



**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		

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

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

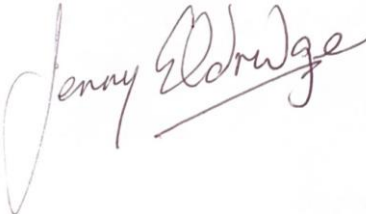
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Declarations

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>

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