



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 01/04/2024 To 31/03/2025

Charity name: Dementia Friendly Parishes around the Yealm

Charity registration number: 1180354

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	Our overarching aim and mission is summed up in our strap line: 'We can't change the person living with dementia, but we can change the experience they have in their community' • Making a positive difference both to the experience of people living with dementia and the kind of community they live in • Enabling persons living with dementia to remain valued, visible, involved and active in their community for as long as possible • Reducing the isolation, loneliness and stigma that a diagnosis often can bring by encouraging our rural parishes to embrace these families and become a 'dementia friendly' community • Staying with these families and their carers, giving them support, advice and information throughout their dementia journey and beyond • Raising awareness within the community of the nature and effects of dementia on people with dementia and their carers and families • Making the views and experiences of persons living with dementia known to service providers in the community • Giving persons living with dementia, their families and carers a voice in the development, delivery and equality of access to local services and facilities • Providing information about dementia and other related problems arising from aging, illness or disease
Summary of the main activities in relation to those purposes for the public benefit, in particular, the	Para 1.17 and 1.19	In direct response to the identified needs of people living with dementia and their families and to reduce isolation and loneliness, our charity runs a community-wide programme of regular all year-round inclusive groups and activities.

activities, projects or services identified in the accounts.		These groups and activities include: - • Community Singing (monthly). • Gentle Exercise led by Registered Physiotherapists, focusing upon general fitness, improving health and wellbeing and falls prevention, (weekly) • Listen & Laugh (Reading) (weekly) • Walking, set up in collaboration with Walking for Health (Plymouth) (weekly) • Coffee and Chat (monthly) • Monday Club (Arts & Crafts) (monthly) • Carers Support Group, (monthly) All the above groups are dementia-friendly, enjoyed and supported by not only those people and families living with dementia but also the wider community. Visiting families who contact us and following up on referrals made by GP practices and other health and associated organisations. Linking with businesses and local organisations to help them and our community to become more dementia aware and friendly.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	Trustees have regard to the guidance issued by the Charity Commission.

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 Trustees and Committee members are all volunteers. All contribute to raising funds through organised events, many of which are led by them. They also contribute financially to funds on an ad hoc basis (e.g. Buying a table at events, donating speaking fees and travel expenses, contributing gifts and raffles, or paying for Christmas cards that were sold to raise funds)

		Our committee members use their contacts to create strong links with local businesses and institutions, persuading them in turn to volunteer their premises and skills to help us fundraise. In this respect we held two successful fundraising events. First an Open Garden thanks to the generosity of the owners of a local country house (Gnaton Hall). Additionally a local boutique owner has become an ‘ad hoc volunteer’ over the years and her support resulted in another Fashion Show held in memory of our late Treasurer Jacqui Avery, a founding member and trustee until 2022. These two events raised over £3600. The number of volunteer hours recorded in this financial year is circa 1350 hours. This includes the hours for the administration of the charity e.g., Treasurer’s account management and the Chair’s varying meetings plus Trustees contribution for policy reviews and social media management, as well as Trustee and Committee meetings. Our committee members also support the various groups and activities e.g. carers support, walking group
Other		

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	We are a unique, established and developing local rural charity working differently with people living with dementia and their families in the five rural parishes of Wembury, Brixton, Yealmpton, Newton Ferrers and Noss Mayo and Holbeton in the South Hams of Devon. In brief we work differently from many dementia charities and organisations in that we recognise how vitally important it is that people living with dementia and their families continue to be valued, visible and active in their community, instead of being separated off into groups available only to people with dementia. We take instead a community wide approach. This involves changing the way all of us think about dementia. The overarching work of our charity is informed by our strap line: <i>We can’t change the person living with dementia, but we can change the experience they have in their community.</i> We work with our local shops, businesses, and organisations, offering information, and training in raising awareness to promote a better understanding of what it means to live with dementia. In this way our community opens up opportunities for people living with dementia and

		other people living with hidden disabilities. In this way people living with dementia and their families find it possible to make new friends and still have fun alongside members of their community in inclusive activities where everyone feels valued and an important part of the groups. We know from feedback that people living with dementia feel that they have been welcomed and look forward to the next meeting ... and equally importantly, carers feel supported too. We were awarded the South Hams Community Award on 7 June 2024
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	Continued popularity and demand for groups meant the addition of another Gentle Exercise in 2023 and a New Carers Support Group which was established in November 2024 Extended working with outside community groups and organisations rather than running everything ourselves e.g. working with the South Devon National Landscape Project 'Life on the Edge' to help restore our coastline with wildlife; and our local supported housing based in Venn Court in Brixton. Asked to give presentations at prestigious events (Plymouth International Conference) Contributed to the publication of guidance for 10,000 parish and town councils to become dementia friendly through the National Association of Local Councils (NALC). Promoted dementia friendly communities at a conference in Rutland in 2024 led by Alicia Kearns MP at the launch of Dementia Friendly Rutland. We continue to update and improve both the frequency and reach of our communications which includes – better/eye catching stands at events, reprinted and updated leaflets, regular columns in local magazines, active social media and regular updates and refresh to our website.
Performance of fundraising activities against objectives set	Para 1.41	As a local charity making a difference it is important to us that we are visible and seen as making a positive contribution to our communities. To this end we run many of our own fund-raising initiatives. This means we invite and involve the communities where we live and operate to take part with us in making a difference. However, we are aware that the increasing cost of living places many demands on families' limited funds

		Therefore, in this increasingly competitive arena, we acknowledge how important the successful application for grants is to our continued existence. To this end we have set up a small working group to better study, select and apply for suitable grants that will help us cover essential costs, further our reach and achieve our aims.
Investment performance against objectives	Para 1.41	n/a - currently we do not invest any monies
Other		

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	At the end of this financial period (April 2025) the closing bank balance stood at £ 44,740
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	n/a
Amount of reserves held	Para 1.22	£0
Reasons for holding zero reserves	Para 1.22	All income from Grants and from Fundraising within the financial period by Dementia Friendly Parishes around the Yealm is used to fund: • wages of self-employed employees. • associated costs of the group activities • associated operating costs such as insurance, promotional, social media costs and administration
Details of fund materially in deficit	Para 1.24	n/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	In the current economic climate when household budgets are stretched, we need to actively and vigorously pursue all available avenues of funding to continue as a going concern. We rely on the energy and determination of all our Trustees and with good administration and shared computer access means that others can pick up on this work should it be necessary. The Trustees are also aware of business continuity and succession planning and after 12 years of relatively stable operation are actively looking to refresh and recruit new and younger Trustees and Committee members to ensure the charity remains strong. Trustees are also looking at Plan B should circumstances change and it becomes impractical to continue as a charity.

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	The charity is not linked to any national funding streams or to any other national dementia charity we rely solely on donations, local initiatives and grant funding. As well as approaching national sources of funding (e.g. The National Lottery) we also seek contributions from our five parish councils, district and county councillors, together with initiatives and efforts from Trustees, supporters and Committee members
Investment policy and objectives including any social investment policy adopted	Para 1.46	

A description of the principal risks facing the charity	Para 1.46	Principle risk is the failure to secure grant funding or raise sufficient funds through fund raising events. The health of the charity's finances is reviewed by the Trustees through the interrogation of the monthly treasurer's report. Another risk also in the age and health of Trustees and key post holders. To this end succession planning together with the robust recruitment of active Committee members is at the forefront of our operations.
Other		

Structure, Governance and Management

Description of charity's trusts:		
Type of governing document (trust deed, royal charter)	Para 1.25	Constitution document
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	Charitable Incorporated Organisation
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	Eligibility to be considered as a future Trustee must meet the Charity Commission's regulations. In general, a new Trustee will either be: - • Existing Committee Members that have expressed an interest to become a Trustee. • Individuals that have been invited to apply by the current Trustees due to their recognised skills that would be of benefit to the CIO. • Individuals that have approached the current Trustees in joining the CIO as a Trustee, as they have appropriate experience and skills.

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	Trustees are recruited as stated within our Recruitment policy and directed to the Charity Commission guidance – The essential trustee (CC3) New trustees are requested to sign the Code of Conduct policy as an agreement to abide by the required standards.
The charity's organisational structure and any wider network with which the charity works	Para 1.51	Other organisations often ask for our help, support and advice because we are perceived to be at the forefront of innovative community practice – these include: • Four Rivers Dementia Alliance • Links with National Association of Local Councils • South Devon National Landscape Project 'Life on the Edge' • University of Plymouth Medical School • South Hams Dementia Forum • South hams Caring Alliance
Relationship with any related parties	Para 1.51	See above
Other		

Reference and Administrative details

Charity name	Dementia Friendly Parishes around the Yealm
Other name the charity uses	n/a
Registered charity number	1180354
Charity's principal address	Pippins Horn Lane Brixton Plymouth PL8 2AB

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	Elizabeth Hitchins	Chair		
2	Gina Bastard			
3	Caroline Hirst			
4	Fiona Asian			
5	Peter Hearn			
6	Amanda Wirgman			
7	Dermot Drought			
8	Jackie Penney-Cousins	Treasurer		
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Corporate trustees – names of the directors at the date the report was approved

Director name		
n/a		

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
n/a		

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	n/a
Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	n/a
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	n/a

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

n/a

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)		
Full name(s)	Elizabeth Hitchins	Jackie Penney-Cousins
Position (eg Secretary, Chair, etc)	Chair	Treasurer
Date	24/10/2025	



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name

Dementia Friendly Parsihes around the Yealm

No (if any)

1180354

Receipts and payments accounts

CC16a

For the period
from

Period start date
01/04/2024

To

Period end date
31/03/2025

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Donations	4,261	-	-	4,261	5,856
Fashion Show Event	4,501	-	-	4,501	-
Fundraising	950	-	-	950	4,111
Gift Aid	1,635	-	-	1,635	1,002
Gnaton Gardens Event	2,866	-	-	2,866	-
Groups & Activities Income	5,995	-	-	5,995	5,698
In Memorium Donations	1,434	-	-	1,434	2,413
Local Government Grants	4,750	-	-	4,750	3,375
Other Grants	9,213	-	-	9,213	22,446
Tax Refund	-	-	-	-	366
Sub total (Gross income for AR)	35,605	-	-	35,605	45,267
A2 Asset and investment sales, (see table).					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	35,605	-	-	35,605	45,267
A3 Payments					
Equipment inc Laptops	-	-	-	-	240
Expenses - Trustees & Volunteers	930	-	-	930	1,179
Fashion Show Event	3,244	-	-	3,244	-
Fees & Licences	456	-	-	456	487
Fundraising Costs	40	-	-	40	259
Gnaton Garden Event	475	-	-	475	-
Groups & Activities Costs	7,208	-	-	7,208	6,892
Insurance	337	-	-	337	319
Mobile costs	115	-	-	115	369
Pension	-	-	-	-	336
Promotional	435	-	-	435	553
Salaries	-	-	-	-	5,825
Self Employed Workers	30,200	-	-	30,200	15,295
Software inc website	964	-	-	964	1,497
Sub total	44,404	-	-	44,404	33,251
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	44,404	-	-	44,404	33,251
Net of receipts/(payments)	- 8,799	-	-	- 8,799	12,016
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	- 8,799	-	-	- 8,799	12,016

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	Bank Balance 31/03/2025	44,740	-	-
		-	-	-
		-	-	-
	Total cash funds	44,740	-	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK
B2 Other monetary assets	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
		ELIZABETH HITCHINS	03/10/2025	
		J PENNEY-COUSINS	03/10/2025	

**Independent examiner's report to the trustees of Dementia Friendly Parishes
Around the Yealm Charitable Incorporated Organisation ('the CIO')**

I report to the charity trustees on my examination of the accounts of the CIO for the year ended 31 March 2025.

Responsibilities and basis of report

As the charity trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act'). I report in respect of my examination of the CIO's accounts carried out under section 145 of the Act. In carrying out my examination I have followed all applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept as required by section 130 of the Act; or
2. the accounts do not accord with those records.

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

Signed:



Richard Brown BA ACA CTA

77 Mewstone Avenue, Wembury, Devon, PL9 0HU

Date: 22/10/25