



**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
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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		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

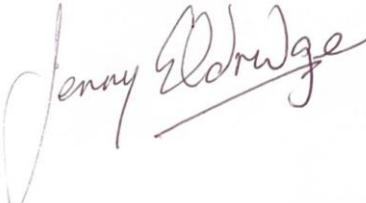
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Declarations

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

