



**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			
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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

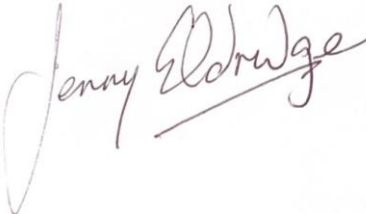
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Declarations

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

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