



**DementiaUK**

Helping families face dementia

# Trustees' Report and Consolidated Financial Statements

For the year ended 31 March 2017

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## Chair and CEO/Chief Admiral Nurse's report

Isolation. Fear. Lack of support. The UK's 850,000 people with dementia and their families can face a winding road of challenges and emotions, day in, day out. For them, life can be incredibly difficult.

Dementia UK's Admiral Nurses provide the specialist dementia support these families need – and we are very pleased to say this year we helped more families than ever before, thanks to the generous support we received.

Our 2014-2017 strategy aimed to double the number of Admiral Nurses working across the UK, providing specialist, one-to-one support, expert guidance and practical solutions to help families living with dementia.

With the help of our supporters, we have achieved this. There are now 200 Admiral Nurses nationwide, giving a lifeline to people affected by dementia and making sure they don't have to cope with its devastating effects alone.

We also expanded our Admiral Nurse Dementia Helpline this year, answering 83% more calls and emails compared with last year. Nine more Admiral Nurses have been employed on the Helpline and we extended our opening hours into the weekday evenings.

It's been a hugely successful year. But we want to do so much more.

Dementia doesn't just affect one person – it also affects the lives of husbands, wives or partners, children, friends and neighbours.

As more and more people deal with a life-changing dementia diagnosis, expert care and guidance is more crucial than ever.

Our supporters have always been immensely generous. Since 2013/2014 our income has risen from £2.7 million to £5.4 million and our work is only possible because of our partners and donors. We can't thank them enough.

In 2017 we are setting out a new ambitious three-year strategy to increase the number of Admiral Nurses by another 50%. Families facing the everyday realities of dementia, alongside health and social care professionals, have helped us shape the strategy to make it as powerful and effective as it can be.

We need your help to make our ambitions a reality. Every family facing dementia deserves expert, specialist support. Dementia UK's Admiral Nurses can give them that, if you can help us by giving your support.

The next three years look set to be an exciting and challenging time for Dementia UK. We look forward enormously to working with you to shape our charity and the future of compassionate dementia care.

**Professor David Croisdale-Appleby OBE**  
Chair

**Dr Hilda Hayo**  
Chief Executive Officer and Chief Admiral Nurse

## The difference we make

Dementia is a key health issue of our time. Now the leading cause of death in women in England and Wales, more than 850,000 people now have the condition – and that's set to rise to 1 million by 2025.

Dementia can have devastating effects on a person's memory, ability to communicate, personality and mood. The toll on families can be huge due to the changes experienced in their lives and future plans. 670,000 relatives and friends care for people with dementia and 40% of those experience depression or anxiety as a result of caring, as well as facing many other challenges – be they financial or living with their own conditions.

Nothing can truly prepare families for how dementia can turn their lives upside down. But Dementia UK makes sure they don't have to cope alone.

Our Admiral Nurses provide the specialist dementia support families need. When things get challenging or difficult, our Admiral Nurses work alongside families, giving the one-to-one support, expert guidance and practical solutions that can be hard to find elsewhere.

If communication gets hard, our Admiral Nurses are on hand with skills and techniques to help families stay connected. If someone with dementia is scared or distressed, we'll work with their family to help them manage this. If families are struggling to cope, we'll get them the best possible care and support. And we'll go to great lengths to answer any questions families have. Our support can help people with dementia remain more independent, and in their own homes for longer.

Our Admiral Nurses work with families across the country face-to-face, and are at the end of the phone and on email seven days a week on the Admiral Nurse Dementia Helpline.

Each Admiral Nurse service is a partnership between Dementia UK and a host organisation. Most Admiral Nurses work in the community and in hospitals, but there is also a growing number of nurses working in settings within social care, voluntary organisations and other care providers.

Dementia UK gives Admiral Nurses continual training and support, so that the families they help have someone truly expert and caring by their side.

Beyond supporting families, Admiral Nurses educate, lead and support other health and social care professionals to raise the standard of care that people with dementia receive.

Admiral Nurses' work reduces unnecessary hospital admissions and GP visits, and can delay admissions to care homes. This helps families stay at home together for longer, but also saves significant NHS and social care costs.

### Why 'Admiral' Nurses?

The family of Joseph Levy, who had vascular dementia, founded Dementia UK in 1994. They saw firsthand the need for vital specialist support to help families deal with the complexities of dementia – and how sadly lacking it was.

Joseph was known affectionately as 'Admiral Joe' because of his love of sailing, and Admiral Nurses were named after him.

## Our achievements in 2016/17

### More Admiral Nurses for more families

Living with dementia is often an incredibly hard and isolating experience. The specialist support of an Admiral Nurse can be a lifeline for a family caring for someone with the condition. It can profoundly change their life for the better, giving them the support and advice they need to cope.

We now have 200 Admiral Nurses working in communities across the UK. That's a 19% increase on 2015/16, and a 60% increase from the 125 nurses we had in 2014, when we launched our last three-year strategy.

This year Admiral Nurses supported over 40,000 people with dementia and their families to live more positively with the condition.

A 2017 Foundation of Nursing Studies report specifically commended the unique, expert role of Admiral Nurses and how effective they are, saying: "Admiral Nurses, provided by the charity Dementia UK... offer early detection, supportive work with families and carers, and structured and evidence-based interventions. Surrounded by clinical supervision and continuing education, this offers a powerful way of working with carers and families."

### Our Admiral Nurse Dementia Helpline – helping more families to cope

Admiral Nurses reach more families than ever before – but there is a long way to go until everyone who needs this support can receive it.

But families who don't have access to an Admiral Nurse in person can contact the Admiral Nurse Dementia Helpline, where an Admiral Nurse with the skills, experience and empathy to quickly assess and understand what they need, can give them expert support via phone or email.

There is no time limit imposed on calls to the Helpline. Many calls last for more than 45 minutes. Every day, the Admiral Nurses on our Helpline work through incredibly complex problems, helping people navigate the UK's health and social care system, and cope with the everyday stresses of caring for a loved one with dementia.

We helped 11,264 families through the Helpline this year. That's 83% more phone calls and emails than last year. Calls and emails to our Helpline have trebled over the past three years, and we now have 32 nurses working on the Helpline so we can be there for more families when they need us.

We have extended our Helpline hours on weekday evenings, so people can call us after work, or after a difficult day. Our opening hours of 9am - 9pm Monday to Friday and 9am - 5pm at the weekend means we're open when many local support services are not – at times of crisis when people simply don't know where else to turn.

### Admiral Nurses in more regions

We want every family in need to have the support of an Admiral Nurse, and we are working hard to increase numbers of nurses county by county.

Thanks to the generosity of our supporters and the continued growth of the charity, we have been able to add £300,000 to our previously designated £800,000, making a total of £1,100,000 to fund expansion of our services.

We have focused on expanding into areas based on the number of people over 65, the number of people diagnosed with dementia and the type of dementia services already available.

A key part of driving this expansion has been two new Regional Admiral Nurses, who have worked strategically to develop services, getting Admiral Nurses into the areas that need them most. The Regional Admiral Nurses have created partnerships with local GPs, Clinical Commissioning Groups and charities to develop and jointly fund Admiral Nurse services.

We commit 50% of the funding for each Admiral Nurse post for two years, with our partners matching us pound for pound.

### **Increasing the evidence base for Admiral Nursing**

Continuously evaluating what we do, researching what families living with dementia need, and assessing how we keep raising the bar in dementia care is key to providing the best services possible. Evidence of the life-changing impact we make is vital for building new Admiral Nurse partnerships.

That's why Dementia UK has a team dedicated to researching and evaluating Admiral Nursing across all the settings Admiral Nurses work in, from hospitals to care homes. This year we recruited a new Director of Clinical Services, and expanded our Service Evaluation Team, so we could better capture the experiences of families facing dementia and the difference Admiral Nurses make to them. The team also support Admiral Nurses to develop evaluation skills enabling them to evidence what they do.

We have refined how we collect important data on Admiral Nursing including how Admiral Nurses may bring about cost efficiencies to the health and social care economy, while still delivering the high quality care and interventions families need. This gives evidence to help convince commissioners to maintain services once they are in place.

In March 2016 we introduced our 'Getting Evidence into Admiral Nurse Services' (GEANS) programme to take our measurement of Admiral Nursing's impact to the next level.

As part of GEANS, we trained 30 Admiral Nurses across seven UK teams, working in community, residential care and hospital care settings, to gather and evaluate data about their impact in three key areas: improving quality of life for families affected by dementia, ensuring a positive experience of care and delivering cost efficiencies across health and social care. We developed a bespoke carer experience survey to understand the specific impact of Admiral Nursing on family carers and engaged key stakeholders with the evaluation. Individual team reports and a national GEANS report will be published in late 2017.

GEANS has gained national recognition. The team presented at the national Dementia Congress in November 2016 and was shortlisted for a Nursing Times Award for innovation in December 2016. We are also delighted that NHS England has included information about GEANS in their 'Best Practice Repository', a national resource supporting high quality dementia care.

Dementia UK has collaborated with external bodies and academic researchers in the UK and abroad this year to look at how to improve life with dementia. We have worked with Hospice UK on a major end of life care project for people with dementia, providing recommendations for best practice.

### **The best training and development for Admiral Nurses**

Admiral Nurses are the most highly trained dementia nurses in the UK. Maintaining their skills is crucial, so they can continue providing the very best support for families dealing with dementia.

We have a national team who provide a unique and full programme of professional development and mentoring to all Admiral Nurses, including regional monthly clinical practice workshops. This year we expanded the team, adding two new Practice Development Facilitators to support our Admiral Nurses' development.

We set up communities of practice for Admiral Nurses who work in different settings, for example, in end of life and acute care. These networks are not only essential for clinical supervision, they also allow our Admiral Nurses to share ideas and best practice, and give them a chance to discuss and get advice on difficult cases. We also introduced a series of masterclasses focusing on issues such as relationships, frailties and co-morbidities.

Admiral Nurses are the only nurses who work within a specialist competency framework, which defines the knowledge, skills and attributes needed to be an expert dementia nurse. In 2016, we worked with the Association of Dementia Studies at the University of Worcester to update the framework with best practice and latest thinking.

## **Raising more money than ever**

We were only able to achieve all of this because we raised £5.4 million in 2016/17 – compared to just £2.7 million three years ago.

We rely entirely on voluntary income. This year we supported people across the country to raise money through a whole range of challenges and events, and to take part in our major fundraising campaign, Time for a Cuppa. Many individuals generously donated to the charity, and we partnered with companies and worked with charitable trusts to secure vital funds to grow and develop our services.

As a result, we were able to invest and expand Admiral Nursing and help more people than ever before.

## **How we raised money this year**

We can only provide our specialist support for families as people across the country donate so generously of their time and money.

### **Giving in memory**

A great many of the people who choose to donate to us do so in memory of a loved one who had dementia.

Some ask people attending a funeral to donate in lieu of bringing flowers, some make a donation through their funeral director and others create a tribute page to their family member or friend. However they decided to donate, they make an enormous difference to our work.

Many of our supporters took on fundraising challenges with us; we saw 'for Grandad', or 'for Mum' stitched or drawn on the cycling vests or running tops of people who sped past us at events.

We want to say a special thank you to everyone who chose to donate to us in memory of a loved one.

### **Fundraising approach**

All income areas saw growth, many significantly so, to £5.4 million over the year.

We understand that greater transparency fosters greater confidence in us as a charity. We always take care to be direct and honest with those who share their money or time with us.

Our fundraising approach is to enthusiastically nurture our relationships with our current fundraisers as well as attracting new supporters. We want to continue to grow all areas of our income and move into new areas to help drive the expansion of our Admiral Nursing service.

We do as much of our fundraising as possible in-house, including interacting with donors through our Supporter Care team. We did not have any relationships with professional fundraisers this year.

We were approached by many companies and organisations to work on a commercial participator basis. In such cases we completed careful and considered due diligence on the organisations and the amount of time and effort we as a charity needed to put in, versus the income we would likely receive. As a result, we did not form any commercial participator relationships during the year.

We registered with the new Fundraising Regulator and we adhere to their Code of Fundraising Practice. We are also a member of the Institute of Fundraising and we ensure staff are fully trained – and understand their responsibilities – in their respective areas.

Giving to Dementia UK should be a great experience. So we have a fundraising promise on our website as a set of standards for how we work, and the service our donors and fundraisers can expect from our dedicated team. If our donors ever feel we're falling short of our standards, we make it easy for people to contact us and we always take care to put it right.

We have a privacy policy available on our website and also a vulnerable person's policy, which we regularly review. We have a corporate partnerships ethical policy too, which sets out guidance about the types of companies and events that we will and won't work with.

All of our work simply wouldn't be possible without our supporters, donors, partners, volunteers and fundraisers.

## Our vision for the future

### Our 2017-2020 strategy

All of the progress we've made over the last three years was made possible by our supporters. This year we've set about an ambitious new strategy for 2017-2020 to make sure that any family that needs specialist dementia support has access to it.

Our priorities are to:

- Increase Admiral Nurse coverage across the UK
- Raise awareness and understanding of Admiral Nursing
- Provide robust evidence for the expansion of Admiral Nursing.

Our key ambitions are to:

- Increase the number of Admiral Nurses in the country by a further 50%
- Support 50% more people through the Admiral Nurse Dementia Helpline
- Record a high level of satisfaction from families receiving Admiral Nurse support through local service evaluations.

Living with dementia can be an incredibly hard and lonely experience, yet many families are facing a significant reduction in the support available to them through local health and social care services. Relatives are taking on caring roles alongside other responsibilities which can lead to stress and fatigue.

It's our duty to be ambitious in these trying times, and to commit to providing the specialist support that can rarely be found elsewhere. We know that people diagnosed with dementia want to stay at home and be independent for as long as possible. This requires resources and support.

The future provision of dementia support through health and social care services is uncertain, but we're confident that a 50% increase in Admiral Nurse coverage is achievable through partnership working. We plan to use local evidence and demographic data to make sure these new posts are in the places they're needed most.

In the longer term, we aim to do much more. Our target is to ultimately have 800 Admiral Nurses across the UK.

## Our 2017-2018 plans

Next year we will:

- Increase the number of Admiral Nurses from 200 to 230 and:
  - Continue to expand the reach of Admiral Nursing services into areas where there aren't any
  - Develop new services based on the prevalence of dementia and the depth of the need – using local evidence, demographic information and insight
  - Work with key local health and social care decision makers, and work in partnership with other organisations/voluntary sector partners to influence and develop new ways of working that are sustainable for the future
- Continue to expand the capacity of our free, seven day a week Helpline service by increasing the number of phone lines and email support available. We will recruit more Helpline Admiral Nurses to support the weekday and evening service
- Increase awareness of our Helpline in targeted pilot areas, and work directly with carers to design and conduct regular and ongoing evaluation of the Helpline
- Seek the views of families living with dementia about the effectiveness of Admiral Nursing – starting with forming a service user panel
- Continue to support ongoing learning and development for Admiral Nurses through practice development days, masterclasses and an annual forum
- Support and develop communities of practice for Admiral Nurses working in similar settings, as a forum for sharing and developing knowledge and expertise
- Publish and disseminate seven service specific 'Getting Evidence into Admiral Nursing Services (GEANS)' reports and a national report to be launched at a dissemination event
- Build a wider evidence base for the effectiveness of Admiral Nursing by collecting data and conducting evaluations and research with Admiral Nurses
- Develop the research capacity and mindedness in Admiral Nurses and support Admiral Nurses in writing for publication
- Develop partnerships with academic institutions to seek support in achieving our research priorities, and support the research activities of academic partners to improve the evidence base for dementia care
- Continue to publish the evidence for Admiral Nursing, speak at national conferences and influence national policy
- Introduce a new clinical database for dementia care to our Admiral Nursing teams
- Deliver the charity's first awareness raising campaign for Admiral Nurses
- Develop Dementia UK's information and materials, both in print and digital, so that Admiral Nurse expertise is available to more people
- Ensure all our digital activity supports the charity's objectives, is responsive to user needs and drives awareness of Admiral Nursing
- Continue to expand all of our sources of voluntary income to drive the expansion of Admiral Nursing
- Focus on strengthening the infrastructure of Dementia UK and taking a structured approach to managing risk and governance for the charity.

## Financial review

The trustees present their report and audited consolidated financial statements for the year ended 31 March 2017.

All trustees are also directors for the purpose of company law, and the Trustees' Report represents the Directors' Report required by S417 of the Companies Act 2006.

### Objectives and activities for public benefit

The trustees confirm that they have referred to the Charity Commission's guidance on public benefit when reviewing the aims and objectives in planning future activities.

### Our vision

Specialist and compassionate dementia support for all families that need it.

### Our mission

To lead and deliver high quality expert and accessible dementia care through Admiral Nursing.

### Financial review

The financial statements have been prepared in accordance with applicable accounting standards, current statutory requirements, the requirements of the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" (SORP 2015), and the charity's governing document.

Total incoming resources for the year were £5,431k (2016: £4,243k) and total expenditure was £4,726k (2016: £3,022k) giving a net surplus of £705k (2016: £1,221k).

Net assets totalled £3,678k (2016: £2,974k) with net current assets of £3,800k (2016: £2,973k). The liquid cash balance was £4,258k (2016: £3,108k).

This is the third year where we achieved a significant increase in voluntary income. This reflects the organisation's investment in fundraising and communications expertise and resources, with a new structure delivering higher than anticipated surpluses given the organisation's previous history.

As a result, not only does Dementia UK have unrestricted reserves which meet its reserves policy of approximately six months' projected expenditure, it has also been in a position to set aside funds to invest in new Admiral Nursing services in parts of the country where there are none.

New services are essential given the growing number of people who will be affected by dementia and who need specialist support when things become challenging or difficult.

At the end of 2015/16 we designated £800K from the general fund for the strategic development of Admiral Nursing services. As at 31 March 2017 £415K of this had been committed, with a further £385K to be committed and where contract negotiations are at an advanced stage with a number of host organisations. Given our continued fundraising success in 2016/17, we have designated a further £300K for service development.

Through this designated fund we have so far been able to develop Admiral Nurse services in ten areas, with 14 new Admiral Nurses in total. Services in 10 further areas – with 29 Admiral Nurses – are also in development.

We will designate more than this over the next three years if we can raise the funds, as we strive to rapidly and significantly increase the number of Admiral Nurses.

## Structure, governance and management

### Board of Trustees

The Board of Trustees is the governing body that administers the charity. All major decisions are made by the Board, which meets regularly to discuss and formulate policy.

The trustees of the charity are also the directors of the company for the purpose of company law, and any reference to trustees is therefore also to directors.

None of the trustees has a beneficial interest in the company, and the charitable company held third party indemnity insurance on behalf of the trustees during the current and prior year.

Trustees who have been in office since 1 April 2016 are:

- Steven Clarke (Treasurer) (1st July 2016)
- Professor David Croisdale-Appleby OBE (Chair)
- Vanessa Godfrey
- Lady Barbara Judge CBE
- Professor Hilary McCallion CBE
- Robert Orr
- Karen Patrick
- Mike Stansfield (until 5th October 2016)
- Merrick Willis OBE (from 2nd September 2016)

### Trustee recruitment, appointment and induction

The existing trustees of Dementia UK are empowered under the Articles of Association to elect new trustees at the Annual General Meeting of the charity and to make co-options at any other time. Dementia UK seeks to embrace a range of skills within the Board of Trustees, and continues to acknowledge the very important contribution made by the founding members of the charity. Additionally, as part of our governance process, trustees identify and remedy any skills deficits on the Board.

New trustees are recruited in a number of ways including advertising and previous involvement and interest in the work of the charity. Potential new trustees are invited to attend as observers in at least one board meeting, to assist them in their decision making process about whether to agree to nomination as a trustee.

All new trustees attend the Dementia UK induction programme, along with new members of staff and Admiral Nurses. In addition, they meet with the Chief Executive and members of staff working in the charity and receive relevant historical documentation.

**Sub committees of the Board of Trustees**

To assist in the smooth running of the charity, the trustees have set up a number of sub-committees that help to oversee certain aspects of the charity's work and they report to the Board of Trustees. These sub-committees are:

- Clinical and Professional Committee
- Finance and Audit Committee
- Fundraising and Communications Committee

Each committee meets at least four times per year and has at least two trustees in the membership, with one chairing the meeting. The trustees on each committee have relevant interests and skills that they bring to the work of the committees.

A scheme of delegation is in place and day-to-day responsibility for the affairs of the charity, including operational matters, rests with the CEO/Chief Admiral Nurse and the Executive team.

Dementia UK executive team members include:

- Dr Hilda Hayo, Chief Admiral Nurse/Chief Executive
- Kay Atkinson, Director of Clinical Services
- Martin Bishop, Director of Fundraising and Communications
- Niall Larkin, Director of Operations

**Dementia UK Trading Limited**

Dementia UK Trading Limited develops commercial opportunities and covenants its profits to the charity. Its results are included with the consolidated financial statements.

## Risk management

The Board of Trustees is responsible for the management of the risks faced by the charity. A Risk Register identifies the potential and actual risks, the nature of the risks, the likelihood and impact of the risks happening, and the measures taken to prevent or manage them. The trustees review this Risk Register formally at all Board Meetings as well as discussing and updating it at Committee meetings.

The main risks identified that the charity faces are to:

- Income – which is mitigated by our robust fundraising strategy, specific targets and consistent reporting to Board of Trustees
- Reputation, competency and the Admiral Nurse brand – which is mitigated by ensuring all the systems, processes and support are in place to ensure the effective recruitment, maintenance and development of Admiral Nurses and Admiral Nurse services
- Internal infrastructure – which is mitigated by continually assessing and evolving the infrastructure as the charity grows, while taking into account the needs for the coming years.

Further, trustees have assessed the effect of a significant financial event on the charity's income and are satisfied that the charity has a suitably diverse range of income streams which will mitigate the risk from such an event.

Dementia UK has in place an up-to-date, regularly reviewed Business Continuity Plan, which ensures that the charity has contingencies in place should any serious incident occur, such as fire, flood or act of terror.

Insurance cover is in place and is reviewed annually to ensure it is providing the most appropriate cover.

## Reserves policy

To ensure the charity has the ability to withstand any unforeseen drops in income, free reserves are held.

The Board's policy with regard to free reserves has been to set a target for such reserves to equal approximately six months' projected expenditure (£2,765K in 2017/18). The trustees aim to achieve this by judicious management of the charity's resources.

During the year, due to successfully raising more funds than had been planned, this target has been exceeded and so an additional £300K will now be held in a designated fund and used for the accelerated expansion of Admiral Nursing.

## Investment policy

The trustees' investment powers are governed by the Memorandum and Articles of Association, which permit the charity's funds to be invested in a wide range of securities and assets. Funds are currently held on bank deposit.

## Pay for the senior leadership team

Dementia UK has a remuneration policy and senior leadership pay is decided by trustees, who review senior leadership pay based on market rates and benchmarking against charities of comparable size.

## References and administrative details

### Legal status

Dementia UK is established as a charitable company limited by guarantee and is registered with the Charity Commission under charity number 1039404. The charity's affairs are governed by its Memorandum and Articles of Association dated 17 June 1994, which allow for any activities covered by the charity's objectives with no specific restrictions. The liability of the members in the event of the company being wound up is limited to a sum not exceeding £1.

## Trustees' responsibilities in relation to the financial statements

The charity's trustees (who are also the directors of Dementia UK for the purposes of company law) are responsible for preparing a trustees' annual report and financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the charity's trustees to prepare financial statements for each year, which give a true and fair view of the state of affairs of the charitable company and the group, and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing the financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently
- Observe the methods and principles in the Charities Statement of Recommended Practice
- Make judgements and accounting estimates that are reasonable and prudent
- State whether applicable UK accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

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

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

## Statement as to disclosure to our auditor

In so far as the trustees are aware at the time of approving our trustees' annual report:

- There is no relevant audit information of which the charitable company's auditor is unaware
- The trustees have taken all steps that they ought to have taken to make them aware of any relevant audit information and to establish that the auditor is aware of that information.

Approved by the trustees on 31 July 2017 and signed on their behalf by:

A handwritten signature in black ink, appearing to read 'D. Croisdale-Appleby', with a long horizontal line extending to the right.

**Professor David Croisdale-Appleby OBE**  
**Chair of Trustees**

## Independent auditor's report to the members of Dementia UK

### Opinion

We have audited the financial statements of Dementia UK (the 'parent charitable company') and its subsidiary together (the 'group') for the year ended 31 March 2017 which comprise the consolidated statement of financial activities, the group and parent charitable company balance sheets, the consolidated statement of cash flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 March 2017 and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities Act 2011.

### Basis for opinion

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

### Conclusions relating to going concern

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

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

### **Other information**

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

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

We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements
- The trustees' annual report has been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and Charities Act 2011 require us to report to you if, in our opinion:

- Adequate accounting records have not been kept by the parent charitable company, or returns adequate for our audit have not been received from branches not visited by us; or
- The parent charitable company financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

### **Responsibilities of trustees**

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the parent charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

### **Auditor's responsibilities for the audit of the financial statements**

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and section 144 of the Charities Act 2011 and regulations made under section 154 of that Act. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

We have been appointed auditor under the Companies Act 2006 and section 151 of the Charities Act 2011 and report in accordance with those Acts.

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

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the group's internal control
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may

cast significant doubt on the group's or the parent charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the group or the parent charitable company to cease to continue as a going concern

- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**Helen Elliott (Senior statutory auditor)**



**Date**

**2 August 2017**

for and on behalf of Sayer Vincent LLP, Statutory Auditor Invicta House, 108-114 Golden Lane, LONDON, EC1Y 0TL

Sayer Vincent LLP is eligible to act as auditor in terms of section 1212 of the Companies Act 2006

## Consolidated statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2017

	Note	2017		2016		Total	
		Unrestricted £	Restricted £	Unrestricted £	Restricted £		
<b>Income from:</b>							
Donations and legacies	2	4,400,007	196,358	<b>4,596,365</b>	3,778,249	353,520	4,131,769
Charitable activities							
Admiral Nursing projects	3	19,663	649,330	<b>668,993</b>	42,500	-	42,500
Business development	3	50,500	-	<b>50,500</b>	-	-	-
Research and evaluation	3	6,655	-	<b>6,655</b>	-	-	-
Practice development	3	-	34,440	<b>34,440</b>	-	-	-
Other trading activities	4	68,108	-	<b>68,108</b>	59,290	-	59,290
Investments		5,260	-	<b>5,260</b>	9,528	-	9,528
Other		566	-	<b>566</b>	-	-	-
<b>Total income</b>		<b>4,550,759</b>	<b>880,128</b>	<b>5,430,887</b>	<b>3,889,567</b>	<b>353,520</b>	<b>4,243,087</b>
<b>Expenditure on:</b>							
Raising funds	5	1,266,101	-	<b>1,266,101</b>	932,284	-	932,284
Charitable activities							
Admiral Nursing projects	5	959,494	623,837	<b>1,583,331</b>	431,625	329,520	761,145
Business development	5	530,862	-	<b>530,862</b>	436,384	-	436,384
Research and evaluation	5	389,268	-	<b>389,268</b>	233,440	-	233,440
Public awareness	5	403,771	-	<b>403,771</b>	322,951	-	322,951
Practice development	5	491,416	61,321	<b>552,737</b>	335,807	-	335,807
<b>Total expenditure</b>		<b>4,040,912</b>	<b>685,158</b>	<b>4,726,070</b>	<b>2,692,491</b>	<b>329,520</b>	<b>3,022,011</b>
<b>Net income for the year</b>	7	<b>509,847</b>	<b>194,970</b>	<b>704,817</b>	<b>1,197,076</b>	<b>24,000</b>	<b>1,221,076</b>
Transfers between funds		-	-	-	(23,218)	23,218	-
<b>Net movement in funds</b>		<b>509,847</b>	<b>194,970</b>	<b>704,817</b>	<b>1,173,858</b>	<b>47,218</b>	<b>1,221,076</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		2,534,208	439,436	<b>2,973,644</b>	1,360,350	392,218	1,752,568
<b>Total funds carried forward</b>	21	<b>3,044,055</b>	<b>634,406</b>	<b>3,678,461</b>	<b>2,534,208</b>	<b>439,436</b>	<b>2,973,644</b>

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 21a to the financial statements.

## Balance sheets as at 31 March 2017

	Note	Group		The charity	
		2017	2016	2017	2016
		£	£	£	£
<b>Fixed assets</b>					
Tangible assets	12	-	253	-	253
Investments	13	-	-	<b>1</b>	<b>1</b>
		-	253	<b>1</b>	254
<b>Current assets</b>					
Debtors	16	<b>220,902</b>	132,584	<b>280,370</b>	189,994
Cash at bank and in hand		<b>4,257,543</b>	3,108,169	<b>4,252,940</b>	3,068,119
		<b>4,478,445</b>	3,240,753	<b>4,533,310</b>	3,258,113
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	17	<b>(678,153)</b>	(267,362)	<b>(676,993)</b>	(260,318)
<b>Net current assets</b>		<b>3,800,292</b>	2,973,391	<b>3,856,317</b>	2,997,795
<b>Total assets less current liabilities</b>		<b>3,800,292</b>	2,973,644	<b>3,856,318</b>	2,998,049
Creditors: amounts falling due after one year	18	<b>(121,831)</b>	-	<b>(121,831)</b>	-
<b>Total net assets</b>	20	<b>3,678,461</b>	2,973,644	<b>3,734,487</b>	2,998,049
<b>Funds:</b>	21				
Restricted income funds		<b>634,406</b>	439,436	<b>634,406</b>	439,436
Unrestricted income funds:					
Designated funds		<b>685,000</b>	800,000	<b>685,000</b>	800,000
General funds		<b>2,359,055</b>	1,734,208	<b>2,415,081</b>	1,758,613
Total unrestricted funds		<b>3,044,055</b>	2,534,208	<b>3,100,081</b>	2,558,613
<b>Total funds</b>		<b>3,678,461</b>	2,973,644	<b>3,734,487</b>	2,998,049

Approved by the trustees on 31 July 2017 and signed on their behalf by



**Professor David Croisdale-Appleby OBE**  
Chairman



**Steve Clarke**  
Treasurer

Dementia UK

Registered charity in England and Wales (1039404) and Scotland (SC047429).  
Company Registration Number 02944156

## Consolidated statement of cash flows for the year ended 31 March 2017

	Note	2017 £	2016 £	2017 £	2016 £
<b>Cash flows from operating activities</b>	23		1,144,114		1,244,515
<b>Cash flows from investing activities:</b>					
Interest receivable		<u>5,260</u>		<u>5,630</u>	-
<b>Net cash provided by investing activities</b>			<u>5,264</u>		<u>5,630</u>
<b>Change in cash and cash equivalents in the year</b>			1,149,378		1,250,145
Cash and cash equivalents at the beginning of the year			<u>3,108,169</u>		<u>1,858,024</u>
<b>Cash and cash equivalents at the end of the year</b>			<u><u>4,257,547</u></u>		<u><u>3,108,169</u></u>

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 1 Accounting policies

#### a) Statutory information

Dementia UK is a charitable company limited by guarantee and is incorporated in England and Wales. The registered office address and principal place of business is 2<sup>nd</sup> Floor, Resource for London, 356 Holloway Road, London N7 6PA.

#### b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (September 2015) and the Companies Act 2006.

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

These financial statements consolidate the results of the charitable company and its wholly-owned subsidiary Dementia UK Trading Limited on a line by line basis. Transactions and balances between the charitable company and its subsidiary have been eliminated from the consolidated financial statements. Balances between the two companies are disclosed in the notes of the charitable company's balance sheet. A separate statement of financial activities, or income and expenditure account, for the charitable company itself is not presented because the charitable company has taken advantage of the exemptions afforded by section 408 of the Companies Act 2006.

#### c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

#### d) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern.

The trustees are of the view that the immediate future of the Charity for the next 12 months is secure on the basis of confirmation of continuing income streams and fundraising activity to generate additional income streams. Accordingly, the financial statements have been prepared on the going concern basis.

The trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period.

#### e) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

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

## Notes to the Financial Statements for the Year Ended 31 March 2017

For legacies, entitlement is taken at the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

Income received in advance of the provision of a specified service is deferred until the criteria for income recognition are met.

### f) Donations of gifts, services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item or received the service, any conditions associated with the donation have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), volunteer time is not recognised so refer to the trustees' annual report for more information about their contribution.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

### g) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

### h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

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

### i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose
- Expenditure on charitable activities includes the costs of delivering services and other educational activities undertaken to further the purposes of the charity and their associated support costs
- Other expenditure represents those items not falling into any other heading.

## Notes to the Financial Statements for the Year Ended 31 March 2017

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

### j) Grants payable

Grants payable are made to third parties in furtherance of the charity's objects. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and that any condition attaching to the grant is outside of the control of the charity.

Provisions for grants are made when the intention to make a grant has been communicated to the recipient but there is uncertainty about either the timing of the grant or the amount of grant payable.

### k) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Where information about the aims, objectives and projects of the charity is provided to potential beneficiaries, the costs associated with this publicity are allocated to charitable expenditure.

Where such information about the aims, objectives and projects of the charity is also provided to potential donors, activity costs are apportioned between fundraising and charitable activities on the basis of area of literature occupied by each activity.

Support and governance costs are re-allocated to each of the activities on the following basis which is an estimate, based on staff time, of the amount attributable to each activity

• Admiral Nursing projects	41%
• Business development	11%
• Research and evaluation	8%
• Public awareness	2%
• Practice development	10%

Governance costs are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

### l) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

### m) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £1,500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

## Notes to the Financial Statements for the Year Ended 31 March 2017

Where fixed assets have been revalued, any excess between the revalued amount and the historic cost of the asset will be shown as a revaluation reserve in the balance sheet.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

- Office equipment 15%-33% per annum, straight line

### n) Investments in subsidiaries

Investments in subsidiaries are at cost.

### o) Admiral Nurse Services

Funding is made available to employing authorities to meet employment, travelling and training costs incurred by them in the provision of Admiral Nurse services. The funding is accrued and recognised in the accounts in line with the provision of these services.

### p) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

### q) Short term deposits

Short term deposits includes cash balances that are invested in accounts with a maturity date of between 3 and 12 months.

### r) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

### s) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### t) Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

### u) Pensions

The Charity subscribes to a defined contribution scheme for the benefit of its employees. Contributions payable are charged to the Statement of Financial Activities (SOFA) in the year they are payable.

## Notes to the Financial Statements for the Year Ended 31 March 2017

The Charity also subscribes to a multi-employer defined benefit pension scheme. It is not possible to identify the assets or liabilities relating to the charity, therefore the charity accounts for contributions to the scheme as if it were a defined contribution scheme. Contributions payable are charged to the SOFA in the year they are payable. The amount outstanding at the year end was £26,068 (2016: £10,377)

### 2. Income from donations and legacies

	Unrestricted £	Restricted £	2017 Total £	2016 Total £
Legacies	450,975	-	<b>450,975</b>	224,849
Voluntary donations	3,949,032	196,358	<b>4,145,390</b>	3,906,920
Total	<u>4,400,007</u>	<u>196,358</u>	<u><b>4,596,365</b></u>	<u>4,131,769</u>

### 3. Income from charitable activities

	Unrestricted £	Restricted £	2017 Total £	2016 Total £
Donations and grants	19,663	649,330	<b>668,993</b>	42,500
<b>Sub-total for Admiral Nursing projects</b>	<u>19,663</u>	<u>649,330</u>	<u><b>668,993</b></u>	<u>42,500</u>
Donations and grants	50,500	-	<b>50,500</b>	-
<b>Sub-total for Business development</b>	<u>50,500</u>	<u>-</u>	<u><b>50,500</b></u>	<u>-</u>
Donations and grants	6,655	-	<b>6,655</b>	-
<b>Sub-total for Research and evaluation</b>	<u>6,655</u>	<u>-</u>	<u><b>6,655</b></u>	<u>-</u>
Donations and grants	-	34,440	<b>34,440</b>	-
<b>Sub-total for Practice development</b>	<u>-</u>	<u>34,440</u>	<u><b>34,440</b></u>	<u>-</u>
<b>Total income from charitable activities</b>	<u>76,818</u>	<u>683,770</u>	<u><b>760,588</b></u>	<u>42,500</u>

### 4. Income from other trading activities

	Unrestricted £	Restricted £	2017 Total £	2016 Total £
Carol Concert and Christmas cards	65,608	-	<b>65,608</b>	58,115
Income from trading subsidiary	2,500	-	<b>2,500</b>	1,175
Total	<u>68,108</u>	<u>-</u>	<u><b>68,108</b></u>	<u>59,290</u>

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 5. Analysis of expenditure

	Charitable activities							2017 Total	2016 Total	
	Raising funds projects	Admiral Nursing projects	Business development	Research and evaluation	Public awareness development	Practice development	Governance costs			Support costs
Staff costs (note 8)	382,914	542,492	375,152	276,860	135,718	248,671	-	407,185	<b>2,368,992</b>	1,548,414
Direct Activity costs	481,824	695,614	51,827	44,876	199,432	221,315	6,721	57,569	<b>1,759,178</b>	1,111,915
IT & Telephone	33,666	14,187	209	4,048	2,871	233	-	76,328	<b>131,542</b>	78,911
Office and Administration costs	39,497	3,105	7,623	813	353	2,358	10,156	111,467	<b>175,372</b>	122,177
Professional fees	99,375	-	8,602	-	28,960	-	5,279	38,696	<b>180,912</b>	73,738
Premises	-	-	-	-	-	-	-	110,074	<b>110,074</b>	86,856
	1,037,276	1,255,398	443,413	326,597	367,334	472,577	22,156	801,319	<b>4,726,070</b>	3,022,011
Support costs	222,668	319,110	85,096	60,985	35,457	78,003	-	(801,319)	-	-
Governance costs	6,157	8,823	2,353	1,686	980	2,157	(22,156)	-	-	-
Total expenditure 2017	<b>1,266,101</b>	<b>1,583,331</b>	<b>530,862</b>	<b>389,268</b>	<b>403,771</b>	<b>552,737</b>	-	-	<b>4,726,070</b>	<b>3,022,011</b>
Total expenditure 2016	<b>932,284</b>	<b>761,145</b>	<b>436,384</b>	<b>233,440</b>	<b>322,951</b>	<b>335,807</b>	-	-	<b>3,022,011</b>	-

Of the total expenditure, £4,040,912 was unrestricted (2016: £2,692,491) and £685,158 was restricted (2016: £329,520).

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 6 Grant making

	Grants to institutions £	2017 £	2016 £
Cost			
Admiral Nursing Project	415,000	<b>415,000</b>	-
At the end of the year	415,000	<b>415,000</b>	-

The charity provided half funding for two years for the recruitment of Admiral Nurses in a number of health institutions. These costs are included in note 5 under 'direct activity costs'.

### 7 Net income for the year

This is stated after charging:

	2017 £	2016 £
Depreciation	253	872
Operating lease rentals:		
Property	127,698	86,857
Other	36,265	-
Auditors' remuneration (excluding VAT):		
Audit	13,000	21,746
Other services	9,000	-

### 8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel

Staff costs were as follows:

	2017 £	2016 £
Salaries and wages	2,020,559	1,320,093
Social security costs	209,956	135,386
Employer's contribution to defined contribution pension schemes	138,477	92,935
	<b>2,368,992</b>	<b>1,548,414</b>

The following number of employees received employee benefits (excluding employer pension costs and employer's national insurance) during the year between:

	2017 No.	2016 No.
£60,000 - £69,999	2	2
£70,000 - £79,999	1	-
£80,000 - £89,999	-	1
£100,000 - £100,999	1	-

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 8 Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel (continued)

The total employee benefits (including pension contributions and employer's national insurance) of the key management personnel were £303,914 (2016: £245,753).

The charity trustees were neither paid nor received any other benefits from employment with the charity in the year (2016: £nil). No charity trustee received payment for professional or other services supplied to the charity (2016: £nil).

Trustees' expenses represents the payment or reimbursement of travel and subsistence costs totalling £2,181 (2016: £5,285) incurred by 5 (2016: 5) members relating to attendance at meetings of the trustees.

### 9 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was 65 (2016:45).

Staff are split across the activities of the charitable company as follows (full time equivalent basis):

	<b>2017</b>	2016
	<b>No.</b>	No.
Raising funds	<b>16</b>	13
Admiral Nursing Projects	<b>23</b>	11
Business Development	<b>6</b>	6
Research & Evaluation	<b>4</b>	3
Public Awareness	<b>2</b>	2
Practice Development	<b>6</b>	4
Support	<b>9</b>	6
	<b>66</b>	45

### 10 Related party transactions

There are no related party transactions to disclose for 2017 (2016: none) other than those already disclosed in note 8.

There are no donations from related parties which are outside the normal course of business and no restricted donations from related parties.

### 11 Taxation

The charity is exempt from corporation tax as all its income is charitable and is applied for charitable purposes. The charity's trading subsidiary Dementia UK Trading Limited gift aids available profits to the parent charity. Its charge to corporation tax in the year was nil (2016: nil).

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 12 Tangible fixed assets

Group and charity	Fixtures and fittings £	Total £
<b>Cost</b>		
At the start of the year	325,982	<b>325,982</b>
At the end of the year	325,982	<b>325,982</b>
<b>Depreciation</b>		
At the start of the year	325,729	<b>325,729</b>
Charge for the year	253	<b>253</b>
Eliminated on disposal	-	-
At the end of the year	325,982	<b>325,982</b>
<b>Net book value</b>		
<b>At the end of the year</b>	-	-
At the start of the year	253	<b>253</b>

All of the above assets are used for charitable purposes.

### 13 Investment in subsidiary undertaking

	The group		The charity	
	2017	2016	2017	2016
	£	£	£	£
At the start and the end of the year	-	-	<b>1</b>	<b>1</b>

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 14 Subsidiary undertaking

The charitable company owns the whole of the issued ordinary share capital of Dementia UK Trading Limited, a company registered in England. The subsidiary is used for non-primary purpose trading activities. All activities have been consolidated on a line by line basis in the statement of financial activities. Available profits are gift aided to the charitable company. A summary of the results of the subsidiary is shown below:

	2017	2016
	£	£
Turnover	2,500	1,175
Cost of sales	-	-
Gross profit	<u>2,500</u>	<u>1,175</u>
Administrative expenses	(34,122)	(23,038)
Other operating income	-	-
Operating profit / (loss)	<u>(31,622)</u>	<u>(21,863)</u>
Interest payable	-	-
Loss on ordinary activities	<u>(31,622)</u>	<u>(21,863)</u>
Deed of covenant to parent undertaking	-	-
Loss for the financial year	<u><u>(31,622)</u></u>	<u><u>(21,863)</u></u>
The aggregate of the assets, liabilities and funds was:		
Assets	13,075	45,522
Liabilities	<u>(69,097)</u>	<u>(69,922)</u>
Funds	<u><u>(56,022)</u></u>	<u><u>(24,400)</u></u>

### 15 Parent charity

The parent charity's gross income and the results for the year are disclosed as follows:

	2017	2016
	£	£
Gross income	5,428,388	4,241,912
Result for the year	<u><u>736,438</u></u>	<u><u>1,328,681</u></u>

### 16 Debtors

	The group		The charity	
	2017	2016	2017	2016
	£	£	£	£
Trade debtors	49,058	5,467	40,591	38,125
Other debtors	23,834	73,420	23,834	35,295
Prepayments	38,010	53,697	38,010	53,697
Accrued income	110,000	-	110,000	-
Amounts due from group undertakings	-	-	67,935	62,877
	<u><u>220,902</u></u>	<u><u>132,584</u></u>	<u><u>280,370</u></u>	<u><u>189,994</u></u>

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 17 Creditors: amounts falling due within one year

	The group		The charity	
	2017	2016	2017	2016
	£	£	£	£
Trade creditors	276,702	165,761	272,734	164,567
Taxation and social security	74,117	47,572	74,119	47,572
Other creditors	52,351	22,014	55,158	16,164
Accruals	274,983	32,015	274,982	32,015
Deferred income	-	-	-	-
	<u>678,153</u>	<u>267,362</u>	<u>676,993</u>	<u>260,318</u>

### 18 Creditors: amounts falling due after one year

	The group		The charity	
	2017	2016	2017	2016
	£	£	£	£
Grant commitments	<u>121,831</u>	-	<u>121,831</u>	-
	<u>121,831</u>	-	<u>121,831</u>	-

Total grant commitments outstanding as at 31 March 2017 relating to the recruitment of Admiral Nurses payable to health institutions were £359,280, of which payable within one year were £237,499 and after one year were £121,831. The amounts due within one year are included within accruals in note 17 above.

### 19 Pension scheme

The Charity operates two pension schemes, a stakeholder pension scheme, administered by Friends Life and NHS Pensions. As at 31 March 2017, the amounts owed to the schemes were Friends Life £23,054 (2016 £9,798) and NHS £1,858 (2016 £579). The number of members in Friends Life are 31 and NHS 7.

### 20a Analysis of group net assets between funds (current year)

	General unrestricted	Designated funds	Restricted funds	Total funds
	£	£	£	£
Net current assets	2,414,055	685,000	701,237	<b>3,800,292</b>
Long term liabilities	(55,000)	-	(66,831)	<b>(121,831)</b>
<b>Net assets at 31 March 2017</b>	<u><b>2,359,055</b></u>	<u><b>685,000</b></u>	<u><b>634,406</b></u>	<u><b>3,678,461</b></u>

### 20b Analysis of group net assets between funds (prior year)

	General unrestricted	Designated funds	Restricted funds	Total funds
	£	£	£	£
Tangible fixed assets	253	-	-	<b>253</b>
Net current assets	<u>1,733,955</u>	<u>800,000</u>	<u>439,436</u>	<u><b>2,973,391</b></u>
<b>Net assets at 31 March 2016</b>	<u><b>1,734,208</b></u>	<u><b>800,000</b></u>	<u><b>439,436</b></u>	<u><b>2,973,644</b></u>

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 21a Movements in funds (current year)

	At 1 April 2016	Income & gains	Expenditure & losses	Transfers	At 31 March 2017
	£	£	£	£	£
<b>Restricted funds:</b>					
Levy Foundation	-	146,858	(146,858)	-	-
People's Health Trust	16,980	4,500	(21,480)	-	-
Masonic Charitable Foundation	-	45,000	(13,149)	-	<b>31,851</b>
Admiral Nursing Projects (Helpline and Professional and Practice Development)	50,000	219,617	(269,617)	-	-
Admiral Nursing Projects (Other)				-	-
Buckinghamshire	410	33,615	-	-	<b>34,025</b>
Cambridgeshire	-	25,000	-	-	<b>25,000</b>
Cornwall	67,798	17,558	(18,750)	-	<b>66,606</b>
Devon (Sid Valley)	1,862	99,344	(11,708)	-	<b>89,498</b>
Devon (Topsham)	-	125,000	-	-	<b>125,000</b>
Dorset (Purbeck)	5,377	22,476	(27,853)	-	-
Hertfordshire	22,901	7,918	-	-	<b>30,819</b>
Isle of Wight	74,600	17,918	(25,000)	-	<b>67,518</b>
Kent	51,105	5,163	(16,580)	-	<b>39,688</b>
Sussex (East)	58,104	8,770	(22,500)	-	<b>44,374</b>
Wakefield	27,921	40,090	(37,857)	-	<b>30,154</b>
Worcestershire	10,698	5,450	-	-	<b>16,148</b>
Other geographical restricted funds	51,680	55,851	(73,806)	-	<b>33,725</b>
<b>Total restricted funds</b>	<b>439,436</b>	<b>880,128</b>	<b>(685,158)</b>	<b>-</b>	<b>634,406</b>
<b>Unrestricted funds:</b>					
<b>Designated funds:</b>					
Brighton	50,000	-	(50,000)	-	-
Cheshire	25,000	-	(25,000)	-	-
Devon	90,000	-	(90,000)	-	-
Doncaster	15,000	-	(15,000)	-	-
Dorset	50,000	-	(50,000)	-	-
Huddersfield	20,000	-	(20,000)	-	-
Newcastle	50,000	-	(50,000)	-	-
North Tyneside	50,000	-	(50,000)	-	-
Staffordshire	50,000	-	(50,000)	-	-
Yorkshire	15,000	-	(15,000)	-	-
Other Designated Funds	385,000	-	-	300,000	<b>685,000</b>
<b>Total designated funds</b>	<b>800,000</b>	<b>-</b>	<b>(415,000)</b>	<b>300,000</b>	<b>685,000</b>
<b>General funds</b>	<b>1,734,208</b>	<b>4,550,759</b>	<b>(3,625,912)</b>	<b>(300,000)</b>	<b>2,359,055</b>
<b>Total unrestricted funds</b>	<b>2,534,208</b>	<b>4,550,759</b>	<b>(4,040,912)</b>	<b>-</b>	<b>3,044,055</b>
<b>Total funds</b>	<b>2,973,644</b>	<b>5,430,887</b>	<b>(4,726,070)</b>	<b>-</b>	<b>3,678,461</b>

The narrative to explain the purpose of each fund is given in note 22.

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 21b Movements in funds (prior year)

	At 1 April 2016	Income & gains	Expenditure & losses	Transfers	At 31 March 2017
	£	£	£	£	£
<b>Restricted funds:</b>					
Levy Foundation	-	220,287	(220,287)	-	-
People's Health Trust	51,900	48,519	(83,439)	-	<b>16,980</b>
Admiral Nursing Projects	-	-	-	-	-
Cornwall	43,046	19,729	-	5,023	<b>67,798</b>
Sussex (East)	46,742	7,338	(1,448)	5,472	<b>58,104</b>
Isle of Wight	58,269	15,731	-	600	<b>74,600</b>
Wakefield	32,906	10,725	(15,883)	172	<b>27,920</b>
Other geographical restricted funds	159,355	31,191	(8,463)	11,951	<b>194,034</b>
<b>Total restricted funds</b>	<b>392,218</b>	<b>353,520</b>	<b>(329,520)</b>	<b>23,218</b>	<b>439,436</b>
<b>Unrestricted funds:</b>					
<b>Designated funds:</b>					
Brighton	-	-	-	50,000	<b>50,000</b>
Cheshire	-	-	-	25,000	<b>25,000</b>
Devon	-	-	-	90,000	<b>90,000</b>
Doncaster	-	-	-	15,000	<b>15,000</b>
Dorset	-	-	-	50,000	<b>50,000</b>
Huddersfield	-	-	-	20,000	<b>20,000</b>
Newcastle	-	-	-	50,000	<b>50,000</b>
North Tyneside	-	-	-	50,000	<b>50,000</b>
Staffordshire	-	-	-	50,000	<b>50,000</b>
Yorkshire	-	-	-	15,000	<b>15,000</b>
Other Designated Funds	-	-	-	385,000	<b>385,000</b>
<b>Total designated funds</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>800,000</b>	<b>800,000</b>
<b>General funds</b>	<b>1,360,350</b>	<b>3,089,567</b>	<b>(2,692,491)</b>	<b>(23,218)</b>	<b>1,734,208</b>
<b>Total unrestricted funds</b>	<b>1,360,350</b>	<b>3,089,567</b>	<b>(2,692,491)</b>	<b>776,782</b>	<b>2,534,208</b>
<b>Total funds</b>	<b>1,752,568</b>	<b>3,443,087</b>	<b>(3,022,011)</b>	<b>800,000</b>	<b>2,973,644</b>

### 22 Purposes of restricted and designated funds

#### Restricted funds

Levy Foundation funds are used to support the administrative expenses of the charity.

People's Health Trust (PHT) are restricted to the activities agreed in accordance with their terms.

Masonic Charitable foundation funds are used to support the remuneration of the Director of Clinical Services.

Admiral Nursing projects are funded by donations specifically for the development and support of the services which Admiral Nurses provide.

The total restricted funds were raised by individuals, companies and charitable trusts throughout the UK to for the provision of services.

## Notes to the Financial Statements for the Year Ended 31 March 2017

### 22 Purposes of restricted and designated funds

#### Designated funds

Brighton – Half funding for two years for the salary of two Admiral Nurses

Cheshire – One post half funding at the Duchess of Westminster hospital

Devon – Half funding for two posts at North Devon district hospital and Exeter hospice

Doncaster – One off funding of £15,000 for a contribution to an Admiral Nurse salary

Dorset – Half funding for one post over two years

Huddersfield – Two years funding for a nurse at £10,000 per year

Newcastle – Half funding for two years for the salary of one Admiral Nurse

North Tyneside – Full funding for one post at Age UK for one year

Staffordshire - Half funding for one post for two years

Yorkshire – One off funding of £15,000 for Dementia Forward

Other Designated Funds – £385,000 relating to contracts at advanced stage with a number of organisations and £300,000 relating to service development

### 23 Reconciliation of net income to net cash flow from operating activities

	2017	2016
	£	£
<b>Net income for the reporting period (as per the statement of financial activities)</b>	<b>704,817</b>	1,221,076
Depreciation charges	253	872
Interest receivable	(5,260)	(5,630)
(Increase) in debtors	(88,318)	(47,472)
Increase in creditors	532,622	75,669
<b>Net cash provided by operating activities</b>	<b>1,144,114</b>	1,244,515

### 24 Operating lease commitments

The group's and the charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods:

	Property		Equipment	
	2017	2016	2017	2016
	£	£	£	£
Less than one year	150,351	68,500	36,265	-
One to five years	48,847	90,937	135,995	-
	<b>199,198</b>	159,437	<b>172,260</b>	-

### 25 Capital commitments

At the balance sheet date, the group had committed to £0 (2016: £0).

### 26 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.

## Legal and Administrative Information

<b>Registered name</b>	Dementia UK
<b>Working names</b>	Admiral Nurses, Admiral Nurse Dementia Helpline
<b>Board of Trustees</b>	See page 12
<b>Chief Executive Officer</b>	Dr Hilda Hayo
<b>Company Secretary</b>	Niall Larkin
<b>Charity number</b>	England and Wales 1039404 and Scotland SC047429
<b>Company number</b>	02944156
<b>Principal address</b>	2 <sup>nd</sup> Floor, 356 Holloway Road, London N7 6PA
<b>Registered office</b>	2 <sup>nd</sup> Floor, 356 Holloway Road, London N7 6PA
<b>Auditors</b>	Sayer Vincent LLP, Invicta House, 108-114 Golden Lane, London EC1Y 0TL
<b>Bankers</b>	National Westminster Bank PLC, 166 Camden High Street, London NW1 0NS

## Our work simply wouldn't be possible without our supporters, donors, partners, volunteers and fundraisers, and we want to say thank you. They include:

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Anne Duchess of Westminster's Charity

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The Zochonis Charitable Trust

And to all our Ambassadors across the UK and our supporters who wished to remain anonymous.

# Thank you



The Admiral Nurse Dementia Helpline is for family or professional carers of someone with dementia, people dealing with a diagnosis of dementia, and those worried about their memory or the memory of a loved one.

Call **0800 888 6678** or email **helpline@dementiauk.org**

Open Monday – Friday, 9am – 9pm

Saturday and Sunday, 9am – 5pm

**[www.dementiauk.org](http://www.dementiauk.org) • 0207 697 4160 • [info@dementiauk.org](mailto:info@dementiauk.org)**

**Dementia UK, Second Floor, 356 Holloway Road, London N7 6PA**