

Registered number 10690071

Charity number 1173379



TRUSTEES REPORT AND ANNUAL

STATEMENT FOR THE YEAR ENDING 31st MARCH 2024

Alzheimer's & Dementia Support Services
TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2024

Registered Charity Number: 1173379

Registered Company Number: 10690071

Principal Office

Safeharbour
Coldharbour Road
NORTHFLEET
Kent
DA11 8AE

Trustees

Karen du Rocher retired 23.01.2024

Chris Inwood

David Mackenzie retired 03.11.2023

Denise Osborn retired 29.05.2024

Sam Barton

Catherine Jones

Adedayo Ajakaiye

Gareth Simpson appointed 10.07.2023

Louise Buet appointed 10.07.2023

Vikki Harding appointed 10.07.2023

Avril Hamilton appointed 10.07.2023

Chair of Trustees

Sam Barton

Treasurer

Catherine Jones

Chief Executive Officer

Katie Antill

Auditors

UHY Hacker Young

Thames House

Roman Square

Sittingbourne

Kent

ME10 4BJ

Bankers

CAF Bank Ltd

Kings Hill

WEST MALLING

Kent

ME19 4JQ

Charity Bank

Fosse House

182 High St

TONBRIDGE

Kent

TN9 1BE

Flagstone
1st Floor
Clareville House
26-27 Oxendon Street
London
SW1Y 4EL

Advisors

Peninsula – HR and Employment Consultants
Peninsula – Health and Safety Consultants
Cyber and Data – Data Protection Advisors – from 05.2023

Trustees report

The Trustees are pleased to present their report with financial statements of the Charity for the year ending 31 March 2024. The Trustees confirm that the report and financial statements of the Charity comply with the current statutory requirements, the requirements of the governing document, and the provisions of "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (Charities SORP (FRS 102)) (Second Edition)."

Executive Summary

ADSS, is now in its 33rd year, delivers services for people affected by dementia through our service lines 'Dementia Care', 'Dementia Wellbeing' and 'Dementia Support'. ADSS has an unwavering commitment to supporting people affected by dementia to live the best life they can. We take great pride in our person-centred, compassionate approach, and in the knowledge and expertise of our staff and volunteers. Through our services and support, people with dementia, their families and their carers are able to live well.

What we have achieved this year

ADSS continues to grow in reputation, capability and capacity to serve the population of Kent & Medway.

ADSS supported 6,172 unique people in 2023-24 – an amazing 29% increase on the previous year.

We supported an average of 1,506 people each month – a 7% increase on the previous year.

We had 4,048 new referrals to the services – an increase of 20%.

We have also completed a large improvement programme at Safeharbour, creating a dementia-friendly garden, replacing the flat roof on our building and upgrading to a new boiler and heating system.

In 2023-24 we also co-created a new strategy "Strategy 2030: Facing Dementia Together" that will guide our growth over the coming years.

Our financial picture

ADSS has navigated the difficult financial climate that is causing problems for so many charities, and in 2023-24 generated a record level of income.

- ADSS realised an income of £3,064,230 with expenditure of £2,769,404
- A discharge of the previously awarded loan from Albert Hunt Trust for £315,000 helped us achieve a net surplus of £294,826. Without this we would have recorded a modest deficit of just over £20,000.

The outlook for local authorities remains unstable and we continue to further diversify our income streams. However, ADSS can claim another successful year, during which we have navigated significant challenges: a cost-of-living crisis; the continued difficult funding climate in both philanthropic and statutory income; a complex employment market; and a surge in demand for our services and the complexity of the people we support.

We will remain vigilant and continue to build what we hope is a bright and sustainable future for many years to come.

Status

Alzheimer's & Dementia Support Services (ADSS) is a charitable company limited by guarantee and has no share capital. The company was incorporated on 24 March 2017 and is governed by Articles of Association.

Structure, Management and Governance

Method of appointment or election of Trustees

The management of the Charity is the responsibility of the Trustees who are elected at the Annual General Meeting or co-opted under the terms of the Articles of Association. The Board reviews its strengths and weaknesses to ensure its effectiveness in achieving the Charity's mission, governing the organisation, and leading the strategy. This helps the Board to identify when new Trustees should be recruited. During the 2023-24, four new Trustees have been recruited: Gareth Simpson, Louise Buet, Avril Hamilton and Vikki Harding.

The Board of Trustees has due regard for limited tenure best practice; however, it is prioritising having a regular inflow of new talent to the Board.

Policies adopted for the induction and training of Trustees

There is an agreed procedure for inducting and training Trustees, which ensures they are provided with relevant information about the Charity, in order that they can contribute to the effective governance and leadership of the organisation. Trustees also commit to regular training throughout their tenure and training needs are identified through informal reviews with the Chair of Trustees and the annual skills audit.

Organisational structure and decision making

The overall management of the Charity is in the hands of the Trustees, who currently meet quarterly. During the year in question, two committees also held quarterly meetings to support with the governance, compliance and oversight of the charity.

They were the Funding & Finance Committee, and the Quality, Risk & Compliance Committee.

Following a governance review conducted by the CEO and Trustees, it was agreed to remove fundraising from the remit of the Finance & Funding Committee, which has been renamed as the Finance & Audit Committee. It has also been agreed to add the following committees for the year ending 31st March 2025:

- Remuneration – to ensure the charity has a fair and consistent approach for paying all team members and to make specific decisions about the CEO and COO's salaries.
- Nominations – to oversee the recruitment of new Trustees and recommend new appointments to the Board of Trustees.

ADSS has also developed an innovative way of combining the skills of the individual Trustees and team members to work on specialist areas of focus for the Charity to meet its strategic aims. These 'working groups' have been called Advisory Groups and will work on the following areas of business:

- People Advisory Group – to support ADSS's ambition to be an employer of choice and to recruit and retain the best talent possible.
- Brand and Marketing Advisory Group – to support our strategic plans to be more recognised in the community and visible to those who want to support us or use our services, and to drive our fundraising efforts.
- Service and Impact Advisory Group – to support the development of new services and innovations in line with our strategic aims and to ensure we can clearly demonstrate and measure our impact.

All of these groups will commence during the current financial year.

The Board delegates the day-to-day running of the organisation to the Chief Executive Officer, Katie Antill. Katie has restructured her team and redefined people's job roles for the current financial year and has also made some significant appointments to the Senior Leadership Team. She is pleased to welcome Andreas Okpere as the Head of Finance and Cathy Assoba as Fundraising and Communications Manager.

Alongside Cathy and Andreas, the Senior Leadership Team comprises Matt Thurston, Chief Operating Officer; Sarah Taylor, Head of Quality and Development; Kelly Clark, Head of Community Care & Wellbeing Services; and Denise Kilshaw, Head of Dementia Coordinator Services.

Risk management

The Trustees have assessed the major risks to which the Charity is exposed, in particular those related to the operations and finances of the Charity, and are satisfied that systems and procedures are in place to mitigate exposure to those risks, or that they are covered by insurance. The Board of Trustees has undertaken Risk Management Training. The Risk Register is reviewed by the full Board and the relevant risks are discussed in further detail at the Finance & Audit Committee and Quality, Risk & Compliance Committee meetings, as well as at meetings of the Senior Leadership Team. A full review of the ADSS Risk Register was undertaken in

January 2024 and the Board of Trustees have reduced the risk rating for some of the most significant risks.

Consistent with many other charities, the key risks, based on their impact and likelihood, are:

Risk	Mitigation	Future plans
Cybercrime – a risk for all charities	Cyber Essentials Staff Training	Penetration testing
Fraud	Monthly and Quarterly Finance Control Checks Treasurer completion of Charity Commission Checks Annual Audit Policy oversight by Finance & Audit Committee	Finance Manager to implement more robust testing
Short-term funding	Ensure compliance with the contract deliverables Robust exit strategy Fundraising plan	Reinvigorate our strategy and fundraising plan
Data protection breach	Digital systems Data Protection Training Data Protection Impact Assessments	Embed new ways of working introduced by outsourced Data Protection Services

ADSS has reduced the risk rating for the following risks;

- Recruitment and retention of staff and volunteers – this was achieved by a concerted focus on leadership, remuneration and benefits. This was evident in having had a few months with a turnover rate of zero, the first ones since June 2022. This work will continue through the People Advisory Group.
- Management team capacity and burnout – the introduction of additional Senior Management, an Executive Personal Assistant and other high calibre team members has reduced the work burden on the Senior leadership Team.

Constitution

The organisation is governed by a constitution, which was adopted on 24 March 2017. Its objectives are to give continued practical and emotional support to people with dementia, their carers, other relatives, and supporters, and to deliver such support in a respectful way which recognises individuality and safeguards dignity.

Investment Powers

The constitution authorises the Trustees to apply the assets and property of the Charity solely towards the promotion and purpose of ADSS as laid down in the constitution.

In the year in question the Board of Trustees has continued to implement its investment policy and invested its reserves using the CAF deposit platform management by Flagstone.

Public Benefit

The Trustees have had due regard to the guidance issued by the Charity Commission on public benefit when reviewing the Charity's objectives and planning future activities.

An Introduction from our Chair

Welcome to our Trustees' Report 2023-24. I'd like to start, as always, by saying an enormous thank you to all of the incredible staff and volunteers at ADSS. The past 12 months has been another year of growth and development for our fantastic organization, and I am proud to say that we have – yet again – reached a record number of people.

In 2023-24, ADSS supported a total of 6,172 unique people, an amazing 29% increase on the previous year, and had more than 4,000 new referrals to our services. This is a remarkable increase and a testament to the boundless dedication, care and compassion of the ADSS team.

Our income has also reached another high-water mark, increasing by more than 30% on the prior year and totalling more than £3 million for the first time in 2023-24. We must also extend our eternal gratitude to The Albert Hunt Trust for their support of ADSS. Not only did they provide us with a generous loan in 2019, enabling us to acquire our building, Safeharbour, in Gravesend, but last year they also discharged this loan, meaning we now own the premises outright.

This wonderful donation from The Albert Hunt Trust has made such a difference to ADSS. Owning Safeharbour has given us the confidence to invest further in our premises. Over the past year, we have completed a large improvement programme, replacing the entire roof and upgrading to a new boiler and heating system. In recent weeks we have also completed development of our new dementia-friendly garden, Sunny Banks. This has transformed what was effectively disused space into an entirely new area where we can provide therapeutic, sensory support in a natural setting to people living with dementia, and aligns very closely with our person-centred approach to dementia care.

One of the most important items on the agenda over the past year has been updating our long-term strategy. Earlier this year, we launched our new programme, "Strategy 2030: Facing Dementia Together". This strategy sets out a roadmap for the coming years, and builds on what we have already achieved. But it also recognises that there is still so much that people affected by dementia need. There are parts of Kent that do not receive the support our team can provide, underserved communities that are not included in the dementia pathway, people who are not being diagnosed and so many other pressing issues that we can face together with the people of Kent. We won't stop until dementia stops.

As part of this strategy, we are continuing to build our Board, our Senior Leadership Team (SLT) and our fundraising team. Over the past year we have welcomed four new Trustees, each bringing much-needed skills to the Board, across HR, healthcare and marketing. The SLT, meanwhile, has grown with the key appointments of our Fundraising and Communications Manager, Cathy Assoba and Andreas Okpere our Head of Finance. We also recognize that we need to increase our fundraising capacity to meet our future ambitions, ensure we are well financed in both our

service delivery and core functions and continue to diversify the income streams we have. We now have a team of three working hard to bring in the money we need to support even more people in 2024/25.

And to finish on some further positive news, while we don't do what we do in order to receive awards, it is pleasing when our efforts are recognized externally. I am proud to report that ADSS has made history by winning Kent Charity of the Year 2024, alongside being named Kent Disability Charity of the Year 2024. I was also delighted to win the prestigious Trustee of the Year, meaning that we are the first charity in the history of the awards to take away three trophies in one night.

Sam Barton

Objective and Activities

Purpose

Our purpose is to give people affected by dementia the knowledge, support and care they need to take back control of their lives, take part in family and community life, and manage their symptoms.

Vision

Everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want.

Mission

Too many people affected by dementia do not get the vital social care, support and guidance they need. We use our person-centred experience of dementia to define and implement social care services, from diagnosis to end of life, that reduce the devastating impact the disease can have.

Values

We believe:

- That everyone's rights and dignity should be promoted.
- In being person-centred and focused on people's abilities.
- In being inclusive and embracing everyone in our community.
- In working together to deliver excellence in the information, support and services we provide.
- In being caring and compassionate in all we do.
- In acting with integrity and honesty at all times.

Our Services

ADSS delivers a range of services to people affected by dementia through our service lines 'Dementia Care', 'Dementia Wellbeing' and 'Dementia Support'. The Dementia Support service is our overarching service that provides practical and emotional support to people from pre-diagnosis to end of life. Our Dementia Coordinators are now operating in partnership with GP surgeries across half of Kent,

from Tunbridge Wells to The Isle of Sheppey and everywhere in between. They provide information and support and work in conjunction with people affected by dementia to create a support plan that enables them to live the life they want. We have a collaborative approach and therefore are working in partnership with Kent & Medway Partnership Trust (KMPT – which operates the memory clinics – social services, care providers and other charities to ensure people affected by dementia get the best support Kent can offer.

Our Dementia Wellbeing services are there to ensure people understand what dementia is, what support is available and help people build peer networks, but most importantly to help people have fun and live a fulfilling life. The services include Dementia Cafés, Peer Support Groups, support and learning groups for carers, activity groups and cafes, day trips and so much more. Each year we build on the variety and choice we can offer people to ensure as far as possible there is something for everyone.

Our Dementia Care team builds on that by providing a greater level of support and personal care to people whose dementia has advanced or who need more. This includes our Beacon Day Support Centre and our home care service, Support at Home. Our Beacon Day service provides a vibrant a lively atmosphere for people to make friends, take part in fun activities and try new things. From our card playing to the 'Crafty Crafters', each day there are person-centred activities for all to enjoy. Our Support at Home team take what we can offer into the home and we support people to enjoy hobbies or connect with their community. Our Support at Home+ service supports people with personal care and the tasks of daily living to ensure they can live a happy and healthy life in their own home. The service is regulated by the Care Quality Commission (CQC).



Fig.1 ADSS Theory of Change

Our heritage is in Dartford, Gravesham and Swanley – in these areas we can offer our full array of services. But all residents in north and west Kent are now able to access some level of service from ADSS, and where we don't provide a full complement of services, we work with partners to help people access what they need. However, sadly in some areas these services just do not exist.

Achievements and performance

Completion of our strategy

In 2021 we launched an ambitious five-year strategy, but during the course of 2023 it became apparent that much of this strategy had already been achieved, but there was still so much to do for people living with dementia in Kent & Medway. In the latter half of 2023, we embarked on a strategy refresh and redesign. Here's what we achieved between 2021 and 2024 with our 'Getting Ready for the Future' strategy:

Our aims	What we did
Increase our reach, by 10% each year	We have increased our reach by 296% in three years.
Demonstrate excellence and specialism throughout every aspect of our work.	Over 70 of our team are now Dementia Interpreters and we have trained all Dementia Coordinators (not just our own)
Coproduce a wellbeing service model that offers flexibility and choice and includes evidence-based activities.	Across Dartford Gravesham & Swanley and Swale we now offer over 40 groups per month.
Expand our Dementia Support and Wellbeing Services across Kent and Medway	We now cover half of Kent with our Dementia Coordination Service and the residents of Dartford, Gravesham & Swanley and Swale get to enjoy our wellbeing services (or those offered by our partners Age UK Kent Rivers and Age UK Sheppey).
Increase our efficiency by 20% over five years.	We have reduced our core costs to 14% of our income from 21%. (This was achieved in part due to the discharge of our property loan and this level is not sustainable in the long term.)

In April and May 2024 we have launched our new 2030 Strategy: 'Facing Dementia Together with Kent and Medway'. This strategy builds on our previous ambitions and will enable us to be Bigger, Brighter and Bolder.

By 2030:

ADSS will be an award-winning, well-known and sustainable charity for people living with dementia and their carers. ADSS will ensure the delivery of high-quality and

evidence-based services to all communities across Kent and Medway and we will champion the rights and aspirations of those affected by dementia.

What we have achieved this year

- ADSS supported 6,172 unique people in 2023-24 – an amazing 29% increase on last year.
- We supported an average of 1,506 people each month – a 7% increase on last year.
- We had 4,048 new referrals to the services. This is an increase of 20%.
- We have also completed a large improvement programme at Safeharbour.
- We have replaced the flat roof on the building, upgraded to a new boiler and heating system and created a dementia-friendly garden.

Evaluation

The key findings from our evaluation showed that ADSS is having a significant impact on the people we support.

- 74% of people say our services help them live safely and independently
- 81% of people say our services provide them with specialist information and advice
- 71% of people can access social activities that they enjoy
- 92% of people feel like they are treated as an individual when accessing our services
- 94% of people think our staff have the right knowledge and understanding to support them
- 99% of people think our staff are caring and compassionate

Measuring our Impact

Over the past few years we have deliberately upskilled our team and the Charity to be able to articulate and evidence the impact we have. This was not only important for the Commissioners of some of our services but also for us as a Charity to ensure we are making a difference to the lives of people affected by dementia.

We have coproduced and implemented a new tool to measure the impact of our services on those we support. We previously used the tool designed by Kent County Council and other commissioned providers, but it was not user friendly for people with dementia and we were aware that we needed to redesign it collaboratively with the people that use our services and our team.

The new impact tool consists of five easy-to-answer questions based around an individual's wellbeing and social inclusion. The answers for each question are a selection of multiple-choice words that enable the individual to best describe how they feel.

The two departments that currently use this impact tool are the Dementia Coordinators and the Wellbeing Coordinators. The first impact questionnaire is asked by Dementia Coordinators at the point of assessment and the second is completed when all support plan outcomes have been met and the service is closed. This allows us to measure the impact the direct support from a Coordinator has provided for an individual.

The Wellbeing Coordinators use the impact tool when an individual first attends one of our Wellbeing groups, and then again six months later (if they are still in

attendance at the group). This allows us to measure the impact our groups have on an individual and their wellbeing.

For those that access both services, we can now measure the impact between the first point of contact with our service and when they have had the time to fully benefit from our support.

It is still early days in the use of this new tool, but we look forward to sharing the results in the future. For now, we can tell you that, on average, the people we support feel 18% more included after accessing our services.

Compliments and Complaints

During 2023-24 we were delighted to receive 50 compliments (42 last year). Many of the compliments were directed towards team members or about the difference we collectively make to the people we support. This is testament to the excellent service we provide. However, we did also receive 13 complaints (11 last year).

While it is never a good feeling to receive complaints, we are grateful for honest feedback, and this has given us the opportunity to learn and to improve. Only one complaint was a formal complaint.

Diversity, Equity and Inclusion

In late 2022 ADSS created an Diversity, Equity and Inclusion (DEI) action plan. This was in recognition of the fact that we knew that some people from the diverse population of Kent were not accessing our services. We also recognised that our team did not truly reflect the communities we serve and therefore we were missing out on talent and a diversity of thinking. Our plan is a collection of practical actions we can take to address this. We have also reviewed and renewed our policy on Equity and Diversity and trained our Board and managers.

In the current financial year we have taken our ambitions for DEI even further by designing a training session that will be delivered to all team members, included being equitable as part of our new 2030 strategy and set up a working group. We also have a dedicated working group working on the actions we need to take to ensure ADSS offers equity of opportunity and is a fully inclusive and accessible place to work or be supported.

Safeguarding the people we support

At ADSS we have a robust safeguarding policy, procedures and training. All new team members are trained by our Designated Safeguarding Lead, Katie Anfill, and they then have annual follow-up training. We continue to see an increase in the number of concerns we are dealing with. In the year in question, we have supported 50 people where there are concerns of abuse or neglect. But the preventative work we do with the majority of the people we support is also a significant factor in preventing more concerns.

Operationally, we have had to rise to the significant challenges that arise when supporting people where abuse or neglect is a factor. In practical terms, it takes more time to support people when there are safeguarding concerns, but it can also take an emotional toll on the team member dealing with the situation. To support with this, we have worked hard on our infrastructure to ensure we are able to be robust and supportive when there are concerns about abuse for the people we support. We have:

- Increased our Designated Safeguarding Team by appointing and training Kelly Clark and Denise Kilshaw as Deputy Safeguarding Leads.
- Introduced one Safeguarding Champion and will be appointing more.
- Engaged with Kent County Council's operational improvement group.
- Built an excellent working relationship with Kent & Medway Safeguarding Adults Board and are very grateful to their independent chair, Andy Raby, and their manager, Vickie Widden, for their ongoing support and engagement.
- Ensured that a designated Safeguarding Lead or Deputy has attended many of our Dementia Cafes and support groups to talk about safeguarding and how people can keep themselves safe.

Whilst the abuse, or potential abuse, of people affected by dementia is not a topic we want to be discussing, we believe it is vital to shine a light on the fact that people living with dementia can and do experience abuse. The impact of abuse or the risk of abuse on people affected by dementia can be huge. It can lead to people being hurt, caring arrangements breaking down, and greater social care needs developing. We believe that Covid lockdowns, the cost of living crisis, financial pressures in the NHS and local authorities, and a precarious social care system have all compounded the complexity and fragility of people's lives and circumstances.

Health and safety of our team and the people we support

While the charity maintains a very good safety record with no breaches of health and safety or reportable injuries for over six years, the increase in the number of staff and volunteers, and activities in the extended areas we cover, means that our current safety programme has needed to change focus.

As well as continuing to ensure that our building meets all the "legal" safety requirements, we have carried out numerous risk assessments for the activities we undertake at venues other than Safeharbour to keep the people we support safe.

We have also started the process of developing driver awareness training for staff, enhancing our near miss reporting and understanding, and have added a dedicated safety lead and a moving and handling trainer.

ADSS as a place to work

The Board of Trustees and the Senior Leadership Team are committed to ensuring that ADSS is a place where people want to work and volunteer. We are proud of the fact that we have grown significantly in the last two years at the same time as strengthening, rather than diluting, our excellent culture and values. The instruments we have put in place to support our ambition of being a great place to work are:

- Support for our team during the cost of living crisis
- An Employee Forum
- Leadership development for all levels of the team who have or aspire to have line management responsibility
- Trustee development and visibility with the team
- Medicash healthcare scheme
- A wellbeing team of trained Mental Health First Aiders
- Resilience training for team members
- Creating a strengths-based culture

Volunteer development at ADSS

This year we have continued to see a vast development in the recruitment of volunteers across all areas of ADSS. Now in her third full year in post, our Volunteer Coordinator has dedicated time and effort to recruiting a high calibre of volunteers from all backgrounds and skill sets to build a growing and diverse team dedicated to supporting people with dementia.

We have introduced and fine-tuned a robust recruitment and induction process, as well as developed detailed role descriptions for our volunteers to ensure they feel equipped for their role and always feel supported. Targeted recruitment, along with the assistance of social media platforms and continuous networking across the voluntary sector, has helped us to raise our profile and advertise our volunteer opportunities throughout the organisation to Trustee level. We invest in our volunteers by offering ongoing customised training to support them and enhance the quality of our service, build a strong team and maintain good retention rates. We started the year with 52 volunteers and finished the year with 70, increasing our volunteer contribution by 35%, which is an overall change of 126% since 2022. One area we have historically struggled with has been having volunteers based at Safeharbour assisting in the offices, kitchen and The Beacon. This past year, however, we have had 2,869 volunteer hours given across these areas. Looking ahead to the next fiscal year, this number will increase further as we have had a focus on volunteer recruitment to assist in other areas, such as the Dementia Coordinator and Wellbeing teams.

In January, we hosted a post-Christmas volunteer appreciation tea party to say thank you, which for the very first time also included a few Medway Buddies. Twenty-five volunteers attended, along with two Trustees, the Volunteer Coordinator and the CEO. The volunteers enjoyed meeting each other and every volunteer was given a thank you gift. It was enjoyed by all, and the volunteers were able to talk and network together. In total, including all of our Wellbeing group activities, our wonderful volunteer team has contributed a staggering 3,269 hours, helping us with groups, events, office and admin duties, supporting in The Beacon, driving the minibus and helping with meal prep in The Hub.

"Whilst volunteering with ADSS, I have gained extensive communicative skills when engaging with individuals who have Dementia. I have attend both the singing back the memories groups, where I have at first hand seen the positive impact it has on an individual with dementia and their recollection, but also actively have been able to undertake the chance of being a befriender and support a vulnerable person who was isolated, engage in meaningful activities and positively support them in a person-centred fashion." Volunteer for ADSS

In January 2023, we launched our befriending service 'ADSS Connections', which has been a great success. This has taken time, as we needed to recruit a very specific type of volunteer for this service to provide social support in the person's home, and match personalities. The service provides social stimulation for people with dementia and their carers to reduce feelings of loneliness and isolation. In the last fiscal year alone, we have enabled 550 volunteer visits with 17 individual befrienders totalling 640 hours of support for people in their own homes. Demand for the service is steadily increasing, and a waiting list has been established. Already, the benefits have been tangible for both volunteers and those we are supporting. Our priority is to expand our recruitment and focus on building a diverse team of volunteers who have the skills and confidence to engage with people in the comfort

of their own home. We are having limited success in the Swanley area with regards to recruiting befrienders - though not for the lack of trying - but demand for the service in the area is growing.

This year we have again been working with local senior schools, giving students the opportunity to gain experience working with our organisation and learning about dementia. We have attended various career days showcasing our charity's work to all year groups, with hope of encouraging secondary age students to study health and social care. We hope to develop these partnerships over the next few years, and are offering two weeks of work experience this summer, will be led by our Volunteer Coordinator. Investing time and knowledge into our future workforce in social care is a priority for us for the benefit of our community.

Volunteering: the future

- We will continue to encourage more male volunteers to provide 'Buddy' support.
- We will promote social inclusion by recruiting volunteers from all sectors of our diverse community.
- We will continue to look towards larger thank you events as our volunteer base grows.
- We will work towards building our 'Investing in Volunteers' quality framework.

Medway Buddy Volunteers

This has been a very successful year for the Medway Buddy team with regards to recruitment and the number of patients visited on the wards, with 25 active Buddies. Unfortunately, in September Medway Maritime Foundation Trust put on hold all recruitment for volunteers as they were setting up a new internal training regime throughout the hospital for all volunteers. As of March 2024, we have still not been given the green light to continue with recruitment, but the team have managed to keep morale and numbers of active volunteers up. The Buddy Coordinators kept a daily presence working from their hospital office, in addition to covering the wards and maintaining relationships with ward staff. They kept in regular contact with the volunteer Buddies, giving support and reassurance. The Buddy Volunteers received daily updates regarding Covid and the safety control measures implemented by the hospital. The ability to spend time and engage with patients living with dementia is what makes the Buddy service such a success, offering person-centred support and helping to champion the voice of people affected by dementia. In March, the Buddy team, the friends of Milton, Pembroke and Emerald, generously gave donations of a chatterbox, purring pets, baby dolls, and toiletries for patients and food sundries for ward staff.

This year, Buddy Coordinators prioritised recruitment to rebuild the volunteer team, despite being put on hold in September. They produced an action plan to diversify the recruitment of volunteers and work collaboratively with partners. They targeted local health and social care students (over 18) studying at Medway and Maidstone

Campus and Mid Kent College. This has been extremely successful and has assisted us in getting back on track to rebuild our volunteer capacity.

The service provided 2,810 visits equating to 1,940.5 hours of support for patients living with dementia on seven wards.

'The dementia buddies are valuable. They provide comfort and support the patients. They are a listening ear and in turn take the load off the ward staff. They engage with patients and motivate them with stimulating activities, which makes the patients feel less anxious, making their hospital stay more pleasant. Every single Buddy is cheerful, committed and makes a tangible difference to the wards and patients.'

Team member Medway NHS Foundation Trust

The year ending 31st March 2024 was the last year of our contract and unfortunately, in late April 2024, we were given the news that Medway Maritime Trust would not be renewing the contract with us. This is a considerable disappointment and very sad for our long-serving team member, Lynda Petley, who has so diligently and compassionately led and coordinated the service. We will continue to deliver the service until October 2024 and will work with Medway Hospital on their transition plans.

Dementia Care

Dementia Care consists of our Support at Home ("SAH") Service and our Beacon Day Centre. It is our aim to offer life-enhancing, stimulating support and care throughout these services. They are predominantly aimed at people whose dementia is quite advanced, and with our specialist knowledge and experience, we enable people affected by dementia to live the life they want to live and take part in activities that they enjoy.

Support at Home – enabling and well-being led services

- 89 unique individuals supported during the year
- 42 people were assigned to the service in April 2024
- 8,436 hours of support provided in 2023-24 – an increase of 17.5% on 2022-23

Support at Home Plus – our Regulated Home Care service

- 88 unique individuals supported during the year
- 56 people were assigned to the service in April 2024
- 14,955 hours of support provided
- An average of 2,000 items of medication administered every month

Bridging Service

- 26 people received support from the Bridging Service
- 445 hours of support provided

Changes to the service

SAH had always traditionally been a service that was provided to people for a minimum of two hours, once a week, to enable individuals to remain active, maintain their independence or just provide some company.

Over the last two years, we had seen an increase in the number of people who had requested the SAH to be provided for one hour, often daily, to ensure that individuals' daily living needs were being met. This was seen as an option due to the person not requiring any 'Regulated' Care Provision during the visits.

Earlier in the year, with the help of our newly appointed Finance Manager, we were able to see for the first time how much it costs us to provide one hour of care and it became apparent that all one-hour visits (for SAH and SAH+) would need to be charged at the same rate, as there is no difference in cost to us when providing either service.

SAH will now revert back to being a visit that is at least two hours in duration, so that those who do need a Support Worker to enable them to continue a hobby or remain independent are provided with this alternative.

Anyone else requiring a one-hour visit, regardless of whether any regulated activities are performed, will be charged the SAH+ rate.

Changes to the Terms & Conditions of the service, implemented from 1st April 2024, will have a significant impact on the income that the service receives, as the service will no longer be at risk of losing expected income on the day of hospitalisation. This gives us time to allocate a person's visits to somebody else whilst still receive income. These new terms put us in line with other care providers.

In 2023, we also began awarding our team of Care Workers with Certificates of Achievement to highlight their commitment and dedication to delivering the service in line with our values. Team members are awarded either a bronze, silver or gold pin badge alongside their Certificate of Achievement. To date, Care Workers have received awards for remaining vigilant and reporting discrepancies with medication administration, remaining with someone outside of their working hours (for example, until an ambulance has arrived), and for showing courage and commitment when faced with a difficult situation.

Barriers to providing the service

Recruitment and retention remained our biggest challenge in 2023, but over the course of the year our hard work – particularly around a recruitment drive – began to pay off. We now have more contracted members of staff within the team than ever before, which means that we have Care Workers available at the times we need them, thus facilitating the provision of 'full' care packages between 7am and 10pm, seven days a week.

In 2022 and 2023 we introduced Enhanced Rates of pay to entice zero-hour staff to work outside of their availability so that full packages could be provided. We did not need to use any of these Enhanced Rates in 2023-24 due to contracting Carers to shift patterns that meet the needs of the service.

Despite creating more capacity within the Care Team, this hasn't been reflected when looking at care provision provided under the Bridging Service. This is due to Darent Valley Hospital now only referring patients to us who require a waking night service. Traditional care packages are not being referred to ADSS and we can only assume this is due to historical lack of capacity. However, this is improving with the

help of our hospital based Dementia Coordinators, they are ensuring better communication between the family, hospital and our service.

"Both my sister and I are in a significantly better place than we were last September, and a big part of the reason is the support we've received from ADSS. We really value your help."

Quote from the daughter of someone who uses the SAH Service

"I just wanted to say how lovely it is to have the ADSS carer team back after Mum's hospitalisation. Mum is seeming so much happier. The notes are lovely to read. Please pass on our thanks to the ladies."

Quote from the daughter of someone who uses the SAH+ Service

"Paula is absolutely lovely; we are blessed to have her. She has built an excellent relationship with both dad and our family. The office team are always so helpful and supportive too".

Quote from the daughter of someone who uses the SAH+ Service

Support at Home: plans for the year ahead

This year, we will continue to focus on ensuring we have capacity within the team to deliver on the needs of the people we support. We have already made changes to the shift patterns of contracted staff to make sure that we have enough people in the right places to deliver a solid baseline of traditional care packages, and we will be using our existing zero-hour staff to fill in any gaps.

We will continue to strive to improve the service by monitoring the quality of care we are providing. The Registered Manager is provided with all monitoring and feedback data monthly, which is reviewed as a team and any actions required to improve are recorded and completed by the next month. The Registered Manager also meets monthly with the Nominated Individual for a reflection and planning meeting.

We will also review income and expenditure monthly now that we have the resources in place to provide us with this information. This will allow us to maintain a clear picture of the costs of providing the service, enabling us to ensure we represent good value and have a sustainable business model.

Lastly, we will be focusing on ensuring that we are prepared to be inspected by the Care Quality Commission under their new Single Assessment Framework, maintaining current evidence criteria but also creating new ways to record and receive information that shows the CQC we are working towards achieving an 'Outstanding' rating.

The Beacon Day Centre

- 4,599 attendances in 2023-24
- 1,818 hours of day support provided
- 32 unique individuals joined the service in 2023-24

Achievements of the service

In 2023-24, The Beacon saw average attendances of 15 people per day. However, total income received means the team have reached their target of averaging 17 people per day, as non-attendances are now being charged for.

Previously, The Beacon would not charge an attendance fee if someone was unwell. However, from a cost perspective, this was unsustainable. We have worked with the team to understand the costs of providing the service and how important it is to ensure we are following our own policies and procedures. Despite not meeting the target of 17 attendances per day, we have been able to reach our income target because we now receive payment for non-attendance where notice to cancel was not provided.

Changes to the Terms & Conditions of Service implemented from 1st April 2024 further support the mindset that the team need to ensure that all spaces are filled, and any opportunities to fill an empty space should be explored to maintain the income required to cover our costs.

"I enjoy coming to The Beacon – I feel coming here has made me more patient as a person. I love having a coffee with everyone"

Quote from someone who attends The Beacon

"I'm quite lonely at home; it's just me and the cat. I look forward to coming here because I get to meet new people and we have fun together playing different games"

Quote from someone who attends The Beacon

"I just wanted you to know that my mum had a very positive first day at the ADSS Day Centre. She liked the staff, enjoyed the company of the other clients, loved the food and enjoyed the activities, especially playing cards. She said that she was made to feel very welcome. She looks forward to seeing you next week. A big thank you to you and all the staff."

Quote from the daughter of someone who attends The Beacon

The Beacon: plan for the year ahead

This year, we are focused on continuing to ensure that the attendance levels remain cost effective. We will be looking at the viability of providing Day Support on Saturdays, as this day of the week has always been difficult to fill.

We will also be working towards the provision of Day Support in Dartford and Medway. At present, there are areas within Medway that have no services at all for people living with dementia. Around 40% of our current attendees reside in Dartford and the surrounding areas. We are therefore developing a model of The Beacon service for this area and we hope this will help us achieve our mission of reaching more people in a way that is financially viable.

From May 2024, The Beacon will be partnering with Shears Green Primary School to implement 'Beacon Buddies'. Initially, 10 students from Year 4 will visit The Beacon each fortnight and will be split into two groups, with five children supporting

attendees with activities, quizzes and gardening, and five supporting with an art activity. We hope that this opportunity provides children in our local area with an insight into dementia, as well as providing our attendees with plenty of new topics of conversation, opportunities to reminisce, share stories and above all, have fun.

Dementia Wellbeing

Post Diagnostic Support

Achievements

Last year we developed a new and improved post diagnostic programme for Dartford, Gravesham and Swanley, consisting of social activity, low impact exercise, and much more. We ended last year providing 31 regular groups per month, and by the start of 2024, this had increased to 42 groups across all areas each month – an increase of **30%**.

The new and improved programme features a Summer and a Winter schedule, which enables us to continue to facilitate low-impact exercise and movement, regardless of the weather!

Our Art and Craft sessions are now being delivered in Dartford as well as Gravesend and a recently commenced Peer Group in Swanley now means that each area of Dartford, Gravesham and Swanley has its own dedicated Peer Support.

Changing venues to Redlibbets Golf Club for the New Ash Green Memory Cafe was a brilliant move – we now have more attendees there than ever before, and Redlibbets provide a free 'Putt and Play' session after each group, for those who want to try their hand at golf.

We continue to work with our delivery partners Age UK Sheppey and Age UK Kent Rivers to deliver a programme of wellbeing groups in Swale. We also now facilitate Singing Back the Memories groups across North Kent, Faversham, Sittingbourne and Leysdown.

- The total number of group attendances (including events and day trips) across North Kent, Sittingbourne, Faversham and Sheppey was **5,913**
- The total number of groups delivered this year across all areas is 801, totalling **2,474 hrs** of support, to **713** unique people.

Events and Day Trips

In total, 462 people attended the events we held throughout the year – an increase of 56% on last year. Carers and people living with dementia tell us that they feel comfortable and safe at our well organised events. We take the lead from the people we support as to where they would like to go and what activities they would like to take part in, which ensures the people who use our services are listened to and their thoughts and ideas are acted upon.

We held a Coronation Party in May 2023, which was attended by 79 people living with dementia, their carers and family members. This was the largest event we have held to date. Everyone who attended was given a gift to remember the day and

the feedback we received was wonderful; some people in attendance hadn't been out socially since before the lockdown. Many were overjoyed with the entertainment and the opportunity to celebrate something momentous with their loved ones.

In 2023 we visited Deal in July with 51 attendees, Herne Bay for a day trip in September with 72 attendees, and Rochester Christmas market in December, with 63 attendees. We also held an 'Easter Extravaganza' event during March's Carer Peer Group – we had 69 people attend and for 17 of those people, it was their first time accessing our services.

Carers Learning Programme

This year the course has been redesigned to be facilitated in four sessions using a series of activities, videos and discussions. We cover important topics such as dementia awareness, communication, complex behaviours, carer support, self-care, respite and the social care system, coping strategies, legal aspects, planning for the future and respite options. The course encourages carers to share experiences and create a support network.

Karen Heath joined the Wellbeing Team in June 2023 and commenced the delivery of the Carers Learning Programme. Six programmes were delivered in 2023-24, educating and supporting 46 individuals.

"This group brightens mine and my Mum's life – we really look forward to coming singing. We would love it to be more frequent."

Quote from someone who uses our Post Diagnostic Services

"I always enjoy coming as I have made lots of friends."

Quote from someone who uses our Post Diagnostic Services

Challenges

The Singing Group in Faversham hasn't taken off as we had hoped, due to the fact we do not have our own Dementia Coordinator covering this area. We have also struggled to attract referrals for Singing Back the Memories in Sheerness and Leysdown, despite our best efforts.

Recording accurate feedback for the impact measurements is still a challenge, despite the re-wording of the questions we were asking people. . We are finding that people don't seem to be 'travelling' as we expected.

Attendance at the Meopham Memory Cafe had struggled to climb above eight, so we used this opportunity to provide more support for Carers. Meopham now has a dedicated Carers Lunch Club that meets monthly at Bartella's restaurant, and this has been very well attended.

No referrals into Singing Back the Memories across Faversham, Leysdown or Sheerness have been received in the last six months.

The future

- Set up a Tea Dance in Swale.
- Design models for each of the Post Diagnostic Support Services so these can be duplicated across other areas.
- Develop relationships between Age UK and ADSS Dementia Coordinators.
- Community inclusion – target communities we are finding it difficult to access (Sheppey) and commence partnership with the Gurdwara, starting with a fortnightly Memory Cafe.
- Attract funding in Medway so we can deliver the same level of service there as we do in North Kent.
- Work with the Dementia Coordinators to understand the impact of Post Diagnostic Support and what each group is designed to achieve for people to enable purposeful referrals.
- Identify areas where we can provide further Carer support.

Dementia Coordination

Kent & Medway NHS has invested significantly in the support and care available to those living with dementia. The Dementia Coordinator programme supports the county to achieve the NICE (National Institute for Clinical Excellence) guidance that everyone with dementia has a named professional to support them throughout their experience of dementia. Each Dementia Coordinator works closely with a group of doctors' surgeries called a PCN (Primary Care Network). They identify the patients registered and then conduct a holistic assessment and create a person-centred support plan.

This year has marked a period of growth and progress for the team, as the NHS has commissioned us to provide a further five Dementia Coordinators. Within this period, the team has demonstrated exceptional productivity and achieved notable growth. In April 2023, we successfully secured funding to expand our Dementia Coordinator teams by hiring five additional full-time positions. We now have 19 Dementia Coordinators covering North Kent, Medway and 12 covering West Kent. Furthermore, we have internally promoted two team members into Area Lead positions.

We have made considerable efforts to establish partnerships with GPs and community healthcare professionals. This collaborative approach has proven to be highly beneficial for the individuals we support. Additionally, we have implemented six 'drop-in groups' in various locations. This innovative concept enables the people we support to conveniently access multiple services in one setting.

This year we have completed:

- 4,424 referrals into the service
- 2,644 assessments
- 7,873 outcomes for the individuals we support

The team have supported individuals to achieve everything from adaptations in the home, packages of care and financial reviews, to referrals dealing with crisis situations to ease stress on carers and make individuals with dementia feel better supported and cared for, as well as referrals to social and active lifestyle groups for a better sense of health and wellbeing. The difference this makes to people's lives is

that they feel part of something, and their lives become fuller. Everyday activities that were once a chore suddenly become easier. Ultimately the individual and their families feel that someone cares about them.

In November 2023, we implemented a new service at Darent Valley Hospital which included two Dementia Coordinators and one enablement support worker. Our objective is to provide support to patients living with dementia and their carers to enable safe and effective discharge. While there are ongoing efforts to further develop and improve the service, we have received positive feedback from both patients and staff. In fact, the service was recently acknowledged and praised by the Chief Operating Officer of Darent Valley Hospital during an emergency care meeting.

Here is some feedback from Mr Mark Kitchingham Lecturer/Nurse Consultant Older Adults DGS CMHSOP:

'ADSS has been instrumental in bridging the gap between primary and secondary care to support individuals and their carers following a diagnosis of dementia by collaboratively working with the local NHS memory clinic. Many times, over the years I have heard patients and carers telling me that they feel "abandoned" following diagnosis and discharge from the memory service but now we are able to involve the ADSS Dementia Coordinator early on to provide ongoing support. As part of this support we have also established a collaborative dementia drop-in clinic once per month, run jointly with ADSS in their community hub, which takes care out of the clinical hospital setting. People diagnosed with dementia and their carers can attend to obtain a range of support and advice from different services in attendance, including the memory clinic, around legal issues and benefits and with local groups and activities. This has made a huge difference to the level of support offered following a life-changing diagnosis of dementia and provided a point of contact throughout the dementia journey.'

"All 4 issues I was having got dealt with and sorted within 10 days (by the Dementia Coordinator), I've fought for over 2 years and got nowhere."

Carer of someone using the service

"Just to say that we continue to value greatly the work that ADSS is doing in our area, and at a recent Trust-wide meeting also heard how well things are going in other areas with ADSS."

Health Care Professional – KMPT

"Thank you so much for arranging a GP to visit Dad. I've just had a call to let me know that he has a bladder infection and has been prescribed antibiotics. Hopefully this will help get things back to normal. I've learnt a huge lesson though and will make sure he's always seen by a GP when we notice a big difference in him. All your efforts are hugely appreciated."

Carer of someone using the service

Challenges

- As a result of a substantial increase in demand for our services, we faced difficulties in effectively managing the influx of referrals, which caused additional pressure on our team members and unfortunately led to challenges with staff retention. In response, we have implemented revised processes and introduced a referral category system to prioritise the workload to prevent burnout among team members.
- Recruitment in the West Kent rural regions presented challenges.
- Some employees have chosen to leave the Dementia Coordinator role in order to pursue opportunities at KCC and NHS, where they have been offered more competitive salaries for similar roles. Consequently, we have needed to allocate additional funds to increase our salaries to maintain staff retention. However, regretfully we still have team members earning close to the national minimum wage due to the limited funding available for the contract.
- We continue to face some difficulties in securing dedicated time for Dementia Coordinators within surgeries due to resistance from GPs and Practice Managers.
- In some smaller surgeries there is a lack of space – some small or orphan surgeries are unable to allocate workspace for Dementia Coordinators. However, where possible we try to access their CRM system via a partner surgery. We receive referrals from KMPT from all PCN's regardless of access to the practice.
- Over the course of this year, there has been a notable increase in safeguarding concerns and alerts within this service. These involve instances of financial abuse, misuse of Lasting Power of Attorney responsibilities, cuckooing, and self-neglect. Sadly, we frequently come across cases where carers are physically unable to continue providing care to their loved ones due to their own health limitations or the overwhelming demands of the caring role, this can result in unintentional neglect, as they fear separation. In order to effectively address these complex and challenging situations, we have designated Safeguarding Leads to provide support and guidance to the team. Additionally, we have established a strong working partnership with our KCC safeguarding team and the Safeguarding Board to ensure proper handling of sensitive matters and prioritise the well-being of the individuals we support.

Fundraising

Fundraising policy

Amounts received from our fundraising activities are presented in our accounts as donations and legacies. We confirm that all solicitations are managed internally, without involvement of commercial participants, professional fundraisers or third parties. The day-to-day management of all income generation is delegated to the executive team, which is accountable to the Trustees. During 2020-21 we updated our fundraising policy and created an ethical fundraising policy, which has been approved by the Board of Trustees. Our team is bound by our Code of Conduct and Gifts & Hospitality policy.

At ADSS, funds are raised from a variety of sources, including statutory grants, client contributions, smaller grants, donations and events. ADSS has registered with the Fundraising Regulator and, as in previous years, is using its guidance to ensure our

fundraising practice is of the highest order. We are pleased to say we have received no complaints about our fundraising activity. The Trustees of ADSS understand the protections required for vulnerable people with regards to fundraising, and we use our understanding of dementia to ensure we protect them. We also have a clear segregation between our service delivery and fundraising team.

Fundraising this year

Whilst ADSS has enjoyed the exceptional donation from Albert Hunt Trust, the general picture for fundraising continues to be challenging. We recognise that we need to increase our fundraising capacity to meet the future ambitions of our strategy, ensure we are well financed in both our service delivery and core functions and continue to diversify the income streams we have.

We have long recognised that it is imperative for us to have a diverse range of income streams. Public bodies, such as Local Authorities, are under increasing financial pressures, but with our desire to do more for people with dementia we know we need to develop and build on our fundraising capability.

We have invested further in our team and recruited our first ever Fundraising and Communications Manager, Cathy Assoba. This appointment will enable us to become more strategic, grow our team further and start accessing more opportunities. One opportunity that has been very successful for us is digital fundraising. Platforms such as Just Giving have already helped us realise a 3400% increase in fundraising in this area.

Thank yous

Our continued thanks go to The Albert Hunt Trust who, in 2019, loaned us the funds to purchase our building, Safeharbour, and have now discharged that loan as a generous donation. This donation gave us the confidence to carry out our improvement works to the roof and boiler. Additional specific thanks go to Childwick Trust and the National Lottery Community Fund.

ADSS is fortunate to be well supported by our local communities. The clubs and groups that have kindly supported us this year are: Gravesham with Ebbsfleet Rotary, Northfleet & Ebbsfleet Lions Club, Darent Valley Lions Club After Breast Cancer Support Group, Istead Rise Active Retirement Association, Inner Wheel, St Peter St Paul, Christ Church, Rowhill Women's Institute, GEMS, and Istead Rise Active Retirement Association.

We also have the wonderful support of many businesses. This year we have had the support of Dartford Borough Council, John Lewis, Port of London Authority, Britannia Refined materials, Redlibbets Golf Club, The Works (Dartford), Darent Valley Golf

Club, Westways Financial & Jag Properties, Aldi, B&Q, SP Fairs, Kyndi, KCL Digital, Screwfix, Co-op, Give a Car, and Sekisui Digital.

Review of finances

The charitable company's income for the year ended 31 March 2024 totalled £3,064,230 (previous year: £2,340,299). A major reason for the significant increase was the loan gifting of £315,000 from the Albert Hunt Trust to ADSS. This also resulted in a surplus of £294,825 (previous year: £57,043), but it is important to note that this is not a cash surplus.

Expenditure totalled £2,769,405 – an increase of £486,149 versus £2,283,256 in 2023. This was largely driven by an increase in staff costs as ADSS became fully staffed across most departments. Consequently, staff costs increased by £399,149 in 2024 to £2,210,777, from £1,811,628 in 2023.

Future Financial Planning

Things continue to be very tough for all charities, particularly for a charity like ours that relies on local government and NHS funding. Our public sector is squeezed, and the continued cost of living crisis means our future financial planning will focus heavily on building our fundraising strategy and opportunities. We know that the contracts we have been awarded for 2022-23 do not cover all their costs, so going forward we will not be operating full cost recovery, and we also know that we need the flexibility and control that voluntary income gives us. During the year to 31st March 2025 we will be looking at our strategic ambitions and forecasting our fundraising needs.

Reserves policy

The Trustees are very conscious of the need to act prudently with the administration of the funds of the Charity and assess the levels of free reserves they consider the Charity should hold for all existing and planned activities to be financed.

The Trustees are also aware of the need to meet all contractual obligations. If, for any reason, the Charity had to cease activity, the Charity would need to be supported with a sufficient amount of free reserves, due to the complexity of the work we do, and the reliance that some people who use the service have on us.

The Trustees have a policy of reviewing the levels of reserves each year. This was most recently completed in May 2024 by the Funding and Audit Committee. In view of the size of the charity, the varied income streams we have and the uncertain financial position of some of our key funders, the Trustees believe the Charity should hold free unrestricted reserves that would enable the charity to wind up and cease operating or that could support individual departments if major income streams were lost but the services were strategically important to achieving the Charity's mission.

Free unrestricted reserves (that is unrestricted reserves represented by net current assets) should be maintained at a target level above £600,000. This would be enough to cover redundancy and extended notice periods to senior employees in the event of closure, and penalties to exit existing contractual commitments. The

Trustees will also use these funds to fund individual departments to wind up or continue until an alternative source of funding can be found. The Trustees will not allocate more than £100,000 in any given year to this, as long as the reserves are at the target level.

Where reserves are lower than the target level, the Trustees will create a plan to increase them. Where they are above the target level, the Trustees will expend them on strategically important investment or to put them towards the sustainability of the charity.

As at the year ended 31 March 2024, the reserves currently stand at £1,191,932 (2023: £897,107) of which £584,110 (2023: £453,427) are considered free reserves, after deducting restricted funds of £10,715 (2023: £42,348) and fixed asset funds of £597,108 (2023: £401,332).

The Trustees have decided not to designate any reserves for the year ending 31st March 2024, believing instead that the Reserves Policy gives them flexibility to act prudently in the event of financial challenges to the whole or part of the Charity.

Principal Funding

ADSS's income derives from Kent County Council Contracts (43%, of which 35% is funded by Kent & Medway NHS), NHS Contracts (8%); Client Contributions (29%), Fundraising (17%), and Other (3%).

Post balance sheet events

The most significant post balance sheet events have been:

The ending of the Medway Buddies Service delivered in Medway Hospital, which will mean we can no longer impact the lives of people with dementia whilst in Medway Hospital.

The Future...

At ADSS we are excited that the year 2024-25 will be the first in our new 2030 Strategy: 'Facing Dementia Together with Kent and Medway'. This strategy takes us to 2030 and while much of it builds on what we have already achieved, it is also one that recognises there is still so much that people affected by dementia need. We won't stop until dementia stops. There are parts of Kent that do not receive the wonderful support our team can provide, underserved communities that are not included in the dementia pathway, people who are not being diagnosed and so many other pressing issues that we can face together with the people of Kent and Medway.

By 2030, ADSS will be an award-winning, well-known and sustainable charity for people living with dementia and their carers. ADSS will ensure the delivery of high-quality and evidence-based services to all communities across Kent and Medway and we will champion the rights and aspirations of those affected by dementia.

We will do this by

- Being visible
- Being equitable
- Being accessible
- Being heard

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the Charity and of the incoming resources and application of resources of the Charity for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charity's SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in operation.

The Trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the detection and prevention of fraud and other irregularities.

Disclosure of information to auditors

Each of the persons who are trustees at the time when this trustees report is approved has confirmed that:

- There is no relevant audit information of which the Charity's auditors are unaware; and
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

Small Company Provisions

This report has been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006.

Approval

This report was approved by the Trustees on14th October 2024..... and signed on their behalf.

Signed



Sam Barton
Chair of Trustees

Signed



Catherine Jones
Treasurer

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES FOR THE YEAR ENDED 31 MARCH 2024

Opinion

We have audited the financial statements of Alzheimer's & Dementia Support Services ('the charity') for the year ended 31 March 2024, which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and notes to the financial statements including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024 and of the charitable company's incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Report of the Trustees, other than the financial statements and our Auditor's report thereon. Our opinion on the financial statements does not cover the information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES FOR THE YEAR ENDED 31 MARCH 2024

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit, the information given in the Report of the Trustees for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of Trustees

As explained more fully in the Statement of Trustees' Responsibilities, the Trustees are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibility for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES FOR THE YEAR ENDED 31 MARCH 2024

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

How the audit was considered capable of detecting irregularities, including fraud:

Our approach to identifying and assessing the risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, was as follows:

- we identified the laws and regulations applicable to the charity through discussions with management, and from our commercial knowledge and experience in the sector;
- we focused on specific laws and regulations which we considered may have a direct material effect on the accounts or the operations of the charitable company, including the Charities Act 2011 and the Companies Act 2006;
- we assessed the extent of compliance with the laws and regulations identified above through making enquiries of management and inspecting correspondence; and
- identified laws and regulations were communicated within the audit team and the team remained alert to instances of non-compliance throughout the audit.

We assessed the susceptibility of the charitable company's accounts to material misstatement, including obtaining an understanding of how fraud might occur, by:

- making enquiries of management as to where they considered there was susceptibility to fraud, their knowledge of actual, suspected and alleged fraud; and
- considering the internal controls in place to mitigate risks of fraud and non-compliance with laws and regulations.

To address the risk of fraud through management bias and override of controls, we:

- performed analytical procedures to identify any unusual or unexpected relationships;
- tested journal entries to identify unusual transactions;
- assessed whether judgements and assumptions made in determining the accounting estimates set out in the accounting policies were indicative of potential bias; and
- investigated the rationale behind significant or unusual transactions.

In response to the risk of irregularities and non-compliance with laws and regulations, we designed procedures which included, but were not limited to:

- agreeing financial statement disclosures to underlying supporting documentation;
- reading minutes of meetings of those charged with governance; and
- enquiring of management as to actual and potential litigation and claims.

There are inherent limitations in our audit procedures described above. The more removed that laws and regulations are from financial transactions, the less likely it is that we would become aware of non-compliance. Auditing standards also limit the audit procedures required to identify non-compliance with laws and regulations to enquiry of the trustees and other management and the inspection of regulatory and legal correspondence, if any.

Material misstatements that arise due to fraud can be harder to detect than those that arise from error as they may

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES FOR THE YEAR ENDED 31 MARCH 2024

involve deliberate concealment or collusion.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. The description forms part of our Auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.

UHY Hacker Young

Tracey Moore BFP ACA (Senior statutory auditor)

For and on behalf of

UHY Hacker Young

Chartered Accountants and Statutory Auditors

Thames House, Roman Square

Sittingbourne. Kent. ME10 4BJ

Date: 7 November 2024

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING INCOME AND EXPENDITURE ACCOUNT) FOR THE YEAR ENDED 31 MARCH 2024

		2024	2024	2024	2023
		<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
		£	£	£	£
	Notes				
Income from:					
Donations and legacies	4	500,670	16,852	517,522	151,596
Charitable activities	5	2,528,234	-	2,528,234	2,182,272
Investments		18,473	-	18,473	6,431
Total income		<u>3,047,377</u>	<u>16,852</u>	<u>3,064,229</u>	<u>2,340,299</u>
Expenditure on:					
Raising funds	6	68,913	-	68,913	37,698
Charitable activities	7	2,652,006	48,485	2,700,491	2,245,558
Total expenditure		<u>2,720,919</u>	<u>48,485</u>	<u>2,769,404</u>	<u>2,283,256</u>
Net Income		<u>326,458</u>	<u>(31,633)</u>	<u>294,825</u>	<u>57,043</u>
Other recognised gains/(losses):					
Reversal of revaluation gains		-	-	-	(50,000)
Net movement in funds		326,458	(31,633)	294,825	7,043
Reconciliation of funds:					
Total funds brought forward		854,759	42,348	897,107	890,064
Total funds carried forward	13	<u><u>1,181,217</u></u>	<u><u>10,715</u></u>	<u><u>1,191,932</u></u>	<u><u>897,107</u></u>

The statement of financial activities includes all gains and losses recognised in the period.

All income and expenditure derives from continuing activities.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

BALANCE SHEET AS AT 31 MARCH 2024

	Notes	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible assets	9		597,108		401,332
Current assets					
Debtors	10	95,846		172,688	
Cash at bank and in hand		649,381		789,665	
		<u>745,227</u>		<u>962,353</u>	
Creditors: amounts falling due within one year	11	<u>(150,403)</u>		<u>(151,578)</u>	
Net current assets			594,824		810,775
Creditors: amounts falling due after one year			<u>-</u>		<u>(315,000)</u>
Total net assets			<u><u>1,191,932</u></u>		<u><u>897,107</u></u>
The funds of the charity					
Unrestricted funds			1,181,217		854,759
Restricted funds			10,715		42,348
Total funds			<u><u>1,191,932</u></u>		<u><u>897,107</u></u>

These financial statements have been prepared in accordance with the special provisions for small companies under part 15 of the Companies Act 2006.

The accounts were approved by the Board of Trustees on 14th October 2024 and signed on their behalf by:



Catherine Jones
Treasurer



Samuel Barton
Trustee

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2024

		2024 £	2023 £
	Notes		
Cash flows from operating activities:			
Net cash provided by operating activities	A	92,770	72,533
Cash flows from investing activities:			
Dividends, interest and rents from investments		18,473	6,431
Purchase of tangible assets		(251,527)	(4,150)
Disposal of tangible fixed assets		-	1,068
Net cash used in investing activities		<u>(233,054)</u>	<u>3,349</u>
Change in cash and cash equivalents for the year		(140,284)	75,882
Cash and cash equivalents at the beginning of the year		789,665	713,783
Cash and cash equivalents at the end of the year		<u><u>649,381</u></u>	<u><u>789,665</u></u>
A Reconciliation of net income to net cash flow from operating activities			
Net income for the year		294,825	57,043
<i>As per statement of financial activities</i>			
Adjustments for:			
Depreciation charges		53,662	39,024
Loss on disposal of assets		2,089	4,096
Discharge of mortgage - donation in kind		(315,000)	-
Decrease / (increase) in debtors		76,842	(72,802)
(Decrease) / increase in creditors		(1,175)	51,603
Interest received		(18,473)	(6,431)
Net cash provided by operating activities		<u><u>92,770</u></u>	<u><u>72,533</u></u>

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2024

1 General information

Alzheimer's & Dementia Support Services is a charitable company limited by guarantee and incorporated in England and Wales (charity number 1173379), registered company number 10690071). In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. The address of the registered office is Safeharbour Memory Wellbeing Centre, Coldharbour Road, Northfleet, Kent, DA11 8AE.

2 Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the accounts are as follows:

2.1 Basis of preparation

The financial statements have been prepared in accordance with "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)" (effective 1 January 2019) - (Charities SORP (FRS 102)(second edition), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)(January 2022) and the Companies Act 2006.

Alzheimer's & Dementia Support Services meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policies.

There are no material uncertainties about the charity's ability to continue, and so the going concern basis of accounting has been adopted.

The accounts are presented in pounds sterling and rounded to the nearest pound.

2.2 Income

Income from government grants, whether 'capital' or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the funds are met, it is probable that the income will be received, and the amount can be measured reliably and is not deferred.

Donated goods and services are recognised on receipt, on the basis of the value of donation or contribution which is the amount that the charity would be had been charged to obtain the goods and services on the open market, where the value of the gift can be measured reliably.

Income from charitable activities is recognised over the period to which the income relates. Charges for services are recognised when the services are provided. Income received in advance of the service provision is accounted for as deferred income.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2024

2.3 Expenditure

Expenditure is recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably.

Expenditure has been classified under headings that aggregate all costs related to the category.

Staff costs are allocated across the charitable activities and administrative activities undertaken by the charity on the basis of staff time.

Support costs, which are those costs relating to functions which assist the work of the charity but do not directly relate to its activities, have been allocated to the activities undertaken by the charity on the basis of income.

2.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated realisable value of each asset over its expected useful life, as follows:

Motor vehicles	25% reducing balance
Equipment	25% straight line
Fixture and fittings	25% straight line
Building	2% straight line
Long Term Improvements	Straight line allocation over 15 years
Land	Nil

Fixed assets with an individual cost of less than £500 are written off in the year of purchase.

2.5 Debtors

Trade and other debtors are recognised at the settlement amount due. Prepayments are recognised at the invoiced cost prepaid.

2.6 Creditors

Creditors are recognised when a present legal or constructive obligation exists at the balance sheet date as a result of a past event, it is probable that a transfer of economic benefits will be required to settle the obligation, and the amount can be estimated reliably. Creditors are recognised at the settlement amount.

2.7 Financial instruments

The charity only has financial instruments of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2.8 Pension contributions

The charity makes defined contributions into employee private pension schemes. Contributions are charged to the statement of financial activities as they become payable in accordance with contract terms.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2024

2.9 Operating leases

Rentals payable under operating leases are charged against income on a straight line basis over the lease term.

2.10 Fund accounting

Unrestricted funds are those funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes.

2.11 Going Concern

The financial statements have been prepared on a going concern basis. The Trustees have considered relevant information, including the annual budget, forecast future cash flows and impact of subsequent events, on the business in making their assessment.

Based on these assessments and having regard to the resources available to the entity, the Trustees have concluded there is no material uncertainty and that they can continue to adopt the going concern basis in preparing the annual report and accounts.

3 Critical estimates and significant judgements

Judgements and estimates are continually evaluated and are based on historical experience as well as other factors, including expectations of future events that are believed to be reasonable under the circumstances. The charity makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results.

The matters considered below are considered to be the most important in understanding the judgements that are involved in preparing the financial statements and the uncertainties that could impact the amounts reported in the results of operations, financial position and cash flows.

Useful economic life of tangible fixed assets

In setting these policies management will consider the industry average of the asset life and the number of years they expect the asset to be in use.

Allocation of support costs

Support costs not attributable to a single charitable activity are allocated or apportioned on a basis consistent identified cost drivers for that cost category. Cost drivers utilised include head count, staff time allocation, and effort and judgement is exercised in applying cost drivers to cost categories.

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2024

4 Income from donations and legacies

	2024	2023
	£	£
Donations	188,652	149,904
Donations in Kind	315,000	-
Legacies	13,870	-
Government Grants	1,633	1,692
	<u>519,155</u>	<u>151,596</u>

In July 2023, the loan of £315,000 provided by the Albert Hunt Trust was discharged as a gift to the charity. This had previously been included within creditors: amounts falling due greater than one year as disclosed in note 12.

The comparative figure includes £59,668 of restricted income.

Government grants received in the year amounted to £1,633 (2023: £1,692) relate to the Bus Operator Grant. There were no unfulfilled conditions or other contingencies attaching to the grants that were recognised in income.

The charity did not benefit from any other forms of government assistance during the year (2023: £nil).

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

5 Income from charitable activities	Kent County Council	Service user income	Kent & Medway NHS	Education and Skills	Department for Transport	2024		2023	
						£	£	£	£
Day Care/Transport	-	260,245	-	-	-	260,245	244,556		
Support at Home/Support at Home+	-	642,269	-	-	-	642,269	570,104		
Post Diagnostic Support	240,000	-	-	-	-	240,000	234,996		
Dementia Coordinators North Kent	669,826	-	-	-	-	669,826	542,729		
Dementia Coordinators West Kent	387,794	-	-	-	-	387,794	290,844		
Dementia Buddy	-	-	48,726	-	-	48,726	47,771		
DGCG Dementia Care & Support	-	-	208,200	-	-	208,200	208,200		
Other	-	36,536	-	4,500	1,633	42,669	43,072		
	1,297,620	939,050	256,926	4,500	1,633	2,499,729	2,182,272		

6 Expenditure on raising funds		7 Costs of Charitable Activities	
2024	2023	2024	2023
49,199	27,657	Direct activities	Total
19,714	10,041	Support costs	Total
68,913	37,698		
Wages and Salaries			
Other fundraising costs			
219,269	264,815	Day Care/Transport	264,815
662,024	679,048	Support at Home/Support at Home Plus	679,048
229,159	265,406	Post Diagnostic Support	265,406
572,413	545,232	Dementia Coordinators North Kent	545,232
308,897	281,638	Dementia Coordinators West Kent	281,638
42,557	44,334	Dementia Buddy	44,334
148,406	156,289	DVH Bridging Service	156,289
-	8,796	Other activities	8,796
2,182,725	2,245,558		
517,766	2,245,558		
2,182,725	2,245,558		
The comparative figure includes £26,349 of expenditure from restricted funds.			
Direct costs			
Wages and Salaries	1,409,455	1,739,067	1,409,455
Staff Training	5,966	5,966	4,525
Staff Home Working Allowance	8,311	8,311	6,533
Recruitment	9,079	9,079	13,468
Volunteers	788	788	224
Travel costs	74,664	74,664	63,772
Transport costs	20,075	20,075	31,418
Client activities	88,719	88,719	57,337
Client activities - AGE UK	79,882	79,882	82,144
Printing, postage and stationery	20,002	20,002	14,294
Telephone	44,752	44,752	34,170
Equipment	5,172	5,172	7,120
Professional fees	8,444	8,444	11,514
IT costs	57,015	57,015	44,841
Licences and subscriptions	2,999	2,999	1,326
Sundry	4,165	4,165	13,962
Accountancy	13,625	13,625	3,800
2,182,725	1,799,903		

Alzheimer's & Dementia Support Services

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

7 Costs of Charitable Activities (continued)	2024 £	2023 £
Carers Assessment & Support costs		
Wages and Salaries	282,548	253,931
Staff Training	14,590	13,210
Recruitment	7,872	5,074
Client activities	5,096	1,864
Community Café Consumables	13,894	12,407
Rent and Rates	798	758
Repairs and renewals	24,953	21,047
Utilities	11,371	13,178
Insurance	12,625	11,749
Cleaning	21,690	21,225
Travel costs	1,368	681
Printing, marketing, postage and stationery	4,012	747
Telephone	7,421	7,371
Equipment	8,392	6,754
Professional fees	687	986
IT costs	6,355	4,277
Bank charges	97	107
Bad debts	336	239
Licences and subscriptions	11,727	2,441
Sundry	13,423	13,685
Depreciation	53,662	39,025
Loss on disposal of fixed assets	2,089	4,096
Governance costs		
- Auditor's remuneration -audit fees	8,700	9,140
- Auditor's remuneration -other accountancy services	588	624
- Trustee meeting and training expenses	3,472	1,039
	517,766	445,655
8 Staff costs		
	2024 £	2023 £
Gross salaries	1,891,137	1,548,271
Social security costs	142,454	113,293
Pension costs	37,223	29,479
	2,070,814	1,691,043
The average number of employees (including part time workers) was:		
Direct charitable workers	92	85
Administrative staff	7	6
	99	91

No employee received emoluments in excess of £60,000 in the current or previous year.

No Trustee, nor any person connected with a Trustee, received any remuneration.

The charity's key management personnel are the trustees, the Chief Executive Officers, the Chief Operating Officer, the Service Development Manager, the Dementia Care Manager, the Dementia Support Manager, the Finance Manager and the Fundraising & Communications Manager. Total emoluments, including employer's pension contributions, paid to key management personnel were £209,788 (2023: £185,973).

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

Tangible fixed assets	Freehold land and buildings £	Long Term Improvements £	Fixture & Fittings £	Motor vehicles £	Equipment £	Total £
Cost						
At 1 April 2023	300,000	-	101,303	52,486	52,980	506,769
Additions	-	152,935	34,908	53,621	10,063	251,527
Disposals	-	-	(9,180)	-	-	(9,180)
At 31 March 2023	300,000	152,935	127,031	106,107	63,043	749,116
Depreciation						
At 1 April 2023	2,800	-	54,901	26,038	21,698	105,437
Disposals	-	-	(7,091)	-	-	(7,091)
Charge for the year	2,800	3,987	15,336	20,017	11,522	53,662
At 31 March 2023	5,600	3,987	63,146	46,055	33,220	152,008
Net book value						
At 31 March 2024	294,400	148,948	63,885	60,052	29,823	597,108
At 31 March 2023	297,200	-	46,402	26,448	31,282	401,332

Debtors	2024 £	2023 £
Fees for services	85,521	105,312
Prepayments	10,325	67,376
	95,846	172,688

Creditors: amounts falling due within one year	2024 £	2023 £
Amounts due to suppliers	24,037	15,803
PAYE/NI	33,350	27,995
Accruals	29,554	33,353
Other creditors	63,462	74,427
	150,403	151,578

Included in other creditors is deferred income, of which the movement is as follows:

	2024 £	2023 £
Balance at 1 April 2023	59,959	19,845
Released to income	(12,181)	(19,845)
Received in year and deferred	-	59,959
Balance at 31 March 2024	47,778	59,959

Creditors: amounts falling due in greater than one year	2024 £	2023 £
Mortgage	-	315,000

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

13 Movement in funds

Restricted funds hold amounts received for specific activities and expenditure on those activities is set against those amounts.

Unrestricted funds comprise donations and income received for general use of the Charity.

	1 April 2023	Income	Expenditure	Transfers	31 March 2024
	£	£	£	£	£
Unrestricted funds					
General Reserve	664,759	3,047,377	(2,720,919)	190,000	1,181,217
Designated Funds	190,000	-	-	(190,000)	-
Total unrestricted funds	854,759	3,047,377	(2,720,919)	-	1,181,217
Restricted funds					
Heaver Family donation - for staff	-	5,000	(5,000)	-	-
John Lewis - Christmas Activity	-	1,333	(1,333)	-	-
Britannia Refined Metals	-	250	(200)	-	50
Kyndi Christmas donation	-	250	(250)	-	-
Morrisons	-	1,563	-	-	1,563
Kent Community Foundation	-	3,000	(3,000)	-	-
Co-op - Singing back the memories	-	1,945	-	-	1,945
Rana donation	-	410	-	-	410
Branton - In memorium	-	1,000	-	-	1,000
Biz Giv	-	1,110	-	-	1,110
Website garden campaign - Mothers day	-	691	-	-	691
FP Thurston re Staff Party	-	300	(300)	-	-
Beacon Garden					
Co-op	1,622	-	(1,622)	-	-
Tesco	1,000	-	(1,000)	-	-
DHL/Sainsburys	1,526	-	(1,526)	-	-
Arnold Clark	1,000	-	(1,000)	-	-
John Lewis	3,000	-	(3,000)	-	-
Screwfix	5,000	-	(5,000)	-	-
Ebbsfleet Development Corporation	2,650	-	-	-	2,650
In memory of Margaret Kirby	1,000	-	-	-	1,000
Edward Gostling About Me Boxes	969	-	(969)	-	-
Kent Community Foundation - Post Diagnostic Support	5,000	-	(5,000)	-	-
NHS Kent & Medway DAA Event	2,300	-	(2,300)	-	-
Childwick Trust Carers Group	10,000	-	(10,000)	-	-
Bilham for activity packs & About Me Boxes	303	-	(7)	-	296
Sue Frost Wellbeing Activities	300	-	(300)	-	-
Main Grants Lottery Coronation and Kindred Spirits	2,533	-	(2,533)	-	-
SEKSEUI for PDS Groups	4,145	-	(4,145)	-	-
Total restricted funds	42,348	16,852	(48,485)	-	10,715
Total funds	897,107	3,064,229	(2,769,404)	-	1,191,932

Designated Funds

In the prior year, the trustees set aside a designated fund for future maintenance and repair work at Safeharbour. This fund was fully expended during the year.

Beacon Garden

As at the end of 31.03.2024 we have remaining restricted funds for the garden, that will be expended in early 2024-25 to finalise the garden completion.

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

13 Movement in funds (continued)

	1 April 2022	Income	Expenditure	Transfers	31 March 2023
	£	£	£	£	£
Unrestricted funds					
General Reserve	665,110.00	2,280,631	(2,256,907)	(24,075)	664,759
Revaluation Reserve	50,000.00	-	(50,000)	-	-
Designated Funds	128,928.00	-	-	61,072	190,000
Total unrestricted funds	844,038.00	2,280,631	(2,306,907)	36,997	854,759
Restricted funds					
KCC Infection Control Grant	-	1,692	(1,692)	-	-
Appeal re stolen Minibus	19,285	-	-	(19,285)	-
BDO LLP re stolen Minibus	10,712	-	-	(10,712)	-
Percy Bilton for Minibus	-	7,000	-	(7,000)	-
Beacon Garden					
Co-op	1,622	-	-	-	1,622
Tesco	1,000	-	-	-	1,000
DHL/Sainsburys	1,526	-	-	-	1,526
Arnold Clark	1,000	-	-	-	1,000
John Lewis	2,000	1,000	-	-	3,000
Screwfix	-	5,000	-	-	5,000
Ebbsfleet Development Corporation	-	2,650	-	-	2,650
In memory of Margaret Kirby	-	1,000	-	-	1,000
Edward Gostling About Me Boxes	2,698	-	(1,729)	-	969
Kent Community Foundation	6,183	-	(6,183)	-	-
Kent Community Foundation - Post Diagnostic Support	-	15,000	(10,000)	-	5,000
KCC Activity Groups	-	3,918	(3,918)	-	-
KCC Jubilee & Christmas	-	1,900	(1,900)	-	-
Lions for Beacon's Christmas lunches	-	414	(414)	-	-
St Edmunds for Dementia Café Activities	-	351	(351)	-	-
NHS Kent & Medway DAA Event	-	2,300	-	-	2,300
Childwick Trust Carers Group	-	10,000	-	-	10,000
Bilham for activity packs & About Me Boxes	-	465	(162)	-	303
Sue Frost Wellbeing Activities	-	300	-	-	300
Main Grants Lottery Coronation and Kindred Spirits	-	2,533	-	-	2,533
SEKSEUI for PDS Groups	-	4,145	-	-	4,145
Total restricted funds	46,026	59,668	(26,349)	(36,997)	42,348
Total funds	890,064	2,340,299	(2,333,256)	-	897,107

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2024

14 Analysis of net assets between funds

	<i>Unrestricted funds 2024</i>	<i>Restricted funds 2024</i>	<i>Total funds 2024</i>
Fixed assets	597,108	-	597,108
Current assets	734,512	10,715	745,227
Current Liabilities	(150,403)	-	(150,403)
Total net assets	1,181,217	10,715	1,191,932
	<i>Unrestricted funds 2023</i>	<i>Restricted funds 2023</i>	<i>Total funds 2023</i>
Fixed assets	401,332	-	401,332
Current assets	920,005	42,348	962,353
Current liabilities	(466,578)	-	(466,578)
Total net assets	854,759	42,348	897,107

15 Related party transactions

During the year, expenses totalling £59 were reimbursed to one trustee for travel expenses (2023: £155 one trustee for travel expenses).

During the year the Charity engaged the services of Nicola Pye Coaching Ltd. The sole director of the company, Nicola Pye, is considered close family of the Charity's CEO, Katie Antill. In the year, £4,127 was paid to the company for training. No amounts were outstanding at 31 March 2024.

