

Registered number 10690071
Charity number 1173379



TRUSTEES REPORT AND ANNUAL STATEMENT
FOR THE YEAR ENDING 31ST MARCH 2025

**Alzheimer's & Dementia Support Services (ADSS)
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

Chris Inwood

Denise Osborn resigned 29th May 2024

Sam Barton

Catherine Jones

Adedayo Ajakaiye

Gareth Simpson

Louise Buet resigned 4th October 2024

Vikki Harding

Avril Hamilton

Mandeep Sahota appointed 13th January 2025 resigned 22nd May 2025

Shubham Sarvaiya appointed 13th January 2025

Sharmila Ghosh appointed 13th January 2025

Laura Kubica Grigerova appointed 13th January 2025

Philip Carrington appointed 9th June 2025

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

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TONBRIDGE

Kent

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Flagstone
1st Floor
Clareville House
26-27 Oxendon Street
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Advisors

Peninsula – HR and Employment Consultants
Peninsula – Health and Safety Consultants
Cyber and Data – Data Protection Advisors
Hempsons – Legal

Trustees report

The Trustees are pleased to present their report with financial statements of the Charity for the year ending 31 March 2025. 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

The 2024–25 financial year marked a significant period of fundraising growth, service innovation, and impact for Alzheimer's & Dementia Support Services (ADSS). ADSS has expanded its services, strengthened its governance, enhanced strategic delivery, and achieved major milestones in service quality, reach, and recognition.

Strategic Achievements

- Launched our new 2030 Strategy: "Facing Dementia Together with Kent and Medway", focusing on visibility, accessibility, equity, and advocacy.
- Achieved award-winning recognition, including Kent Charity of the Year, Kent Disability Charity of the Year, and High Sheriff of Kent's Charity of the Year.
- Strengthened leadership through strategic trustee appointments and the formation of new board committees and advisory groups.
- Continued to evolve as an employer of choice, enhancing staff benefits, leadership development, and diversity, equity, and inclusion efforts.

Service Expansion & Impact

- Dementia Support reached more than 4,300 referrals with 3,191 individuals supported, including groundbreaking work in Darent Valley Hospital that reduced inpatient stays.
- Dementia Wellbeing Services delivered over 6,700 group attendances and launched successful, culturally tailored partnerships with local Gurdwaras.

- Dementia Care services supported over 100 individuals through Support at Home and our Beacon Day Centre, with exciting intergenerational programmes with a local primary school.

Safeguarding & Quality

- Responded to 50 safeguarding cases, driven by increasing complexity in service user needs, and developed a robust internal safeguarding structure.
- Maintained a seven-year record of zero health and safety breaches.
- Achieved 87% staff retention and increased volunteer engagement, with over 7,400 volunteer hours contributed.

Financial Performance

- Income reached a record £3.25 million, up from £3.06 million in the previous year.
- Delivered a surplus of £205,061, with unrestricted free reserves at £663,728 – above target levels.
- Fundraising income exceeded £620,000, marking a new high, supported by innovative partnerships such as that with Southern Gas Networks (SGN).

Future Focus

In 2025-26, ADSS will continue driving forward its strategic goals by launching a new website, developing county-wide carer services, expanding its training offering, and scaling its culturally tailored services. The charity is poised to grow its fundraising capacity and enhance efficiency, and will also be preparing for anticipated NHS tendering processes.

This year, ADSS has consolidated its position as a highly effective, forward-thinking, and compassionate organisation delivering truly impactful services that are enhancing the lives of those affected by dementia. Our efforts are not only improving individual lives but also transforming the broader system of dementia care across Kent and Medway.

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 for election of Trustees

Following an update to our Articles of Association, Trustees are now appointed by resolution of the existing Board of Trustees, provided the total number does not exceed the maximum of 12. Each trustee serves a term of three years, after which they are eligible for reappointment for up to two further terms, subject to Board approval. In exceptional circumstances, trustees may serve beyond nine consecutive years if it is deemed to be in the best interests of the charity.

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.

Where it is deemed that new Trustees are required, the Board of Trustees has delegated authority to the Nominations Committee to screen and select new Trustees.

During the year 2024-25, four new Trustees have been recruited: Mandeep Sahota, Shubham Sarvaiya, Sharmila Ghosh and Laura Kubica Grigerova. Unfortunately, Mandeep was unable to find the time to commit to the role of Trustee. We were also sad to say goodbye to Louise Buet and Denise Osborn, who stepped down from the Board for personal reasons, but we thank them for their time, wisdom and commitment. The financial year 2025-2026 has already proved fruitful in appointing a new Trustee; we are pleased to welcome Philip Carrington to the Board as of June 2025.

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. Training needs are identified through informal reviews with the Chair of Trustees and an 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, two committees also held quarterly meetings to support with the governance, compliance and oversight of the charity. They were the Finance & Audit Committee, and the Quality, Risk & Compliance Committee. In the year in question, two further formal committees have been added to ADSS's governance structure.

- Remuneration Committee – 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 Committee – to oversee the recruitment of new Trustees and Executive team members.

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. To date, two Advisory Groups have been formed to work on the following areas:

- 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.

These groups have already proved highly successful in helping the Charity achieve its strategic ambitions.

The Board delegates the day-to-day running of the organisation to the Chief Executive Officer, Katie Antill. Katie has restructured her team, redefined job roles

and is working to ensure that there is a robust Senior Leadership Team that has the capacity and capability to lead a dynamic, ambitious and much-needed charity.

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; Denise Kilshaw, Head of Dementia Coordinator Services; Andreas Okpere, Head of Finance; and Cathy Assoba, Marketing and Communications Manager. In June 2025 we were delighted to welcome Chloe Edwards, who becomes ADSS's first Head of Fundraising, and also joins the Senior Leadership Team.

Risk management

ADSS is committed to a robust and proactive approach to risk management to safeguard the people we support, uphold our values, and achieve our strategic objectives. Risk is recognised as an inherent part of our work, and we embrace positive risk-taking where the benefits outweigh potential harm.

Our Risk Management Policy provides a structured framework for identifying, evaluating, and controlling risks across strategic, operational, financial, compliance, and external domains. The Risk Management Policy and Risk Register have been reviewed and updated in the first half of 2025-26. The Board of Trustees holds overall responsibility for ensuring effective oversight, cultivating a healthy risk culture, and regularly reviewing strategic risks. The CEO and Senior Leadership Team implement controls, maintain the Risk Register, and support a risk-aware workforce through training and governance.

All staff and volunteers play a vital role by adhering to risk procedures and reporting concerns. Risks are assessed using a standard matrix and regularly monitored by relevant committees. This integrated approach ensures that risk management is embedded at all levels of the organisation, supporting ADSS's mission to deliver safe, effective, and person-centred services.

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

Risk	Mitigation	Future plans
Board and Executive Team not having sufficient capacity or capability to lead ADSS	Governance action plan in place. Leadership Development Planned Board & Senior Leadership Team away days	To complete a skills audit for the Board and identify gaps. Nominated Board members to develop skills & knowledge in identified skills gaps
Not meeting ADSS's legal and statutory compliance	Annual audit, Compliance calendar in place. Compliance overseen by Quality, Risk and Compliance Committee,	Carry out mock a CQC inspection. Review & update all related policies
Maintaining the security of our assets	Security measures at Safeharbour, Cyber Essentials certification, Support from Data Protection specialists	Review Data Protection Policies and Procedures to identify gaps & make required adjustments Training for SIRO and Caldicott Guardian

The first two risks have been identified due to the significance they would have and the latter because of factors such as cyber security and fraud being the biggest threat to all charities.

Through the skilled work of our Senior Leadership Team, People Advisory Group and focus from the Board of Trustees, we have been able to reduce the risk of not having a capable and competent workforce. We are attracting talent to ADSS at all levels and have stabilised our staff turnover to a retention rate of 87%.

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.

In 2024, ADSS instructed law firm Hempsons to review and update the Charity's Articles of Association. The Trustees felt it was important to ensure the Charity's Articles were fit for purpose, considering the growth of the Charity over recent years. The changes that were made were:

- Giving the power to Trustees to appoint other trustees by way of special resolution.
- Ensuring Trustees serve for a fixed term.
- Enabling Trustees to remove other Trustees from the Board by a majority vote, where it is in the Charity's best interest.

The new Articles were approved and adopted by the membership on 15th November 2024.

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 managed 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

It is a privilege to present this year's Trustees' Report for ADSS, and, as always, I want to begin with heartfelt thanks. To our extraordinary staff, dedicated volunteers, committed trustees, generous supporters, and the people and families we are honoured to serve – thank you. It is your passion, skill, and compassion that continue to make ADSS a lifeline for so many across Kent and Medway.

The past year has been one of record-breaking achievement and meaningful impact. Financially, we reached our highest income to date – £3.25 million – delivering a healthy surplus while keeping unrestricted reserves above target. Fundraising played a huge role in this success, with more than £620,000 raised – our best ever result – fuelled by creative campaigns, inspiring community support, and innovative partnerships such as our work with Southern Gas Networks to promote home safety and energy efficiency for people with dementia. These resources are not just numbers on a page – they are the hours of support, the warm welcomes, the safe and fun spaces, and the timely interventions that change lives.

Service delivery has grown in both scale and scope. Our Dementia Support service reached over 4,300 referrals, with 3,191 individuals supported, including through our groundbreaking Hospital Dementia Coordinator and Enablement Service at Darent Valley Hospital, which has reduced inpatient stays and helped people return home sooner. Dementia Wellbeing services delivered more than 6,700 attendances, expanding into Medway for the first time and launching culturally tailored partnerships with local Gurdwaras to ensure that support truly reflects the communities we serve. Meanwhile, our Dementia Care services – including the Beacon Day Centre and Support at Home – continued to provide personalised, dignified care, enriched this year by intergenerational projects and enhanced activity programmes.

Behind the numbers are the human stories that drive us forward – people who tell us they feel less lonely, safer, better informed, and more connected because of ADSS. One person told us, *"I felt quite isolated before and thought I had to muddle through, but you took away that feeling and with your support I know now that I don't have to."* Feedback like this reminds us why our work matters – and why we must keep striving to reach more people, earlier, and in ways that meet their needs and aspirations.

This year also brought well-deserved recognition. At the Kent Charity Awards we were named Disability Charity of the Year and overall Charity of the Year. We also received the High Sheriff of Kent's Charity of the Year Award. Finally, we were shortlisted nationally for the Charity Governance Awards – an affirmation of the robust, values-driven leadership that underpins all we do.

Looking ahead, our 2030 Strategy – *Facing Dementia Together with Kent and Medway* – continues to guide our ambitions: to be more visible, more accessible, more equitable, and a stronger voice for those affected by dementia. In 2025-26, we will launch our new website, expand county-wide carer services, and scale our culturally tailored work, while building the fundraising strength to sustain and grow our impact in an increasingly challenging environment.

I am proud of what ADSS has achieved this year, but even more inspired by what lies ahead. Together – with the commitment of our team, the trust of our supporters, and the courage of the people we serve – we will continue to push for a future where everyone living with dementia in Kent and Medway gets the support they need to live the life they want.

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.

Achievements and performance

Awards

2024-25 has been an exceptional year in terms of the external recognition received for the work we do, our impact and the way the charity is led. We were delighted to be the shortlisted finalists or proud winners of a number of awards and accolades, which were:

- Kent Charity Awards

In September 2024 we were the first ever recipients of three awards at the Kent Charity Awards. We won the Disability Charity of the Year and the overall Kent Charity of the Year, and our Chair, Sam Barton, was named Trustee of the Year. These local but highly prized awards are judged by a prestigious panel, and with over 70 entrants our treble win was a true honour. Whilst it is impossible to truly quantify the significance of winning an award like this, it has helped us secure additional funding, grow our social media following, and directly led to a significant

capital gift in kind for renovation work. It also serves to build confidence in us from our stakeholders and new partners.

- High Sheriff of Kent Charity of the Year Award

In early 2025 we were given special recognition from the High Sheriff of Kent, Dr Gill Fargher, with her Charity of the Year Award. This ceremonial award was testament to the high regard ADSS is held in.

- Charity Governance Awards – People in Governance

ADSS was also proud to be shortlisted for the Cloth Workers Foundation's Charity Governance Awards – national awards with more than 100 entrants. Our Board and CEO have worked hard to ensure the governance of the charity has kept pace with ADSS's growth, at the same time as exemplifying the values of the organisation and demonstrating best practice. It was therefore a real honour to be shortlisted in the People in Governance category. This award has drawn the attention of our funders and stakeholders, giving them even more confidence in the capability of the leadership to ensure ADSS is a well-run charity.

Strategy Launch

In April 2024 we 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.

The strategy sets out what we aim to achieve 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.

Our strategy is built on four key areas and underpinned by our dementia expertise, the partnerships we have built and will build, the people in our team (staff and volunteers), and the income we generate to pay for the support we know we need to provide.

Our strategy is reliant on ADSS working to:

- Be Visible - We will create greater public and professional awareness of the work we do to support people affected by dementia and the impact we have. Be accessible - We will ensure that wherever you are in Kent and Medway you can

access a full range of services to help you live well with dementia, or as a carer of someone.

- Be equitable - We will ensure that the people who use our services, and our team, reflect the diversity of Kent and Medway, driven by our Diversity, Equity & Inclusion ambition.
- Be heard - We will champion the rights of people with dementia, and carers of people with dementia, and call out the injustices that they face. We will take a rights-based approach to our work.

For more details on our strategy, you can visit our website <https://www.alz-dem.org/strategy-2030/>

What we have achieved in year one

Be visible

- Created a communications strategy with clear target audiences and key messages.
- Begun a project to redevelop our website.

Be accessible

- Funded and begun the roll out of essential wellbeing services in Medway, where no previous services existed.
- Held a carers forum to begin the co-design of a model of services specifically for carers of people with dementia.

Be equitable

- Piloted bespoke services for underserved communities.
- Set up our People Advisory Group.

Be heard

- Created our Safeguarding and Mental Capacity Champions to build our organisational capability in this regard.

Our plans for 2025-26

We continue in force to ensure we meet our strategic ambitions to enable people affected by dementia to live the life they deserve. In 2025-26 we will continue to be

brave and ambitious to deliver the objectives of our strategy. Our key focuses will be:

Be visible

- Launch our new website with renewed fundraising capability, greater detail about our services and more information on how people can live the life they want with dementia.
- Align our fundraising messaging with our key messages and make better use of all of our communications channels.
- Develop a business model for providing dementia training.
- In-reach into more of the diverse communities across Kent and Medway.

Be accessible

- Co-produce, design the service model and work on the funding campaign for a county-wide carers service that meets the wellbeing needs of carers of people with dementia.
- Identify gaps and opportunities to bring more of our services to a wider reach across all of Kent and Medway.

Be equitable

- Work on our diversity, equity and diversity ambitions to increase the diversity of our team.

Be heard

- Continue to move the organisation towards having a true rights-based ethos with improved training in the rights of people who are in receipt of care, further upskilling our Safeguarding and Mental Capacity Champions and appointing a responsible Trustee to oversee our development.

Evaluation

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

- 74% of people say they feel less lonely since accessing our services
- 86% of people feel our services help them to feel safe
- 78% feel our staff encourage them to do the activities they are able to
- 94% feel we provide them with the information they need, and this has gone up from 81% last year
- 71% of people can access social activities that they enjoy – the same level as last year. Our findings emphasise how important it is that we expand the reach of our wellbeing services, as they are not accessible to all yet
- 99% of people feel listened to by our team

Our annual evaluation gives us a great opportunity to hear from the people we support to develop and grow our services, the knowledge of our team and our understanding of what people need from us. People told us:

“I felt quite isolated before and thought I had to muddle through, but you took away that feeling and with your support I know now that I don't have to. You have given us the guidance we needed.”

"I like to support my husband myself and you knew that and did not put any pressure on me to change things but made me aware of what was available."

"ADSS is so knowledgeable about dementia and what I should do in situations."

Compliments and Complaints

During 2024-25 we were delighted to receive 35 compliments (50 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 12 complaints (13 last year). We are always grateful that people take the trouble to share their honest feedback with us, which gives us the opportunity to improve.

A few examples of our compliments:

"I would like to take this opportunity to add my personal thanks to you for the support you have provided over the past two or three years. In particular the time you have taken to explain the issues, options and strategies."

"We would like to thank everyone involved in my mum's care for all of their kindness, dedication and professionalism in ensuring my mum has been able to live well with her dementia at home. Sadly, my mum has reached a point now that she is no longer safe at home, and we have reached the point to look at my mum's best interests. We could not have walked our dementia journey without everyone at ADSS being there for us all."

Diversity, Equity and Inclusion

Throughout 2024-25 we have been working hard on our diversity, equity and inclusion ambitions and improvements. It is important to us that we remove barriers to accessing our services and are able to benefit from a truly diverse workforce. We have a clear ambition statement and an action plan to follow that up.

"We have an ambitious strategy to ensure that everyone living with dementia, in Kent and Medway, gets the support they need to live the life they want. To understand the diverse communities across Kent and Medway, we need to ensure that our workforce represents these communities so that we understand the needs of the people we support. We have 3 key objectives to deliver our ambition:

- Take affirmative action with our employee, brand and recruitment processes to increase the diversity of our team (employees and volunteers).
- Be person-centred, removing barriers to participation and embedding equity in everything we do, to accommodate the needs of our employees, volunteers and the people we support.
- Ensure that our diverse employee and volunteer base feels included so that they can thrive and grow with the Charity."

Some of our key achievements have been:

- Designing our training and beginning its roll out to our whole team.
- Taking targeted action with underserved communities to coproduce specific services in the Guru Nanak Darbar (Sikh Temple in Gravesend).

- Raising our profile within key cultural and religious groups and increasing their understanding of dementia.

Spotlight: Working Together in Gravesend – Supporting the Sikh Community

In early 2024, ADSS began a new partnership with the Guru Nanak Darbar Gurdwara in Gravesend. It started with a simple question: how could we better support people in the local Sikh community who were worried about memory loss and dementia?

The answer grew into something truly special. Together with the team at the newly reopened Guru Nanak Wellbeing Centre, we set up a twice-monthly Memory Café. It's a warm, welcoming space where older people, carers, and families can come together for conversation, support, and practical advice. There's always someone on hand to translate if needed, and we offer clear routes to further help, including referrals to our dementia coordinators for more personalised support.

Each session is shaped by the community it serves. That's what makes it work. The Gurdwara team brings deep knowledge of the community's culture, values and needs; we bring our experience in dementia care and support. The result is a real collaboration that's already making a difference.

People like BK, who came to us in June, have already benefited from this support. She had been struggling with memory problems and sleep issues caused by audio hallucinations, but a language barrier meant she couldn't explain what was happening to her GP. With support from our Dementia Coordinator, she was able to access the memory clinic and audiology services - and is now feeling much better, with a diagnosis and new medication.

The feedback from attendees and community leaders has been incredibly positive. Susan Gill, Guru Nanak Wellbeing Centre Manager, said "By working with ADSS, we are not only enhancing the services we offer but also addressing a critical need for specialised support and awareness around dementia. ADSS's comprehensive approach to raising awareness, providing essential care and fostering community engagement aligns perfectly with our goals." But what matters most is that people are getting help earlier, in a place they trust, in a way that feels right for them.

So far we have supported an average of 22-25 people per month, and we are working with two further Gurdwaras, in Dartford and Medway, to replicate this community-led support. We have identified ten people who have gone on to be supported to get a diagnosis of dementia or other additional support from our Dementia Coordinators.

Safeguarding the people we support

At ADSS we have a robust safeguarding policy, procedures and training. Due to the increasing in demand for our support, the greater complexity of the people we support and the greater number of economically deprived areas we now work in, we have seen an increase in the number of safeguarding concerns we have for the people we support. 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 create a robust and responsive safeguarding structure to ensure the best support is given to those who use our services, and our team members. 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. We have:

- Promoted Kelly Clark (Head of Community Care and Wellbeing) to Designated Safeguarding Lead.
- Introduced a team of Safeguarding Champions from all areas of our organisation and trained them all to level three.
- Built an excellent working relationship with Kent & Medway Safeguarding Adults Board. We are very grateful to their independent chair, Andy Raby, and their manager, Vicky Widden, for their ongoing support and engagement.
- Conducted a Safeguarding Adults Week awareness campaign.

Spotlight: Working together to keep people safe

Our Dementia Coordinators work tirelessly to keep people living with dementia safe from harm and abuse. Building trusted relationships is at the heart of what they do, enabling them to spot signs of risk early and act quickly.

For example, one of our Dementia Coordinators recently supported Barry, who was at risk of financial abuse by his son. By listening to him, liaising with his friends, and working in partnership with Social Services and the Police, they helped raise a safeguarding alert, removed online banking access, and ensured regular welfare checks were carried out. As a result, Barry has now received a social care review recommending 24-hour care, leaving him feeling safer and less vulnerable.

This case is ongoing, and our Dementia Coordinator continues to attend Best Interest Meetings with Social Services to make sure Barry's needs and wishes are fully considered.

This kind of proactive safeguarding is essential. Our staff work closely with families, friends, local authorities, and other agencies to prevent harm, stop abuse from continuing, and ensure the people we support can live with dignity and security.

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

The charity continues to maintain its excellent safety record with zero breaches of health and safety and zero reportable injuries over the past seven years.

The charity has continued to develop our safety leadership which has enabled us to focus on near miss reporting and behaviour. All activities undertaken by ADSS have comprehensive risk assessments, policies and procedures that ensure we keep our staff and the people we support safe.

We have in the last period appointed a Training Manager who is working with the team to enhance and develop different ways to train our staff. This will ensure that we have a robust training programme to meet everyone's needs and learning styles, in relation to health and safety.

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 committed to hiring, retaining and developing excellent talent to ensure we provide the best for the people we support.

To support this work, we have worked closely with our team to develop our staff benefits offer. Our Employee Forum and People Advisory Group have helped the Board of Trustees and SLT to implement a suite of improved benefits. During the last financial year, we have:

- Increased our employers pension contribution by 1%
- Increased the base annual leave entitlement from 24 days to 25 days plus bank holidays
- Introduced a Long Service Recognition Award
- Invested significantly in our leadership development programme

Volunteers at ADSS

Our volunteers, those who are kind enough to give their time freely, are a vital part of our ability to deliver the support we offer. This year we have embraced a new kind of volunteering and now have office volunteers, helping with operational and service delivery administration. We also have volunteers who are working on specific projects, such as Salesforce development. Our volunteers have given 7482 hours (312 days) of their time in 2024-25.

During the year we sadly ended our long-running Medway Dementia Buddies service in Medway Maritime Hospital. Our trained and supported volunteers cared for hospital patients with dementia, but the hospital decided they would bring the service under their direct control and no longer commission us.

Volunteers will continue to be a vital component of our ability to achieve our strategy, and 2025-26 will see the launch of our volunteer strategy. We will also work on the volunteer experience and set up a volunteer forum.

We would like to say a huge thank you to all the wonderful volunteers who give their time to help improve the lives of people affected by dementia.

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 Memory 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 and 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 range of services, we work with partners to help people access what they need. However, sadly in some areas these services just do not exist yet.

Dementia Support

- 4,347 referrals into the service
- 1,958 home assessments conducted
- 3,191 people supported
- 9,158 outcomes created
- 1,129 carers supported
- 670 supported in Darent Valley Hospital
- 714 hours of enablement support

Key achievements

- Developing a new groundbreaking service in Darent Valley Hospital, with specific Hospital Dementia Coordinators and Enablement Workers working in a truly integrated way, in the Same Day Emergency Care Department and the Emergency Department.
- A University of Sussex evaluation of the Dementia Coordinator services concluded, overwhelmingly, that the service is having huge benefits to people with dementia, their carers and the health system. To find out more visit <https://www.surrey.ac.uk/research-projects/dcc-service-realist-evaluation#outputs>

Developing our ways of working and integration with local GP surgeries to become truly embedded in the local system.

- Playing a pivotal role in helping the Dartford, Gravesham and Swanley area go from the worst performing, for diagnosis, to the best.

Spotlight – Hospital Dementia Coordinator and Enablement Service at Darent Valley Hospital

This year, ADSS has further strengthened its innovative Hospital Dementia Coordinator (HDC) and Enablement Service at Darent Valley Hospital, developed in partnership with the NHS and funded through the hospital's Community Investment Programme.

Recognising that hospital is often the worst place for people with dementia, where hospital-acquired deterioration can reduce their chances of returning home, ADSS worked proactively from the start to help design a service that meets the real needs of people living with dementia and their families. Our goal was clear: to help people avoid unnecessary admissions, return home sooner, and have a better, more compassionate experience of care.

Our specialist Dementia Coordinators are embedded within the Emergency Department and Same Day Emergency Care unit, identifying patients early and working holistically with them and their carers. They create personalised support plans, coordinate with hospital teams, and plan safe discharges. Post-discharge, our Enablement Support Workers deliver tailored, strengths-based support at home, helping people rebuild confidence, independence, and social connections.

Between October 2024 and March 2025, the service supported over 670 people, reducing average hospital stays from 11.4 days to 7.4 days, and enabling 176 people to return home the same day. This service exemplifies our commitment to partnership working, person-centred care, and ensuring people with dementia get the right support at the right time to live the life they choose.

Challenges to the service

The ongoing funding pressures of the NHS continue to have a knock-on effect on the delivery of this service. The NHS has been unable to increase the contract amount since the first year of the project and we have had to continue to pay our staff fairly and cope with increasing cost pressures. We have worked hard on efficiencies, and this led to us going through a consultation process with our five area leads, instead creating two Area Managers. It is a testament to our Head of Service and Chief Operating Officer that we managed to keep everyone affected by the restructuring in our organisation.

Getting access to all GP surgeries and creating integrated working across the whole area continues to be a challenge.

Dementia Support: plans for the year ahead

We will continue to work on our innovative hospital service and see how else our expertise can be utilised. We also need to understand our processes and ensure we

are working efficiently for the good of all people with dementia, who need to go to hospital.

We also need to ensure that all our Dementia Coordinators have standardised practice and are working well to maximise the number of people they can support, without taking on more than they can manage. We will be working on our record system to ensure it works hard for this team.

We also anticipate a new tender for this service, commissioned by Kent & Medway NHS. We need to ensure we are ready for that and can demonstrate our impact and expertise. We are ready to support the system in transforming its diagnostic routes to reduce waiting lists and waiting times for a diagnosis of dementia and are attending the redesign meetings to help make a lasting and meaningful change for people getting diagnosed with dementia.

Dementia Wellbeing

- 868 people attended 6,773 times at our groups
- 632 groups held throughout the year
- 2-day trips with an average of 70 people attending

Key achievements

During the year in question, we worked on redesigning our Memory Cafés to better meet the needs of people who attend. Following feedback from our attendees, who told us that they wanted to use the Memory Café for fun activities, peer support and connection more than getting information, we created less regular partnership information events and gave more time at the monthly dementia cafés for the activities that meant so much to those coming along. These changes have been well received and we thank all of our partners who have given their time to attend

Kent Fire and Rescue, Kent Association for the Blind, KCC, Green Doctor, Community Wardens, Dartford Healthy Living Centre, and Imago.

This year our Wellbeing Team also;

- Acquired funding for and mobilised a range of wellbeing services across Medway.
- Developed a great partnership with the Guru Nanak Darbar in Gravesend to start our targeted work with underserved communities.
- Supported our delivery partners Age UK Kent Rivers and Age UK Sheppey to deliver a range of services across Swale.

Spotlight – ADSS brings Wellbeing Services to Medway

This year saw the successful launch and rapid growth of our Medway Wellbeing Services, made possible thanks to generous funding from the Masons Charitable Foundation. Recognising a clear gap in dementia-specific support across Medway, we set out to create accessible, inclusive spaces that bring people together, offer vital help, and reduce isolation.

Since opening our first Memory Café in Strood, we've expanded quickly to establish two more cafés in Chatham and on the Hoo Peninsula, alongside specialist activity groups in creative arts, singing, and peer support. These services were shaped by people living with dementia and their carers through an extensive co-production process, ensuring that local voices defined what was truly needed.

Our Memory Cafés have been warmly welcomed, with up to 50 people attending some sessions. One carer wrote:

"Just to have that group on offer and to meet others in a similar situation - and for me to know he has something to go to support him - is so amazing. He was so delighted, teary and happy."

A volunteer shared:

"I see how you brighten people's faces and bring people together. You work hard to make sure everyone is okay. I truly see your passion, and we are all so lucky to have you."

A participant in one of our creative groups put it simply:

"I'm having so much fun, and I always look forward to the next group!"

Thanks to this collaborative, person-centred approach, our Medway Wellbeing Services are already supporting over 120 people. Together with our partners and funders, we're building a community in Medway – one where people affected by dementia can find companionship, confidence, and joy close to home.

Challenges to the Service

It is always a challenge to ensure that we have regular attendees at the groups but also new people continuing to join. This helps create a vibrant and welcoming atmosphere and allows the maximum number of people possible to access the

support. We have not had as large attendance figures at some of our groups as we would have liked.

We also rely heavily on volunteers to deliver these services, and it is becoming an increasing challenge to find volunteers who can commit regularly to a support group.

Dementia Wellbeing: plans for the year ahead

Our experience in Medway and the feedback our Dementia Coordinators get make us realise that our wellbeing services are needed across Kent. We will shortly begin the delivery of our Carers Learning Groups across West Kent and are designing our carers services for roll out across the county in 2026.

We will work on our programme of activities to ensure we have something for everyone. This will include understanding how we can work in partnership with trained artists to help people with dementia explore creative self-expression.

We will also be building on our success with Gravesend Gurdwara, working with the Medway and Dartford Gurdwaras. This will enable us to then identify further underserved communities and begin the design of our coproduced service offer to meet their cultural and support needs.

Dementia Care

Support at Home

Support at Home – enabling and well-being led services

- 74 unique individuals supported during the year
- 4,437 hours of support provided in 2023-24 – a decrease of 62% on the previous year

Support at Home Plus – our Regulated Home Care service

- 100 unique individuals supported during the year
- 15,943 hours of support provided – an increase of 7% on the previous year
- An average of 3,000 tasks completed each month and over 156,000 tasks completed for people with dementia

Bridging Service

- 66 people received support from the Bridging Service, which is an increase of 87% on the previous year
- 1,147 hours of regulated support provided

The increase in bridging service support is testament to our team that have worked at Darent Valley Hospital identifying people who may need this specialist support.

Key achievements

During the year in question, we have looked at the operational delivery of this service to ensure it is as efficient as possible and to create greater commercial awareness amongst our team. Our Support at Home and Support at Home Plus services operate in a very challenging environment and currently the service does

not break even. The team have undertaken significant improvements to support with our move towards profitability:

- Introduced payment Terms and Conditions, in line with other care providers.
- Built greater understanding of our unit costs and pricing structures.
- Deployed Supervisors and Senior Care workers when necessary to cover holiday and sickness.
- Improved recruitment practices and assigned pre-screening of applicants to one team member.
- Prioritised better use of contracted staff and deployment according to demand of the service.

We have also created a stable senior team that are supporting our Registered Manager to deliver a quality service that is making a true difference to the lives of people they support. The team are also ensuring that our Care Workers feel like they are part of a team and have a strong connection to our overall purpose.

We continue to ensure that the people we support through this service have meaningful activity and engagement, we raise additional funds to create themed activity packs that help with reminiscence, conversation and activity, during our care visits and beyond.

Challenges to the service

Recruitment continues to prove a challenge to our ability to delivery at the capacity we would like. These challenges exist across social care as a whole and remind us of the importance of our People Strategy and offering the best benefits and terms and conditions to our teams.

It is proving increasingly difficult to bring our team together to ensure they get peer support, vital updates and a strong sense of connection to ADSS. Over the past year

we have not been able to get the full team together or schedule many Care Worker meetings to take place.

Support at Home: plans for the year ahead

Our commitment to the importance of this service is high on our agenda for 2025 and beyond. The Trustees and Senior Leadership Team understand the deep importance it has, we need to be able to provide a comprehensive range of support to people, including when dementia inhibits their ability to look after their own care. With that in mind we are continuing to look at our business model, drive our profitability whilst maintaining our deep commitment to our life-enhancing person-centred care. We will:

- Develop our business model with new ideas for income growth.
- Conduct our first ever staff recruitment campaign.
- Develop our quality management processes to ensure we are always delivering the best of care.
- Focus on our evidence framework for our next CQC inspection.
- Develop our usage of our care planning and rostering systems, including trialling GP record integration.

The Beacon Day Centre

- 4,559 attendances in 2024-25 – a 1% decrease on the previous year
- 24 people joined the service and are still attending
- 1,500 hours of day support provided

Key Achievements

The Beacon Day centre continues to be the most popular dementia day centre in Dartford, Gravesham and Swanley. With the leadership of Sherrie Boyd, our newly appointed Beacon Day Centre Manager, the team continue to focus on the quality of experience for all the people we support. We are now supporting a great diversity of people, bringing a vibrancy to the service and a richer experience for all of those that attend. Our key achievements have been:

- The completion of our beautiful dementia inclusive garden for the Beacon members to enjoy.
- Creation of an intergeneration project with a local primary school.
- Supporting people who have a higher level of need than ever before.

Spotlight – Beacon Buddies: Building a Dementia-Friendly Generation

This year we successfully implemented Beacon Buddies, an intergenerational initiative that pairs Year 4 students from Shears Green Junior School with attendees at the Beacon. Taking place twice a month, the project encourages meaningful connections through shared activities such as games, arts and crafts, and the development of a sensory garden.

The programme has had a transformative impact, fostering empathy and understanding in a new generation while providing our service users with companionship, purpose, and joy. The children demonstrated remarkable kindness and curiosity, forming real bonds and learning about dementia in a personal and memorable way. Feedback from the school highlights how the experience aligns with their core values, promoting kindness, curiosity, courage, and honesty. The Deputy Head Teacher said "As they walked back to school, students were animated, discussing their interactions, sharing insights, and reflecting on the day's events. This vibrant post-visit discussion suggested that the experience not only made a strong impression but also fostered meaningful reflection among the pupils."

We are proud of this innovative initiative, set up by our Senior Support Worker, Leah, which exemplifies our commitment to creating a dementia-friendly community. The success of the first cohort has inspired plans for future collaborations, reinforcing our mission to support those living with dementia and raising awareness across generations.

Challenges to the service

The team are now supporting people with more advanced dementia, more protected characteristics and greater complexity than ever before. Huge credit needs to go to the Beacon team, who are now providing more personal care, support with eating and help with participating in activities, than ever before. They are still also providing fun-filled days with person centred activities. Our volunteers have been a wonderful support through this transition.

We have also found it very difficult to attract members who want to attend on a Saturday. For that reason, in March 2025, we took the decision to stop opening on a Saturday. We are pleased to say that everyone who attended on a Saturday was able to be accommodated on another day during the week.

The Beacon: plans for the year ahead

The Beacon team will maintain the focus on keeping our usage figures to target whilst providing a high level of activity focused on cognitive stimulation. We will work on enhancing our use of technology, maintaining our intergenerational work, maximising the use of our garden and bringing in as many volunteers as possible to support with activities throughout the day.

Fundraising

Fundraising policy

Income generated by our fundraising activities are presented in our accounts as donations and legacies. We confirm that all solicitations are managed internally, without the 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 contracts and 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 teams.

Fundraising this year

Never before has ADSS generated the amount of fundraising income that it has this year. The Fundraising team have done an incredible job and raised over £620,000, driven by innovative new partnerships, optimisation of platforms such as Just Giving, and local community support.

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 and so our increase in fundraising capacity and capability is imperative to achieving our aims.

We have invested further in our team and recruited our first ever Head of Fundraising. Last year, we recruited a Fundraising and Communications Manager, but it quickly became apparent that the remit was too large, with the demand for better marketing and communications and the rapid growth of our fundraising income. This led to the subsequent recruitment of a Head of Fundraising, which will enable us to become more strategic, grow our team further and start accessing more opportunities.

Spotlight - New Partnership with SGN: Supporting Energy Safety and Efficiency for People with Dementia

This year, ADSS was proud to launch an innovative new partnership with Southern Gas Networks (SGN), marking a new type of fundraising and collaborative working for our charity. Through SGN's funding and support, we have been able to reach vulnerable people living with dementia across Kent with essential gas safety advice and practical energy efficiency support.

The partnership is designed to help people with dementia stay safe, warm, and well at home, reducing fuel poverty and increasing energy awareness. Our dedicated Home Energy Service project coordinator works alongside our

dementia coordinators to identify those most in need, offering support in three key areas:

- Gas Safety: Distributing carbon monoxide alarms, arranging Locking Cooker Valve installations, and helping people register with the Priority Services Register.
- Energy Efficiency: Providing tailored advice and signposting to energy efficiency schemes and benefits checks.
- Affordable Warmth: Supporting access to hardship funds and fuel debt advice.

Between December 2024 and June 2025 alone, the partnership achieved outstanding impact:

- Reached 1,104 households
- Gifted 282 carbon monoxide alarms
- Registered 334 people for the Priority Services Register
- Delivered 30 energy advice sessions to 643 people

Feedback from those supported has been overwhelmingly positive, with comments such as:

"Very informative and good advice to help reduce cost of heating and ways to keep warm and safe," and "Thank you for loads of clear & useful information to help us stay warm and safe."

This new approach to fundraising and partnership working demonstrates ADSS's commitment to going beyond traditional dementia care - addressing the wider needs that help people live safely, independently, and with dignity in their own homes.

Thank yous

Our continued thanks go to The Albert Hunt Trust who have shown so much trust in our organisation and have again made a kind donation to ADSS. We also extend our thanks to the Mason's Charitable Foundation and Kent Community Foundation who supported Richard Watts Charities to give us a grant for our Medway Services.

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, Redlibbets Golf Club and West Malling Golf Club.

We also have the wonderful support of many businesses and were delighted to be voted by the team at EY's London office to be their local charity partner. We have also had the support of Dartford Borough Council, John Lewis and the Port of London Authority. We were enormously grateful to receive funding from SGN (Southern Gas Networks) for specific work to support people with dementia with home energy efficiency and safety. HSBC have also awarded us funding to develop our website and increase financial resilience amongst the people we support.

Review of finances

The charitable company's income for the year ended 31 March 2025 totalled £3,247,456 (previous year: £3,064,228). This represents yet another year-on-year increase and has been driven by:

- Exceptional fundraising performance including unplanned income from SGN.

- Better than expected performance in Support at Home.
- Unplanned additional income from Kent & Medway NHS for work at Darent Valley Hospital.

This also resulted in a surplus of £205,061 (previous year: £294,824). The surplus does, however, include £115,232 of restricted funds unspent due to some later than planned project start dates and funding arriving later in the year.

Expenditure totalled £3,042,395 (previous year: £2,769,404). This was largely driven by an increase in staff costs for new programmes of work and close to full recruitment.

Principal Funding

ADSS's income derives from:

Kent & Medway NHS – 37%

Client Contributions – 29%

Fundraising – 19%

Kent County Council Contract – 7.5%

Other – 7.5%

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 regularly reviewing the levels of reserves each year. This was most recently done in June 2025, 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 £650,000. This would be enough to cover redundancy, extended notice period 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 and where they are above the target level the Trustees will expend

them on strategically important investment or to put towards the sustainability of the charity.

As at the year ended 31 March 2025, the reserves currently stand at £606,078 and are calculated as follows:

RESERVES AT 31.3.2025

Total Reserves	£ 1,396,993
Less:	
Restricted Funds	£(126,037)
Designated Funds	£(47,000)
	£1,270,956
Less:	
Fixed Assets	£(560,228)
Free reserves	£663,728

The Trustees have decided to designate a fund for the year ending 31.03.2025 for the following;

- Laptops £22,000
- Walkway £15,000
- Expenditure for website and content creation £10,000

The Trustees are content that the reserves of the Charity currently meet their target.

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 reform will weigh heavy on the public purse in the short term. ADSS is using the year of 2025-26 to increase our fundraising capability and capacity. Generating a greater proportion of our income from fundraising will enable the charity to further diversify income and have more flexibility to meet the needs of the people we support.

We also now have the required skills in our SLT and on our Board to create financial KPIs and look further forward with our budgeting and forecasts.

Post balance sheet events

There have been no significant post balance sheet events.

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 on 13 OCTOBER 2025 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 2025

Opinion

We have audited the financial statements of Alzheimer's & Dementia Support Services ('the charity') for the year ended 31 March 2025, 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 2025 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.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES
FOR THE YEAR ENDED 31 MARCH 2025**

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.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES
FOR THE YEAR ENDED 31 MARCH 2025**

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

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ALZHEIMERS'S & DEMENTIA SUPPORT SERVICES
FOR THE YEAR ENDED 31 MARCH 2025**

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.



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: 30 October 2025

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

STATEMENT OF FINANCIAL ACTIVITIES
(INCLUDING INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2025

		2025 <i>Unrestricted</i> £	2025 <i>Restricted</i> £	2025 <i>Total</i> £	2024 <i>Total</i> £
	Notes				
Income from:					
Donations and legacies	4	391,219	230,687	621,906	517,522
Charitable activities	5	2,594,987	-	2,594,987	2,528,234
Investments		30,563	-	30,563	18,473
Total income		3,016,769	230,687	3,247,456	3,064,228
Expenditure on:					
Raising funds	6	131,391	-	131,391	68,913
Charitable activities	7	2,795,639	115,365	2,911,005	2,700,491
Total expenditure		2,927,030	115,365	3,042,395	2,769,404
Net Income		89,739	115,322	205,061	294,824
Net movement in funds		89,739	115,322	205,061	294,824
Reconciliation of funds:					
Total funds brought forward		1,181,217	10,715	1,191,932	897,107
Total funds carried forward	12	1,270,956	126,037	1,396,993	1,191,931

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 2025

		2025 £	2025 £	2024 £	2024 £
	Notes				
Fixed assets					
Tangible assets	9		560,228		597,108
Current assets					
Debtors	10	138,452		95,846	
Cash at bank and in hand		874,332		649,381	
		<u>1,012,784</u>		<u>745,227</u>	
Creditors: amounts falling due within one year	11	<u>(176,019)</u>		<u>(150,403)</u>	
Net current assets			836,765		594,824
Total net assets			<u><u>1,396,993</u></u>		<u><u>1,191,932</u></u>
The funds of the charity					
Unrestricted funds			1,270,956		1,181,217
Restricted funds			126,037		10,715
Total funds	12		<u><u>1,396,993</u></u>		<u><u>1,191,932</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 13 OCTOBER 2025 and signed on their behalf by:



Catherine Jones
Treasurer



Samuel Barton
Trustee

ALZHEIMER'S AND DEMENTIA SUPPORT SERVICES

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31 MARCH 2025

	Notes	2025 £	2024 £
Cash flows from operating activities:			
Net cash provided by operating activities	A	212,229	92,770
Cash flows from investing activities:			
Dividends, interest and rents from investments		30,562	18,473
Purchase of tangible assets		(17,840)	(251,527)
Net cash used in investing activities		<u>12,722</u>	<u>(233,054)</u>
Change in cash and cash equivalents for the year		224,951	(140,284)
Cash and cash equivalents at the beginning of the year		649,381	789,665
Cash and cash equivalents at the end of the year		<u><u>874,332</u></u>	<u><u>649,381</u></u>
A Reconciliation of net income to net cash flow from operating activities			
Net income for the year		205,061	294,824
<i>As per statement of financial activities</i>			
Adjustments for:			
Depreciation charges		54,044	53,662
Loss on disposal of assets		677	2,089
Discharge of mortgage - donation in kind		-	(315,000)
(Increase) / decrease in debtors		(42,607)	76,842
Increase / (decrease) in creditors		25,616	(1,175)
Interest received		(30,562)	(18,473)
Net cash provided by operating activities		<u><u>212,229</u></u>	<u><u>92,769</u></u>

ALZHEIMER'S AND DEMENTIA SUPPORT SERVICES

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2025

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), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) 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.

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.

ALZHEIMER'S AND DEMENTIA SUPPORT SERVICES

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2025

2.3 Expenditure (continued)

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.

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.

ALZHEIMER'S AND DEMENTIA SUPPORT SERVICES

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2025

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

Estimates and judgments are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Critical accounting estimates and assumptions:

The Charity makes estimates and assumptions concerning the future. The resulting accounting estimates and assumptions will, by definition, seldom equal the related actual results.

Useful economic life of tangible fixed assets

Useful economic life is inline with the accounting policy. 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 are inline with the accounting policy. In setting these policies, management consider the resources needed for each activity and allocate the costs on a income percentage basis.

4 Income from donations and legacies

	2025	2024
	£	£
Donations	610,842	187,019
Donations in Kind	-	315,000
Legacies	10,000	13,870
Government Grants	1,064	1,633
	<u>621,906</u>	<u>517,522</u>

The comparative figure includes £16,852 of restricted income.

Government grants received in the year amounted to £1,064 (2024: £1,633) 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 (2024: £nil).

ALZHEIMER'S & DEMENTIA SUPPORT SERVICES

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 MARCH 2025

5 Income from charitable activities	Kent County Council £	Service user income £	Kent & Medway NHS £	Department for Transport £	2025		2024	
					£	£	£	£
Day Care/Transport	-	285,315	-	-	285,315	-	260,245	
Support at Home/Support at Home+ Post Diagnostic Support	-	667,624	-	-	667,624	-	642,269	
	245,000	-	-	-	245,000	-	240,000	
Dementia Coordinators North Kent	-	-	669,826	-	669,826	-	669,826	
Demetia Coordinators West Kent	-	-	387,794	-	387,794	-	387,794	
Dementia Buddy	-	-	32,267	-	32,267	-	48,726	
DGCG Dementia Care & Support	-	-	265,001	-	265,001	-	208,200	
Other	-	41,096	-	1,064	42,160	-	42,669	
	245,000	994,035	1,354,888	1,064	2,594,987	1,064	2,499,729	

Alzheimer's & Dementia Support Services

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025

6 Expenditure on raising funds	2025 £	2024 £
Wages and Salaries	102,739	49,199
Other fundraising costs	28,651	19,713
	<u>131,391</u>	<u>68,913</u>

7 Costs of Charitable Activities	2025 Direct activities £	2025 Support costs £	2025 Total £	2024 Total £
Summary by fund type				
Day Care/Transport	233,089	70,691	303,780	273,173
Support at Home/Support at Home Plus	622,085	165,415	787,500	795,056
Post Diagnostic Support	233,799	60,703	294,502	278,870
Dementia Coordinators North Kent	552,399	165,960	718,359	711,153
Denmentia Coordinators West Kent	369,736	96,082	465,818	389,220
Dementia Buddy	30,276	7,995	38,271	52,650
DVH Bridging Service	206,429	65,658	272,087	191,530
Other activities	20,242	10,446	30,688	8,838
	<u>2,268,055</u>	<u>642,950</u>	<u>2,911,005</u>	<u>2,700,491</u>

The comparative figure includes £48,485 of expenditure from restricted funds.

Direct costs	2025 £	2024 £
Wages and Salaries	1,831,337	1,739,067
Staff Training	1,974	5,967
Staff Home Working Allowance	9,219	8,312
Recruitment	3,792	9,079
Volunteers	1,001	788
Travel costs	72,362	74,664
Transport costs	14,238	20,075
Client activities	96,510	88,719
Client activities - AGE UK	79,882	79,882
Printing, postage and stationery	22,478	20,002
Telephone	40,336	44,752
Equipment	5,164	5,172
Professional fees	9,066	8,444
IT costs	61,722	57,015
Licences and subscriptions	1,037	2,999
Sundry	13,555	4,165
Accountancy - Salary administration costs	4,382	13,625
	<u>2,268,055</u>	<u>2,182,725</u>

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025

7 Costs of Charitable Activities (continued)	2025 £	2024 £
Carers Assessment & Support costs		
Wages and Salaries	393,537	282,548
Staff Training	17,168	14,590
Recruitment	-	7,872
Staff Welfare	1,524	-
Client activities	6,702	5,096
Community Café Consumables	15,355	13,894
Rent and Rates	848	798
Repairs and renewals	19,528	24,953
Utilities	14,830	11,371
Insurance	13,750	12,625
Cleaning	21,529	21,690
Travel costs	1,958	1,368
Printing, marketing, postage and stationery	7,456	4,012
Telephone	5,389	7,421
Equipment	8,993	8,392
Professional fees	967	687
IT costs	17,189	6,355
Bank charges	102	97
Bad debts	-	336
Licences and subscriptions	8,145	11,727
Sundry	15,704	13,423
Depreciation	54,044	53,662
Loss on disposal of fixed assets	677	2,089
Governance costs		
- Auditor's remuneration -audit fees	9,300	8,700
- Auditor's remuneration -other accountancy services	620	588
- Trustee meeting and training expenses	7,635	3,472
	<u>642,950</u>	<u>517,766</u>
8 Staff costs		
	2025 £	2024 £
Gross salaries	2,105,849	1,891,137
Social security costs	168,203	142,454
Pension costs	45,283	37,223
	<u>2,319,335</u>	<u>2,070,814</u>
The average number of employees (including part time workers) was:		
Direct charitable workers	95	92
Administrative staff	7	7
	<u>102</u>	<u>99</u>

One employee received emoluments of between £60,001 - £70,000 in the year ended 31 March 2025 (2024: no employees earned total employee benefits exceeding £60,000).

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 Marketing & Communications Manager. Total emoluments, including employer's pension contributions and social security contributions paid to key management personnel were £303,100 (2024: £209,788).

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025

9 Tangible fixed assets	<i>Freehold land and buildings</i> £	Long Term Improvements £	<i>Fixture & Fittings</i> £	<i>Motor vehicles</i> £	<i>Office Equipment</i> £	<i>Total</i> £
Cost						
At 1 April 2024	300,000	152,935	127,031	106,107	63,044	749,117
Additions	-	11,957	786	-	5,097	17,840
Disposals	-	-	(2,346)	-	(872)	(3,219)
At 31 March 2025	300,000	164,892	125,471	106,107	67,268	763,738
Depreciation						
At 1 April 2024	5,600	3,987	63,147	46,056	33,220	152,008
Disposals	-	-	(2,110)	-	(432)	(2,542)
Charge for the year	2,800	10,642	17,358	15,012	8,232	54,044
At 31 March 2025	8,400	14,629	78,395	61,067	41,020	203,510
Net book value						
At 31 March 2025	291,600	150,263	47,076	45,040	26,249	560,228
At 31 March 2024	294,400	148,948	63,884	60,052	29,824	597,108

10 Debtors	2025 £	2024 £
Fees for services	101,756	85,521
Prepayments	35,204	10,325
Accrued Income (Gift Aid)	1,492	-
	<u>138,452</u>	<u>95,846</u>

11 Creditors: amounts falling due within one year	2025 £	2024 £
Amounts due to suppliers	45,094	24,037
PAYE/NI	36,674	33,350
Accruals	28,785	29,554
Other creditors	65,466	63,462
	<u>176,019</u>	<u>150,403</u>

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

	2025 £	2024 £
Balance at 1 April 2024	47,778	59,959
Released to income	-	(12,181)
Balance at 31 March 2025	<u>47,778</u>	<u>47,778</u>

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025**

12 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 2024	Income	Expenditure	Transfers	31 March 2025
	£	£	£	£	£
Unrestricted funds					
General Reserve	1,181,217	3,016,769	(2,927,030)	(47,000)	1,223,956
Designated funds	-	-	-	47,000	47,000
Total unrestricted funds	1,181,217	3,016,769	(2,927,030)	-	1,270,956
Restricted funds					
Britannia Refined Metals	50	-	(50)	-	-
Morrisons	1,563	-	(1,563)	-	-
Co op - Singing back the memories	1,945	-	(1,945)	-	-
Rana donation	410	-	(410)	-	-
Branton - In mem	1,000	-	(1,000)	-	-
Biz Giv	1,110	-	(1,110)	-	-
Website garden campaign - Mothers day	691	-	(691)	-	-
Beacon Garden					
Ebbsfleet Development Corporation	2,650	-	(2,650)	-	-
In memory of Margaret Kirby	1,000	-	(1,000)	-	-
Bilham: Activity packs & About Me Boxes	296	-	(296)	-	-
Saturday Carers re Beacon Garden	-	90	(90)	-	-
NHS Kent & Medway ICB: Kent Dementia Action Alliance 2024	-	2,000	(2,000)	-	-
KCF	-	8,000	(8,000)	-	-
HEIT BD Limited: Donation for ADSS Wellbeing Services	-	1,100	(1,100)	-	-
Diana Plants	-	20	(20)	-	-
Cackett - Garden	-	1,000	(1,000)	-	-
KCC Active Kent and Medway	-	495	(495)	-	-
Trevor and Margaret Miller - Garden	-	50	(50)	-	-
Evans - Garden	-	450	(450)	-	-
Timms - Garden	-	25	(25)	-	-
Masonic Charitable	-	45,000	(12,981)	-	32,019
Kent Community Foundation	-	10,000	(10,000)	-	-
Donations report - Restricted for garden	-	56	(56)	-	-
Dartford Borough Council - UK Shared Prosperity Fund	-	25,000	(9,620)	-	15,380
Robert and Stephen Clarke for Peer Support Group	-	1,050	(1,050)	-	-
Ebbsfleet - Beacon Christmas Activities	-	500	(500)	-	-
Co-op - Singing Back the Memories	-	3,563	(3,563)	-	-
Port of London Authority - Donation for Carers Peer Support Group	-	5,000	-	-	5,000
HSBC - Website redesign	-	24,946	(6,000)	-	18,946
Bilham	-	1	(1)	-	-
Bilham	-	572	(35)	-	537
Co-op - Singing Back the Memories	-	500	-	-	500
Southern Gas Network	-	101,269	(47,614)	-	53,655
Total restricted funds	10,715	230,687	(115,365)	-	126,037
Total funds	1,191,932	3,247,456	(3,042,395)	-	1,396,993

12 Movement in funds (continued)

Restricted Fund balances to be utilised in future periods

Any significant carry-forward balances primarily relate to ongoing projects that will continue into the next financial year.

The Restricted Funds are used as follows:

Masonic Charitable: Funds awarded for our Dementia Wellbeing programme in Medway.

Dartford Borough Council – UK Shared Prosperity Fund: Funds awarded to support Dartford to become dementia friendly. This enabled the delivery of training to retailers and community groups, and the conduct of dementia friendly audits.

Port of London Authority – Carers Peer Support Group: Funds to enable the continuation for another year of our Gravesham-based carers support groups.

HSBC – Website redesign: Funds received to support the redesign and development of the charity's website, aimed at enhancing fundraising and marketing capacity.

Bilham: A donation to enhance the support provided through our Support at Home Service, including seasonal activity packs for service users to enjoy with their Support Workers and families.

Co-op – Singing Back the Memories: Funds to contribute to the running costs of our popular Singing Back the Memories groups across Gravesham.

Southern Gas Network: Funds awarded to support people with dementia in Kent by improving energy safety and alleviating fuel poverty. This includes providing staff training on energy safety, hosting community events, and offering personalized advice to service users.

Designated funds to be utilised in future periods

As noted in the Trustees' report, the Trustees have decided to designate a fund for the following future expenditure:

- laptops £22,000
- walkway £15,000
- expenditure for website and content creation £10,000

This fund is expected to start to be utilised in the next 12 months.

**NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025**

12 Movement in funds (continued)**Previous year**

	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	<u>854,759</u>	<u>3,047,377</u>	<u>(2,720,919)</u>	<u>-</u>	<u>1,181,217</u>
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)	-	-
	<u>42,348</u>	<u>16,852</u>	<u>(48,485)</u>	<u>-</u>	<u>10,715</u>
	897,107	3,064,229	(2,769,404)	-	1,191,932

NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31 MARCH 2025

13 Analysis of net assets between funds

	<i>Unrestricted funds</i> 2025	<i>Restricted funds</i> 2025	<i>Total funds</i> 2025
	£	£	£
Fixed assets	560,228	-	560,228
Current assets	880,747	126,037	1,006,784
Current Liabilities	(176,019)	-	(176,019)
Total net assets	1,264,956	126,037	1,390,993

	<i>Unrestricted funds</i> 2024	<i>Restricted funds</i> 2024	<i>Total funds</i> 2024
	£	£	£
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

14 Related party transactions

Expenses totalling £77 were reimbursed to one trustee for travel expenses (2024: £59)

During the year the Charity engaged the services of Nicola Pye Coaching Ltd. The sole director of the company, Nicola Pye, is considered a close family of the Charity's CEO, Katie Antill. In the year, £12,215 was paid to the company for training (2024: £4,127 for training). At the year end, £6,804 was due from the Charity to Nicola Pye Coaching Limited, and is included in Amounts due to Suppliers in Note 10 (2024: £nil outstanding).

15 Capital commitments

	2025	2024
	£	£
Contractual commitments	17,472	-

At 31 March 2025, the Charity had capital commitments in respect of the redesign of its website.