

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.

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

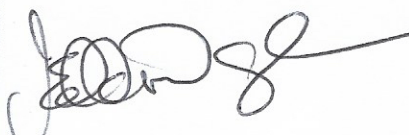
Other optional information

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**