

DEMENTIA MATTERS - HERE (FORDSHIRE)

England & Wales · Charity number 1187352

Details

Status Registered

Legal form CIO

Registered 2020-01-14

Register [View on the Charity Commission register](#)

Contact

Address 10 Northern Lights Business Park
Clinton Road
Leominster
Herefordshire
HR6 0SW

Phone 01432 804480

Email dementiamattershere@gmail.com

Website www.dementiamattershere.co.uk

Activities

Objects: To relieve the needs and promote and protect the good health and well-being of people living with dementia, their carers and families living in the County of Herefordshire and surrounding areas, through the provision of such support and activities as the Trustees deem fit.

Activities: Supporting and facilitating the increase of opportunities for people affected by dementia to live well with their diagnosis and remain a part of their community for as long as possible. Supporting and facilitating facilities to maximise social and recreational opportunities. Raising awareness of the issues affecting people with dementia and their families.

Classification

- **How:** Provides Advocacy/advice/information, Other Charitable Activities
- **What:** The Advancement Of Health Or Saving Of Lives, Other Charitable Purposes
- **Who:** Elderly/old People, The General Public/mankind

Geography

- Herefordshire

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£289,240	£229,072	-	-
2023-12-31	£139,629	£174,247	-	-
2022-12-31	£153,760	£139,862	-	-
2021-12-31	£134,703	£53,196	-	-
2020-12-31	£21,437	£14,884	-	-

Trustees

Name	Role	Appointed
Dr SHIRLEY BARBARA EVANS	Chair	2020-01-07
Cheryl Poole		2025-04-01
David Stuart Pearson		2020-01-07
Natalie Cooke		2020-01-17
PHILLIPA MARY BRUCE-KERR		2020-01-07

Accounts

Dementia Matters Here (fordshire)

Trustees' Annual Report

**1st January 2024
to 31st December 2024**



**Dementia Matters Here (fordshire)
Trustees' Annual Report for the period**

**From 1st January 2024
To 31st December 2024**

About Dementia Matters Here (fordshire)

Dementia Matters Here (fordshire) Charitable Incorporated Organisation (CIO) was established on the 14th January 2020 to facilitate the cohesion of support across the county, add to existing support opportunities such as supporting the establishment of further meeting centres and support, develop and increase existing provision. Additionally, it was established to act on behalf of Herefordshire Dementia Action Alliance to support the creation and building of Dementia Friendly Communities and raise awareness of the condition to reduce myths and stigmas.

Dementia Matters Here (DMH) works to support people with dementia, their carers and families across Herefordshire through the provision of a range of services. DMH delivers one-to-one support for people with a diagnosis, carers and families; a fortnightly online carers group and monthly face to face groups to support carers in their role, find peer support and access information and advice. It produces a fortnightly newsletter to keep people informed and connected with what is happening in their County. Delivers a telephone support line offering advice, information and signposting. Holds monthly Memory Cafes and manages Meeting Centres in Hereford, ¹Leominster and Ross-on-Wye and delivers the Coffee and Memory Bus outreach service. DMH not only supports people with a diagnosis of dementia but also supports people awaiting diagnosis or who have mild cognitive impairment. DMH additionally works with organisations to support them to deliver sustainable opportunities for people affected by dementia in their communities and raise awareness of the condition.

Reference and Administrative details

Charity name	Dementia Matters Here (fordshire)
Registered charity number	1187352
Charity's principal address	Unit 10 Northern Lights Business Park Clinton Road Leominster, Herefordshire, HR6 0SW Tel: 01432 804480

Structure, Governance and Management

Type of governing document	Constitution
How is the charity constituted?	Charitable Incorporated Organisation (CIO)
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	Apart from the first charity trustees every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the trustees. In selecting individuals for appointment as charity trustees the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

¹ <https://www.worcester.ac.uk/about/academic-schools/school-of-health-and-wellbeing/health-and-wellbeing-research/association-for-dementia-studies/ads-research/uk-meeting-centres.aspx>

	In addition, the trustees require potential trustees to submit a CV stating what they can offer a trustee and attend at least one trustee meeting.
--	--

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Expertise
1	Dr Shirley Evans	Chair	Shirley is Director of the Association for Dementia Studies at the University of Worcester. She brings expertise in writing grant applications, fundraising, business development, evaluation and technology.
2	Andrew Wood	Finance Officer	A chartered accountant and experienced finance director of over more than 20 years, and has also served in the charitable sector, as a trustee, over the last 30 years. He has worked, at board-level, in the social care sector, since 2014, and in the wider healthcare sector since 2011, and co-owns a homecare business, serving Herefordshire, which has a particular focus on dementia care provision. He is also a trustee of a Bristol-based charity, Alive!, which has provided innovative, meaningful activity sessions in care homes for more than 10 years, again with a focus on dementia care provision.
3	Phillipa Bruce-Kerr		Solicitor and Partner with Harrison Clark Rickerbys. Specialisms include advice to older people and those with disabilities and their families. A particular interest in support structures and mechanisms for those with dementia, especially in the early stages where there seems little support and signposting. Phillipa is also a Trustee of Leominster Meeting Centre.
4	Joy Valentini		Joy qualified as a State Registered Nurse in 1976 and has had a varied career in and out of nursing ever since. Joy was managing the Leominster Meeting Centre, an international demonstrator site, until her retirement in July this year. Joy has cared for and nursed her husband who had young onset dementia until he passed away. Three of her children live abroad so travelling is high on her priority list, along with a passion for increasing the understanding of dementia in the wider community.
5	Ashley Winter		An armed forces veteran who is working in the charity sector supporting mental health patients within the NHS employment advice service. As a member of the Institute of Welfare, Ashley is a qualified Welfare Officer, Mental Health First Aider and has completed many courses to support those living with dementia.
6	Natalie Cooke		A Registered Manager with a domiciliary home care provider in Herefordshire. Having worked in the sector for 15 years, she has both a passion for raising awareness of dementia and supporting those living with a dementia and their families. She champions awareness and supports the local community with dementia information sessions, as well as being involved in the local Dementia Action Alliance

7	David Pearson		Worked in public libraries for all his career. Within this role he was responsible for social inclusion projects and was instrumental in setting up Books on Prescription within the county. His late wife passed away from a rare form of Alzheimer's disease in early 2014, and since early 2015 he has spent a lot of time working as a Volunteer Development Worker for both Herefordshire and Worcestershire. Roles included working on Dementia Action Alliances, disseminating information to stakeholders, related groups and individuals and families, and for liaising within communities to raise the profile and understanding of dementia. He is a Dementia Friends Champion and produces the DMH fortnightly newsletter.
---	---------------	--	--

Key Staff and Volunteers

Name and role at DMH	What they bring
Clare Powney – Chief Officer	DMH CIO employs Clare Powney as Chief Officer who has worked in the dementia sector for a number of years for the Alzheimer's Society developing and managing their services across Herefordshire and Worcestershire. She also has experience as a company director, in local government and as an educator. Clare has built an extensive knowledge and understanding of the locality, its issues, and good relationships with local stakeholders. Clare chairs the Herefordshire Dementia Partnership Group and the ICS Living and Supporting Well Workstream. She also sits on the Herefordshire and Worcestershire ICS Dementia Programme Board.
Charlotte Banks – Services Manager	DMH CIO employs Charlotte as a full time Services Manager and heads the Herefordshire Dementia Community Support Service. She has a background of working in the health and care sector supporting people in their homes to retain their independence and specifically people affected by dementia. She brings a wealth of experience to the team and delivers with Emily the one-to-one support service, the Memory Cafés, face to face carers groups, manages volunteers and the social media platforms. Charlotte manages all DMH's services and staff on a day-to-day basis.
Emily Worsfold – Community Support Services Wellbeing	DMH CIO employs Emily to support the delivery of the HDCSS service. Emily had a background in hospitality and has re-trained with us to become an outstanding HDCSS wellbeing worker. Her friendly, empathetic personality is a great hit with all our service users. She also goes the extra mile and is a great addition to the team. Emily also helps to support the delivery of DMH Memory Cafes.
Martin Steer – Community Engagement and Development	DMH CIO employs Martin as a part-time Community Engagement and Development Officer. Martin has recently retired as a serving police inspector and prior to that was in the armed forces. Martin brings a wealth of experience of working across the county and public interaction, the ability to relate to

	veterans, an in-depth demographical knowledge of the county and a wide network of contacts.
Emily Collins - Administrator	DMH CIO employs Emily as a part-time administrator supporting the delivery of DMH's services and co-ordinating distribution of the newsletter. Emily has extensive experience of working in administration.
Leah Edmonds – Care Home In-reach and Community Engagement and Development	DMH CIO employs Leah part-time working on Care Home In-reach and part-time working as a Community Engagement and Development Officer. Leah comes from a background of working in the care sector for many years and has wide experience of working with people affected by dementia.
Volunteers	DMH is supported by 35 volunteers

Objectives and Activities

Summary of the purposes of the charity as set out in its governing document	1. Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not exclusively, the provision of education, opportunities, information, development and support of activities. 2. Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood, valued and able to contribute to their community. 3. To raise awareness of dementia and reduce the myths and stigma surrounding the condition.
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.	See below
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	In planning our activities, we have kept in mind the guidance issued by the Charity Commission on public benefit and regularly refer to our charitable objectives.

Achievements and Performance

Summary of the purposes of the charity as set out in	1. Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not
---	---

its governing document	exclusively, the provision of education, opportunities, information, development and support of activities. 2. Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood, valued and able to contribute to their community. 3. To raise awareness of dementia and reduce the myths and stigma surrounding the condition.
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.	See below
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	In planning our activities, we have kept in mind the guidance issued by the Charity Commission on public benefit and regularly refer to our charitable objectives.

Achievements against objectives

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.	The Herefordshire Dementia Community Support Service (HDCSS) was contracted for a further 12-month period to the 31st March 2025. This has enabled us to deliver services to over 900 people in the last 12-month period. The services are open to anyone across Herefordshire who may have concerns regarding themselves or a loved one's/friend's memory, carers, family members and to professionals seeking additional information. The service is also open to anyone who may have mild cognitive impairment, which is a major step forward in Herefordshire, as previously there has not been any support specifically for this condition. DMH has also delivered 45 Memory cafés over the period, which have an average attendance of 116 per month. This has enabled people with a diagnosis and carers to enjoy a social opportunity, to access support, information and advice and to form peer networks. DMH had been successful in being allocated NHS MHIS funding to deliver a care home support service to support the wellbeing of people affected by dementia and staff in a residential setting which has been delivered across 2024. The Coffee and Memory bus (CAMbus) continues to visit rural and isolated villages across the county offering a point of contact for anybody worried about
--	--

	their/or somebody they know memory and aims to break down the barriers to engagement and access to services. CAMbus offers a free drink and cake/biscuits, an informal chat and access to support, advice and information. It also works with other organisations to deliver outreach support and to support our community engagement and development work. The second Herefordshire Dementia Voices project launched in April 2024. The project aims to deliver on the recommendations of the first HDV project and as part of this new support opportunities were developed during 2024. Two new Memory Cafes were set up and three new carers support groups were established. The project runs for three years, and a new Meeting Centre is planned at the start of 2025 in Hereford. As part of the new project DMH held its second successful Dementia Festival in October 2024 based in a local shopping centre. During early 2024 Dementia Matters Here took over the running of Leominster Meeting Centre and the old LMC charity was merged with DMH. DMH also took over the full running of Ross Meeting Centre later in the year so both Meeting Centres now sit under DMH. DMH is represented on the Herefordshire Dementia Partnership Group and the ICS Dementia Programme Board for Herefordshire and Worcestershire by the Chief Officer and is therefore well placed to input into regional dementia strategy.
--	--

Performance of fundraising activities against objectives set	2024 saw DMH being successful in securing a number of grants towards the core costs of running our services as well as a continuation of our NHS contracted service for another 12 months. There were also several successful fundraising events including a golf day, several bingo events, a cocktail and mocktail with live bands evening and a noticeable increase in donations from a variety of avenues.
---	---

Financial Review

Review of the charity's financial position at the end of the period	Income The charity had income of £289,239 with much of this derived from continued support from the local NHS ICB, plus other grants/donations, allowing it to sustain and grow its activities and output. Expenditure Expenditure in the year totalled £229,072 with 80% of this being allocated to staff salaries on various funded projects and support. Surplus and Reserves
--	--

*Statement explaining the policy for holding reserves stating why they are held	We aim to acquire sufficient funding to cover at least six month's running costs to protect the delivery of services to people affected by dementia
Amount of reserves held	We have sufficient funds to cover just over 6 months-worth of running costs without any further income, which the Trustees are pleased with
Reasons for holding zero reserves	N/A
Details of fund materially in deficit	N/A
Explanation of any uncertainties about the charity continuing as a going concern	In common with very many charities, other than those with very large levels of reserves, ongoing operation and impact depends on securing income to cover the running costs.

Risk Register – Key Risks

Potential Risk	Potential Impact	Mitigation
Trustees The charity lacks direction/strategy	- the charity drifts with no clear objectives, priorities or plans - needs of beneficiaries not fully addressed - financial management difficulties - loss of reputation	- an annually reviewed business plan which sets out the key aims and objectives - utilise an annual financial plan and budget - monitor financial and operational performance
Trustee body lacks relevant skills or commitment	poor decision making reflected in poor value for money on service delivery	agree skills required
Conflicts of interest	- charity unable to pursue its own interests and agenda - decisions may not be based on relevant considerations - impact on reputation - private benefit	- trustees to disclose potential conflicts of interest - trustees to stand down on certain decisions
Reporting to trustees (accuracy, timeliness and relevance)	- inadequate information resulting in poor quality decision making - failure of trustees to fulfil their control functions	- timely and accurate project reporting - timely and accurate financial reporting - have regular contact between trustees and senior staff
Operational		

Project or service development	• compatibility with objects, plans and priorities • funding and financial viability • project viability • skills availability	• utilise monitoring and reporting procedures
Employment issues	• employment disputes • health and safety issues • claims for injury, stress, harassment, unfair dismissal • equal opportunity and diversity issues • adequacy of staff training • child protection issues • low morale • abuse of vulnerable beneficiaries	• Fair recruitment processes • reference and qualification checking procedures, job descriptions, contracts of employment, appraisals and feedback procedures • utilise job training and development • be aware of employment law requirements • ensure staff vetting and legal requirements (eg DBS checks) • have a whistle-blowing policy
Volunteers	• lack of competences, training and support • poor service for beneficiaries • inadequate vetting and reference procedures • recruitment and dependency	• use role competencies/vetting procedures/training/supervision procedures
Health, safety and environment	• staff injury • product or service liability • injury to beneficiaries and the public	• comply with current law and regulations
Procedural and systems documentation	• lack of awareness of procedures and policies • actions taken without proper authority	• properly document policies and procedures • annual review of systems
Information technology	• systems fail to meet operational need • failure to innovate or update systems • loss/corruption of data e.g. donor base • breach of data protection law	• ensure system meets need/ security and authorisation procedures • annually review insurance cover for any insurable loss
Financial Risks Budgetary control and financial reporting	• budget does not match key objectives and priorities • inability to meet commitments or key objectives • ability to function as going concern	• link budgets to business planning and objectives • monitor and report in a timely and accurate way • use costing procedures for product or service delivery • monitor and control costs

Dependency on income sources	• cash flow and budget impact of loss of income source	• identify major dependencies • implement adequate reserves
Compliance with donor imposed restrictions	• funds applied outside restriction • repayment of grant • future relationship with donor and beneficiaries • regulatory action	• agree budget control, monitoring and reporting arrangements
Fraud or error	• financial loss • reputational risk • loss of staff morale • regulatory action • impact on funding	• review financial control procedures • identify insurable risks
Environmental or External Factors Public perception	• impact on voluntary income • impact on use of services by beneficiaries • ability to access grants or contract funding	• communicate with supporters and beneficiaries • ensure good quality reporting of the charity's activities and financial situation
Adverse publicity	• loss of donor confidence or funding • loss of influence • impact on morale of staff • loss of beneficiary confidence	• implement complaints procedures (both internal and external) • Ensure proper review procedures for complaints
Relationship with funders	• deterioration in relationship may impact on funding and support available	• ensure regular contact and briefings to major funders • report fully on projects • meet funders' terms and conditions
Compliance Risk Compliance with legislation and regulations appropriate to the activities, size and structure of the charity	• fines, penalties or censure from licensing or activity regulators • loss of licence to undertake particular activity (see operational risks) • employee or consumer action for negligence • reputational risks	• identify key legal and regulatory requirements

Signed on behalf of the charity's trustees

Signature(s)

Shirley Evans

Shirley B. Evans

Date 5th August 2025

(Chair)

**Andrew Wood
(Finance Trustee)**

Andrew Wood

Date

5th August 2025

Independent Examiner's Report on the Accounts

Report to the Trustees of Dementia Matters Here (fordshire)

On the accounts for year ended 31st December 2024

**Respective responsibilities of the trustees and the
examiner**

- It is my responsibility to
 - Examine the accounts (under section 43 of the Act);
 - To follow the procedures laid down in the General Direction given by the Charity Commission (under section 43(7) (b) of the Act), and
 - to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with 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 the course of my examination, no matter has come to my attention

1. Which gives me reasonable cause to believe that in, any material respect, the requirements:
 - To keep accounting records in accordance with section 41 of the Act; and
 - To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act; have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: 

Name: GRAHAM HUDSON

Relevant professional qualification (s) or body (if any): RETIRED DIRECTOR OF A PLC

Address: THE LEAS FARM, BOARWOOD, LOOMINGSTON HR6 9EG

• **Disclosure Section**

NONE NEEDED

Give here brief details of any items that the examiner wishes to disclose:



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name Dementia Matters Here (fordshire)	No (if any) 1187352
---	------------------------

CC16a

Receipts and payments accounts

For the period from	Period start date 1st Jan 2024	To	Period end date 31st Dec 2024
------------------------	-----------------------------------	----	----------------------------------

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					
Grants awarded	18,710	207,146	-	225,856	129,153
Donations	13,996	-	-	13,996	10,319
Interest	175	-	-	175	157
Fundraising	2,121	-	-	2,121	-
Leominster Meeting Centre subscriptions	-	47,092	-	47,092	-
Sub total (Gross income for AR)	35,002	254,238	-	289,240	139,629
Total receipts	35,002	254,238	-	289,240	139,629
A3 Payments					
Equipment	-	1,588	-	1,588	-
Insurance	996	-	-	996	874
Salaries	-	180,170	-	180,170	140,444
Staff expenses	-	4,296	-	4,296	3,457
General Office costs	1,298	-	-	1,298	1,830
Printing & Stationery	-	3,067	-	3,067	2,618
Postage	1,487	-	-	1,487	1,369
Bank charges	65	-	-	65	60
Community bus	2,717	-	-	2,717	3,509
Memory Cafe costs	-	969	-	969	1,168
HDV project costs	-	2,185	-	2,185	6,971
Leominster Meeting Centre costs	-	8,829	-	8,829	-
Ross Meeting Centre costs	-	6,427	-	6,427	-
Leominster Carers Group	160	-	-	160	-
Staff training	1,812	-	-	1,812	-
Event costs	32	-	-	32	-
Fundraising	175	-	-	175	-
Office rental	6,829	-	-	6,829	8,871
Ross Memory Cafe	-	484	-	484	-
Telecoms & Internet	4,881	-	-	4,881	3,073
Resources	-	605	-	605	-
Sub total	20,452	208,620	-	229,072	174,244
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	20,452	208,620	-	229,072	174,244
Net of receipts/(payments)	14,550	45,618	-	60,168	- 34,615
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	67,343	-	-	67,343	101,958
Cash funds this year end	81,893	45,618	-	127,511	67,343

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	CAF Bank	81,893	45,618	-
		-	-	-
		-	-	-
	Total cash funds	81,893	45,618	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets	Details			
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
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	
	<i>Shirley Evans</i>	Shirley Evans	05/08/2025	
	<i>Andrew Wood</i>	Andrew Wood	05/08/2025	

Accounts

Dementia Matters Here (fordshire)

Trustees' Annual Report

**1st January 2023
to 31st December 2023**



Dementia Matters Here (fordshire)

Trustees' Annual Report for the period

From 1st January 2023

To 31st December 2023

About Dementia Matters Here (fordshire)

Dementia Matters Here (fordshire) Charitable Incorporated Organisation (CIO) was established on the 14th January 2020 to facilitate the cohesion of support across the county, add to existing support opportunities such as supporting the establishment of further meeting centres and support, develop and increase existing provision. Additionally, it was established to act on behalf of Herefordshire Dementia Action Alliance to support the creation and building of Dementia Friendly Communities and raise awareness of the condition to reduce myths and stigmas.

Dementia Matters Here (DMH) works to support people with dementia, their carers and families across Herefordshire through the provision of a number of services. DMH delivers one-to-one support for people with a diagnosis, carers and families; a fortnightly online carers group and a monthly face to face group to support carers in their role, find peer support and access information and advice. It produces a fortnightly newsletter to keep people informed and connected with what is happening in their County. Delivers a telephone support line offering advice, information and signposting. Holds monthly Memory Cafes and manages meeting centres in Leominster and Ross-on-Wye and delivers the Coffee and Memory Bus outreach service. DMH not only supports people with a diagnosis of dementia but also supports people awaiting diagnosis or who have mild cognitive impairment.

DMH additionally works with organisations to support them to deliver sustainable opportunities for people affected by dementia in their communities and raise awareness of the condition.

Reference and Administrative details

Charity name	Dementia Matters Here (fordshire)
Registered charity number	1187352
Charity's principal address	Unit 10 Northern Lights Business Park Clinton Road Leominster, Herefordshire, HR6 0SW Tel: 01432 804480

Structure, Governance and Management

Type of governing document	Constitution
How is the charity constituted?	Charitable Incorporated Organisation (CIO)

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	Apart from the first charity trustees every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the trustees. In selecting individuals for appointment as charity trustees the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO. In addition, the trustees require potential trustees to submit a CV stating what they can offer a trustee and attend at least one trustee meeting.
--	---

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Expertise
1	Dr Shirley Evans	Chair	Shirley is Director of the Association for Dementia Studies at the University of Worcester. She brings expertise in writing grant applications, fundraising, business development, evaluation and technology. She is Chair of Herefordshire Dementia Action Alliance, Deputy Chair of Herefordshire and Worcestershire ICS Dementia Programme Board and Finance Trustee of Leominster Meeting Centre for people affected by dementia.
2	Andrew Wood	Finance Officer	A chartered accountant and experienced finance director of over more than 20 years, and has also served in the charitable sector, as a trustee, over the last 30 years. He has worked, at board-level, in the social care sector, since 2014, and in the wider healthcare sector since 2011, and co-owns a homecare business, serving Herefordshire, which has a particular focus on dementia care provision. He is also a trustee of a Bristol-based charity, Alive!, which has provided innovative, meaningful activity sessions in care homes for more than 10 years, again with a focus on dementia care provision.
3	Phillipa Bruce-Kerr		Solicitor and Partner with Harrison Clark Rickerbys. Specialisms include advice to older people and those with disabilities and their families. A particular interest in support structures and mechanisms for those with dementia, especially in the early stages where there seems little support and signposting. Phillipa is also a Trustee of Leominster Meeting Centre.
4	Joy Valentini		Joy qualified as a State Registered Nurse in 1976 and has had a varied career in and out of nursing ever since. Joy was managing the Leominster Meeting Centre, an international demonstrator site, until her retirement in July this year. Joy has cared for and nursed her husband who had young onset dementia until he passed

			away. Three of her children live abroad so travelling is high on her priority list, along with a passion for increasing the understanding of dementia in the wider community.
5	Ashley Winter		An armed forces veteran who is working in the charity sector supporting mental health patients within the NHS employment advice service. As a member of the Institute of Welfare, Ashley is a qualified Welfare Officer, Mental Health First Aider and has completed many courses to support those living with dementia.
6	Natalie Cooke		A Registered Manager with a domiciliary home care provider in Herefordshire. Having worked in the sector for 15 years, she has both a passion for raising awareness of dementia and supporting those living with a dementia and their families. She champions awareness and supports the local community with dementia information sessions, as well as being involved in the local Dementia Action Alliance
7	David Pearson		Worked in public libraries for all his career. Within this role he was responsible for social inclusion projects and was instrumental in setting up Books on Prescription within the county. His late wife passed away from a rare form of Alzheimer's disease in early 2014, and since early 2015 he has spent a lot of time working as a Volunteer Development Worker for both Herefordshire and Worcestershire. Roles included working on Dementia Action Alliances, disseminating information to stakeholders, related groups and individuals and families, and for liaising within communities to raise the profile and understanding of dementia. He is a Dementia Friends Champion and produces the DMH fortnightly newsletter.

Key Staff and Volunteers

Name and role at DMH	What they bring
Clare Powney – Chief Officer	DMH CIO employs Clare Powney as Chief Officer who has worked in the dementia sector for a number of years for the Alzheimer's Society developing and managing their services across Herefordshire and Worcestershire. She also has experience as a company director, in local government and as an educator. Clare has built an extensive knowledge and understanding of the locality, its issues, and good relationships with local stakeholders. Clare is also a trustee of Leominster Meeting Centre and chairs the Herefordshire Dementia Partnership Group. She also sits on the Herefordshire and Worcestershire ICS Dementia Programme Board and a number of ICS Dementia working groups.
Charlotte Banks – Services Manager	DMH CIO employs Charlotte as a full time Services Manager and heads the Herefordshire Dementia Community Support Service. She has a background of working in the health and care sector supporting people in their homes to retain their independence and specifically people affected by dementia. She brings a wealth of experience to the team and delivers with Emily the one-to-one support service, the Memory Cafés, face to face carers groups, manages volunteers and

	the social media platforms. Charlotte manages all DMH's services and staff on a day-to-day basis.
Emily Worsfold – Community Support Services Wellbeing worker	DMH CIO employs Emily to support the delivery of the HDCSS service. Emily had a background in hospitality and has re-trained with us to become an outstanding HDCSS wellbeing worker. Her friendly, empathetic personality is a great hit with all our service users. She also goes the extra mile and is a great addition to the team.
Martin Steer – Support worker for the CAMbus project	DMH CIO employs Martin as a part-time support worker to deliver the Coffee and Memory bus project. Martin has recently retired as a serving police inspector and prior to that was in the armed forces. Martin brings a wealth of experience of working across the county and public interaction, the ability to relate to veterans, an in-depth demographical knowledge of the county and a wide network of contacts.
Emilly Collins - Administrator	DMH CIO employs Emily as a part-time administrator supporting the delivery of DMH's services and co-ordinating distribution of the newsletter. Emily has extensive experience of working in administration.
Volunteers	DMH is supported by 34 volunteers

Objectives and Activities

Summary of the purposes of the charity as set out in its governing document	1) Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not exclusively, the provision of education, opportunities, information, development and support of activities. 2) Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood, valued and able to contribute to their community. 3) To raise awareness of dementia and reduce the myths and stigma surrounding the condition.
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.	See below
Statement confirming whether the trustees have had regard to the guidance issued by the Charity	In planning our activities, we have kept in mind the guidance issued by the Charity Commission on public benefit and regularly refer to our charitable objectives.

Commission on public benefit	
-------------------------------------	--

Achievements and Performance

Summary of the purposes of the charity as set out in its governing document	1) Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not exclusively, the provision of education, opportunities, information, development and support of activities. 2) Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood, valued and able to contribute to their community. 3) To raise awareness of dementia and reduce the myths and stigma surrounding the condition.
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.	See below
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	In planning our activities, we have kept in mind the guidance issued by the Charity Commission on public benefit and regularly refer to our charitable objectives.

Achievements against objectives

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	The Herefordshire Dementia Community Support Service (HDCSS) was contracted for a further 12-month period to the 31st March 2025. This has enabled us to deliver services to over 900 people in the last 12-month period. The services are open to anyone across Herefordshire who may have concerns regarding themselves or a loved one's/friend's memory, carers, family members and to professionals seeking additional information. The service is also open to anyone who may have mild cognitive impairment, which is a major step forward in Herefordshire, as previously there has not been any support specifically for this condition. DMH has also delivered 31 Memory cafés over the period, which have an average attendance of 51 people at Hereford, 40 people at Leominster and 24 people at Ross. This has enabled people with a diagnosis and carers to enjoy a social opportunity and to access support, information and advice.
--	---

benefits to society as a whole.	DMH has also been successful in being allocated NHS MHIS funding to deliver a care home support service to support the wellbeing of people affected by dementia and staff in a residential setting. The CAMbus continues to visit rural and isolated villages across the county offering a point of contact for anybody worried about their/or somebody they know memory and aims to break down the barriers to engagement and access to services. CAMbus offers a free drink and cake/biscuits, an informal chat and access to support, advice and information. It also works with other organisations to deliver outreach support. The Herefordshire Dementia Voices project launched January 2022 reached its conclusion in March 2023. The project has successfully delivered on the majority of its outcomes and will have a lasting positive impact on the lives of people affected by dementia in the county. Based on the recommendations of the project a successful 3-year bid was submitted to the National Lottery Community Fund to implement those recommendations from 2024 –2027. Dementia Matters Here has also now taken over the background management of the Ross-on-Wye Meeting Centre following the dissolution of its original premises and management. The Meeting Centre supports 18 members and carers once a week delivering the national meeting centre’s programme of support to people living with dementia. DMH has additionally taken over the management of Leominster Meeting Centre under contract. DMH is represented on the Herefordshire Dementia Partnership Group and the ICS Dementia Partnership Board for Herefordshire and Worcestershire by the Chief Officer and is therefore well placed to input into regional dementia strategy.
---	---

Performance of fundraising activities against objectives set	Following on from the pandemic, fundraising activities have again taken a hit, however, we successfully secured a number of grants to continue to deliver our services. Grants were secured from the National Lottery Community Fund, Eveson Trust, Shaw Foundation, Herefordshire Community Foundation, Integrated Care Board and Friends of Herefordshire Alzheimers and Dementia Sufferers. Once the situation improves, we will be able to focus again on fundraising activities. We were also successful in securing
--	--

	one larger grant and one smaller grant to support the delivery of our objectives.
--	---

Financial Review

Review of the charity's financial position at the end of the period	Income The charity had income of £139,629 with much of this derived from continued support from the local NHS ICB, plus other donations, allowing it to sustain and grow its activities and output. Expenditure Expenditure in the year totalled £174,244, with 80% being salaries of staff engaged on various projects, for which grants have been provided, and support. Surplus and Reserves The trustees report a deficit, funded from reserves brought forward, of £34,615, ending the year with unrestricted reserves of £67,343, allowing it to continue activities in 2024 with a degree of confidence.
*Statement explaining the policy for holding reserves stating why they are held	We aim to acquire sufficient funding to cover at least six month's running costs to protect the delivery of services to people affected by dementia
Amount of reserves held	We have sufficient funds to cover just over 4 months-worth of running costs without any further income, which is lower than the reserves policy states and great efforts are being made to secure further funding to address this pressure
Reasons for holding zero reserves	N/A
Details of fund materially in deficit	N/A
Explanation of any uncertainties about the charity continuing as a going concern	In common with very many charities, other than those with very large levels of reserves, ongoing operation and impact depends on securing income to cover the running costs.

Risk Register – Key Risks

Potential Risk	Potential Impact	Mitigation
Trustees The charity lacks direction/strategy	• the charity drifts with no clear objectives, priorities or plans • needs of beneficiaries not fully addressed • financial management difficulties	• an annually reviewed business plan which sets out the key aims and objectives • utilise an annual financial plan and budget • monitor financial and operational performance

	• loss of reputation	
Trustee body lacks relevant skills or commitment	• poor decision making reflected in poor value for money on service delivery	• agree skills required
Conflicts of interest	• charity unable to pursue its own interests and agenda • decisions may not be based on relevant considerations • impact on reputation • private benefit	• trustees to disclose potential conflicts of interest • trustees to stand down on certain decisions
Reporting to trustees (accuracy, timeliness and relevance)	• inadequate information resulting in poor quality decision making • failure of trustees to fulfil their control functions	• timely and accurate project reporting • timely and accurate financial reporting • have regular contact between trustees and senior staff
Operational		
Project or service development	• compatibility with objects, plans and priorities • funding and financial viability • project viability • skills availability	• utilise monitoring and reporting procedures
Employment issues	• employment disputes • health and safety issues • claims for injury, stress, harassment, unfair dismissal • equal opportunity and diversity issues • adequacy of staff training • child protection issues • low morale • abuse of vulnerable beneficiaries	• Fair recruitment processes • reference and qualification checking procedures, job descriptions, contracts of employment, appraisals and feedback procedures • utilise job training and development • be aware of employment law requirements • ensure staff vetting and legal requirements (eg DBS checks) • have a whistle-blowing policy
Volunteers	• lack of competences, training and support • poor service for beneficiaries • inadequate vetting and reference procedures • recruitment and dependency	• use role competencies/vetting procedures/training/supervision procedures
Health, safety and environment	• staff injury • product or service liability	• comply with current law and regulations

	• injury to beneficiaries and the public	
Procedural and systems documentation	• lack of awareness of procedures and policies • actions taken without proper authority	• properly document policies and procedures • annual review of systems
Information technology	• systems fail to meet operational need • failure to innovate or update systems • loss/corruption of data e.g. donor base • breach of data protection law	• ensure system meets need/ security and authorisation procedures • annually review insurance cover for any insurable loss
Financial Risks Budgetary control and financial reporting	• budget does not match key objectives and priorities • inability to meet commitments or key objectives • ability to function as going concern	• link budgets to business planning and objectives • monitor and report in a timely and accurate way • use costing procedures for product or service delivery • monitor and control costs
Dependency on income sources	• cash flow and budget impact of loss of income source	• identify major dependencies • implement adequate reserves
Compliance with donor imposed restrictions	• funds applied outside restriction • repayment of grant • future relationship with donor and beneficiaries • regulatory action	• agree budget control, monitoring and reporting arrangements
Fraud or error	• financial loss • reputational risk • loss of staff morale • regulatory action • impact on funding	• review financial control procedures • identify insurable risks
Environmental or External Factors Public perception	• impact on voluntary income • impact on use of services by beneficiaries • ability to access grants or contract funding	• communicate with supporters and beneficiaries • ensure good quality reporting of the charity's activities and financial situation
Adverse publicity	• loss of donor confidence or funding • loss of influence • impact on morale of staff • loss of beneficiary confidence	• implement complaints procedures (both internal and external) • Ensure proper review procedures for complaints
Relationship with funders	• deterioration in relationship may impact on	• ensure regular contact and briefings to major funders

	funding and support available	• report fully on projects • meet funders' terms and conditions
Compliance Risk Compliance with legislation and regulations appropriate to the activities, size and structure of the charity	• fines, penalties or censure from licensing or activity regulators • loss of licence to undertake particular activity (see operational risks) • employee or consumer action for negligence • reputational risks	• identify key legal and regulatory requirements

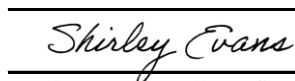
Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

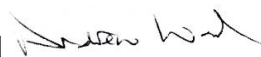
Signature(s)

Shirley Evans
(Chair)



Date 8th May 2024

Andrew Wood
(Finance Trustee)



Date 8th May 2024

Independent Examiner's Report on the Accounts

Report to the Trustees of Dementia Matters Here

On the accounts for year ended 31st December 2023

Respective responsibilities of the trustees and the examiner

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act)) and that an independent examination is not needed.

It is my responsibility to

- Examine the accounts (under section 43 of the Act);
- To follow the procedures laid down in the General Direction given by the Charity Commission (under section 43(7) (b) of the Act), and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with 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 the course of my examination, no matter has come to my attention

1. Which gives me reasonable cause to believe that in, any material respect, the requirements:
 - To keep accounting records in accordance with section 41 of the Act; and
 - To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act; have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

Signed: *G. Hudson*
Date: *11/6/24*
Name: *GRAHAM HUDSON*

Relevant professional qualification (s) or body (if any):

Address *THE LEAS FARM BEARWOOD*
Disclosure Section *LOOMINGSTON HR69EE*

Give here brief details of any items that the examiner wishes to disclose:

NONE



Receipts and payments accounts

For the period from	Period start date 1st Jan 2023	To	Period end date 31st Dec 2023
---------------------	-----------------------------------	----	----------------------------------

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					
Grants awarded	-	129,153	-	129,153	147,040
Donations	10,319	-	-	10,319	6,612
Interest	157	-	-	157	108
	-	-	-	-	-
Sub total (Gross income for AR)	10,476	129,153	-	139,629	153,760
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	10,476	129,153	-	139,629	153,760
A3 Payments					
Equipment	-	-	-	-	1,510
Insurance	874	-	-	874	574
Salaries	11,290	129,153	-	140,443	103,800
Staff Expenses	3,457	-	-	3,457	3,502
General office support costs	1,834			1,834	1,776
Office Rental	8,871			8,871	1,821
Telephone	3,073			3,073	2,297
Printing & Stationery	2,618			2,618	2,658
Postage	1,369			1,369	1,710
Bank charges	60			60	81
Community Bus purchase & running	3,509			3,509	12,812
Dementia Action week costs	-			-	2,650
Memory Café costs	1,168	-	-	1,168	1,172
Hereford Dementia Voices	6,971	-	-	6,971	3,499
Sub total	45,094	129,153	-	174,247	139,862
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	45,094	129,153	-	174,247	139,862
Net of receipts/(payments)	- 34,618	-	-	- 34,618	13,898
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	101,958	-	-	101,958	88,060
Cash funds this year end	67,340	-	-	67,340	101,958

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	CAF bank	67,340	-	-
		-	-	-
		-	-	-
	Total cash funds	67,340	-	-
	(agree balances with receipts and payments account(s))	OK	OK	OK
	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
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 liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees

Signature	Print Name	Date of approval
Shirley Evans	Shirley Evans	8/5/24
Andrew Wood	Andrew Wood	8/5/24

Independent Examiner's Report on the Accounts

Report to the Trustees of Dementia Matters Here

On the accounts for year ended 31st December 2023

Respective responsibilities of the trustees and the examiner

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act)) and that an independent examination is not needed.

It is my responsibility to

- Examine the accounts (under section 43 of the Act);
- To follow the procedures laid down in the General Direction given by the Charity Commission (under section 43(7) (b) of the Act), and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with 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 the course of my examination, no matter has come to my attention

1. Which gives me reasonable cause to believe that in, any material respect, the requirements:
 - To keep accounting records in accordance with section 41 of the Act; and
 - To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act; have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached

Signed: *G. Hudson*
Date: *1/6/24*
Name: *GRAHAM HUDSON*

Relevant professional qualification (s) or body (if any):

Address *THE LEAS FARM BEARWOOD*
Disclosure Section *LOOMINGSTON HR6 9EE*

Give here brief details of any items that the examiner wishes to disclose:

NONE

Accounts

Dementia Matters Here (fordshire)

Trustees' Annual Report

**1st January 2022
to 31st December 2022**



Dementia Matters Here (fordshire) Trustees' Annual Report for the period

From 1st January 2022

To 31st December 2022

About Dementia Matters Here (fordshire)

Dementia Matters Here (fordshire) Charitable Incorporated Organisation (CIO) was established on the 14th January 2020 to facilitate the cohesion of support across the county, add to existing support opportunities such as supporting the establishment of further meeting centres and support, develop and increase existing provision. Additionally, it was established to act on behalf of Herefordshire Dementia Action Alliance to support the creation and building of Dementia Friendly Communities and raise awareness of the condition to reduce myths and stigmas.

Dementia Matters Here (DMH) works to support people with dementia, their carers and families across Herefordshire through a number of services. DMH delivers a weekly Online Meeting Point, based on the Meeting Centre Programme ethos, which offers peer support, advice and information, an opportunity for members to have their voices heard and an opportunity to create friendships. The content of the sessions are shaped by the members who attend and is designed to support people affected by dementia to understand their changing social, emotional and cognitive needs. DMH also delivers a fortnightly online carers group and a monthly face to face group to support carers in their role, find peer support and access information and advice. It produces a fortnightly newsletter to keep people informed and connected with what is happening in their County. A telephone support line offering advice, information and support, a one-to-one support service and a monthly Memory Café is also offered. DMH not only supports people with a diagnosis of dementia but also supports people awaiting diagnosis or who have mild cognitive impairment.

DMH additionally supports the Herefordshire Dementia Action Alliance to deliver its actions and works with organisations to support them to deliver sustainable opportunities for people affected by dementia in their communities and raise awareness of the condition.

Reference and Administrative details

Charity name	Dementia Matters Here (fordshire)
Registered charity number	1187352
Charity's principal address	Unit 10 Northern Lights Business Park Clinton Road Leominster, Herefordshire, HR6 0SW Tel: 01432 804480

Structure, Governance and Management

Type of governing document	Constitution
How is the charity constituted?	Charitable Incorporated Organisation (CIO)

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	Apart from the first charity trustees every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the trustees. In selecting individuals for appointment as charity trustees the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO. In addition, the trustees require potential trustees to submit a CV stating what they can offer a trustee and attend at least one trustee meeting.
--	---

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Expertise
1	Dr Shirley Evans	Chair	Shirley is Interim Director of the Association for Dementia Studies at the University of Worcester. She brings expertise in writing grant applications, fundraising, business development, evaluation and technology. She is Chair of Herefordshire Dementia Action Alliance, Deputy Chair of Herefordshire and Worcestershire ICS Dementia Programme Board and Finance Trustee of Leominster Meeting Centre for people affected by dementia
2	Andrew Wood	Finance Officer	A chartered accountant and experienced finance director of over more than 20 years, and has also served in the charitable sector, as a trustee, over the last 30 years. He has worked, at board-level, in the social care sector, since 2014, and in the wider healthcare sector since 2011, and co-owns a homecare business, serving Herefordshire, which has a particular focus on dementia care provision. He is also a trustee of a Bristol-based charity, Alive!, which has provided innovative, meaningful activity sessions in care homes for more than 10 years, again with a focus on dementia care provision.
3	Phillipa Bruce-Kerr		Solicitor and Partner with Harrison Clark Rickerbys. Specialisms include advice to older people and those with disabilities and their families. A particular interest in support structures and mechanisms for those with dementia, especially in the early stages where there seems little support and signposting. Phillipa is also a Trustee of Leominster Meeting Centre.
4	Joy Valentini		Joy qualified as a State Registered Nurse in 1976 and has had a varied career in and out of nursing ever since. She currently manages Leominster Meeting Centre which is an international and national demonstrator site. Joy has cared for and nursed her husband who had young onset dementia until he passed away. Three of her children live abroad so travelling is high on her priority list, along with a passion for increasing the understanding of dementia in the wider community.
5	Ashley Winter		An Armed Forces veteran currently working as a Welfare Officer for the Defence Medical Welfare Service, supporting the community and Wye Valley NHS trust. As a member of the Institute of Welfare, Ashley is a qualified Welfare Officer, Mental Health First Aider and has completed many courses to support those living with dementia.

6	Natalie Cooke		A Registered Manager with a domiciliary home care provider in Herefordshire. Having worked in the sector for 15 years, she has both a passion for raising awareness of dementia and supporting those living with a dementia and their families. She champions awareness and supports the local community with dementia information sessions, as well as being involved in the local Dementia Action Alliance
7	David Pearson		Worked in public libraries for all his career. Within this role he was responsible for social inclusion projects and was instrumental in setting up Books on Prescription within the county. His late wife passed away from a rare form of Alzheimer's disease in early 2014, and since early 2015 he has spent a lot of time working as a Volunteer Development Worker for both Herefordshire and Worcestershire. Roles included working on Dementia Action Alliances, disseminating information to stakeholders, related groups and individuals and families, and for liaising within communities to raise the profile and understanding of dementia. He is a Dementia Friends Champion, and produces the DMH fortnightly newsletter.

Key Staff and Volunteers

Name and role at DMH	What they bring
Clare Powney – Chief Officer	DMH CIO employs Clare Powney as Chief Officer who has worked in the dementia sector for a number of years for the Alzheimer's Society developing and managing their services across Herefordshire and Worcestershire. She also has experience as a company director, in local government and as an educator. Clare has built an extensive knowledge and understanding of the locality, its issues, and good relationships with local stakeholders. Clare is also a trustee of Leominster Meeting Centre and chairs the Herefordshire Dementia Partnership Group. She also sits on the Herefordshire and Worcestershire ICS Dementia Programme Board and a number of ICS Dementia working groups.
Charlotte Powney – Community Support Services Project Officer	DMH CIO employs Charlotte as a full time Herefordshire Dementia Community Support Services (HDCSS) Project Officer. She has a background of working in the health and care sector supporting people in their homes to retain their independence and specifically people affected by dementia. She brings a wealth of experience to the team and delivers with Natasha the one-to-one support service, the Memory Cafés, face to face carers groups, manages the volunteers and the social media platforms.
Coral Lemm – Community Development Officer HDV Project	DMH CIO employs Coral Lemm as a full time Community Development Officer with responsibility for delivering our Herefordshire Dementia Voices project. Coral has a varied background in local government adult social care and charity youth work. She brings a wealth of knowledge of the voluntary sector and a accumulated network of contacts across the county.
Natasha Roberts – Community Support Services Support worker	DMH CIO employs Natasha in a part-time role to support the delivery of the HDCSS service. This is Natasha's first employment since finishing college and she has developed an excellent grasp of the service and supporting people with dementia.
Yvie George – Support worker for the CAMbus project	DMH CIO employs Yvie as a part-time (job share) support worker to deliver the Coffee and Memory Bus project. Yvie has a wealth of experience working with Dementia and Meeting Centre development, as well as delivering projects.
Martin Steer – Support worker for the CAMbus project	DMH CIO employs Martin as a part-time (job share) support worker to deliver the Coffee and Memory bus project. Martin has recently retired as a serving police inspector and prior to that was in the armed forces. Martin brings a wealth of experience of working across the county and public interaction, the ability to relate to veterans, an in-depth demographical knowledge of the county and a wide network of contacts.

Name and role at DMH	What they bring
Ameena McColville - Administrator	DMH CIO employs Ameena as a part-time administrator supporting the delivery of the HDV project and co-ordinating distribution of the newsletter. Ameena has extensive experience of working in the NHS in an administrative capacity.
Irene Wheeler - Volunteer	Irene supports the delivery of the Memory Cafés in Leominster and 1- 2-1 social contact.
Ebony Jones - volunteer	Ebony supports DMH through offering 1-2-1 social contact to reduce isolation.
Laura George - volunteer	Laura supports the delivery of the Bromyard Memory Café.
Elizabeth Scrimmens - Volunteer	Elizabeth supports DMH through offering 1-2-1 social contact to reduce isolation.

Objectives and Activities

Summary of the purposes of the charity as set out in its governing document	1) Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not exclusively, the provision of education, opportunities, information, development and support of activities. 2) Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood, valued and able to contribute to their community. 3) To raise awareness of dementia and reduce the myths and stigma surrounding the condition.
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.	See below
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	In planning our activities, we have kept in mind the guidance issued by the Charity Commission on public benefit and regularly refer to our charitable objectives.

Achievements and Performance

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	The Herefordshire Dementia Community Support Service (HDCSS) was contracted for a further 12-month period to the 31st March 2024. This has enabled us to deliver services to over 800 people in the last 12-month period. The services are open to anyone across Herefordshire who may have concerns regarding themselves or a loved one's/friend's memory, carers, family members and to professionals seeking additional information. The service is also open to anyone who may have mild cognitive impairment, which is a major step forward in Herefordshire, as previously there has not been any support specifically for this condition. The HDCSS has also delivered 26 Memory cafés over the period, which have supported 429 people affected by Dementia to enjoy a social opportunity and to access support, information and advice.
--	--

benefits to society as a whole.	DMH has also been successful in being allocated NHS Winter Pressures funding to deliver additional services to support the wellbeing of people affected by dementia during a difficult period of the year. Part of this funding was utilised to launch the Coffee and Memory Bus (CAMbus) project. The CAMbus visits rural and isolated villages across the county offering a point of contact for anybody worried about their/or somebody they know memory and aims to break down the barriers to engagement and access to services. CAMbus offers a free drink and cake/biscuits, an informal chat and access to support, advice and information. Funding was also utilised to deliver and promote the use of the Herefordshire and Worcestershire Life Stories Platform – working with individuals to record their life stories for posterity and supporting care settings to use the platform with their residents. The Herefordshire Dementia Voices project launched January 2022 and is now nearing its conclusion, although a three-month extension to March 2023 has been granted. The aims of the project were: • To find people affected by dementia and enable their views and voices to be heard. • Drive forward the work of Dementia Matters Here and the Dementia Action Alliance in relation to the development of Dementia Friendly Communities, education and training and awareness raising. • Support local communities and relevant organisations and stakeholders to reach and bring together people affected by dementia both at a local basis and a county-wider basis. • Build dementia friendly communities. • Deliver education and training and awareness raising to help reduce stigma and promote early diagnosis. The project has successfully delivered on the majority of its outcomes and will have a lasting positive impact on the lives of people affected by dementia in the county. There are still some outcomes to be completed in the additional three months in 2023. Dementia Matters Here has also now taken over the background management of the Ross-on-Wye Meeting Centre following the dissolution of its original premises and management. The Meeting Centre supports 18 members and carers once a week delivering the national meeting centre's programme of support to people living with dementia. DMH is represented on the Herefordshire Dementia Partnership Group and the ICS Dementia Partnership Board for Herefordshire and Worcestershire by the Chief Officer and is therefore well placed to input into regional dementia strategy.
--	--

Achievements against objectives

Achievements against objectives set	• Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not exclusively, the provision of education, information and support of activities. Delivering: • Fortnightly Carer's Group • Face to face Carer's Groups • Memory Cafés • CAMbus • Telephone Support Line • Fortnightly Newsletter • One-to-one support • Working with statutory and voluntary organisations • Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood,
--	---

	valued and able to contribute to their community. Supporting Herefordshire Dementia Action Alliance. - DMH supported Ross-on-Wye to start becoming a Dementia Friendly community and co-ordinated 18 events in Hereford City across Dementia Action Week 2022 along with supporting activities during the week in other communities in the county. DMH additionally started working with Bromyard, Ledbury and Hereford City to become dementia friendly communities. - To raise awareness of dementia and reduce the myths and stigma surrounding the condition. Successful Dementia Festival held to raise awareness and bring professionals and people affected by dementia together.
Performance of fundraising activities against objectives set	Following on from the pandemic, fundraising activities have again taken a hit, however, we successfully secured a number of grants to continue to deliver our services. Grants were secured from the National Lottery Community Fund, Eveson Trust, Shaw Foundation, Herefordshire Community Foundation, Integrated Care Board and Friends of Herefordshire Alzheimers and Dementia Sufferers. Once the situation improves, we will be able to focus again on fundraising activities. We were also successful in securing one larger grant and one smaller grant to support the delivery of our objectives.

Financial Review

Review of the charity's financial position at the end of the period	Income The charity had income of £153,760 with much of this derived from continued support from the local NHS CCG (now ICB), allowing it to sustain and grow its activities and output. Expenditure Expenditure in the year totalled £139,862, including the purchase of the community dementia bus, a one-off purchase, and the majority of the balance being service delivery salaries. Surplus and Reserves The trustees are pleased to report a modest surplus, therefore, of £13,898, ending the year with unrestricted reserves of £101,958, allowing it to continue activities in 2023 with a degree of confidence.
*Statement explaining the policy for holding reserves stating why they are held	We aim to acquire sufficient funding to cover at least six month's running costs to protect the delivery of services to people affected by dementia.
Amount of reserves held	We have sufficient funds to cover just over 6 months-worth of running costs without any further income, which the Trustees are pleased with
Reasons for holding zero reserves	N/A
Details of fund materially in deficit	N/A
Explanation of any uncertainties about the charity continuing as a going concern	In common with very many charities, other than those with very large levels of reserves, ongoing operation and impact depends on securing income to cover the running costs.

Risk Register – Key Risks

Potential Risk	Potential Impact	Mitigation
Trustees The charity lacks direction/strategy	• the charity drifts with no clear objectives, priorities or plans • needs of beneficiaries not fully addressed • financial management difficulties • loss of reputation	• an annually reviewed business plan which sets out the key aims and objectives • utilise an annual financial plan and budget • monitor financial and operational performance
Trustee body lacks relevant skills or commitment	• poor decision making reflected in poor value for money on service delivery	• agree skills required
Conflicts of interest	• charity unable to pursue its own interests and agenda • decisions may not be based on relevant considerations • impact on reputation • private benefit	• trustees to disclose potential conflicts of interest • trustees to stand down on certain decisions
Reporting to trustees (accuracy, timeliness and relevance)	• inadequate information resulting in poor quality decision making • failure of trustees to fulfil their control functions	• timely and accurate project reporting • timely and accurate financial reporting • have regular contact between trustees and senior staff
Operational		
Project or service development	• compatibility with objects, plans and priorities • funding and financial viability • project viability • skills availability	• utilise monitoring and reporting procedures
Employment issues	• employment disputes • health and safety issues • claims for injury, stress, harassment, unfair dismissal • equal opportunity and diversity issues • adequacy of staff training • child protection issues • low morale • abuse of vulnerable beneficiaries	• Fair recruitment processes • reference and qualification checking procedures, job descriptions, contracts of employment, appraisals and feedback procedures • utilise job training and development • be aware of employment law requirements • ensure staff vetting and legal requirements (eg DBS checks) • have a whistle-blowing policy
Volunteers	• lack of competences, training and support • poor service for beneficiaries • inadequate vetting and reference procedures • recruitment and dependency	• use role competencies/vetting procedures/training/supervision procedures
Health, safety and environment	• staff injury • product or service liability	• comply with current law and regulations

Potential Risk	Potential Impact	Mitigation
	• injury to beneficiaries and the public	
Procedural and systems documentation	• lack of awareness of procedures and policies • actions taken without proper authority	• properly document policies and procedures • annual review of systems
Information technology	• systems fail to meet operational need • failure to innovate or update systems • loss/corruption of data eg donor base • breach of data protection law	• ensure system meets need/ security and authorisation procedures • annually review insurance cover for any insurable loss
Financial Risks Budgetary control and financial reporting	• budget does not match key objectives and priorities • inability to meet commitments or key objectives • ability to function as going concern	• link budgets to business planning and objectives • monitor and report in a timely and accurate way • use costing procedures for product or service delivery • monitor and control costs
Dependency on income sources	• cash flow and budget impact of loss of income source	• identify major dependencies • implement adequate reserves
Compliance with donor imposed restrictions	• funds applied outside restriction • repayment of grant • future relationship with donor and beneficiaries • regulatory action	• agree budget control, monitoring and reporting arrangements
Fraud or error	• financial loss • reputational risk • loss of staff morale • regulatory action • impact on funding	• review financial control procedures • identify insurable risks
Environmental or External Factors Public perception	• impact on voluntary income • impact on use of services by beneficiaries • ability to access grants or contract funding	• communicate with supporters and beneficiaries • ensure good quality reporting of the charity's activities and financial situation
Adverse publicity	• loss of donor confidence or funding • loss of influence • impact on morale of staff • loss of beneficiary confidence	• implement complaints procedures (both internal and external) • Ensure proper review procedures for complaints
Relationship with funders	• deterioration in relationship may impact on funding and support available	• ensure regular contact and briefings to major funders • report fully on projects • meet funders' terms and conditions
Compliance Risk Compliance with legislation and regulations appropriate to the	• fines, penalties or censure from licensing or activity regulators • loss of licence to undertake particular activity (see operational risks)	• identify key legal and regulatory requirements

Potential Risk	Potential Impact	Mitigation
activities, size and structure of the charity	• employee or consumer action for negligence • reputational risks	

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

Full name: Shirley Evans

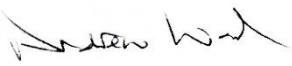
Position: Chair

Signature: 

Date: 30th April 2023

Full name(s): Andrew Wood

Position: Finance Officer

Signature: 

Date: 30th April 2023

Independent Examiner's Report on the Accounts

Report to the Trustees of Dementia Matters Here (fordshire)

On the accounts for year ended 31st December 2022

Set out on pages 10 and 11 below

Respective responsibilities of the trustees and the examiner

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act)) and that an independent examination is not needed.

It is my responsibility to

- Examine the accounts (under section 43 of the Act);
- To follow the procedures laid down in the General Direction given by the Charity Commission (under section 43(7) (b) of the Act), and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

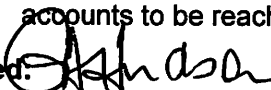
My examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures 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 the course of my examination, no matter has come to my attention

1. Which gives me reasonable cause to believe that in, any material respect, the requirements:
 - To keep accounting records in accordance with section 41 of the Act; and
 - To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act; have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed:



Name:

GRAHAM HUDSON

Relevant professional qualification (s) or body (if any):

RETIREES DIRECTOR OF
A.P.L.C

Address

TITE LENS FARM
BOARWOOD
LEOMINSTER
HR6 9GG

Disclosure Section

Give here brief details of any items that the examiner wishes to disclose None



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
Dementia Matters Here (fordshire)

No (if any)
1187352

CC16a

Receipts and payments accounts

For the period
from

Period start date
1st Jan 2022

To

Period end date
31st Dec 2022

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					
Grants awarded	94,439	52,601	-	147,040	134,703
Donations	6,612	-	-	6,612	-
Interest	108	-	-	108	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	101,159	52,601	-	153,760	134,703
A2 Asset and investment sales, (see table).					
Not applicable	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	101,159	52,601	-	153,760	134,703
A3 Payments					
Contracted Labour services	-	-	-	-	10,415
Equipment	1,510	-	-	1,510	1,593
Insurance	574	-	-	574	554
Salaries	51,199	52,601	-	103,800	35,172
Staff Expenses	3,502	-	-	3,502	211
General office support costs	6,144	-	-	6,144	3,823
Office Rental	1,821	-	-	1,821	-
Telephone	2,297	-	-	2,297	1,058
Bank charges	81	-	-	81	96
Community Bus purchase & running	12,812	-	-	12,812	-
Dementia Action week costs	2,650	-	-	2,650	-
Memory Café costs	1,172	-	-	1,172	274
Hereford Dementia Voices	3,499	-	-	3,499	-
Sub total	87,261	52,601	-	139,862	53,196
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	87,261	52,601	-	139,862	53,196
Net of receipts/(payments)	13,898	-	-	13,898	81,507
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	88,060	-	-	88,060	6,553
Cash funds this year end	101,958	-	-	101,958	88,060

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	Lloyds Bank	101,958	-	-
		-	-	-
		-	-	-
	Total cash funds	101,958	-	-
	(agree balances with receipts and payments account(s))	OK	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
Chair of Trustees		Shirley Evans	Shirley Evans	19th April 2023
Finance Trustee		Andrew Wood	Andrew Wood	19th April 2023

Accounts

DEMENTIA MATTERS
HERE fordshire

Dementia Matters Here (fordshire)

Trustees' Annual Report

**1st January 2021
to 31st December 2021**



Dementia Matters Here (fordshire) Trustees' Annual Report for the period

**From 1st January 2021
To 31st December 2021**

About Dementia Matters Here (fordshire)

Dementia Matters Here (fordshire) Charitable Incorporated Organisation (CIO) was established on the 14th January 2020 to facilitate the cohesion of support across the county, add to existing support opportunities such as supporting the establishment of further meeting centres and support, develop and increase existing provision. Additionally, it was established to act on behalf of Herefordshire Dementia Action Alliance to support the creation and building of Dementia Friendly Communities and raise awareness of the condition to reduce myths and stigmas.

Dementia Matters Here (DMH) works to support people with dementia, their carers and families across Herefordshire through a number of services. DMH delivers a weekly Online Meeting Point, based on the Meeting Centre Programme ethos, which offers peer support, advice and information, an opportunity for members to have their voices heard and an opportunity to create friendships. The content of the sessions are shaped by the members who attend and is designed to support people affected by dementia to understand their changing social, emotional and cognitive needs. DMH also delivers a fortnightly online carers group and a monthly face to face group to support carers in their role, find peer support and access information and advice. It produces a fortnightly newsletter to keep people informed and connected with what is happening in their County. A telephone support line offering advice, information and support, a one-to-one support service and a monthly Memory Café is also offered. DMH not only supports people with a diagnosis of dementia but also supports people awaiting diagnosis or who have mild cognitive impairment.

DMH additionally supports the Herefordshire Dementia Action Alliance to deliver its actions and works with organisations to support them to deliver sustainable opportunities for people affected by dementia in their communities and raise awareness of the condition.

Reference and Administrative details

Charity name	Dementia Matters Here (fordshire)
Registered charity number	1187352
Charity's principal address	Thorndale The Lydiatts Eyton Herefordshire HR6 0EE Tel: 01432 804480

Structure, Governance and Management

Type of governing document	Constitution
How is the charity constituted?	Charitable Incorporated Organisation (CIO)
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	Apart from the first charity trustees every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the trustees. In selecting individuals for appointment as charity trustees the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO. In addition, the trustees require potential trustees to submit a CV stating what they can offer a trustee and attend at least one trustee meeting.

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Expertise
1	Dr Shirley Evans	Chair	Shirley is a Senior Research Fellow with the Association for Dementia Studies, the University of Worcester. She brings expertise in writing grant applications, fundraising, business development, evaluation, technology and social media. She is Chair of Herefordshire Dementia Action Alliance.
2	Andrew Wood	Finance Officer	A chartered accountant and experienced finance director of over more than 20 years, and has also served in the charitable sector, as a trustee, over the last 30 years. He has worked, at board-level, in the social care sector, since 2014, and in the wider healthcare sector since 2011, and co-owns a homecare business, serving Herefordshire, which has a particular focus on dementia care provision. He is also a trustee of a Bristol-based charity, Alive!, which has provided innovative, meaningful activity sessions in care homes for more than 10 years, again with a focus on dementia care provision.
3	Phillipa Bruce-Kerr		Solicitor and Partner with Harrison Clark Rickerbys. Specialisms include advice to older people and those with disabilities and their families. A particular interest in support structures and mechanisms for those with dementia, especially in the early stages where there seems little support and signposting. Phillipa is also a Trustee of Leominster Meeting Centre.

	Trustee name	Office (if any)	Expertise
4	Joy Valentini		Joy qualified as a State Registered Nurse in 1976 and has had a varied career in and out of nursing ever since. She runs her own home care business in Leominster and she is a Trustee and Manager of Leominster Meeting Centre. Her husband is now in a nursing home in the last stages of dementia. Three of their children live abroad so travelling is high on her priority list, along with a passion for increasing the understanding of dementia in the wider community.
5	Ashley Winter		An Armed Forces veteran currently working as a Welfare Officer for the Defence Medical Welfare Service, supporting the community and Wye Valley NHS trust. As a member of the Institute of Welfare, Ashley is a qualified Welfare Officer, Mental Health First Aider and has completed many courses to support those living with dementia.
6	Natalie Cooke		A Registered Manager with a domiciliary home care provider in Herefordshire. Having worked in the sector for 15 years, she has both a passion for raising awareness of dementia and supporting those living with a dementia and their families. She champions awareness and supports the local community with dementia information sessions, as well as being involved in the local Dementia Action Alliance
7	David Pearson		Worked in public libraries for all his career and ended as Stock Manager for Worcestershire. Within this role he was responsible for social inclusion projects and was instrumental in setting up Books on Prescription within the county. His late wife passed away from a rare form of Alzheimer's disease in early 2014, and since early 2015 he has spent a lot of time working as a Volunteer Development Worker for both Herefordshire and Worcestershire. Roles included working on Dementia Action Alliances, disseminating information to stakeholders, related groups and individuals and families, and for liaising within communities to raise the profile and understanding of dementia. He is a Dementia Friends Champion, and also works for the Worcestershire Alzheimer's Side by Side Service.

Key Staff and Volunteers

Name and role at DMH	What they bring
Clare Powney – Chief Officer	DMH CIO employs Clare Powney as Chief Officer who has worked in the Dementia Sector for a number of years for the Alzheimer's Society developing and managing their services across Herefordshire and Worcestershire. She also has experience as a company director, in local government and as an educator. Clare has built an extensive knowledge and understanding of the locality, its issues, and good relationships with local stakeholders. Clare is also a trustee of Leominster Meeting Centre.
Cheryl Poole – Community Development Project Officer	DMH CIO employs Cheryl as Community Development Project Officer for 10 hours a week. She brings 30 yrs experience of working, practicing and training in the field of Dementia care, most recently as a Community Dementia nurse with the Community Dementia Service and as a GP Practice Community Dementia Nurse. Cheryl is currently delivering the one-to-one support service as well as supporting delivery of the other Herefordshire Dementia Community Support Services (HDCSS). Cheryl is also a trustee of Leominster Meeting Centre and Chair of Dementia Friendly Leominster.
Charlotte Powney – Community Development Project Officer	DMH CIO employs Charlotte as a full time Herefordshire Dementia Community Support Services (HDCSS) Project Officer. She has a background of working in the health and care sector supporting people in their homes to retain their independence and specifically people affected by dementia. She brings a wealth of experience to the team and delivers with Cheryl the one-to-one support service, the Memory Cafés, face to face carers groups, manages the volunteers and the social media platforms.

Objectives and Activities

Summary of the purposes of the charity as set out in its governing document	1) Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not exclusively, the provision of education, opportunities, information, development and support of activities. 2) Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood, valued and able to contribute to their community. 3) To raise awareness of dementia and reduce the myths and stigma surrounding the condition.
--	---

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.	See below
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	In planning our activities, we have kept in mind the guidance issued by the Charity Commission on public benefit and regularly refer to our charitable objectives.

Achievements and Performance

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.	The Herefordshire Dementia Community Support Service (HDCSS) pilot was contracted for a further 12-month period to the 31st March 2022 and funding made available to expand to employ a new full-time project officer to provide additional support to those with dementia and their carers. This has enabled us to deliver services to nearly 300 people in the last 12-month period when the original reach was to be 50 individuals. The services are open to anyone across Herefordshire who may have concerns regarding themselves or a loved one's/friend's memory and to professionals seeking additional information. The service is also open to anyone who may have mild cognitive impairment, which is a major step forward in Herefordshire, as previously there has not been any support specifically for this condition. DMH has also been successful in being allocated NHS Winter Pressures funding to deliver additional services during the winter months to support the wellbeing of people affected by dementia during a difficult period of the year. A successful bid was made to the National Lottery Community Fund for a 12-month project called Herefordshire Dementia Voices to start January 2022. The aims of the project are: • to find people affected by dementia and enable their views and voices to be heard. • drive forward the work of Dementia Matters Here and the Dementia Action Alliance in relation to the development of Dementia Friendly Communities, education and training and awareness raising. • support local communities and relevant organisations and stakeholders to reach and bring together people affected by dementia both at a local basis and a county-wider basis. • build dementia friendly communities. • deliver education and training and awareness raising to help reduce stigma and promote early diagnosis. The project will start the beginning of January 2022 and one full-time Community Development Officer and one part-time administrator have been appointed to facilitate the project. DMH has also trialled a new model of Memory Café which has been very successful in offering a social and support opportunity for both people with a diagnosis and their carers. We have been successful in securing a small
--	---

	pot of funding to expand the model into some other areas of the County in the next few months. DMH additionally now sits on four of the five dementia pathway review workstreams and is therefore ideally placed to be able to influence improved dementia provision by statutory stakeholders moving forwards.
--	---

Achievements against objectives

Achievements against objectives set	1) Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not exclusively, the provision of education, information and support of activities. Delivering: • Weekly Online Meeting Point • Fortnightly Carer's Group • Face to face Carer's Groups • Memory Cafés • Telephone Support Line • Fortnightly Newsletter • One-to-one support • Working with statutory and voluntary organisations 2) Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood, valued and able to contribute to their community. Supporting Herefordshire Dementia Action Alliance COVID has again unfortunately prevented DMH from achieving what it had hoped to this year. However, DMH was able to support the successful Dementia Awareness week held by Dementia Friendly Leominster during August. 3) To raise awareness of dementia and reduce the myths and stigma surrounding the condition. DMH has been unable to hold any events due to the COVID pandemic situation still but has worked to communicate with organisations around raising awareness.
Performance of fundraising activities against objectives set	Due to COVID fundraising activities have again taken a hit, however, we successfully secured a number of grants to continue to deliver our services. Once the situation improves, we will be able to focus again on fundraising activities. We were also successful in securing one larger grant and one smaller grant to support the delivery of our objectives.

Financial Review

Review of the charity's financial position at the end of the period	Income The charity secured total income of £134,703 (2020: £21,437) in its second year of operation, with £62,800 of this Restricted income, received on the last day of the year, for 2022 project expenditure. Expenditure Expenditure in the period totalled £53,196 (2020: £14,884). Surplus and Reserves The surplus for the period was therefore £81,507 (2020: £6,553), split between a surplus on Unrestricted Funds of £18,707 and a surplus of £62,800 on Restricted Funds
Statement explaining the policy for holding reserves stating why they are held	We aim to acquire sufficient funding to cover at least six month's running costs to protect the delivery of services to people affected by dementia
Amount of reserves held	We have sufficient funds to cover just over 8 months-worth of running costs without any further income, which the Trustees are pleased with
Reasons for holding zero reserves	N/A
Details of fund materially in deficit	N/A
Explanation of any uncertainties about the charity continuing as a going concern	In common with very many charities, other than those with very large levels of reserves, ongoing operation and impact depends on securing income to cover the running costs.

Risk Register – Key Risks

Potential Risk	Potential Impact	Mitigation
Trustees The charity lacks direction/strategy	• the charity drifts with no clear objectives, priorities or plans • needs of beneficiaries not fully addressed • financial management difficulties • loss of reputation	• an annually reviewed business plan which sets out the key aims and objectives • utilise an annual financial plan and budget • monitor financial and operational performance
Trustee body lacks relevant skills or commitment	• poor decision making reflected in poor value for money on service delivery	• agree skills required
Conflicts of interest	• charity unable to pursue its own interests and agenda • decisions may not be based on relevant considerations • impact on reputation • private benefit	• trustees to disclose potential conflicts of interest • trustees to stand down on certain decisions
Reporting to trustees (accuracy, timeliness and relevance)	• inadequate information resulting in poor quality decision making • failure of trustees to fulfil their control functions	• timely and accurate project reporting • timely and accurate financial reporting • have regular contact between trustees and senior staff
Operational		
Project or service development	• compatibility with objects, plans and priorities • funding and financial viability • project viability • skills availability	• utilise monitoring and reporting procedures
Employment issues	• employment disputes • health and safety issues • claims for injury, stress, harassment, unfair dismissal • equal opportunity and diversity issues • adequacy of staff training • child protection issues • low morale • abuse of vulnerable beneficiaries	• Fair recruitment processes • reference and qualification checking procedures, job descriptions, contracts of employment, appraisals and feedback procedures • utilise job training and development • be aware of employment law requirements • ensure staff vetting and legal requirements (eg DBS checks) • have a whistle-blowing policy
Volunteers	• lack of competences, training and support • poor service for beneficiaries • inadequate vetting and reference procedures • recruitment and dependency	• use role competencies/vetting procedures/training/supervision procedures
Health, safety and environment	• staff injury • product or service liability • injury to beneficiaries and the public	• comply with current law and regulations
Procedural and systems documentation	• lack of awareness of procedures and policies	• properly document policies and procedures

Potential Risk	Potential Impact	Mitigation
	actions taken without proper authority	annual review of systems
Information technology	- systems fail to meet operational need - failure to innovate or update systems - loss/corruption of data eg donor base - breach of data protection law	- ensure system meets need/ security and authorisation procedures - annually review insurance cover for any insurable loss
Financial Risks Budgetary control and financial reporting	- budget does not match key objectives and priorities - inability to meet commitments or key objectives - ability to function as going concern	- link budgets to business planning and objectives - monitor and report in a timely and accurate way - use costing procedures for product or service delivery - monitor and control costs
Dependency on income sources	cash flow and budget impact of loss of income source	- identify major dependencies - implement adequate reserves
Compliance with donor imposed restrictions	- funds applied outside restriction - repayment of grant - future relationship with donor and beneficiaries - regulatory action	agree budget control, monitoring and reporting arrangements
Fraud or error	- financial loss - reputational risk - loss of staff morale - regulatory action - impact on funding	- review financial control procedures - identify insurable risks
Environmental or External Factors Public perception	- impact on voluntary income - impact on use of services by beneficiaries - ability to access grants or contract funding	- communicate with supporters and beneficiaries - ensure good quality reporting of the charity's activities and financial situation
Adverse publicity	- loss of donor confidence or funding - loss of influence - impact on morale of staff - loss of beneficiary confidence	- implement complaints procedures (both internal and external) - Ensure proper review procedures for complaints
Relationship with funders	deterioration in relationship may impact on funding and support available	- ensure regular contact and briefings to major funders - report fully on projects - meet funders' terms and conditions
Compliance Risk Compliance with legislation and regulations appropriate to the activities, size and structure of the charity	- fines, penalties or censure from licensing or activity regulators - loss of licence to undertake particular activity (see operational risks) - employee or consumer action for negligence - reputational risks	identify key legal and regulatory requirements

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

Full name: Shirley Evans

Position: Chair

Signature: 

Date: 14th February 2022

Full name(s): Andrew Wood

Position: Finance Officer

Signature: 

Date: 14th February 2022

Independent Examiner's Report on the Accounts

Report to the Trustees of Dementia Matters Here (fordshire)

On the accounts for year ended 31st December 2021

Set out on pages 10 and 11 below

Respective responsibilities of the trustees and the examiner

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act)) and that an independent examination is not needed.

It is my responsibility to

- Examine the accounts (under section 43 of the Act);
- To follow the procedures laid down in the General Direction given by the Charity Commission (under section 43(7) (b) of the Act), and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with 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 the course of my examination, no matter has come to my attention *except that the banking should take account of the BCS £85000 limit.*

1. Which gives me reasonable cause to believe that in, any material respect, the requirements:

- To keep accounting records in accordance with section 41 of the Act; and
 - To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act; have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: *Graham Hulson* (1/3/22)

Name: GRAHAM HULSON

Relevant professional qualification (s) or body (if any): *RETIRED DIRECTOR OF A PLC*

Address: *The Leas Farm
Bearwood, Leamington
HR6 9CE*

Receipts and Payments Accounts



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
Dementia Matters Here (fordshire)

No (if any)
1187352

Receipts and payments accounts

CC16a

For the period from	Period start date 1st Jan 2021	To	Period end date 31st Dec 2021
------------------------	-----------------------------------	----	----------------------------------

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					
Grants awarded	71,903	62,800	-	134,703	20,358
Donations	-	-	-	-	1,079
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	71,903	62,800	-	134,703	21,437
A2 Asset and investment sales, (see table).					
Not applicable	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	71,903	62,800	-	134,703	21,437
A3 Payments					
Contracted Labour services	10,415	-	-	10,415	11,166
Equipment	1,593	-	-	1,593	1,173
Insurance	554	-	-	554	554
Salaries	35,172	-	-	35,172	832
General office support costs	4,308	-	-	4,308	956
Telephone	1,058	-	-	1,058	158
Bank charges	96	-	-	96	45
	-	-	-	-	-
	-	-	-	-	-
Sub total	53,196	-	-	53,196	14,884
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	53,196	-	-	53,196	14,884
Net of receipts/(payments)	18,707	62,800	-	81,507	6,553
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	6,553	-	-	6,553	-
Cash funds this year end	25,260	62,800	-	88,060	6,553



CHARITY COMMISSION
FOR ENGLAND AND WALES

Charity Name
Dementia Matters Here (fordshire)

No (if any)
1187352

CC16a

Receipts and payments accounts

For the period
from

Period start date
1st Jan 2021

To

Period end date
31st Dec 2021

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					
Grants awarded	71,903	62,800	-	134,703	20,358
Donations	-	-	-	-	1,079
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	71,903	62,800	-	134,703	21,437
A2 Asset and investment sales, (see table).					
Not applicable	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	71,903	62,800	-	134,703	21,437
A3 Payments					
Contracted Labour services	10,415	-	-	10,415	11,166
Equipment	1,593	-	-	1,593	1,173
Insurance	554	-	-	554	554
Salaries	35,172	-	-	35,172	832
General office support costs	4,308	-	-	4,308	956
Telephone	1,058	-	-	1,058	158
Bank charges	96	-	-	96	45
	-	-	-	-	-
	-	-	-	-	-
Sub total	53,196	-	-	53,196	14,884
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	53,196	-	-	53,196	14,884
Net of receipts/(payments)	18,707	62,800	-	81,507	6,553
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	6,553	-	-	6,553	-
Cash funds this year end	25,260	62,800	-	88,060	6,553

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	Lloyds Bank <i>CAF Bank</i>	88,060	-	-
		-	-	-
		-	-	-
	Total cash funds	88,060	-	-
	(agree balances with receipts and payments account(s))	Agreement Error	Agreement Error	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
B3 Investment assets				
			-	-
			-	-
			-	-
			-	-
			-	-
B4 Assets retained for the charity's own use				
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
B5 Liabilities				
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees		Signature	Print Name	Date of approval
Chair of Trustees	<i>Shirley Evans</i>		Shirley Evans	14th February 2022
Finance Trustee	<i>Andrew Wood</i>		Andrew Wood	14th February 2022

Accounts



Dementia Matters Here (fordshire)

Trustees' Annual Report

**1st January 2020
to 31st December 2020**



Dementia Matters Here (fordshire) Trustees' Annual Report for the period

**From 1st January 2020
To 31st December 2020**

About Dementia Matters Here (fordshire)

Dementia Matters Here (fordshire) Charitable Incorporated Organisation (CIO) was established on the 14 January 2020 to facilitate the cohesion of support across the county, add to existing support opportunities such as supporting the establishment of further meeting centres and support, develop and increase existing provision. Additionally, it was established to act on behalf of Herefordshire Dementia Action Alliance to support the creation and building of Dementia Friendly Communities and raise awareness of the condition to reduce myths and stigmas.

Dementia Matters Here (DMH) works to support people with dementia, their carers and families across Herefordshire through a number of services. DMH delivers a weekly Online Meeting Point, based on the Meeting Centre Programme ethos, which offers peer support, advice and information, an opportunity for members to have their voices heard and an opportunity to create friendships. The content of the sessions is shaped by the members who attend and is designed to support people affected by dementia to understand their changing social, emotional and cognitive needs. DMH also delivers a fortnightly online carers group to support carers in their role, find peer support and access information and advice. It produces a fortnightly newsletter to keep people informed and connected with what is happening in their County. A telephone support line offering advice, information and support and a one-to-one support service is also offered. DMH not only supports people with a diagnosis of dementia but also supports people awaiting diagnosis or who have mild cognitive impairment.

DMH additionally supports the Herefordshire Dementia Action Alliance to deliver its actions and works with organisations to support them to deliver sustainable opportunities for people affected by dementia in their communities and raise awareness of the condition.

Reference and Administrative details

Charity name	Dementia Matters Here (fordshire)
Registered charity number	1187352
Charity's principal address	Thorndale The Lydiatts Eyton Herefordshire HR6 0EE Tel: 01432 804480

Structure, Governance and Management

Type of governing document	Constitution
How is the charity constituted?	Charitable Incorporated Organisation (CIO)
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	Apart from the first charity trustees every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the trustees. In selecting individuals for appointment as charity trustees the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO. In addition, the trustees require potential trustees to submit a CV stating what they can offer a trustee and attend at least one trustee meeting.

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Expertise
1	Dr Shirley Evans	Chair	Shirley is a Senior Research Fellow with the Association for Dementia Studies, the University of Worcester. She brings expertise in writing grant applications, fundraising, business development, evaluation, technology and social media. She is Chair of Herefordshire Dementia Action Alliance.
2	Andrew Wood	Finance Officer	A chartered accountant and experienced finance director of over more than 20 years, and has also served in the charitable sector, as a trustee, over the last 30 years. He has worked, at board-level, in the social care sector, since 2014, and in the wider healthcare sector since 2011, and co-owns a homecare business, serving Herefordshire, which has a particular focus on dementia care provision. He is also a trustee of a Bristol-based charity, Alive!, which has provided innovative, meaningful activity sessions in care homes for more than 10 years, again with a focus on dementia care provision.
3	Phillipa Bruce-Kerr		Solicitor and Partner with Harrison Clark Rickerbys. Specialisms include advice to older people and those with disabilities and their families. A particular interest in support structures and mechanisms for those with dementia, especially in the early stages where there seems little support and signposting. Phillipa is also a Trustee of Leominster Meeting Centre.
4	Cheryl Poole	Safeguarding	Community Dementia Nurse with 2gether Mental Health Foundation Trust. A Trustee, responsible for all Clinical issues, Carers support and Safeguarding. She brings 30yrs experience of working, practicing and training in the field of Dementia care. She is also Chair of Dementia Friendly Leominster, working towards an inclusive and supportive community.

	Trustee name	Office (if any)	Expertise
5	Joy Valentini		Joy qualified as a State Registered Nurse in 1976 and has had a varied career in and out of nursing ever since. She runs her own home care business in Leominster and she is a Trustee and Manager of Leominster Meeting Centre. Her husband is now in a nursing home in the last stages of dementia. Three of their children live abroad so travelling is high on her priority list, along with a passion for increasing the understanding of dementia in the wider community.
6	Clare Powney	Secretary	Has worked in the Dementia sector for some years for the Alzheimer's Society as Services Manager until recently co-founding Dementia Matters Here (fordshire) CIO. She has experience in local government, as a company director and educator. She brings her local knowledge and experience and supports with administrative management.
7	Ashley Winter		An Armed Forces veteran currently working as a Welfare Officer for the Defence Medical Welfare Service, supporting the community and Wye Valley NHS trust. As a member of the institute of welfare Ashley is a qualified Welfare Officer, Mental Health First Aider and has completed many courses to support those living with Dementia.
8	Natalie Cooke		A Registered Manager with a domiciliary home care provider in Herefordshire. Having worked in the sector for 15 years, she has both a passion for raising awareness of dementia and supporting those living with a dementia and their families. She champions awareness and supports the local community with dementia information sessions, as well as being involved in the local Dementia Action Alliance
9	David Pearson		Worked in public libraries for all his career and ended as Stock Manager for Worcestershire. Within this role he was responsible for social inclusion projects and was instrumental in setting up Books on Prescription within the county. His late wife passed away from a rare form of Alzheimer's disease in early 2014, and since early 2015 he has spent a lot of time working as a Volunteer Development Worker for both Herefordshire and Worcestershire. Roles included working on Dementia Action Alliances, disseminating information to stakeholders, related groups and individuals and families, and for liaising within communities to raise the profile and understanding of dementia. He is a Dementia Friends Champion, and also works for the Worcestershire Alzheimer's Side by Side Service.

Key Staff and Volunteers

*Note that Clare Powney and Cheryl Poole are both trustees of Dementia Matters Here and as per the constitution declare a conflict of interest and withdraw from any discussions and decisions in which there might be a conflict of interest.

Name and role at DMH	What they bring
Clare Powney – Community Development Manager	DMH CIO contracts with Clare Powney, as a consultant, to manage the day to day running of the charity and as Community Development Manager. Clare Powney has worked in the Dementia Sector for a number of years for the Alzheimer's Society developing and managing their services across Herefordshire and Worcestershire. She also has experience as a company director, in local government and as an educator. Clare has built an extensive knowledge and understanding of the locality, its issues, and good relationships with local stakeholders. She is also a co-founder and trustee.
Cheryl Poole – Community Development Project Officer	DMH CIO employs Cheryl Poole as Community Development Project Officer for 10 hours a week. She brings 30 yrs experience of working, practicing and training in the field of Dementia care, most recently as a Community Dementia nurse with the Community Dementia Service and as a GP Practice Community Dementia Nurse. Cheryl is currently delivering the one-to-one support service as well as supporting delivery of the other Herefordshire Dementia Community Support Services (HDCSS). Cheryl is also a trustee of DMH, Leominster Meeting Centre and Chair of Dementia Friendly Leominster.
Tynna Loveday – Volunteer Co-ordinator volunteer for Bromyard and surrounding area	Tynna brings experience of having worked as a GP Practice Manager, supporting a number of local charitable organisations and organising events, both as a trustee and volunteer. This includes volunteering for the local hospital and has personal experience of caring for a person with dementia. She is extremely well known and respected in the Bromyard area.

Objectives and Activities

Summary of the purposes of the charity as set out in its governing document	1) Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not exclusively, the provision of education, information and support of activities. 2) Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood, valued and able to contribute to their community. 3) To raise awareness of dementia and reduce the myths and stigma surrounding the condition.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities,	See below

projects or services identified in the accounts.	
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	In planning our activities, we have kept in mind the guidance issued by the Charity Commission on public benefit and regularly refer to our charitable objectives.

Achievements and Performance

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.	A £5,000 grant from The Shaw Foundation enabled engagement of a part-time project officer for five months commencing April 2020. The application process was quick and straight forward and the fact that The Shaw Foundation was willing to fund a new charity was key to the success that followed. This initial funding gave the charity confidence to apply for other sources of funding and grants from the National Lottery COVID and Western Power enabled an extension of the project officer post. Involvement with the national Community Makers project prompted establishment of an Online Meeting Point based on the Meeting Centre ethos with a view to developing such a Centre in the future. The Online Meeting Point has connected it's members and reduced isolation during the lockdowns and COVID-19 restrictions over the last seven months. This prompted a proposal to Herefordshire and Worcester Clinical Commissioning Group (CCG) to expand the project to cover non-technological remote approaches such as newsletters, a helpline and a home visit service. CCG funding was granted for a six-month pilot (this is recurrent) and the new service is called Herefordshire Dementia Community Support Service (HDSSC). This funding enabled expansion of the initial project officer role and the appointment of a full-time community manager and a project officer for 10 hours a week from 1st November 2020. HDSSC will deliver to approximately 50 people affected by dementia:- • Online Meeting Points • Teleconferencing Groups • Telephone Support Line • Newsletter • One to one service The service is to be further expanded in the new year with another project officer providing additional support for those with dementia and their carers in care homes. The new services are open to anyone across Herefordshire who may have concerns regarding themselves or a loved one's/friend's memory and to professionals seeking additional information. The new service is also open to anyone who may have mild cognitive impairment, which is a major step forward in Herefordshire, as previously there has not been any support specifically for this condition.
--	--

Achievements against objectives

Achievements against objectives set	1) Promote the health and wellbeing of people living with a dementia or associated conditions, their relatives and carers in Herefordshire through, but not exclusively, the provision of education, information and support of activities. Delivering: • Weekly Online Meeting Point • Fortnightly Carer's Group • Telephone Support Line • Fortnightly Newsletter • One-to-one support • Working with statutory and voluntary organisations 2) Support the creation of dementia friendly communities across Herefordshire to enable people to feel understood, valued and able to contribute to their community. • Supporting Herefordshire Dementia Action Alliance COVID-19 has unfortunately prevented DMH from achieving what it had hoped to this year. 3) To raise awareness of dementia and reduce the myths and stigma surrounding the condition. DMH has been unable to hold any events due to the COVID-19 situation but has worked to communicate with organisations around raising awareness.
Performance of fundraising activities against objectives set	Due to COVID-19 fundraising activities have taken a hit, however, we successfully secured a number of smaller grants to adapt our way of working to continue to deliver our services. Once the situation improves, we will be able to focus again on fundraising activities. We were also successful in securing two larger grants towards delivering our services.

Financial Review

Review of the charity's financial position at the end of the period	Income The charity secured total income of £21,437 in this first period of start-up, with £10,405 of this Restricted income. Expenditure Expenditure in the period totalled £14,884. Surplus and Reserves The surplus for the period was £6,553, split between a deficit on Unrestricted Funds of £1,238 and a surplus of £7,791 on Restricted Funds. However, the Unrestricted Fund expenditure included £5,565 of costs for a project being funded by the Hereford & Worcester CCG but the funds were not received until January 2021, fully covering these costs.
Statement explaining the policy for holding reserves stating why they are held	We aim to acquire sufficient funding to cover at least three month's running costs, building up to six months' cover as the charity becomes more established.
Amount of reserves held	We have sufficient funds to cover 3 months running costs.

Reasons for holding zero reserves	N/A
Details of fund materially in deficit	As noted above, a project, fully funded by the Hereford & Worcester CCG was commenced shortly before year-end, but the fund were not received until January 2021, more than covering these costs.
Explanation of any uncertainties about the charity continuing as a going concern	In common with very many charities, other than those with very large levels of reserves, ongoing operation and impact depends on securing income to cover the immediate

Risk Management

The charity has prepared a very detailed Risk Register, covering many areas, and setting out the Risk, the Potential Impact, and any Mitigating actions or factors in place to limit this impact.

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees:

Full name(s): Shirley Evans

Position: Chair

Date: 9th May 2021

Full name(s): Andrew Wood

Position: Finance Officer

Date: 9th May 2021

Independent Examiner's Report on the Accounts

Report to the Trustees of Dementia Matters Here (fordshire)

On the accounts for year ended 31st December 2020

Set out on pages 10 and 11 below

Respective responsibilities of the trustees and the examiner

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act)) and that an independent examination is not needed.

It is my responsibility to

- Examine the accounts (under section 43 of the Act);
- To follow the procedures laid down in the General Direction given by the Charity Commission (under section 43(7) (b) of the Act), and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report

My examination was carried out in accordance with 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 the course of my examination, no matter has come to my attention

1. Which gives me reasonable cause to believe that in, any material respect, the requirements:
 - To keep accounting records in accordance with section 41 of the Act; and
 - To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act; have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Name: Graham Hudson

Relevant professional qualification(s) or body (if any): Retired plc Director

Address: The Leas Farm, Bearwood, Herefordshire HR6 9EE

Receipts and Payments Accounts

 CHARITY COMMISSION FOR ENGLAND AND WALES	Charity Name Dementia Matters Here (fordshire)		No (if any) 1187352		CC16a
	Receipts and payments accounts				
	For the period from	Period start date 1st Jan 2020	To	Period end date 31st Dec 2020	

Section A Receipts and payments					
	Unrestricted funds	Restricted funds	Endowment funds	Total funds	Last year
	to the nearest £	to the nearest £	to the nearest £	to the nearest £	to the nearest £
A1 Receipts					
Grants awarded	9,953	10,405	-	20,358	-
Donations	1,079	-	-	1,079	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
Sub total (Gross income for AR)	11,032	10,405	-	21,437	-
A2 Asset and investment sales, (see table).					
Not applicable	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	11,032	10,405	-	21,437	-
A3 Payments					
Contracted Labour services	9,166	2,000	-	11,166	-
Equipment	674	499	-	1,173	-
Insurance	554	-	-	554	-
Salaries	832	-	-	832	-
General office support costs	885	71	-	956	-
Telephone	134	24	-	158	-
Bank charges	25	20	-	45	-
	-	-	-	-	-
	-	-	-	-	-
Sub total	12,270	2,614	-	14,884	-
A4 Asset and investment purchases, (see table)					
	-	-	-	-	-
	-	-	-	-	-
Sub total	-	-	-	-	-
Total payments	12,270	2,614	-	14,884	-
Net of receipts/(payments)	- 1,238	7,791	-	6,553	-
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
Cash funds this year end	- 1,238	7,791	-	6,553	-

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	Lloyds Bank	- 238	7,791	-
		-	-	-
		-	-	-
	Total cash funds	- 238	7,791	-
	(agree balances with receipts and payments account(s))	Agreement Error	OK	OK
		Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-
		Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
		Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities	Trustee Loan	Unrestricted	1,000	On demand
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	
Chair of Trustees		Shirley Evans	9th May 2021	
Finance Trustee		Andrew Wood	9th May 2021	