partnership with other organisations in East Sussex and across the UK on projects which aim to improve the capacity of communities to support people living with Dementia.

Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	The main activities of the charter in relation to our purposes for the public benefit were as follows: 1) Officially launched our Dementia Inclusive charter project (with the support of grant funding from the Sussex Community Foundation) and promoted it to key organisations that provide services to people living with Dementia in the Eastbourne area. 2) Worked towards holding our Dementia Inclusive Charter Launch event due to be held in May 2022 which would promote the charter and enable partners to come together and share best practice. 3) Continued to work with members of Sea DEEP to help achieve their key priorities to make Eastbourne more Dementia Inclusive. 4) Encouraged Charter Partners to engage with SEA DEEP for advice on how to make their events, activities, and services Dementia inclusive. 5) Attended events within the town with our 'information stand' to signpost people to Dementia services and distribute information, including our EDAA information booklet with details of the different support services and initiatives that are available locally. 6) Continued to employ a social media company to increase our reach across social media platforms such as Facebook, LinkedIn, Twitter, and Instagram. Sharing information on the charity and signposting to other services that provide support for people living with Dementia in the local area. 7) Continued to work in partnership with other organisations on initiatives of common cause and participated in various forums such as local NHS Dementia steering group, Eastbourne Access Group and the Disability Rights Reference Group. 8) Supported and promoted various initiatives that help people living with Dementia such as the Admiral Nurse Service at the Victoria Medical Centre. 9) Worked collaboratively with a CIC 'DISC' to provide Dementia Awareness training sessions for our Charter Partners.
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Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	In planning activities for the year, the trustees reviewed the guidance on public benefit issued by the Charity Commission at the trustee's meetings and ensured that all our charitable activities are undertaken to further our charitable purposes for the public benefit.
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Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	
Policy on social investment including program related investment	Para 1.38	
Contribution made by volunteers	Para 1.38	
Other		

Achievements and Performance

	SOR P refere nce	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<u>Charter project</u> Our main objective during this period was to promote our Dementia inclusive charter which we officially launched in December of 2021. We realise that the only way that we can help make Eastbourne Dementia Inclusive is by working collaboratively with businesses and organisations in the local area. Organisations and Businesses that sign up to the charter will commit to working with the EDAA to make Eastbourne a Dementia friendly and inclusive community We were delighted to have already signed up several fantastic local organisations in advance of the launch date and as of March 2022 we had 15 charter partners. COVID had prevented us from holding a formal launch event for the Charter, however with the lifting of lockdown restrictions we were pleased to be able to secure a date and venue to hold it in May 2022. A lot of our focus in the early part of 2022 was on planning for this event and encouraging as many key organisations and individuals to attend. It was hoped that the launch event would give us some additional publicity and provide charter partners with an opportunity to engage with the charity and come together to share information and best practice. <u>SEA DEEP</u> The EDAA continued to work with the members of SEA DEEP which is a peer support group providing its members with friendship, guidance, education and understanding. The members want to show people that, although they are living with Dementia, they are still individuals, important members of the community, with a lot to offer and live for despite their diagnosis and difficulties. The members of SEA DEEP were pleased to be able to get back to meeting in person following the lifting of COVID restrictions. They were also keen to use their lived experience to help raise awareness of Dementia Issues and the EDAA actively encouraged Charter partners and other organisations to seek their advice in how they can make their events or services more inclusive. We were also working on plans for SEA DEEP to carry out audits of public buildings, spaces and services for the purpose of assessing their accessibility for people living with Dementia. It is a key objective of the EDAA that we continue to listen and respond to the lived experiences of people living with Dementia in the Eastbourne area and we continue to use the key priorities (that the SEA DEEP group have identified as key to making Eastbourne more Dementia Inclusive) to direct our decision-making process.

Website and Social Media

We continued to employ a professional social media company 'Ditzzy Media' to look after our social media pages. Our focus in 2020 – 2021 was primarily on Facebook and the strategy for 2021-2022 was to increase our presence across social media platforms. We were pleased with the progress; and at the end of March 2022, we had 195 twitter followers, 54 LinkedIn followers and 246 Instagram followers.

A key objective of the EDAA is to signpost people to organisations in the local area that provide services and support to people living with Dementia. Our digital presence continues to be an important part of this strategy and enables us to keep people up to date with the activities of the charity as well as information on the services and support available to people living with Dementia within the Eastbourne area.

Signposting

The lifting of lockdown restrictions enabled us to get out and about in the town again. We were able to set up our information stall at various events, offer advice, and distribute our information booklet with details of the different support services and initiatives that are available locally.

We have held information stands in the main Eastbourne Shopping Centre and were particularly pleased to be able to participate in the Purple Tuesday event on the 2nd of November when EDAA Trustee Jenny Eldridge and some of our wonderful volunteers joined other disability groups to help raise awareness of the economic importance of the spending power (the Purple Pound) of people with hidden and physical disabilities.

Partnership Working

We were able to continue to work in partnership with other organisations on initiatives of common cause.

We have invited organisations such as DISC, the Alzheimer's Society, and the East Sussex Healthcare NHS Trust to speak at our meetings and have supported and promoted initiatives such as the Alzheimer's Society 'Time for Dementia' project and the Admiral Nurse Clinic at the Victoria Medical Centre.

We continued to send representatives to various forums to ensure that the views of people living with Dementia are represented such as the local NHS Dementia steering group, Eastbourne Access Group, and the Disability Rights Reference Group.

We are also working collaboratively with another charity called DISC to provide Dementia Awareness Sessions for our Charter Partners.

Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	
Performance of fundraising activities against objectives set	Para 1.41	
Investment performance against objectives	Para 1.41	
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	The effects of the pandemic are still with us and our funds are dramatically down. Some of our venues, where we fund raise, have been cut off or curtailed.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	During the year there were insufficient funds to contemplate investments.
Amount of reserves held	Para 1.22	Zero
Reasons for holding zero reserves	Para 1.22	Because our funds are still being negatively affected by Covid-19.
Details of fund materially in deficit	Para 1.24	
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	Grants, donations at funerals, donations from the general public at our information events. Funds raised by sponsorship, e.g. abseil.
Investment policy and objectives including any social investment policy adopted	Para 1.46	We do not have spare funds for investments. If we did, they would be ethical.
A description of the principal risks facing the charity	Para 1.46	
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation (CIO) - Association
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	Trustees are either elected by the members of the CIO at a general meeting or appointed by the trustees.

Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	
The charity's organisational structure and any wider network with which the charity works	Para 1.51	
Relationship with any related parties	Para 1.51	
Other		

Reference and Administrative details

Charity name	Eastbourne Dementia Action Alliance
Other name the charity uses	EDAA
Registered charity number	1177692

Charity's principal address	C/O Home Instead Senior Care, Unit E, Dittons Business Park, Dittons Road Polegate, East Sussex BN26 6HY

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Ian Cottrell	Secretary		
2	Stephen Lloyd			
3	Jenny Eldridge	Treasurer & Volunteer Coordinator	Treasurer from 9/4/21 - 31/3/22	
4	Frederick Smith		01/04/21 – 13/01/22	
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Corporate trustees – names of the directors at the date the report was approved

Director name		

Name of trustees holding title to property belonging to the charity

[illegible]

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
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Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

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Other optional information

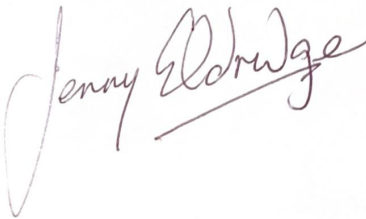
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Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

	
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Full name(s)

Ian Greg Cottrell

Jennifer Theodora Eldridge

Position (eg
Secretary, Chair, etc)

Secretary & Trustee

Treasurer, Volunteer
Coordinator and Trustee

Date

28th December 2022

Eastbourne Dementia Action Alliance

Company number: CE013629

Eastbourne Dementia Action Alliance

Income and Expenditure Accounts

For the year ended 31st March 2022

Charity Registration No: 1177692

Eastbourne Dementia Action Alliance

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Eastbourne Dementia Action Alliance

Trustees and other information

Trustees	Mr Ian Cottrell Mr Frederick Smith Ms Jenny Eldridge Mr Stephen Lloyd
Company Number	CE013629
Business address	C/O Home Instead Senior Care, Unit E Dittons Business Park Polegate East Sussex BN26 6HY
Independent Examiner	Roger Steadman CIRAS Accounting Ltd 1 Stone Cross Farm Industrial Estate Laughton East Sussex BN8 6BN
Bankers	Lloyds Bank 1 Legg Street Chelmsford Essex CM1 1JS

Eastbourne Dementia Action Alliance

Trustees report Year ended 31st March 2022

The trustees present their report and the unaudited financial statements of the company for the year ended 31st March 2022.

Trustees

The trustees who served the charity during the year were as follows:

Mr Ian Cottrell
Mr Frederick Smith
Ms Jenny Eldridge
Mr Stephen Lloyd

The accounts have been prepared in accordance with the accounting policies which comply with the Charities Act 1993 and the Statement of Recommended Practice issued in March 2005.

This report was approved by the board of trustees on 15th November 2022 and signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Statement of comprehensive income
Year ended 31st March 2022**

	Note	2022 £	2021 £
Income		3,983	8,131
Expenses		9,468	9,328
Net income (expenditure) for the year		<u>(5,485)</u>	<u>(1,197)</u>

Eastbourne Dementia Action Alliance

**Statement of financial position
31st March 2022**

	Note	2021 £	£	2020 £	£
Current assets					
Cash at bank and in hand		3,297		8,782	
		<u>3,297</u>		<u>8,782</u>	
Creditors: amounts falling due within one year		500		500	
		<u>500</u>		<u>500</u>	
Net current assets			2,797		8,282
Total assets less current liabilities			<u>2,797</u>		<u>8,282</u>
Net assets			<u>2,797</u>		<u>8,282</u>
Unrestricted funds			<u>2,797</u>		<u>8,282</u>

These financial statements were approved by the board of trustees and authorised for issue on 15th November 2022, and are signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2022**

1. Changes in funds

At 1 April 2020	9,429	9,429
(Loss)/profit for the year	(1,197)	(1,197)
Total comprehensive income for the year	<u>8,282</u>	<u>8,282</u>
At 31 March 2021 and 1 April 2021	<u>8,282</u>	<u>8,282</u>
(Loss)/profit for the year	(5,485)	(5,485)
Total comprehensive income for the year	<u>(5,485)</u>	<u>(5,485)</u>
At 31 March 2022	<u><u>2,787</u></u>	<u><u>2,787</u></u>

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2022**

2. Accounting policies

Basis of preparation.

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting for Charities", issued in March 2005 and the Charities Act 2011.

Eastbourne Dementia Action Alliance
Detailed income and expenditure statement
Year ended 31st March 2022

	2022	2021
	£	£
Income		
Grants	1,983	7,114
Donations	2,000	1,017
	<u>3,983</u>	<u>8,131</u>
Expenditure		
Administration	5,798	6,839
Training	-	36
Insurance	552	523
Marketing	2,806	1380
Motor expenses	-	30
Accountancy fees	150	300
General expenses	162	220
	<u>9,468</u>	<u>9,328</u>
Net income (expenditure) for the year	<u>(5,485)</u>	<u>(1,197)</u>

**Eastbourne Dementia Action Alliance
INDEPENDENT EXAMINERS REPORT**

I report on the accounts of the charity for the year ended 31st March 2022, which are set out on pages 5 to 7.

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- (i) Examine the accounts under section 145 of the 2011 Act.
- (ii) To follow the procedures laid down in the general Directions given by the Charity Commission under section
- (iii) To state whether particular matters have come to my attention.

Basis of Independent Examiner's Report

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

Independent Examiner's Statement

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect:

- (i) The accounting records were not kept in accordance with section 130 of the 2011 Act; or
- (ii) The accounts did not accord with the accounting records
- (iii) The accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

Roger Steadman
CIRAS Accounting Ltd
Unit 1
Stone Cross Industrial Park
Lewes Road
Laughton
East Sussex
BN8 6BN
11th November 2022

**Eastbourne Dementia Action Alliance
INDEPENDENT EXAMINERS REPORT**

Accounts

Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	01	04	2020		31	03	2021

Section A

Reference and administration details

Charity name Eastbourne Dementia Action Alliance

Other names charity is known by N/A

Registered charity number (if any) 1177692

Charity's principal address

C/O Home Instead Senior Care, Unit E, Dittons Business Park,	
Dittons Road	
Polegate, East Sussex	
Postcode	BN26 6HY

Names of the charity trustees who manage the charity

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1 Ian Cottrell	Secretary		
2 Frederick Smith	Treasurer (1/4/20 - 03/11/20)		
3 Jenny Eldridge	Treasurer (4/11/20 - 31/1/21)		
4 Stephen Lloyd		23/07/20 – 31/3/21	
5 Derek Cordrey	Treasurer	1/2/21 – 31/3/21	

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
N/A		

Name of chief executive or names of senior staff members (Optional information)

N/A

Section B Structure, governance and management

Description of the charity's trusts

Type of governing document (eg. trust deed, constitution)	Constitution
How the charity is constituted (eg. trust, association, company)	Charitable Incorporated Organisation (CIO) – Association
Trustee selection methods (eg. appointed by, elected by)	Trustees are either elected by the members of the CIO at a general meeting or appointed by the trustees.

Additional governance issues (Optional information)

You may choose to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

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Summary of the objects of the charity set out in its governing document

The relief of need and the promotion and protection of good health among people living with dementia, their families and carers, by undertaking initiatives to help to make Eastbourne and the surrounding areas a dementia inclusive and friendly community, in particular but not exclusively, by listening and responding to the lived experiences of people living with dementia and through the provision of information, workshops and awareness sessions that are designed to ensure that people affected by dementia feel understood and included and can confidently contribute to community life; by working in partnership with other organisations in East Sussex and across the UK on projects which aim to improve the capacity of communities to support people living with dementia.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

How our activities deliver public benefit

Our main activities are described below. In planning activities for the year, the trustees reviewed the guidance on public benefit issued by the Charity Commission at the trustee's meetings and ensure that all our charitable activities are undertaken to further our charitable purposes for the public benefit.

Charter project

Our key objective during this period remained to work towards launching our Dementia inclusive charter project. We realise that the only way that we can make Eastbourne Dementia more Inclusive is by working collaboratively with businesses and organisations in the local area. Organisations, Businesses and individuals that sign up to the charter will commit to working with the EDAA to make Eastbourne a Dementia friendly and inclusive community.

We were due to launch the charter project with a public event in March 2020 however we had to put this on hold due to COVID. We had hoped to relaunch this in March 2021 however with the COVID situation 'ongoing' we had to mothball these ideas. We instead focused our efforts on contacting organisations and generating interest in the charter project so as by at the time of launch we would have some key organisations already signed up.

Sea DEEP

The EDAA continued to work with the members of Sea DEEP which is a peer support group providing its members with friendship, guidance, education and understanding. The members want to show people that, although they are living with Dementia, they are still individuals, important members of the community, with a lot to offer and live for despite their diagnosis and difficulties.

Unfortunately, due to COVID Sea DEEP had limited opportunities to meet in person however Chris Maddox from Sea DEEP continued to represent the group at EDAA members meetings, and another member of Sea DEEP Eddie Wood also joined as a member in January 2021. It is a key objective of the EDAA that we continue to listen and respond to the lived experiences of people living with Dementia in the Eastbourne area and we continue to use the key priorities (that the Sea DEEP group have identified as key to making Eastbourne more Dementia Inclusive) to direct our decision-making process.

Updating our Charity Objectives

During the year we decided to revisit and redraft our charity objectives and in September 2021 our new objectives were approved by the Charity Commission. A key motivation behind doing this was to ensure that we incorporated our commitment to listening and responding to the lived experiences of people living with Dementia.

Sunflower Lanyard.

A recommendation from the Sea DEEP group was that we help to promote the Sunflower Scheme. The scheme provides lanyards that help people to recognise if someone has a hidden disability such as Dementia. We had previously applied for and received funding from the local police to purchase 300 lanyards and proceeded with distributing these to people living with Dementia in the local area. This was done primarily by offering them to organisations that provide services to people living with Dementia so as they could distribute them to their service users.

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit) (CONTINUED)

Website and Social Media

A key strategy of the EDAA is to signpost people to organisations in the local area that provide services and support to people living with Dementia. With COVID affecting our ability to hand out printed materials, our digital presence became an even more important part of our strategy to engage with organizations and individuals and keep people up to date with the activities of the charity as well as information on the services and support available to people living with Dementia within the Eastbourne area.

In November 2020 we employed a professional social media company 'Ditzzy Media' to look after our social media pages. Since then, our Facebook page likes have increased from 215 to 272 and our Facebook page reach has increased by 272%. Ditzzy Media also helped us to develop a presence on Instagram, Twitter and LinkedIn.

The charity also formulated and agreed social media guidelines for posting to ensure that we had close control of the information that was being put on our Facebook and that it was in line with the charity commission guidance on public benefit.

Signposting

Unfortunately, COVID 19 prevented us from holding more of our Display stand information events however we continued to update, print and distribute our booklet on dementia services and initiatives where possible. A key part of our strategy to distribute this booklet to as many people as possible has been working with partner organisations and encouraging them to hand out the guide to their services users. One of the key priorities for Eastbourne as identified by Sea DEEP was to improve the availability of information about the services that are available to people living with Dementia so to be able to produce and distribute a guide that has all the information in one place has been a great leap forward for the charity.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking.
- policy programme related investment.
- contribution made by volunteers.



Section D

Achievements and performance

Summary of the main achievements of the charity during the year

Many of the charity's goals for our third year of operation had to be put on hold due to the COVID pandemic and the restrictions that this placed on us. However, the main achievements for the public benefit achieved during the year include:

- Promoted our charter project to key organizations that provide services to people living with Dementia in the Eastbourne area.
- Continued to work with members of Sea DEEP to help achieve their key priorities to make Eastbourne more Dementia Inclusive.
- Updated our charity objectives.
- Distributed sunflower lanyards to people living with Dementia; the lanyards discreetly indicate to businesses that customers with hidden disabilities may need additional, help and support.
- Employed a social media company to look after our Facebook pages and other social media channels and as a result increased our Facebook reach by 272%.
- Continued to update and print our Dementia services booklet and to work with partners to distribute them to people living with Dementia in the local area.

As a Charity we will need to be flexible with our priorities for the coming year due to the potential impact of COVID however our biggest priorities are currently:

- To secure grant funding for specific projects for the public benefit in line with the objectives of the charity.
- To officially launch the Dementia Inclusive Charter project and encourage as many organisation and individuals as possible to sign up and work collaboratively with the charity to achieve its objectives.
- To continue to work with Sea DEEP in support of their key priorities towards making Eastbourne more Dementia inclusive and to make key stakeholders aware of these priorities.
- To work collaboratively with other organisations to ensure that our guide to Dementia services is distributed widely throughout Eastbourne and the surrounding areas and, where possible, to hold our own information display stand events.
- To further increase our followers and reach on social media and provide a live updated online signposting service to as many people as possible within the Eastbourne area.

Section E

Financial review

Brief statement of the charity's policy on reserves

During the financial year there were insufficient funds to contemplate investments.

Details of any funds materially in deficit

Further financial review details (Optional information)

You may choose to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Section F

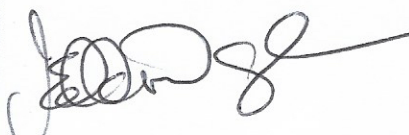
Other optional information

Section G**Declaration**

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

	
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Full name(s)

Ian Cottrell

Jenny Eldridge

Position (eg Secretary,
Chair, etc)

Secretary

Treasurer

Date

29 December 2021

Eastbourne Dementia Action Alliance

Company number: CE013629

Eastbourne Dementia Action Alliance

Income and Expenditure Accounts

For the year ended 31st March 2021

Charity Registration No: 1177692

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Eastbourne Dementia Action Alliance

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Eastbourne Dementia Action Alliance

Directors and other information

Trustees	Mr Ian Cottrell Mr Frederick Smith Ms Jenny Eldridge Mr Stephen Lloyd
Company Number	CE013629
Business address	C/O Home Instead Senior Care, Unit E Dittons Business Park Polegate East Sussex BN26 6HY
Independent Examiner	Roger Steadman CIRAS Accounting Ltd 1 Stone Cross Farm Industrial Estate Laughton East Sussex BN8 6BN
Bankers	Lloyds Bank 1 Legg Street Chelmsford Essex CM1 1JS

Eastbourne Dementia Action Alliance

Trustees report Year ended 31st March 2021

The trustees present their report and the unaudited financial statements of the company for the year ended 31st March 2021.

Trustees

The trustees who served the charity during the year were as follows:

Mr Ian Cottrell
Mr Frederick Smith
Ms Jenny Eldridge
Mr Stephen Lloyd

The accounts have been prepared in accordance with the accounting policies which comply with the Charities Act 1993 and the Statement of Recommended Practice issued in March 2005.

This report was approved by the board of trustees on 22 December 2021 and signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Statement of comprehensive income
Year ended 31st March 2021**

	Note	2021 £	2020 £
Income		8,131	13,286
Expenses		9,328	11,898
Net income (expenditure) for the year		<u>(1,197)</u>	<u>1,388</u>

Eastbourne Dementia Action Alliance

**Statement of financial position
31 March 2021**

	Note	2021 £	£	2020 £	£
Current assets					
Cash at bank and in hand		8,782		9,979	
		<u>8,782</u>		<u>9,979</u>	
Creditors: amounts falling due within one year	5	500		500	
		<u>500</u>		<u>500</u>	
Net current assets			8,282		9,479
Total assets less current liabilities			<u>8,282</u>		<u>9,479</u>
Net assets			<u>8,282</u>		<u>9,479</u>
Unrestricted funds			<u>8,282</u>		<u>9,479</u>

These financial statements were approved by the board of trustees and authorised for issue on 29 December 2021, and are signed on behalf of the board by:

Mr Ian Cottrell
Secretary

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2021**

1. Changes in funds

At 1 April 2019	8,091	8,091
(Loss)/profit for the year	1,388	1,388
Total comprehensive income for the year	<u>1,388</u>	<u>1,388</u>
At 31 March 2020 and 1 April 2020	<u>9,479</u>	<u>9,479</u>
(Loss)/profit for the year	(1,197)	(1,197)
Total comprehensive income for the year	<u>(1,197)</u>	<u>(1,197)</u>
At 31 March 2021	<u><u>8,282</u></u>	<u><u>8,282</u></u>

Eastbourne Dementia Action Alliance

**Notes to the accounts
Year ended 31st March 2021**

2. Accounting policies

Basis of preparation.

The accounts have been prepared under the historical cost convention.

The accounts have been prepared in accordance with applicable accounting standards, the Statement of Recommended Practice, "Accounting and Reporting for Charities", issued in March 2005 and the Charities Act 2011.

Eastbourne Dementia Action Alliance
Detailed income and expenditure statement
Year ended 31st March 2021

	2021	2020
	£	£
Income		
Grants	7,114	2,400
Donations	1,017	10,886
	<u>8,131</u>	<u>13,286</u>
Expenditure		
Administration	6,839	9,277
Training	36	-
Insurance	523	505
Marketing	1,380	-
Project support costs	-	570
Project equipment	-	1,151
Motor expenses	30	-
Accountancy fees	300	-
General expenses	220	395
	<u>9,328</u>	<u>11,898</u>
Net income (expenditure) for the year	<u>(1,197)</u>	<u>1,388</u>

**Eastbourne Dementia Action Alliance
INDEPENDENT EXAMINERS REPORT**

I report on the accounts of the charity for the year ended 31st March 2021, which are set out on pages 5 to 8.

Respective Responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- (i) Examine the accounts under section 145 of the 2011 Act.
- (ii) To follow the procedures laid down in the general Directions given by the Charity Commission under section
- (iii) To state whether particular matters have come to my attention.

Basis of Independent Examiner's Report

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

Independent Examiner's Statement

In connection with my examination, no matter has come to my attention which gives me reasonable cause to believe that in any material respect:

- (i) The accounting records were not kept in accordance with section 130 of the 2011 Act; or
- (ii) The accounts did not accord with the accounting records
- (iii) The accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

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

Roger Steadman
CIRAS Accounting Ltd
Unit 1
Stone Cross Industrial Park
Lewes Road
Laughton
East Sussex
BN8 6BN
22nd December 2021

**Eastbourne Dementia Action Alliance
INDEPENDENT EXAMINERS REPORT**