



**Arts 4 dementia**

Empowerment through  
artistic stimulation

**Annual Report and Financial  
Statements  
for the year ended  
31 March 2019**

Registered Charity No. 1140842

Registered Company No. 7511427

Registered Office: Phoenix Yard, 65 Kings Cross Road, London WC1X 9LW

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## Directors and Trustees

Unless otherwise stated, the directors listed served throughout the year covered by this report and the period up to and including the date of signature of the report.

Tim O'Brien, MA, FCA

Alan Merkel

Elizabeth Sawicka MA, MD, FRCP

Lori Hayden

Louisa Barnard

Jacque Nunn (resigned 4 July 2019)

Peter Millett (appointed 24 September 2018)

Linda Webber (appointed 26 November 2018, resigned 5 July 2019)

### President

Veronica Franklin Gould, FRSA, AMRSPH

### Patrons

HSH Dr Donatus, Prince von Hohenzollern  
(from 1 August 2019)

Harry Cayton CBE

Katie Derham

Sir Richard Eyre, CBE, FRSL

Colin Ford, CBE

Baroness Greengross, OBE, FRSA, FRSPH

Dame Emma Kirkby DBE

Sir Jonathan Miller, CBE, FRCP

Professor Sir Andrew Motion FRSL, FRSA

Baroness Neuberger DBE

Andrew Wilton FSA, FRSA

Charles Saumarez Smith CBE

Gillian Wolfe, CBE

### Advisory Panel

Charlotte Cunningham – Director of Turtle Key  
Arts and Turtle Song

Fergus Early OBE – Artistic Director Green Candle  
Dance

Jane Hackett – Director of Creative Learning,  
Sadler's Wells

Dr Marian Naidoo – Co-chair of the National  
Institute for Creative Ageing

Bisakha Sarker – Artistic Director of Chaturangan

Dr Emer MacSweeney

Professor Paul Camic, FRSPH, FRSA – Professor  
of Psychology and Public Health at Canterbury  
Christ Church University

Dr Charles Alessi – Chair of the National  
Association of Primary Care, and of the NHS  
Clinical Commissions

Professor Dawn Broker – Director of the  
University of Worcester Association for  
Dementia Studies

Dr Nori Graham – Vice Chair of Alzheimer's  
Disease International and of the Alzheimer's  
Society

**Impact:** The 33 A4D workshops in seed initiative programmes benefited 80 people living with dementia and carers, plus 15 volunteers. Many more benefitted from follow-on series hosted by partners in these and previous workshop programmes.



A4D Ballet at the Royal Opera House, October – December 2018



Arts facilitators at our A4D Networking Forum for Dementia, JW3, June 2018

## Chief Executive's Report

### Highlights

2018/19 was a year of growth and exciting developments, including projects with leading arts organisations involving remarkable workshop programmes.

Thanks to four specially commissioned trainings, we trained more arts facilitators than ever before, from across the UK and beyond, enabling thousands more people affected by dementia to benefit from high-quality arts workshops.

Our web listings of arts opportunities for people affected by dementia around the country have grown substantially.

Since January, Veronica Franklin Gould, our Founder/President and Head of Research has been leading our Social Prescribing for Dementia project, of which a highlight was our Best Practice Conference on Social Prescribing for Dementia in May 2019. Social Prescribing is an important development in the sector and a major boost towards our vision of guidance towards arts opportunities from diagnosis.

### Workshops

A4D arts workshops, delivered at arts and heritage venues, aim to inspire, stimulate and stretch people living with early-stage dementia and their carers. The workshops are led by outstanding practitioners in their art, who have taken our dementia training for arts organisations. During the year we delivered 33 workshops under five London arts workshop programmes:

- Kathak South Asian Dance with Akademi at Living Centre, Frances Crick Institute (begun in 2017/18)
- Opera on the Angel Community Canal Boat
- Poetry at the National Poetry Library, Southbank Centre
- Ballet at the Royal Opera House
- Scriptwriting at the Royal Court Theatre

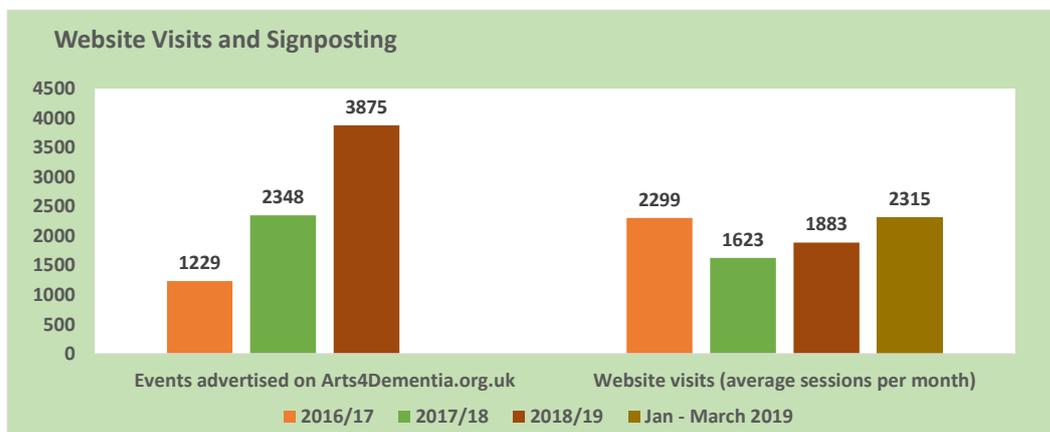
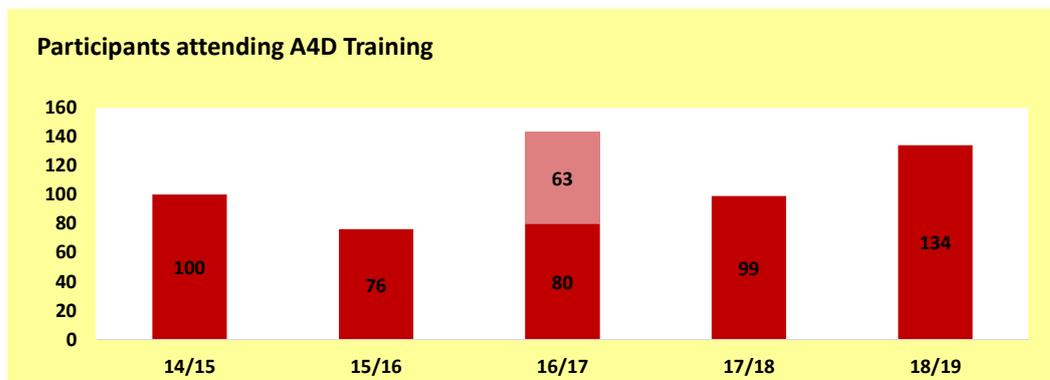
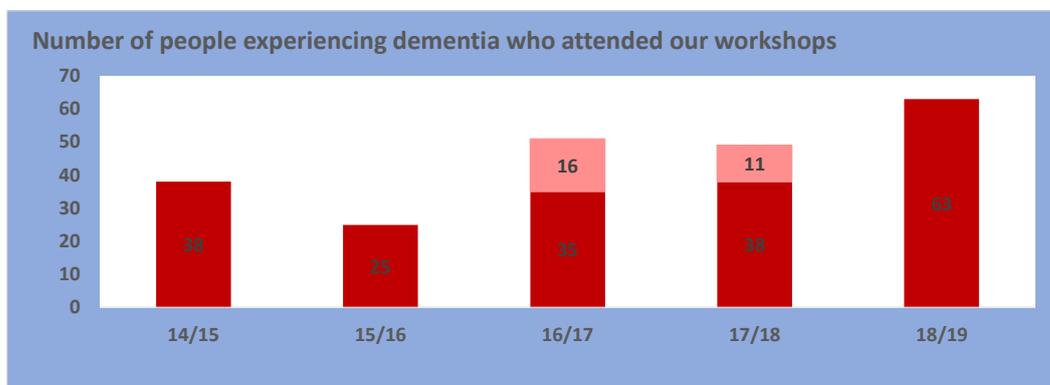
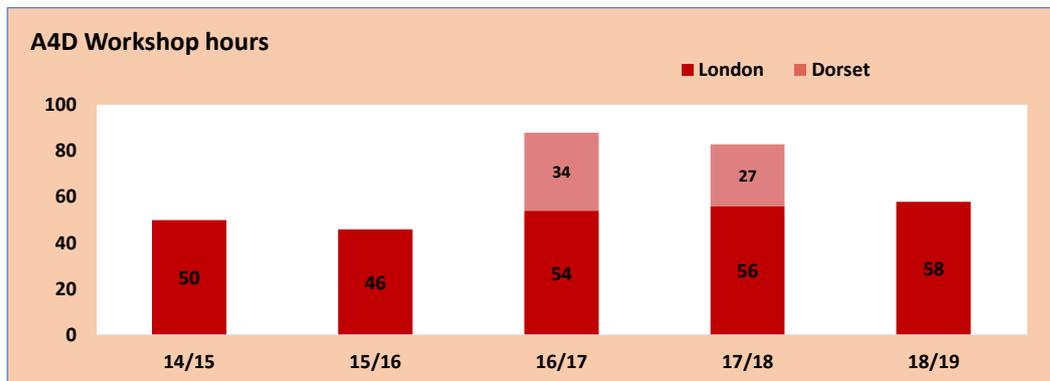
All of these programmes were at least partly funded by our hosts who therefore had a stake in them. The Royal Opera House workshop programme, in which we were assisted by a dancer from the Royal Ballet, formed a part of their Open Up programme, associating the opening up of the access from the Covent Garden piazza with opening the House to new programmes and demographics.

We are delighted that following the Poetry Programme, the Southbank Centre has run its own follow-on Poetry programme for dementia (*B)old Words* and in addition a dance programme (*B)old Moves* – and to support these programmes commissioned a special A4D Early-Stage Dementia Awareness Training. Meanwhile, the Garden Museum with whom we ran a Ceramics programme for dementia in autumn 2017, has since run another five follow-on *Clay for Dementia* series without A4D involvement, illustrating the value of the “seed initiative” (formerly pilot) programme concept and increasing the number of beneficiaries of this key aspect of our work.

### Training

Our popular full day Early-stage Dementia Training for Arts Organisations, delivered at cultural venues in partnership with training experts Dementia Pathfinders, teaches arts facilitators about the various forms of dementia and person-centred care.

**Impact:** The 130 arts facilitators we trained during the year brought our total at 31 March, to 711. We estimate they will benefit almost 14,000 people with dementia and carers during 2019/20.



The training helps them to communicate effectively with participants and see the person, rather than the condition; it takes them through the A4D workshop model developed over eight years and over 350 workshops and empowers them to give rewarding workshops for people with early-stage dementia and their carers. Trainees also value the networking and knowledge exchange from sharing best practice with professionals working across art forms.

During the year, we trained 130 arts facilitators at trainings in partnership with seven flagship London arts venues: Barbican Centre, Fashion & Textile Museum, Foundling Museum, Royal Court Theatre, Royal Opera House, Saatchi Gallery and Southbank Centre; and also Rutland County Museum (commissioned by a local group). We are grateful to them for hosting these trainings and proud to have been able to train the learning teams of leading institutions, laying the groundwork for them to deliver outstanding programmes for early-stage dementia. The Barbican Centre commissioned A4D to deliver two training sessions for its staff and the training was credited in the programme for their play 'A Family Outing - 20 Years On' (Ursula Martinez) which featured Milagros Lea, acting whilst living with early-stage dementia.

In our annual survey to all past trainees, they advised us of their interest in practical examples of best practice in workshops, by way of continuing professional development (CPD). Together with Dementia Pathfinders, we offered our first such event in June 2018 at the JW3 cultural centre. This was a success, and we plan to hold another such event this year.

### Signposting arts events for dementia



The A4D website listings enable families living with dementia in the community easily to find nearby dementia-friendly workshops, events and heritage sites to provide stimulation and support their wellbeing. Clinicians, memory services and other professionals can provide patients and clients with customised print-outs of these activities and heritage sites.

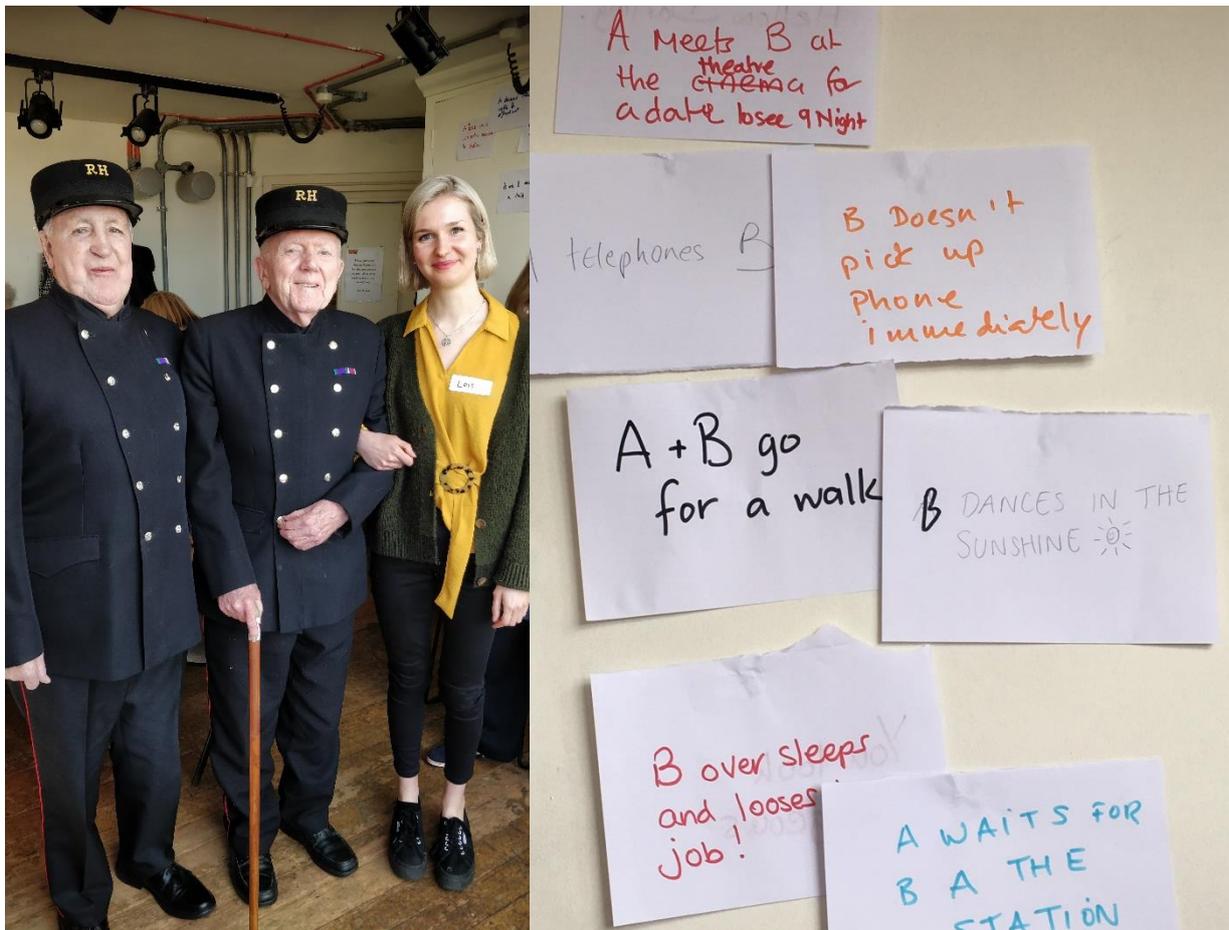
The website listings are an important resource for NHS link workers looking to offer stimulating opportunities for their dementia patients through Social Prescribing.

Starting in January 2019, in the run-up to our Social Prescribing conference in May, we focused on building the event listings for people living with dementia. Events listed increased sharply both in number and UK coverage. 3,875 events and workshops were posted on the site during the year, 65% up on the 2,348 the previous year.

### Fundraising

We would like to thank the following organisations for their support during the year.

- The Goldsmiths' Company Charity for £30,000 over three years.
- The Sobell Foundation for £30,000 over three years.
- The Drapers Company for £10,000.
- National Lottery Awards for All for £9,990.
- Kirby Laing Foundation for £6,000 over two years.
- The Worshipful Company of Grocers for £5,000.
- Charles Hayward Foundation for £5,000.
- Remembering Not to Forget for £3,500.
- Constance Travis Charitable Trust for £2,500.



A4D Scriptwriting at the Royal Court Theatre, January – February 2019



A4D Poetry at the National Poetry Library, Southbank Centre, July 2018

- Cheruby Trust and Postcode Support Trust, each for £2,500 through The Big Give Christmas Challenge.
- Seventeen Group and its employees who raised over £2,500 for us through their Charity of the Year programme.
- Property Professionals Breakfast Club for £2,000.
- London Medical Orchestra for raising almost £2,000 for us through a concert.
- John and Margaret Wootton Charitable Trust for £1,500.
- London Reels for £1,000.

and for their continuing support:

- City Bridge Trust at £25,000 p.a.
- Headley Trust (a Sainsbury family Trust) at £15,000 p.a.
- The Mercers' Company at £10,000 p.a.

In addition, we would like to thank our Trustees and many other generous individual donors, notably Celia Atkin and James Maltin; the many that contributed to The Big Give Christmas Challenge and our Sinatra Evening fundraiser in February; and the 21 runners who ran in the Royal Parks Foundation Half Marathon and their supporters who between them raised over £17,000, an impressive sum, well up on our previous best.

We would also like to thank former Trustee Mycal Miller for creating an excellent short video *Arts 4 Dementia at the Royal Opera House*, (available on YouTube) illustrating the impact of our workshops on participants with dementia, carers and volunteers.

### Looking forward

The NHS Long-Term Plan is for Social Prescribing (SP) to be accessible across the UK with more than 1,000 trained link workers in place by the end of 2020/21. Through SP, GPs and frontline healthcare professionals invite patients with social, emotional or practical needs to discuss their interests with a link worker and choose from a range of programmes that will help preserve their health and wellbeing. In the context of dementia, this is a major advance towards our goal of guiding people towards arts opportunities as post-diagnostic support.

Our A4D Best Practice Conference 2019 *Towards Social Prescribing (Arts & Heritage) for the Dementias*, the first UK conference on Social Prescribing for Dementia, was held at the Wellcome Collection in London in May under the expert guidance of our Founder and President Veronica Franklin Gould. The conference welcomed leading speakers from academia, the NHS and the arts, with keynote speakers Michael Dixon, National Champion for Social Prescribing (SP) and Chair of the College of Medicine and Baroness Greengross, Co-Chair of the All Party Parliamentary Group on Dementia. Other speakers included leaders of NHS England, Public Health England, the National SP Network, Arts Council England and the Social Prescribing Network - and a student SP champion. Sold out five weeks in advance, the conference was widely seen as a landmark event and delegates called on A4D for further networking support to achieve SP for dementia. We are grateful to all who contributed to the day.

Social Prescription offers a potential incentive for the spread of arts opportunities for dementia and the A4D event listings represent a valuable tool for prescribers.

At time of writing, following a successful event in 2018, we are planning our second Continuing Professional Development event in autumn 2019 for arts facilitators who have already taken our training, helping them to develop their offerings for people living with dementia and their carers.

Nigel Franklin  
Chief Executive, Arts 4 Dementia

## Chairman's Statement

Dementia is a disease largely related to ageing, so the increasing number of people living with dementia in the UK is a consequence of medical success; the more successful we are in addressing other diseases, the longer we live, and the more likely it is that people will have dementia as they age. Society must deal with this and it is why Arts 4 Dementia is needed more than ever.

Veronica Franklin Gould founded A4D in 2011 with the aim simply to improve the lives of every person living with dementia across the UK by encouraging the nationwide provision of inspirational forms of participation in arts activities and for medical and memory services to recommend arts activities on diagnosis. The impact of artistic activity, stimulating creative aspects of the brain and improving well-being in people with dementia, is now well established. A4D will continue with this mission, focussing on people in the early stages of dementia, helping them to live better and for longer in the community.

The Trustees met in March 2019 to review our strategy and we reconfirmed three themes:

1. Working with arts venues and talented artists to provide and signpost stimulating artistic events appropriate for people living with dementia throughout the UK.
2. Providing training and resources to assist artists and facilitators in responding to the unique challenges of working with people living with dementia.
3. Advocating amongst experts, practitioners and policy makers for people diagnosed with dementia to be encouraged and helped to access cultural and artistic activities.

While the direction of travel is largely unchanged, we want to increase our impact by reaching more people across the UK and increasing our capacity to engage with providers and signpost their work. More advocacy is also essential as the commitment to help people when they are diagnosed remains patchy. Social prescribing, encouraging and supporting non-medical interventions to improve well-being, is a hot topic but we have seen little so far for dementia. Following a very successful conference in May of this year on social prescribing for dementias, organised by Veronica, she is now leading a project to encourage its use and the provision of appropriate advice to people living with dementia.

As a small charity it is impractical to think about a physical presence across the UK. However we can reach people in other ways, including active engagement with arts, heritage and other organisations that do have a nationwide reach, and of course with our web-site, with advocacy and training.

Our activity has always been funded through generous sponsorship and donations and ultimately achieving our objectives depends on their generosity. Nigel Franklin refers specifically to our major sponsors in his Chief Executive's report but I would like to add my own thanks to everyone, from the large charitable foundations and City livery companies to the many individuals who have been prompted, often by direct experience of dementia in their families or amongst friends, to kindly raise money through sponsorship and other activities.

## People and organisation

We welcomed two new Trustees during the year under review. Peter Millett, formerly of the British Foreign Office and having represented the United Kingdom as Ambassador in a number of countries, joined the board in September 2018 and Linda Webber, chartered accountant, joined the board as treasurer in November 2018. Sadly Linda has now had to resign due to work commitments and a replacement treasurer is being sought. Jacquie Nunn resigned from the board in July 2019 for personal reasons and her contribution will be greatly missed. My personal thanks goes out to all the Trustees who served during the year, and who continue to do so, for their dedication, the wisdom and support they have offered.

The Board continues to be grateful for the enormous contribution made by Chief Executive Nigel Franklin, whose is currently contracted for 4 days but works significantly beyond this. We would also like to extend grateful thanks to all the patrons, advisors, volunteers and of course our wonderful staff and interns whose contributions have been invaluable. It is not a hyperbole to say that we could not achieve what we do without their hard work and commitment to our cause. Notably we are most grateful to HSH Prince Donatus von Hohenzollern who has a particular interest both in music and dementia and has recently kindly agreed to become a Patron of our charity.

Tim O'Brien

## Trustees Report

This Trustee Report includes the disclosures required under UK Companies law to be included in the Directors report under the smaller companies' regime.

### Objectives, purpose and main activities

Arts 4 Dementia (A4D) was set up as a company limited by guarantee on 31 January 2011 and registered as a charity in March 2011. The trust provisions are contained in the Memorandum and Articles of Association. The main objectives of A4D are:

- To advance public understanding of dementia
- To relieve those living with dementia and those who support or care for them, in particular through access to the arts and the provision of therapeutic intervention related to the arts

The charity focuses on the benefit of arts activities for people living with dementia, and in the community in particular. Involvement in challenging arts-related activities has been shown to significantly alleviate symptoms, to re-energise and inspire people in the early-stages of dementia so that they can enjoy greater freedom and independence and remain in their home environment.

To further its objectives, the charity is active in the following areas:

1. *Providing training and resources to assist artists and facilitators respond to the unique challenges of working with people living with dementia.* A4D organises training for arts facilitators, venue staff, artists and other interested parties on how to work with people with dementia, in order to extend the impact of our work. We also organise networking and continuing development seminars for practitioners and our website is a rich source of reference material, including reports with research based around our own programmes.
2. *Provision of arts activities for people with dementia.* A4D organises challenging, high quality workshops for people with early-stage dementia, mainly in the London area where the charity's staff are located, across a variety of locations and activities in order to reach as diverse a community as possible. As well as providing a service to the local community, these workshops provide a platform for demonstrating, and further developing, best practice. By partnering with arts venues and organisations we aim for them to continue to provide programmes of their own independently of A4D. Outside London we engage with arts organisations to encourage provision of opportunities for people living with dementia and encourage them to post their activities on our unique directory of events and dementia-friendly arts and cultural.
3. *Advocacy and Best Practice* – A4D seeks to increase awareness of the benefits of challenging artistic activity for people with dementia through engagement with Government and the NHS, and through conferences and events bringing together experts and policy makers from across the UK. We promote social prescribing as a means to encourage people living with dementia to engage with stimulating artistic opportunities, and to support local providers.

Specific activities undertaken during the year in support of our objectives are summarised in the Chief Executive's operational review within the annual report.

## Structure and Governance

The charity is run on a day-to-day basis by a Chief Executive supported by two part-time staff with advice and assistance from the Trustees, who have been selected for their skills and experience. We are also fortunate to have among our Trustees a number of individuals with direct experience of caring for people with dementia, which enable us to ensure that the voice and needs of people living with dementia is always at the heart of what we do.

The Trustees normally meet 6 times a year as well as on an ad-hoc basis to discuss strategy and other matters. A finance sub-committee chaired by the honorary Treasurer has been established to support the main Board. Veronica Franklin Gould, founder and former Chief Executive of the charity, advises and supports in her capacity as President and Head of Research. She is also responsible for ongoing work to promote social prescribing and the ArtsPALs befriending scheme.

## Risk Management

The Trustees review the major risks to the charity from time to time. The main risks currently identified are as follows:

### *The need to generate increasing levels of funding in order to maintain and grow A4D's impact*

The charity has been successful in the past in raising sufficient funds to cover its activities. However our plans to reach more people across the UK will require more resources and we need to increase funding from all sources. The charity has increased its staffing to allow for more focus on fundraising and the Trustees are active in organising fund-raising events. A pipeline of applications to major trusts and foundations, which are key to the charity being able to achieve its objectives, is maintained and monitored by the Board.

*Website completeness and accuracy.* If the website, and the event-listing in particular, is out-of-date or incomplete, users will be unlikely to return and the value for providers of posting events will in turn be reduced. This may impact on our reputation as the web listing is a key offering of A4D. Additional resources have been focussed on liaising with arts venues and practitioners to ensure that the listing is comprehensive and current.

*Safeguarding of vulnerable adults.* People attending our workshops are often frail and at higher risk than the public at large and some venues may be difficult to navigate. Failure to apply good practice may result in accidents involving PWD or carers. Generally our programmes are carried out at locations run by substantial organisations with professional expertise. However A4D has also established policies on Health and Safety, safeguarding vulnerable individuals, complaints and whistleblowing, and we undertake risk assessments at all new venues. We ensure that all staff, facilitators and volunteers are appropriately briefed.

*Reliance on key individuals* The Trustees continue to place considerable reliance on the person of the Chief Executive. Existing staff and Trustees would provide cover in the short term until a replacement had been recruited. Even then, in view of the small size of the organisation, concentration risk will remain significant.

*Other reputational Risks.* As well as our responsibility to vulnerable adults, referred to specifically above, A4D recognises its responsibility to staff, supporters other stakeholders and clients. As well as clear legal obligations in these areas, failure to act appropriately will have a major impact on the charity's reputation and thence to raise funds and to continue to operate. We have policies and procedures to address risks in the areas of Health and Safety, Equality and Diversity, Access Control,

Information Security, Data Privacy and Security, Conflicts of Interest. Trustees will monitor incidents that occur and keep these policies under annual review to ensure they remain current and appropriate.

*Financial Error or Fraud.* The principle asset of A4D is its bank balance. Loss of all or part of this through financial irregularity or fraud would threaten the ability of the charity to operate. We have developed financial accounting procedures and an authorities schedule to minimise the risk from serious errors or fraud.

## Financial Review

The financial statements in this report are for the year ended 31 March 2019. Total income in the year was £161,798 (2017/18 £159,447), of which £105,130 was in restricted funds (2017/18 £94,633). The increase in income was achieved despite the prior year including £36,670 in respect of the Dorset regional programme that was deferred from 2016/17.

Trusts and Foundation income of £98,700 exceeded the equivalent for last year (£56,316, excluding the deferred income referred to above). We are continuing to apply, and to receive, multi-year grants, which has helped to stabilise income.

Total expenditure for 2018/19 was £128,813 (2017/18 £154,824), the previous year including £47,936 of cost relating to the one-off Dorset project. Underlying expenditure grew as our workforce increased by the equivalent of 3 days a week, though this was partly offset by one-off web-site upgrade costs in the prior year.

The net position for the year is a surplus of incoming resources over expenditure for the year of £32,984. While this is larger than in previous years this enabled us to boost reserves to between 6 and 8 months of underlying operational costs, in line with our accounting policy. The cash balance at 31<sup>st</sup> March 2019 of £102,497 was also boosted by receiving two recurring grants totalling £16,250 in March.

More details are provided in the financial statements on the following pages and the notes that accompany them. Operational matters are covered in the Chief Executive's statement.

## Performance Measurement

Output targets are set each year and the Trustees monitor actual performance on a regular basis through the year both by comparison of actual and targeted outputs and performance indicators on the key drivers impacting outcomes for our clients. These are reported on in the Chief Executive's report which forms part of the annual report. Some of the performance indicators are shown in the charts on page 6.

## Statement of Trustees' Responsibilities

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

Law applicable to charities in England and Wales requires the Trustees to prepare statements for each financial year that give a true and fair view of the charity's affairs and of the incoming resources and application of resources of the charity for that year. 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 published in the relevant Statement of Recommended Practice for charity accounting;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statement on a going concern basis unless it is inappropriate to presume that the charity will continue in operation.

The Trustees are responsible for keeping proper accounting records, which 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 Charities Act 1992 and the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charity and hence taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Board on

2019 and signed on its behalf by:

*Tim O'Brien*

*Alan Merkel*

Tim O'Brien

Alan Merkel

Director and Trustee

Director and Trustee

**Arts 4 Dementia**  
**Statement of Financial Activities**  
**For the year ended 31 March 2019**

	Unrestricted funds	Restricted Funds	Total Funds	Prior Year Funds
	£	£	£	£
<b>Income and Endowments</b>				
Trust and Foundation Grants	700	98,000	98,700	92,986
Other Donations	39,725	7,130	46,855	47,759
Training and Seminar Ticket Sales	9,885	-	9,885	6,529
Fundraising Events	6,058	-	6,058	12,173
Other Income	300	-	300	-
<b>Total Incoming Resources</b>	<b>56,668</b>	<b>105,130</b>	<b>161,798</b>	<b>159,447</b>
<b>Expenditure</b>				
A4D Friends Workshops	-	45,065	45,065	49,505
Training	-	32,077	32,077	33,372
Best Practice Development	2,029	29,706	31,735	55,038
Total Charitable Activity	2,029	106,848	108,877	137,915
Fundraising	19,936	-	19,936	16,909
Total Resources Expended	21,965	106,848	128,813	154,824
<b>Net Income/(Expenditure) for the Year</b>	<b>34,702</b>	<b>(1,718)</b>	<b>32,984</b>	<b>4,623</b>
Transfer between funds	-	-	-	-
Other Gains / (Losses)	-	-	-	-
Net Movement in Funds	34,702	(1,718)	32,984	4,623
Total Funds brought Forward	38,654	19,897	58,551	53,928
<b>Total Funds carried Forward</b>	<b>73,356</b>	<b>18,179</b>	<b>91,535</b>	<b>58,551</b>

**Arts 4 Dementia**  
**Balance Sheet as at 31 March 2019**

	31 March 2019	31 March 2018
	£	£
Fixed Assets	-	-
Current Assets		
Prepayments	5,858	2,700
Cash at Bank and in Hand	102,497	61,741
<u>Less:</u>		
Deferred Income	(14,170)	-
Creditors - Amounts Falling due within One Year (note 8)	(2,650)	(5,890)
Total Assets Less Current Liabilities	91,535	58,551
Creditors – Amounts Falling Due in More than One Year	-	-
<b>Net Assets</b>	<b>91,535</b>	<b>58,551</b>
 Total Charity Funds:		
Unrestricted Funds	73,356	38,655
Restricted Funds (note 9)	18,179	19,896
	<b>91,535</b>	<b>58,551</b>

For the year ending 31 March 2019, the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of the accounts that give a true and fair view of the state of the company's affairs.

These accounts have been prepared in accordance with Charities SORP (FRS102) and the provisions of the Companies Act 2006 applicable to smaller charities and the provisions applicable to companies subject to the small companies' regime.

Signed on behalf of the Board

*Tim O'Brien*

*Alan Merkel*

Tim O'Brien  
Director and Trustee

Alan Merkel  
Director and Trustee

## **Arts 4 Dementia**

### **Notes to the financial Statements for the year ended 31 March 2019**

#### **1. Basis of accounting**

Arts 4 Dementia is a public benefit entity. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice (FRS 102) and the Companies Act 2006 as applicable to companies qualifying for the smaller companies regime.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

#### **2. Accounting Policies**

##### *Recognition of Income and Expenditure*

The accounts are prepared on an accruals basis. Income is recorded in the period it is received unless explicitly relates to an event that will take place in a future period, in which case it will be treated as deferred. Expenditure is recorded in the period to which it relates.

##### *Income and Expenditure headings*

The Statement of Financial Activities shows income split into main categories and expenditure by fully-costed activity. Support cost are allocated to activity categories using appropriate keys (for more detail refer to note 4 to these accounts). During the year the Trustees agreed to change the scope of support costs to include website and marketing expenses, which are incurred in pursuance of the principle charitable activities. Residual indirect costs were together immaterial and so have been included within support costs and allocated to activities.

##### *Fixed Assets*

The only fixed assets owned by the charity are computers and printers. These are expensed in the period in which they are acquired.

##### *Fund accounting*

Reserves are split between restricted and unrestricted funds. Restricted funds are those that, because of the wishes of the donors, may only be used in accordance with the grant application and in furtherance of the particular projects specified.

##### *Reserves*

The Trustees recognise the need to maintain reserves sufficient to enable A4D to meet its core commitments despite fluctuations in the level of income. Such reserves will be held in the readily realisable form of cash or near-cash equivalents. During the year, the Trustees approved an increase in reserves to cover six months of normal operating costs plus committed and planned events during this time, together with any statutory liabilities.

##### *Donated Facilities*

From time to time organisations have provided accommodation free of charge to hold workshops or training sessions. In return they may have taken some training places for their own staff at no charge. The financial value these gestures is not material and they have not been monetised in these accounts.

### 3. Trustee expenses

None of the Trustees received any remuneration from the charity during the year.

### 4. Salaries and support costs

Support costs are defined as those that have not been incurred directly in relation to one specific activity but that support the undertaking of one or more of the charities activities. Although staff spend much of their time planning, managing and attending workshops and training seminars and such time may be considered to be a direct cost, a time writing key is used to allocate both their time and other indirect costs to activities. The table below shows total salaries and support costs and how they have been allocated between activities.

Support costs have been split into two groups based on different allocation methods:

*Staff effort:* An estimate is made, reviewed periodically, of how staff split their time between various activities. These costs include staff costs, office accommodation and sundry administrative costs incurred in the course of staff undertaking those activities.

*Impact:* Website costs and marketing expense are split based on an estimate of the usage of the website, which is used to support all charitable activities, and for fundraising.

Allocated costs are further split between restricted and unrestricted costs pro-rata to the direct costs in those areas.

	2019	2018
	£	£
<b>Costs Allocated on Staff Effort</b>		
Gross salaries	62,106	52,882
Employer's National Insurance	11,497	4,397
Employers pension contributions	1,277	-
Staff training and membership	358	206
Staff travel, accommodation, sustenance	2,421	2,141
Total Staff Costs	<u>77,659</u>	<u>59,626</u>
Rented Office Space	11,783	8,878
Other Office Costs	1,099	1,919
Accounts and Accountancy	1,420	1,380
Insurance	522	513
Governance Costs	<u>1,942</u>	<u>1,893</u>
Total Cost Allocated on Staff Effort	92,484	72,316
Allocated to Website and Marketing	<u>(9,802)</u>	<u>(9,723)</u>
Balance Allocated to activities	<u>82,682</u>	<u>62,593</u>

### Costs allocated on usage

Website Maintenance	29	2,753
Website Upgrade	3,001	18,001
Marketing Expense	1,330	853
Sub-Total	4,360	21,607
Share of Costs Allocated on Staff Effort	9,802	9,723
Website and Marketing Costs	14,161	31,330
Total Support Costs	96,843	93,923

### Charitable activities direct costs

A4D Friends Workshops	3,518	10,072
Training	5,850	3,901
Best Practice	12,905	41,738
Fundraising	9,696	5,190
Total Direct Cost	31,970	60,901
<b>Total Costs</b>	<b>128,813</b>	<b>154,824</b>

### Allocated to Activities as follows:

A4D Friends Workshops	45,065	49,505
Training	32,077	33,372
Best Practice	31,735	55,038
Sub-Total Charitable Activity	108,877	137,915
Fundraising	19,936	16,909
	128,813	154,824

## 5. Staff Costs

Staff costs are shown in note 4 above. The charity employed three part-time staff. In addition, the President was also employed part-time from January to March 2019.

No employee was paid more than £60,000.

## 6. Related Party Transactions

Veronica Franklin Gould and the Chief Executive, Nigel Franklin are related parties. The Trustees agreed that Veronica should be employed on a fixed-term contract of employment, from January 2019 to organise and present a Social Prescribing Conference in May 2019 and undertake further work on Social Prescribing as agreed.

## 7. Fees for Examination of the Accounts

During the year, £960 was paid for independent examination of the 2017/18 accounts and £420 was paid for payroll administration to Kirk Rice LLP. An accrual of £1,000 has been included in these accounts for the current year independent examination fee.

## 8. Current Liabilities

	31 March 2019	31 March 2018
	£	£
Deferred Income (a)	14,170	-
National Insurance and Tax payable (b)	-	3,731
Sundry Accruals	2,650	2,159
	<hr/>	<hr/>
Total Creditors falling due within one year	<u>16,820</u>	<u>5,890</u>

(a) Deferred income represents refundable ticket sales and sponsorship received in advance for the May 2019 conference.

(b) In 2019 national insurance and tax liabilities were settled within the financial year.

## 9. Restricted Funds

	1 April 2018	Incoming Resources	Resources Expended	31 March 2019
	£	£	£	£
Funding received towards:				
Project Delivery	-	11,500	(11,500)	-
London Arts Programme	17,098	72,630	(72,523)	17,205
Training and Website	2,799	18,500	(21,299)	-
Social Prescribing Conference (May 2019)	-	2,500	(1,526)	974
	<hr/>	<hr/>	<hr/>	<hr/>
	<u>19,897</u>	<u>105,130</u>	<u>(106,848)</u>	<u>18,179</u>

## Independent Examiner's Report to the Trustees of Arts 4 Dementia on the Accounts for the year ended 31 March 2019

### Respective Responsibilities of the Trustees and Examiner

The Charity's Trustees are responsible for the preparation of the accounts.

The Charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (The Charities Act) and that an independent examination is needed.

It is my responsibility to:

- Examine the accounts under section 145 of the Charities Act,
- Follow the procedures laid down in the general directions given by the Charity Commission (under section 145(5)(b) of the Charities Act); and
- State whether particular matters have come to my attention.

### Basis of Independent Examiner's Statement

My examination was carried out in accordance with general directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the Trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required for an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

### Independent Examiner's Statement

In connection with my examination, no matter has come to my attention

1. which gives me reasonable cause to believe that, in any material respect, the requirements:
  - to keep accounting records in accordance with section 130 of the Charities Act; and
  - to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: *Kirk Rice LLP*

Date      November 13, 2019

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