



Arts 4 Dementia
Annual Report and Financial
Statements
for the year ended
31 March 2020

Arts 4 dementia
Empowerment through
artistic stimulation

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 (Chair)
 Alan Merkel
 Elizabeth Sawicka MA, MD, FRCP
 Louisa Barnard
 Peter Millett, CMG
 Claire Dishington (appointed 20th March 2020)
 Marie Fortune (appointed 30th March 2020)
 Jacquie Nunn (resigned 4th July 2019)
 Linda Webber (resigned 29th July 2019)
 Lori Hayden (resigned 27th January 2020)

President

Veronica Franklin Gould

Patrons

HSH Dr Donatus, Prince von Hohenzollern
 Harry Cayton, CBE
 Katie Derham
 Sir Richard Eyre, CBE, FRSL
 Colin Ford, CBE
 Baroness Greengross, OBE, FRSA, FRSPH
 Dame Emma Kirkby, DBE
 Professor Sir Andrew Motion, FRSL, FRSA
 Baroness Neuberger, DBE
 Andrew Wilton, FSA, FRSA
 Sir 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

Bisakha Sarker – Artistic Director of Chaturangan

Dr Emer MacSweeney, CEO and Medical Director of Re:Cognition Health

Professor Paul Camic, FRSPH, FRSA – Honorary Professor of Health Psychology, University College London, Dementia Research Centre and Emeritus Professor of Psychology and Public Health at Canterbury Christ Church University

Dr Charles Alessi – Chief Clinical Officer (international) at HIMSS and Senior Adviser (Dementia Lead) to Public Health England

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

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

The Charity

In September 2009, our founder, Veronica Franklin Gould, was curating an exhibition on Alfred Lord Tennyson when a cello student came to play Bach to her mother, then largely non-verbal with Alzheimer's disease. Transported by his exquisite playing, she began to question the cellist about his music studies. This spontaneous return of her communication skills spurred Veronica to research the use of arts to override dementia and to establish a charity to develop programmes at arts venues to ease the strain of diagnosis, with a website to signpost arts events for dementia nationwide.

Arts 4 Dementia (A4D) was formally founded in 2011 when our board of trustees met at the Royal Academy of Art. Veronica was appointed CEO and A4D was registered as a company and charity, with a London-wide programme of weekly pilots at arts venues in the Mayor's Culture Diary, to coincide with the 2012 Olympics. Experts in each art form and in dementia agreed to be patrons and advisors and either spoke or made videos to launch A4D's Best Practice Conference 2011 at the Royal Albert Hall. To underpin the programme and help spread the practice, A4D worked with Dementia UK (now Dementia Pathfinders) to develop an early-stage focus to their dementia training for arts workshop leaders, students and volunteers.

Our *London Arts Challenge in 2012* programme for people with early-stage dementia and carers was awarded the London 2012 Inspire mark and the Breakthrough Positive Practice in Mental Health – Dementia Award. Evaluation in association with Canterbury Christ Church University, funded by the Baring and Rayne Foundations, established the efficacy of the weekly A4D model to preserve fulfilling active life for longer. Education being key to A4D best practice, arts masters students and now medical students assist at workshops to benefit their careers and help spread the practice.

Nigel Franklin, previously a trustee, took over as CEO in 2015 and Veronica as President is running our pioneering Social Prescribing programme.

A4D partners with leading arts organisations to deliver trainings and workshops. Our conferences, addressed by leaders in culture, health and wellbeing, showcase not only our programmes, but UK arts practice for dementia, with reports as resources for best practice:

- *Reawakening the Mind*, (2013) published with case studies and tips for arts organisations and has since been used as a toolkit by many to guide their own dementia programmes.
- *Music Reawakening, Musicianship and Access for Early to Mid-Stage Dementia – The Way Forward* (2015), involved partnership with English Chamber Orchestra, London College of Music and Wigmore Hall, specialist training and a pilot for musicians with dementia.
- *Reawakening Integrated, Arts and Heritage* (2017) provides regional A4D models, with a framework to integrate the use of arts into NHS England's Well Pathway for dementia.
- A4D Conference *Towards Social Prescribing (Arts & Heritage) for Dementia* (2019, Wellcome Collection) launched our national campaign to advance arts prescribing as diagnostic practice for dementia.

In 2015 Nigel Franklin, previously a trustee, took over as CEO in 2015 and Veronica as President runs A4D's Social Prescribing programme. Since the virus outbreak, A4D, now a team of five, delivers and signposts services by Zoom. Over 800 arts facilitators from across the UK will use our training to help benefit over 16,000 people with dementia and carers in 2021.

Our Vision, Mission and Aims

Our Vision

All living with early-stage dementia in the community and their carers will have access to and be encouraged from diagnosis to engage with inspirational arts opportunities nearby, to foster their creativity, restore confidence, energy and sense of purpose in the community.

Our Mission

We are a charity with a mission to transform possibilities for people living with dementia in the community and carers. To this end we:

- Train artists and facilitators to deliver challenging, effective, respectful workshops for people with early-stage dementia.
- Engage and work with arts organisations to deliver challenging workshops in inspirational settings for people with dementia and their carers, ensuring that all programmes throughout the UK are effectively signposted for those with dementia, their carers and others who may advise them.
- Work to have clinicians, memory services and others encourage their clients to engage in arts activities as an effective intervention for dementia from or even before diagnosis; and to influence public policy in recognising the value of arts and cultural activity as key to maintaining brain health as we age.

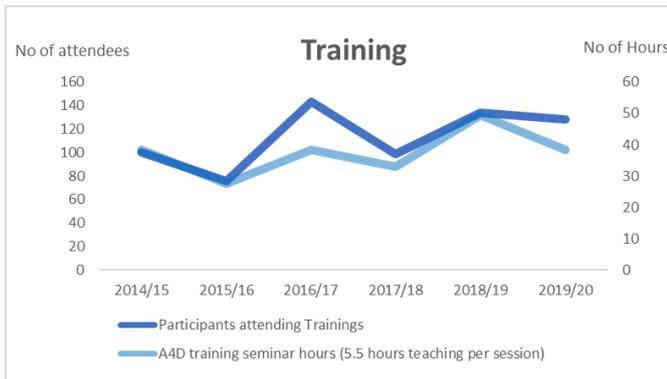
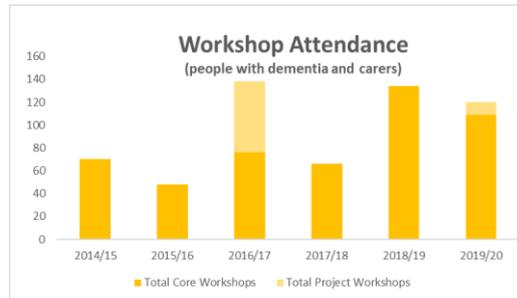
Our Aims

We aim in all that we do to assure maximum impact from our work:

- **Seed programmes.** Our workshop programmes with arts organisations are “seed initiative programmes” of typically 8-10 weeks. Our partners use the skills and knowledge gained from these programmes and staff training to establish their own continuing workshops for dementia.
- **Training facilitators.** Our full-day trainings engage arts facilitators, who benefit from networking and knowledge sharing, as well as the important content. Training times enable participants to attend from most parts of the UK without having to stay overnight. The 800-plus trained to date will reach over 16,000 people affected by dementia in the year after lockdown.
- **Signposting.** We research national arts workshops for dementia, which we map so that thousands of people affected by dementia can find opportunities nearby, including virtual events.
- **Social Prescribing.** While those attending arts workshops invariably love and derive great benefit from them, it has always been a challenge to encourage people facing the shock of a recent diagnosis to try them. Social Prescribing, whereby link workers supporting General Practitioners, guide patients to activities including the arts as a therapy, is an opportunity to do this at scale.
- **For thousands yet to be diagnosed.** In campaigning for Social Prescribing for Dementia, we aim to bring all involved together in a common cause. We are working with leaders from NHS, social services, academia and the arts so that people may be guided towards arts engagement on or before diagnosis as a means to enhance their wellbeing and prolong cognitive abilities.
- **Wellbeing through lockdown.** We aim to ensure that across our services, stimulating opportunities are available to our beneficiaries during lockdown and in our training, now online, facilitators are taught to deliver their own virtual activities so as to engage and stimulate their participants.
- **For all.** We are committed to ensure that people affected by early stage dementia and carers benefit from arts workshops irrespective of ethnicity or sexual preference. We are rigorous in recruiting for workshops and have set up incentives to encourage arts facilitators from BAME communities to take our training and lead community programmes.

Arts 4 Dementia at a Glance

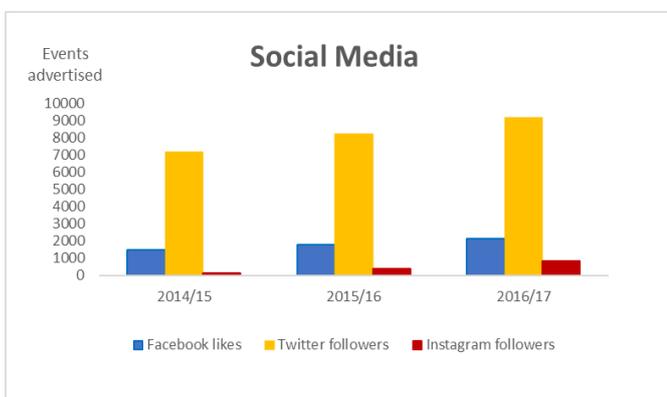
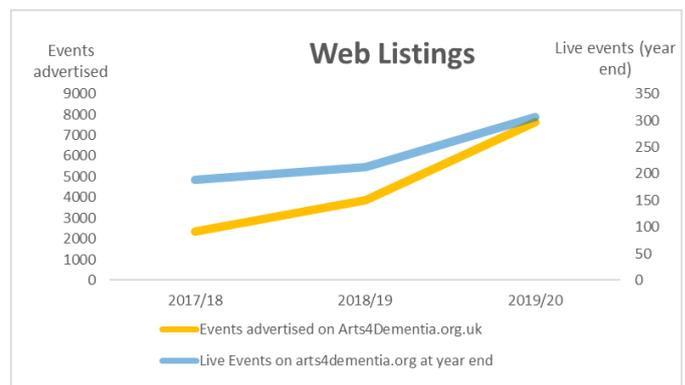
We ran **six workshop series** in the year, including two as part of the Social Prescribing project.



During the year **we trained 128 artists and facilitators** on how to run workshops for people with early stages dementia. **We have now trained over 800** since 2011.

7,828 individual events were listed in the year, an **increase of 97%**.

There were **360 live event listings at the year end**, an increase of 44%.



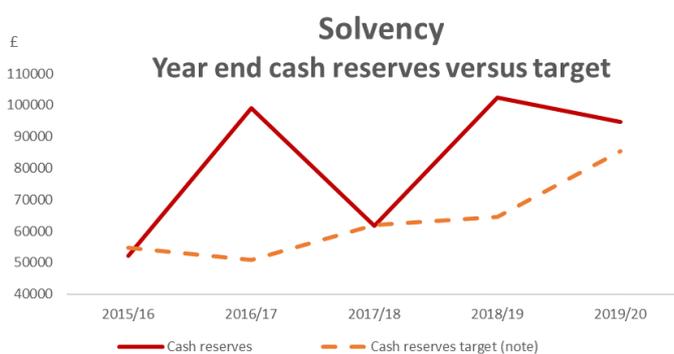
Our social media presence continued to grow, 17% up on last year.

Arts 4 Dementia at a Glance

Social Prescribing

Our sell-out **Social Prescribing Conference** in May 2019 was attended by 164 academics, health professionals, social service providers and other experts in the field of dementia. **The follow-on programme identifies best practice in social prescribing and encourages provision for people with dementia** and will be completed in 2021.

Financial Performance



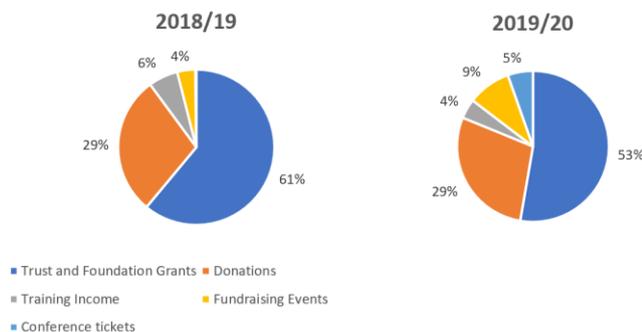
NOTE: Target = 6-8 months core expenditure going forward (here using year+1 costs)

Year-end cash balances exceeded target.

NOTE 1: Target = 6 months budgeted operating costs

NOTE 2: Covid-19 is expected to have a material negative effect in 20/21.

Income Diversification



We received grants from 12 Grant-funding bodies in 2019/20 (8 in 2018/19) and reduced our overall reliance on Trusts and Foundations.

Cost Effectiveness



Unit costs increasing mainly due to higher staff costs.

Impact: To combat isolating fears and trauma people experience while awaiting test results for dementia and the shock of diagnosis, social prescribing surgery based link workers have created the opportunity for people to try weekly arts programmes at the very onset of symptoms. Realising how much they can enjoy, learn and achieve, despite dementia will help soften their fears and diminish the shock.



Dance for the Brain Dance Workshops with Siobhan Davies Dance



Muse of Fire Drama Workshops with Southwark Playhouse

Chief Executive's Report

Our Achievements and Performance

A busy year for the Charity was highlighted by:

- Exciting developments in our campaign for Social Prescribing for Dementia.
- Six workshop programmes including at the Science Museum, House of Illustration and Rosetta Arts in Newham.
- A Continuing Professional Development day for arts facilitators hosted by Barbican Centre.
- A video *Art. The Best Medicine* made for us sponsored by City Bridge Trust.
- CNN's *Vital Signs with Dr Sanjay Gupta* featuring our work broadcast worldwide in November.

It ended with lockdown when all of our services including workshops, trainings and roundtable regional meetings for Social Prescribing were transferred to Zoom, our listings were updated to show virtual events and our training was modified to guide participants to deliver their activities remotely.

A4D Social Prescribing Programme

Our important, pioneering Social Prescribing for Dementia programme was launched with a conference *Towards Social Prescribing (Arts & Heritage) for Dementia* at the Wellcome Foundation in May 2019. Advancing the case for social prescribing as diagnostic practice for dementia (SPD), the conference brought together leading speakers from the NHS, social care, academia, dementia agencies and the arts. That it was sold out weeks in advance is testament to the widespread, cross-sector interest in SPD.

Our continuing aim is to further the advance of SPD on the point of patient referral to diagnostic tests (or on diagnosis); to monitor SPD developments nationwide; and to disseminate the evidence with a report and conference in May 2021.

Supporting our ongoing research and monitoring during the year:

- In October 2019, we brought together leaders from local authorities, social services and clinicians to launch an SPD pilot programme in Southwark. Dance and Drama workshops for SPD referrals and carers began in January 2020. The programme, which for the first time involves medical and neuroscience students, will run through the calendar year.

I found attending arts classes for dementia the most fulfilling and rewarding volunteering experience very impactful towards becoming a doctor. I have witnessed the power of artistic and creative activities, how participants became more confident in expressing their ideas, how, despite their condition, the positive, funny side of their personality remains intact. I believe it vital to any prospective doctor to see the effects of social prescribing of arts projects for dementia.

Andreea Cuciuc, Medical Sciences Student at UCL, Volunteer, A4D Social Prescribing pilot

- January also saw the launch at Tate Exchange of our regional roundtable programme to further SPD. Roundtable meetings followed at London's Wallace Collection, in Canterbury and Bath and, since April, by Zoom, for Oxford and Hampshire continuing for Devon in July. Introduced by regional leaders of the Social Prescribing Network and the Culture Health and Wellbeing Alliance, they involve council cabinet members for Public Health, academic experts, NHS CCG leads, Social Prescribers, SP link workers and memory services, and have been successful in advancing this important campaign.

Impact: The 49 A4D arts workshops and Chatty Wednesdays benefited 105 people living with dementia and carers, plus 19 volunteers. Many more benefitted from follow-on series hosted by partners in these and previous workshop programmes.



A4D Textile Design with Rosetta Arts, April-June 2019 (Photography: Jon Holloway)



A4D Inspirations from the Science Museum's Medicine: The Wellcome Galleries Exhibition, January-February 2020 (Photography: Jennie Hills, Science Museum Group)

Workshops

A4D arts workshops, delivered at arts and heritage venues with whom we partner, aim to inspire, stimulate and stretch people living with early-stage dementia and their carers. The workshops are led by outstanding practitioners in their respective fields of art, who have taken our dementia training for arts organisations. During the year we delivered 47 workshops within six London arts workshop programmes:

- *Textile Design* at Rosetta Arts
- *Singing as an Opera Chorus* at Hampstead Parish Church
- *Sensory Storytelling* at House of Illustration
- *Inspirations from the Medicine Gallery*, Science Museum (Combined Arts)
- *Muse of Fire*, Drama at Southwark Playhouse
- *Dance for the Brain* at Siobhan Davies Dance

Successfully transferred to Zoom during the lockdown, *Muse of Fire* and *Dance for the Brain* form a part of our Social Prescribing pilot programme. We plan to continue them for the rest of the 2020.

The Rosetta Arts programme was a new venture for A4D, partnering with an educational institution to deliver a programme for a deprived, largely South Asian, community in the London Borough of Newham.

Our seed initiative arts programmes, typically 8-10 weekly sessions at arts venues, are at least partly funded by our hosts who therefore have a stake in them.

Many including Poetry and Dance at Southbank Centre, Ceramics at Garden Museum and Ballet at Rambert Dance continue afterwards without our direct involvement. The Science Museum also has plans for further workshops for dementia after lockdown.

We aim to continue developing relationships with existing major arts partners as well as new ones after lockdown, with a view to extending the work to other sites.

Chatty Wednesdays

With the immediate prospect of lockdown, we launched Chatty Wednesdays, a weekly arts-focused discussion group by Zoom for people with early-stage dementia and carers. Carefully planned, with a different theme each week, it has become very popular, regularly attracting 20 participants, enabling them to feel a sense of togetherness, while physically isolated.

In all of our physical and virtual workshops, we never cease to be astounded by the creativity exhibited by the participants, including beautiful art works created by those attending Chatty Wednesdays.

For me, Chatty Wednesdays is not just for people living with dementia, but for people like me who are the carers. It's something to look forward to once a week and to actually now make friends. I don't know if you noticed, initially in Chatty Wednesdays we were all a little bit reserved and holding back, and now we're chatting like we've been friends for ages, and that's brilliant. ... I think it's very meaningful because we've made it ours, our group.

Carer

Impact: The 138 arts facilitators whom we trained during the year (including at the Networking Forum) brought the total trained to date at 31 March to 867. We estimate they will benefit 16,000 people with dementia and carers in the 12 months after the end of lockdown.



A4D Best Practice Networking Forum for Arts Practitioners at Barbican Centre, October 2019



A4D Sensory Storytelling through Illustration at House of Illustration, October-November 2019
(Photography: Jon Holloway)

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. The training helps them to communicate effectively with participants 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.

Since lockdown, we have been delivering training sessions online, in which we have focused on guiding participants to deliver their own activities online to people with dementia participating in their own homes.

- During the year, we trained 99 arts facilitators at seven London venues: Abbey Centre in Westminster, Hampstead Parish Church, House of Illustration, Imperial War Museum, Science Museum, Shakespeare's Globe and Tate Exchange.
- An eighth training session at Camden Council with 18 participants and a BSL interpreter to assist deaf participants was postponed due to the lockdown.

We are indebted to the Barbican Centre who, after commissioning us to deliver training sessions for their staff in January 2019, kindly hosted our 2019 Best Practice Networking Forum as Continuing Professional Development for arts facilitators. An enjoyable and valuable day, it included six workshops and was attended by 39 facilitators, excluding the session leaders (well up on last year). Outstanding speakers included dementia ambassador Keith Oliver and former carer Jacquie Nunn. We are grateful to all.

Signposting Arts Events for Dementia

Find remote
access events

On our website, A4D's interactive mapped listings enable families living with dementia to easily find local workshops, events and heritage sites to provide stimulation and support their wellbeing. Clinicians, memory services and other professionals can use the listings to provide patients and clients with customised print-outs of these activities and heritage sites.

The listings are an key resource for NHS link workers searching for stimulating opportunities for their dementia patients through Social Prescribing and we applied extra research effort to this during the year.

- At the start of lockdown (23 March), there were 307 UK listings, up 44% on 31 March 2019.
- Over the whole year, we listed 7,628 individual events, almost double last year's total.

Following lockdown, our listings were totally revised and re-researched to focus on interactive online arts activities in which people with early-stage dementia and carers can participate remotely from home.

Fundraising

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

- HCR Sprecher Grier lawyers, who selected us as their Charity of the Year
- Armourers and Brasiers Gauntlet Trust for £1,850
- Co-op Community Fund and customers of the Co-op for £10,890
- Eleanor Rathbone Charitable Trust for £9,000 over three years
- Grocers' Charity for £5,000.
- Mulberry Trust for £10,000 over two years.
- London Borough of Southwark for £5,000
- Tomoro Foundation for £15,000 over two years.
- Topinambour Trust for £1,200
- Utleay Foundation for £10,000
- Wyfold Charitable Trust for £10,000

Impact: NHS CCG leads, dementia specialists, social prescribers and those working with the arts, heritage and wellbeing, creativity, memory and social care services, arts students, medical and neuroscience students, people affected by dementia and their partners; **400** have participated in our social prescribing programme, conference, cross-sector networking, regional roundtable and zoom meetings to advance social prescribing to the arts to improve prospects for the 200,000 diagnosed each year.



Chatty Wednesdays with A4D Zoom Workshops, March 2020



A4D Singing as a Chorus with Songhaven and Hampstead Parish Church, May-June 2019

and for their continuing support:

- City Bridge Trust at £25,000 p.a.
- Kirby Laing Foundation for £3,000 p.a.
- Mercers' Company at £10,000 p.a.
- Sobell Foundation at £10,000 p.a.
- Cheruby Trust and Lake House Charitable Foundation, each for £3,750 through The Big Give Christmas Challenge.

We would also like to thank our Trustees and many other generous individual donors, notably TSH Prince Donatus and Princess Heidi von Hohenzollern, Celia Atkin, the Corob family, Ross Elder, James Maltin and Ridgeway Investment Management; the many that contributed to The Big Give Christmas Challenge; and the record 22 runners who ran in the Royal Parks Foundation Half Marathon and their supporters.

Our thanks also to City Bridge Trust for funding our video *Art: the Best Medicine*, directed by Jess Dowse and produced by Media Trust; and CNN for including a seven-minute segment on our work in their programme *Vital Signs with Dr Sanjay Gupta*, broadcast worldwide in November.

We are grateful to Rachel Countryman who interned for us and to the many volunteers who have given us their time since lockdown.

Looking Forward

Our programme to advance social prescribing as pre-diagnostic practice for dementia (SPD) is developing traction as more link workers who guide the patients are recruited. Our ongoing regional roundtables generate valuable learning from across leaders in culture, health and wellbeing, social prescribing and the NHS, to preserve identity and the joy of discovery and connectivity in the community, despite dementia.

The world has changed since March, as has Arts 4 Dementia. Some changes we expect to outlast lockdown:

- Our online training has widened access to participants across the country and beyond, who would not otherwise have been able to attend. We expect to maintain these after lockdown, alongside real-world sessions.
- Chatty Wednesday, our arts-focused interactive video group sessions, have also been popular, fulfilling a need for social interaction and creativity while at home. We would like also to be able to maintain this programme after lockdown.

We are proud of being able to continue activities to engage and stimulate people with dementia at home, though look forward to being able to resume arts workshops at arts venues, which benefit the venue learning teams, volunteers and carers as well as those with dementia.

The progression of SPD, in which A4D is playing a key role, will help relieve the isolating sense of trauma people feel during the months and years leading to diagnosis of dementia.

Lockdown has profound impact on our fundraising, with events and challenges cancelled and trust funding harder to come by. After a good year, we start the new financial year in a strong position but will be working hard to raise new funding.

We are thrilled and honoured to have been appointed Charity Beneficiary of the [Affordable Art Fair Battersea](#), now expected to be held in Spring 2021. We very much hope that you will be able to attend the event.

Nigel Franklin
Chief Executive, Arts 4 Dementia

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 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 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. She is also undertaking an extensive project to promote social prescribing for dementia 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 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 and 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 its ability 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

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financial accounting procedures and an authorities schedule to minimise the risk from serious errors or fraud.

Covid 19 Response. Beginning in March 2020, the pandemic has had a major impact on the charity's activities. Our IT applications are mobile and largely web-based, so staff were readily able to transition to working from home. Two planned workshop programmes were cancelled and a training was postponed due to the lockdown and other programmes were put on hold. As most of our clients are in a high vulnerability category, we do not anticipate re-starting face-to-face programmes for the foreseeable future. In view of this we have been developing and continue to develop and signpost a range of programmes and activities for people with dementia, together with their carers, in which they can participate at home. These include two workshop programmes transferred to Zoom and a new weekly video group; and since May, we have been delivering training sessions by Zoom. The trustees believe that A4D can continue to provide valuable services to people with dementia under these difficult circumstances and while our organisation is resilient, a loss of funding opportunities due to the UK lockdown is a major risk. The trustees continue to monitor the situation on a regular basis.

Financial Review

The financial statements in this report are for the year ended 31 March 2020. Total income in the year was £198,303 (2018/19 £161,798), of which £114,955 was in restricted funds (2018/19 £107,130). The increase is mainly due to two very successful fund-raising events and a number of generous one-off donations.

Trusts and Foundation income of £104,490 exceeded the equivalent for last year (2018/19 £98,700). We are continuing to seek, and to receive, multi-year grants, which has helped to stabilise income.

Total expenditure for the year was £192,044 (2018/19 £128,813). Salary costs increased due to one full time and one part time person working much of the year on the Social Prescribing project and payments to third parties for services, partly offset by lower-than-planned workforce on core activities.

The net position for the year is a surplus of incoming resources over expenditure for the year of £6,259 (2018/19 £32,984). The cash balance at 31st March 2020 was £94,727, representing slightly more than 6 months core expenditure, in line with our reserves policy.

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.

Charity and Personal Performance

The Chief Executive, Chair and Treasurer discuss charity performance and monitor cash flow on a regular basis, undertaking to report to the trustees any significant change from plan, in cash flow in particular, as a result of the Covid crisis. Trustees also review performance formally every two months, receiving reports from the Chief Executive and Honorary Treasurer, financial accounts showing actual results compared with budgets and a number of key performance indicators that cover all main activities including charitable activities, fund-raising and social media performance. Some of these are referred to or illustrated on pages 6 and 7 of this annual report.

The trustees regularly review and update the charity's strategy and periodically consider how key performance indicators can be improved to enable them to better understand outcomes and impacts from the charity's activities.

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 have considered the impact of the Covid-19 pandemic on the charity including the effect on beneficiaries, the charity's own staff and our charitable activity. Specific impacts have been referred to elsewhere in this report. The trustees are of the opinion that while funding has been adversely affected, current indications show that the charity has adequate resources to continue to operate and therefore the accounts should be prepared on a going concern basis.

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 ^{08/09/2020} and signed on its behalf:

Tim O'Brien

Tim O'Brien
Director and Trustee

Claire Dishington

Claire Dishington
Director and Trustee

Arts 4 Dementia
Statement of Financial Activities
for the year ended 31 March 2020

| | Unrestricted funds | Restricted Funds | Total Funds 2020 | Prior Year Funds |
|--|-----------------------|---------------------|---------------------|---------------------|
| | £ | £ | £ | £ |
| Income and Endowments | | | | |
| Trust and Foundation Grants | 11,000 | 93,490 | 104,490 | 98,700 |
| Other Donations | 46,548 | 10,000 | 56,548 | 46,855 |
| Training and Seminar Ticket Sales | 8,339 | - | 8,339 | 9,885 |
| Fundraising Events | 17,461 | 815 | 18,276 | 6,058 |
| Other Income | - | 10,650 | 10,650 | 300 |
| Total Incoming Resources | 83,348 | 119,955 | 198,303 | 161,798 |
| Expenditure | | | | |
| A4D Friends Workshops | 5,568 | 41,528 | 47,096 | 45,065 |
| Training | 11,984 | 26,776 | 38,760 | 32,077 |
| Best Practice Development | 21,504 | 62,977 | 84,481 | 31,735 |
| Total Charitable Activity | 39,056 | 131,281 | 170,337 | 108,877 |
| Fundraising | 19,286 | - | 19,286 | 19,936 |
| Governance | 2,307 | 114 | 2,421 | |
| Total Resources Expended | 60,649 | 131,395 | 192,044 | 128,813 |
| Net Income/(Expenditure) for the Year | 22,699 | (16,440) | 6,259 | 32,984 |
| Transfer between funds | (6,835) | 6,835 | - | - |
| Other Gains / (Losses) | - | - | - | - |
| Net Movement in Funds | 15,864 | (9,605) | 6,259 | 32,984 |
| Total Funds brought Forward | 73,356 | 18,179 | 91,535 | 58,551 |
| Total Funds carried Forward | 89,220 | 8,574 | 97,794 | 91,535 |

Arts 4 Dementia Balance Sheet as at 31 March 2020

| | 31 March 2020 | 31 March 2019 |
|---|------------------|------------------|
| | £ | £ |
| Current Assets | | |
| Prepayments | 4,200 | 5,858 |
| Other Debtors | 82 | |
| Cash at Bank and in Hand | 94,727 | 102,497 |
| <u>Less:</u> | | |
| Deferred Income | - | (14,170) |
| Creditors - Amounts Falling due within One Year (note 8) | (1,215) | (2,650) |
| Total Assets Less Current Liabilities | 97,794 | 91,535 |
| Creditors – Amounts Falling Due in More than One Year | - | - |
| Net Assets | 97,794 | 91,535 |
| | | |
| Total Charity Funds (note 9) | | |
| Unrestricted Funds | 89,220 | 73,355 |
| Restricted Funds | 8,574 | 18,180 |
| 97,794 | 97,794 | 91,535 |

For the year ending 31 March 2020, 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

Tim O'Brien
Director and Trustee

Claire Dishington

Claire Dishington
Director and Trustee

Arts 4 Dementia

Notes to the Financial Statements for the year ended 31 March 2020

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 costs are allocated to activity categories using appropriate keys (for more detail refer to note 4 to these accounts). Residual indirect costs are together immaterial and in the previous year were included within support costs and allocated to activities but are shown separately as governance costs.

Fixed Assets

The charity does not have any fixed assets. Computers and printers 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.

Contributions in kind

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. Nor has the time of volunteers who attend workshops and from time to time undertaken other support and charitable activity.

3. Trustee Expenses

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

4. 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 charity's 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 other 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.

| | 2020 £ | 2019 £ |
|--|-----------------------|----------------------|
| Costs allocated on staff effort | | |
| Gross salaries | 84,866 | 62,106 |
| Employer's National Insurance | 5,764 | 11,497 |
| Employers pension contributions | 1,020 | 1,277 |
| Staff training and membership | 995 | 206 |
| Staff travel, accommodation, sustenance | 822 | 2,421 |
| Total staff costs | <u>93,466</u> | <u>77,659</u> |
| Rented office space | 13,237 | 11,783 |
| Other office costs | 7,060 | 1,099 |
| Share allocated to website, social media and marketing | <u>(13,088)</u> | <u>(9,802)</u> |
| Balance allocated to activities on staff effort | <u>100,675</u> | <u>80,739</u> |
| Website, social media and marketing | 363 | 4,360 |
| Allocation on staff effort | <u>13,088</u> | <u>9,802</u> |
| Total allocated on usage | <u>13,451</u> | <u>14,162</u> |
| Total support costs | <u><u>114,126</u></u> | <u><u>94,901</u></u> |
| Allocated to activities as follows: | | |
| A4D friends workshops | 45,087 | 40,855 |
| Training | 33,480 | 25,756 |
| Best practice | 21,349 | 18,364 |
| Sub-total charitable activity | <u>99,916</u> | <u>85,004</u> |
| Fundraising | <u>14,210</u> | <u>9,947</u> |
| | <u><u>114,126</u></u> | <u><u>94,951</u></u> |

ARTS 4 DEMENTIA

| | 2020 | 2019 |
|---|---------------|---------------|
| | £ | £ |
| Charitable activities direct costs | | |
| A4D Friends Workshops | 2,009 | 3,518 |
| Training | 5,280 | 5,850 |
| Best Practice | 63,132 | 12,905 |
| Fundraising | 5,076 | 9696 |
| Total Direct Cost | <u>75,497</u> | <u>31,970</u> |
| Governance Costs | | |
| Accounts and Accountancy | 1,766 | 1,420 |
| Insurance | 558 | 522 |
| Other Governance Costs | 97 | - |
| Total Governance Costs | <u>2,421</u> | <u>1,942</u> |

In 2019 Governance items were included with Support Costs and allocated to activities.

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 2020.

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 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, £990 (2019 £960) was paid for independent examination of the 2017/18 accounts, all of which was accrued at the previous year end. £441 was paid for payroll administration to Kirk Rice LLP and £335 for accounting software. An accrual of £1,000 has been included in these accounts for the current year independent examination fee.

8. Current Liabilities

| | 31 March 2020 £ | 31 March 2019 £ |
|---|-----------------------|-----------------------|
| Deferred Income (a) | | 14,170 |
| Creditor Control Account | 173 | |
| National Insurance and Tax payable (b) | 174 | - |
| Pension contributions payable | (482) | |
| Sundry Accruals | 1,350 | 2,650 |
| | <hr/> | <hr/> |
| Total Creditors falling due within one year | 1,215 | 16,820 |
| | <hr/> <hr/> | <hr/> <hr/> |

Deferred income in 2019 represented refundable ticket sales and sponsorship received in advance for the May 2019 conference.

9. Fund Movements

| | 1 April 2019 £ | Incoming Resources £ | Resources Expended £ | Fund Transfers £ | 31 March 2020 £ |
|------------------------|----------------------|----------------------------|----------------------------|------------------------|-----------------------|
| Core costs | 974 | - | (552) | - | 422 |
| Arts and training | - | 18,000 | (17,309) | - | 691 |
| London Arts Programme | 17,205 | 40,500 | (50,244) | - | 7,461 |
| Training and Website | | | | | |
| Social Prescribing | - | 56,455 | (63,290) | 6,835 | - |
| Total Restricted Funds | <hr/> 18,179 | <hr/> 114,955 | <hr/> (131,395) | <hr/> 6,835 | <hr/> 8,754 |
| Unrestricted Funds | <hr/> 73,356 | <hr/> 83,349 | <hr/> (60,650) | <hr/> (6,835) | <hr/> 89,220 |
| | <hr/> <hr/> 91,535 | <hr/> <hr/> 198,303 | <hr/> <hr/> (192,045) | <hr/> <hr/> - | <hr/> <hr/> 97,794 |

Independent Examiner's Report to the Trustees of Arts 4 Dementia on the Accounts for the year ended 31 March 2020

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.

Kirk Rice LLP

Signed: *Kirk Rice LLP*

Date 16/09/2020

Kirk Rice LLP
13 Princeton Court
53-55 Felsham Road
London SW15 1AZ

Back cover photograph: Jon Holloway

The logo for Arts 4 dementia, featuring the word 'Arts' in a black script font, a red number '4', and the word 'dementia' in a black script font.

Arts 4 dementia

Empowerment through
artistic stimulation

A close-up photograph of two elderly hands. The hand on the left is holding a card, and the hand on the right is resting on top of it. The card contains contact information for Arts 4 Dementia. The background is blurred, showing what appears to be an art studio with various papers and materials.

Arts 4 Dementia
Phoenix Yard
65 King's Cross Road
London WC1X 9LW

arts4dementia.org.uk

020 7239 4954
info@arts4dementia.org.uk

Follow us on
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Registered Charity No. 1140842
Registered Company No. 7511427

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