



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

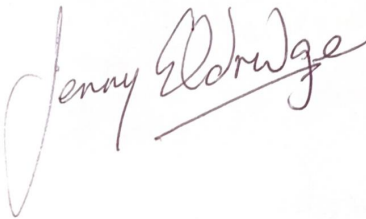
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Declarations

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**