

# Annual Review 2015-16



“

I really enjoy coming into the centre for Men's Group and also for the Friday Lunch Club – the staff and volunteers make me feel very welcome and Helen's soup is always awfie guid.

**Jack**

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Our allotment in Kilmarnock

# Meet our Board of Trustees



John Laurie  
**Convener**



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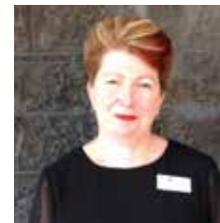
## Meet our Directors



Henry Simmons  
**Chief Executive**



Kevin Craik  
**Director of Finance &  
Corporate Resources**



Marcia Ramsay  
**Director of  
Operations**



Anna Devine  
**Director of Fundraising  
& Marketing**



Jim Pearson  
**Director of Policy  
& Research**

# Introduction from John Laurie, our Convener

2015-16 was a challenging but rewarding year for us as we continue to work for the benefit of people with dementia, their families and their carers.

It was a year where the transition to Integrated Health and Social Care Partnerships had a significant impact on our strategy and how to best take forward our policy priorities. The 8 Pillar Model of Community Support test sites are being evaluated and great progress has been made, however, challenges remain in empowering the key role of Dementia Practice Co-ordinator. We will be continuing to pursue this very worthwhile objective.

We are now progressing with our Advanced Dementia Practice Model which will set out an integrated and comprehensive approach to the care and support for people with advanced dementia and at end of life with dementia. This has involved two years of research and development and is designed to achieve the final 'piece in the jigsaw' of our vision to transform the lives of people with dementia and their carers from diagnosis to end of life, in every setting.

In addition we have worked in partnership with the Scottish Government to inform Scotland's Third National Dementia Strategy.

This is a major effort for the Policy Team given that it calls for an integrated approach with our partners in the National Health Service, the Convention of Scottish Local Authorities, the Scottish Council for Voluntary Organisations (SCVO) and many others.

We also responded to governmental consultations on various pieces of legislation, as and when they apply to people with dementia and their carers.

We continued to see the benefits of our commitment to an Allied Health Professionals programme, which this year was particularly strengthened by a strategic partnership with Queen Margaret University (QMU). Our relationship with many of the Scottish Universities also developed, including our funding of bursaries and the funding of our centres at the University of the West of Scotland (UWS) and the Alzheimer Scotland Dementia Research Centre at the University of Edinburgh. Our national Dementia Nurse Consultants have also contributed to key areas of delivery in the government's National Dementia Strategy and our partners at NHS Education for Scotland (NES) and UWS have now trained over 700 Dementia Champions.

Our Link Workers, funded by the Integrated Joint Boards (IJB), continued to work towards the Scottish Government's post diagnostic support guarantee and we are seeing a substantial growth in referrals. We are also working towards ensuring that adequate resources are available to fund this important work.

Our drive to bring dementia to the high street continues as we opened five new Dementia Resource Centres (DRCs) in Helensburgh, Arbroath, Aberdeen, Tain and Dingwall. We are on schedule to open two more premises in 2016-17, however, they are proving increasingly difficult to obtain at affordable prices. Our main consideration now is to ensure that these Centres are used to their maximum capacity every day of the week. Tied into the DRCs is the use

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The commitment and quality of volunteers and staff never ceases to impress me. Our reputation and contribution to people with dementia and their carers has never been higher and that could not be achieved without their cooperation and commitment.

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of Technology Enabled Care and through our Dementia Circle team visitors can see and experience new, well designed dementia friendly products and technology, with a view to improving everyday life.

The quantity of specialist support we provided this year fell by 14%. The quality was unchanged, with our reports by the Care Inspectorate very positively graded, and showing a slight improvement over last year. The reduction in quantity is primarily due to the high cost of providing specialist services, particularly in areas where the volume of work is small. We are and will remain a specialist service supplier.

We have been developing an innovative technology solution called 'Purple Alert' designed to help find people who have gone missing. It's still in the early stages of testing but we hope it will be operational in 2017.

The ever popular Dementia Dog project continues to develop. Phase 2 of the project will continue to collect evidence of dogs reducing stress, now alongside our Australian partners. If we are successful in obtaining funds we will put more assistance dogs in place over the next year or two.

We have recognised and celebrated our ever growing body of volunteers at 'thank you' events this year, with George Morrison from the Western Isles being nominated Volunteer of the Year. The commitment and quality of volunteers and staff never ceases to impress me. Our reputation and contribution to people with dementia and their carers has never been higher and that could not be achieved without their cooperation and commitment.

No Alzheimer Scotland year would be complete without our Annual Conference, which this year was held in Glasgow and was nothing short of excellent. In addition, we held many events including our Christmas Lecture and Members Advisory Forums (MAFs) all of which were informative, entertaining and very well organised.

In previous reviews I had promised to inform you of the circumstances that led to the sad loss and subsequent death of a man attending one of our services in September 2013. We co-operated fully at all stages of the enquiry and legal process and have been cleared of any wrongdoing. Our thoughts have always been, and continue to be with, his family.

Fundraising remains a key issue for us and this year our fundraising has been very successful and reflects

the tremendous commitment from our supporters, volunteers, staff and colleagues. Last year's Lloyds Banking Group partnership ended and we successfully developed good relationships with Scotmid Co-operative group and many new sponsors. In addition we benefitted from many hundreds of supporters who held and attended a massive array of events contributing their time and money.

We could not help people with dementia and their carers without this support and I take this opportunity to thank you all on their behalf.

Maintaining hard won improvements for people with dementia and their carers in the ever changing, local and national, political environment has been the main policy issue this year and does not look like it is changing. With continued support from you all I'm confident we will prevail.

I and my fellow Trustees look forward to the challenges that will undoubtedly face the organisation in the future. We thank you for your support.

Thank you.





Marina Gray, winner of the Volunteer Engagement Award 2015 with Jim Fry, Trustee.

# People make Alzheimer Scotland

## Our Staff

Our staff's dedication and determination to support people with dementia, their families and their carers is tremendous and we continue to support and invest in our staff to allow them to do this.

Our staff induction programme, LAUNCH!, went live on the intranet and brought together quality, health and safety and workforce development so that staff have a one stop resource for policy, practice and professional development expectations and opportunities.

The Quality and Workforce Development (QWD) Team continue to strengthen Alzheimer Scotland's focus on outcomes and upskilling staff groups. Excellent work has taken place with the development of Link Workers and Service Managers, including the development of a course accredited by the Institute of Leadership and Management. Further work is planned with Dementia Advisors and Day Care Community Activity Organisers.

## Our Volunteers

During the year, over 740 volunteers generously supported the work of Alzheimer Scotland, giving their time freely to improve the lives of people with dementia and their carers. Our volunteers range in age from 14 to 90+ and undertake a variety of roles including providing information and advice, providing vital support to our 24 hour Helpline, administration support, campaigning, fundraising, befriending and supporting a variety of community groups across Scotland.

In November 2015 a National Volunteer Co-ordinator, Julie Penn, was appointed to coordinate, develop and deliver Alzheimer Scotland's volunteer strategy. Work is ongoing to ensure all of our volunteers have a great volunteer experience while supporting the work we do.

In February this year the Fife Service achieved the 'Volunteer Friendly Award' demonstrating Alzheimer Scotland's ongoing commitment to include volunteers, provide effective induction, training, development opportunities and ongoing support and recognition for their volunteers.

“

I volunteer with Alzheimer Scotland, at the day centre once a week, take part in fundraising and serve on the branch committee. It keeps me busy!

Over the years volunteering I've gained new skills, taking part in things like training for handling and moving, and activities sessions.

The best thing about volunteering with Alzheimer Scotland is being part of a happy team, meeting new people and expanding your social circle - which includes our service users at the day centre. The most enjoyable times have been when I have been able to engage a service user in an activity, be it jigsaw puzzles, colouring, conversations, that brought about pleasant memories for them or stimulated their concentration or left them with a feeling of accomplishment.

By volunteering you are helping the service user and all those families and friends who care for them. That's a lot of people!

**Brenda, Volunteer, 75,  
Isle of Lewis**

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It is interesting to me to realise just how much I have let being a full time carer envelope my whole world. Being a part of this event (MAF) made me feel like I'd had a day's work and was a valued person in society again. Being able to contribute, in however small a way it was, made me feel I'm contributing back to Alzheimer Scotland, who were invaluable to me and my mum in the past.

**Alzheimer Scotland member**

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Art Therapy Group at our  
Kilmarnock Dementia  
Resource Centre.

# People make Alzheimer Scotland

## Our Members

We were delighted to see membership increase in 2015-16 by 6%, taking us to almost 8,000 members across Scotland. Alzheimer Scotland is keen to grow our membership and continue to improve our engagement with members.

Throughout 2015 we held a number of MAFs where members shared their experiences and opinions on a range of topics.

Our members attended a number of events throughout the year

including our Christmas lecture and Annual Conference.

More recently in 2016, our members have been invited to local engagement sessions with our Chief Executive, Henry Simmons. Capturing the thoughts, advice and experiences of members at local level is incredibly invaluable.

Our Dementia in Scotland magazine and e-newsletter have been key tools in communicating with our members. They allow us to keep them up-to-date with the latest

news and provide information on how they can get involved. Membership is free for people with dementia, current and former carers, our volunteers, Dementia Champions, Dementia Ambassadors, children and students. It costs as little as £12 per year for other categories and e-membership is also available.

**To find out more about membership, please visit [www.alzscot.org/membership](http://www.alzscot.org/membership).**

Our Christmas Lecture 2015





Advanced Dementia Practice Model

# Championing the rights of people with dementia

In November 2015 we published the Advanced Dementia Practice Model, which sets out an integrated and comprehensive approach to providing care and support for people with advanced dementia and at end of life with dementia. Following two years of research and information gathering we can now present a comprehensive set of policy recommendations about the support of people with dementia from before they are diagnosed to the end of life, in every setting.

The transition to integrated Adult Health and Social Care and introduction of the new IJBs changed the way in which we take forward our public policy priorities. Our Policy Team has been working with Heads of Operations and Policy and Engagement Managers to make sure that we are in the best position possible to engage with and influence the IJBs to ensure that the national commitments are delivered at local level. We are ensuring that decision makers are informed by the experiences of

people with dementia, their families and carers by developing local involvement networks.

In addition we have been working with the Scottish Dementia Working Group (SDWG) and National Dementia Carers Action Network (NDCAN) to strengthen our involvement and ensure meaningful and better co-ordinated engagement between the national groups and the developing local networks. A key focus for the coming year is to continue to improve our local engagement by growing these local networks.

We have continued to work with Focus on Dementia and other stakeholders to drive improvements in post diagnostic support and to support the 8 Pillars testing programme. The Policy Team has worked alongside local colleagues to support and make the case for continued funding of high quality post diagnostic support which can deliver better individual outcomes for people with dementia and prevent or delay costly crisis interventions.

The 8 Pillars model test sites ended during 2016 and great progress has been made in different ways at each of the five sites in better integrating and



## Advanced dementia practice model:

understanding and transforming advanced dementia and end of life care



# Championing the rights of people with dementia



coordinating the services that are available to support people with dementia. The test sites have shown us that although there is a strong commitment to better care coordination, improvements are still needed to fully empower the role of Dementia Practice Co-ordinator. The report, due in autumn 2016, will reflect these issues. We will be working with the Scottish Government, IJBs and other stakeholders to continue to support the case for the role of the Dementia Practice Co-ordinator in delivering the highest quality of care, treatment and support for people with dementia and those who care for them, as set out in the

8 Pillars and Advanced Dementia Practice Models.

Over November 2015 to January 2016 the Policy Team worked, once again, in partnership with the Scottish Government to plan and facilitate a series of national dialogue events to inform Scotland's Third National Dementia Strategy. We worked together with Policy and Engagement Managers, SDWG and NDCAN to ensure the involvement of people with dementia and carers in the dialogue events. The Strategy will be published in the autumn of 2016.

We continued to work with NHS Health Scotland and many

other partners to explore the issues faced by people with dementia in minority groups when trying to access support or services. A series of recommendations has been presented to inform the next National Dementia Strategy.

Alzheimer Scotland's international reputation for public policy engagement has brought an increasing interest from across the globe. During 2015-16 we hosted visitors from Japan, Cyprus, Netherlands and several delegations from municipalities in Denmark.

The Policy Team has also been involved in many other areas of

public policy, including: continued involvement in the Convention of Scottish Local Authorities' (COSLA) non-residential care charging review group; blue badge reform; SCVO (the Head of Policy has been elected as Chair of SCVO's public policy committee); responding to several consultations. These include key consultations such as Adults with Incapacity (Scotland) Act 2000, the Scottish Government's draft delivery plan on the Convention on the Rights of Persons with Disabilities and the Carers' Bill.

In March 2016 we launched our Scottish Parliamentary Elections election pledge, seeking the support of candidates to continue to support our priorities if elected. Almost half of the elected MSPs signed the pledge and since the election we have been speaking to key MSPs about our priorities and to gain support to re-establish the parliamentary cross party group on dementia.

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We have been working with SDWG and NDCAN to strengthen our involvement and ensure meaningful and better coordinated engagement between the national groups and the developing local networks.

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SDRC Delegates

# Care today, cure tomorrow

We are delighted to be able to support vital dementia research in Scotland. Join Dementia Research (JDR) is a National Institute for Health Research initiative which encourages people to volunteer for dementia research by matching them up with suitable studies. JDR has recently added Scottish research studies to their database and we have worked closely with them to promote this throughout Scotland both to people with dementia and those without a diagnosis.

In spring 2016, top dementia researchers from across Scotland met in Glasgow to discuss how to define Scotland as a world leader in dementia research. The conference, hosted by the Scottish Dementia Research Consortium (SDRC), brought together over 100 people from

more than 40 institutions, and included experts from the fields of basic science, clinical medicine, psychological, social and health care. Together they shaped a strategic approach to working collaboratively which will secure Scotland has a global presence in the field of dementia research.

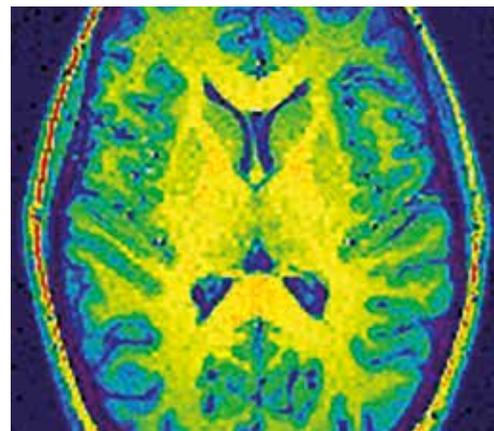
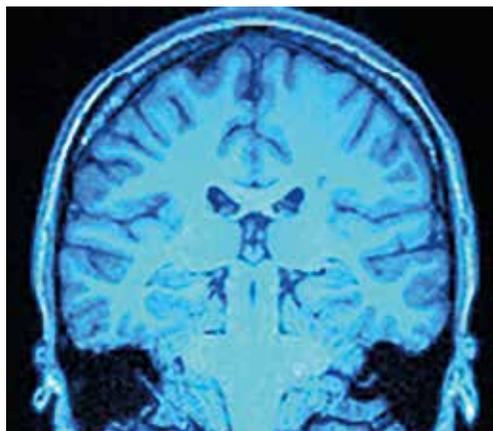
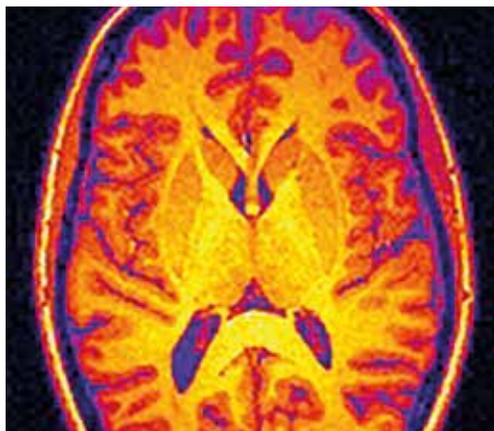
We continued to work with many of the universities around Scotland, including UWS, where the Alzheimer Scotland Centre for Policy and Practice is based, and at the Alzheimer Scotland Dementia Research Centre at the University of Edinburgh. In addition, we continued to provide bursary support for study programmes at the Universities of Edinburgh, Stirling and Queen Margaret. During the year we also developed a strategic partnership with QMU, led by our Allied Health Professional (AHP) Consultant.

“

I signed up to Join Dementia Research in July 2015. I've always been interested in research but I never thought that I'd be suitable to participate, due to my age. It means a lot that I've taken part in research which may help us pinpoint the causation of the disease and its symptoms within the brain as it progresses which could help with future treatments and potentially even prevention of the disease for future generations of families living with dementia.

**Natasha, JDR volunteer**

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The development of Alzheimer Scotland's AHP practice placement and internship programme has strengthened our relationships with the universities that deliver AHP education, giving many students valuable insight into working with people with dementia and provided skilled support to groups and services across Alzheimer Scotland. We have also hugely strengthened the contribution of AHP practitioners to the development of policy and practice.

Our national Nurse Consultants have been working to support delivery of key areas of the National Dementia Strategy, including work to renew the Memorandum of Agreement with Health Boards to fund and retain the Alzheimer Scotland Dementia Nurse Consultants. This has progressed well and all Health Boards have signed a Memorandum of Agreement keeping the Nurse Consultants in their role for the foreseeable future. We have been extremely fortunate to have such a strong partnership with colleagues at NHS Education for Scotland (NES) and the Chief Nursing Officer at Scottish Government who have provided vital support and funds.

Our national Nurse Consultants have played a significant role in supporting the Alzheimer Scotland

Dementia Nurse Consultants, the Dementia Champions programme, and the ten key actions to support improvement in acute hospital care. In addition, we are working to support Commitment 11 of the current National Dementia Strategy to deliver improvement in specialist dementia care units. This improvement work focuses on improving existing specialist dementia care units. Aligned, but separate from this work we are developing an evidence based model which sets out a new model of specialist dementia care. This will include the design of the environment and the multidisciplinary team required to deliver the highest quality of specialist dementia care.

“

For me, it showed me how positive you can be living with dementia and highlighted it wasn't all negative.

**Speech and Language  
Therapy Student, 2015**

”





Jack getting a haircut, supported by his daughter-in-law Louise.

# The heart of our work

In 2015-16 we continued with our commitment and focus on delivering information, advice, support and engagement in communities and localities right across Scotland.

Alzheimer Scotland's primary aim is that nobody faces dementia alone and in localities across Scotland we are committed to providing a wide range of support and services and to campaigning at a local level.

The direct support we provide to individuals with dementia and their families is truly at the core of our work. This includes the services we provide in the form of day care and the one-to-one support we provide to people within their own homes

and communities. Throughout the year our staff supported 1,400 people on a one-to-one basis and over 1,000 people were supported in one of our day care places.

Through these services all of our support staff are helping to ensure that people with dementia can feel better and live well with dementia. Our staff will constantly be looking to provide support that helps each person connect to their sense of self and sense of personhood. This might involve techniques, such as cognitive stimulation, and reminiscence approaches involving for example football, life story work or music. The Promoting Excellence Framework and training provided by our Quality and Workforce

Development Team helps provide a strong knowledge and skills basis for us to support our staff to develop these skills and deliver these services.

Throughout the year our staff have, yet again, demonstrated their deep desire and commitment to go the extra mile for the people we support. So many of our staff go above and beyond their role and lend a hand to support the work in our local areas, through fundraising, providing information and organising dementia friendly community activities. This links well with the work of our Policy and Engagement Managers and Dementia Advisors (DA) and





Dementia Advisor Iain Houston (r) with Douglas and Nancy in Paisley.

## The heart of our work

provides a strong basis for our Service Managers to build our localities on. Our DA's provided just fewer than 15,000 individual contacts this year and around 4,200 people participated in one of our community group activities. Across all of our localities we provided just over 100,000 contacts and just less than 2,000 café or drop in sessions. Although Dementia Friends sessions only started part way through the year, we delivered Dementia Friends training to 12,000 members of the public. It is clear that we can safely say that our localities played their part in making sure nobody faces dementia alone.

The Director of Operations and the Heads of Operations have worked closely with our Service Managers and local staff this year to refine and reshape the way we manage and provide these services. We continued to move towards a locality structure and successfully introduced broader portfolios and responsibilities for each of the Heads of Operations.

However this is probably the most difficult financial climate that we have been in and our local services have truly felt the greatest impact of this. In some areas the level of support we have been asked to provide has been significantly

reduced as local commissioners drive forward cost saving measures and efficiency savings through their procurement methods. The Operational Leadership Team and Service Managers have had to work extremely hard to maintain some services and tackle the fact that as a result of these changes the financial viability of some services is not tenable.

Much of this support is commissioned by the IJBs and this usually takes the form of a spot purchased framework agreement. More recently we have seen a welcomed increase in the number of people using Self-Directed Support (SDS) to directly commission our support placing real choice, power and control in the hands of people with dementia their families and their carers. This increased by 26% this year.

Despite this growth, the impact of the greater loss of service has meant that the Director Team and Operational Leadership Team have had to start to further reshape our services and are in the process of developing plans that will provide the best possible opportunity to protect these services in the longer term.

## Post-diagnostic support

Following the introduction of the Scottish Government's post diagnostic Health Efficiency Access Treatment (HEAT) target in April 2013, we have seen further growth in our post-diagnostic support work. We currently have 65 Dementia Link Workers and recorded 2,903 referrals to in 2015-16, a 37% increase from the previous year.

We continue to work to make as many Link Worker posts as financially secure as possible and we support this vital group through our QWD team.

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I did not expect to benefit from seeing a Link Worker, I thought what is a Link Worker going to do for me, how can they help with this? I was wrong. The help and encouragement I have received has changed my way of thinking about what lies ahead.

Jimmy, West Lothian

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# Dementia on the high street

## Designing new Dementia Resource Centres

During the year we opened new DRCs in Helensburgh, Arbroath, Aberdeen Dingwall and Tain and have plans for two more in 2016-17.

As well as bringing dementia to the high street, these centres are designed for and with people with dementia, their families, their carers and also our staff.

Since the design of the Kilmarnock DRC in 2014 we have been evolving a template for each new centre, to ensure that we have a local feel and to reflect local priorities. From the design perspective there are a couple of basic approaches that influence our thinking. People with

dementia using the centres will range from those living very well with their illness to those needing considerable support; so we need to ensure our design reflects this diverse need.

The challenges that people living with dementia have with their environments are similar to all of us. Confusing and stressful environments are enhanced for people living with dementia and there is a fine balance between stressful environments and stimulating environments (which is the same for all people). Older people with dementia often

have other physical challenges including poor vision, impaired mobility, or poor hearing, and this can exacerbate stress. Rigid 'rules' about light levels, or contrast, or colour psychology must always be subject to good contextual thinking, including physical and cultural influences. Good design for people living with dementia is no more about 'box ticking' than good design for healthy people.

The finishes that we have used in our centres also reflects our brand and brings consistency and familiarity.



# Alzheimer Scotland Action on Dementia

# DEMENTIA RESOURCE CENTRE

Making sure nobody faces



Celebrating the launch of our Helensburgh DRC

# Innovation and creation

## Technology Enabled Care

We had the opportunity to bid for funding from the Technology Enabled Care (TEC) fund, in which we were successful. In year one, we embedded the TEC conversation across our organisation. We have a working group of Link Workers who are producing TEC guidance. We have been instrumental in developing the charter for people living with dementia. We have promoted the TEC work widely at all our events in the last year, and had a session at this year's Dementia Awareness Week (DAW) conference to share our TEC story. We have set up a testing network in our Ayr DRC, where we have a variety of products and where we can send others to be tested on request. We have built on our national Dementia Circle project by including TEC in five of our DRCs and continue to build on this. We have just completed filming our series of technology videos for people living with dementia to make information more accessible; at present these are hosted on YouTube and will be on our own website shortly. We have built some very robust partnerships and will continue to build on all this work, as we have been awarded funding for another two years.



## Technology Charter

The Technology Charter for People Living with Dementia in Scotland 2015 follows on from the Charter of Rights for People with Dementia and their Carers in Scotland, and aims to support achievement of the National Health and Wellbeing Outcomes and the 20/20 Vision for Scotland. The aim of the Charter is to be a mandate founded on a common set of core values and principles so that people living with dementia in Scotland benefit from technology to help them live a healthy life safely, securely and confidently in their local communities.

The Charter also seeks to raise public and professional awareness of how technology can enhance

lives, promote independent living and assist and complement care and support.

In the Charter, the term 'technology' is used to describe the application and use of technological solutions (products, systems and processes) which can meet the changing needs of people wherever they are living with dementia in Scotland and support the delivery of integrated health and social care.

The Charter was developed in consultation with people living with dementia, Alzheimer Scotland and partners in care drawn from across health, social care and housing, the technology industry and other organisations and services in Scotland.

## Dementia dogs

The Dementia Dog Team believe that there are significant opportunities to build on the learning from Phase 1 of the project and develop a wider range of ways that people with dementia and their carers can have regular and positive interaction with a dog. Following the first phase we discovered some of the data we needed had not been captured in our original research plan. We have secured some research funding from the Alzheimer Scotland Research Fund and are further looking at the effects of the dog reducing stress, both for the person living with dementia and their carer, as well as looking at the impact on the progression of the dementia. We have also worked with our Australian partners to incorporate our missing data into

their evaluation and they are happy to share their work with us on a continuing basis.

Phase 2 will focus on developing the assistance opportunity and funding is being sought from the Life Changes Trust. Dementia Dog will also seek funding to develop the non-assistance dog elements of its work, but this will come in Phase 3 which is not expected to start until well into 2017. If successful in obtaining funding, our team propose to carry out the following work over the next three years:

- Continue to provide aftercare support to the existing assistance dog teams. We will continue to document progress and understand the innovation and creation issues arising for the people we support as a way

of better understanding how to develop the service.

- Place a further eight assistance dogs and build opportunities for the dogs to play a wider role in the community if appropriate. This will build on the existing model whereby there is a partner 'carer' to support the person with dementia.
- Continue to support research and evaluation within every element of the project. This will include both the issues relating to the health and wellbeing of both the person with dementia and their carer and the economic benefits that could accrue from dogs working in these settings.



Launching our Dementia Dog appeal



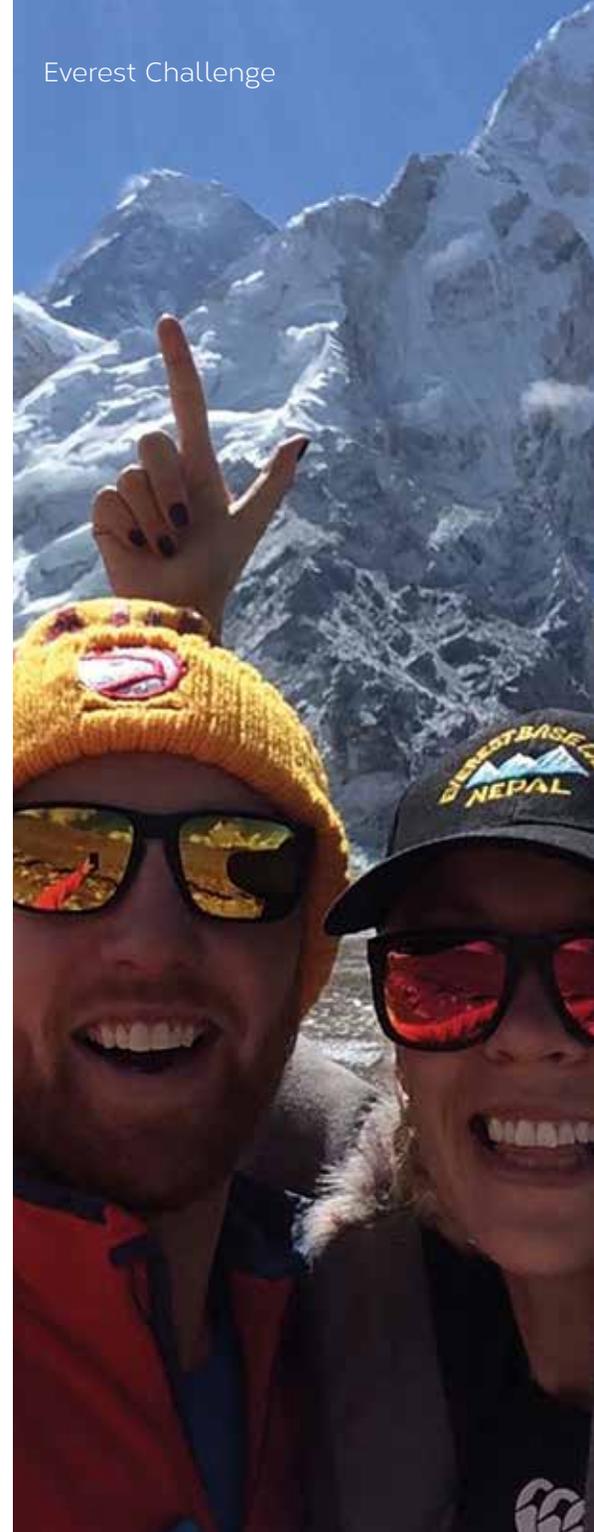
Loch Ness Swim

“

We wanted to do something a bit different because I know that's exactly what my gran would have wanted

Nina  
”

Everest Challenge



# Challenge Dementia

In early spring of 2016 we launched our Challenge Dementia awareness and fundraising campaign, encouraging people to take on a range of challenges from bake sales to head shaves.



Our selection of our fantastic Challenge Dementia fundraisers.

# Listening, learning and sharing

We hosted and facilitated a large number of events and conferences throughout the year, including our annual conference during DAW in 2015. The theme of the 2015 conference was 'Global to local' and featured a number of fantastic speakers from all over the world to share their insights and developments with 450 delegates. In addition, we hosted the Scottish Dementia Awards with our partners at NHS Health Scotland; NHS Education for Scotland (NES) and the Scottish Social Services Council (SSSC), plus our own staff, volunteers and members' conference and the organisation's AGM. In the autumn and winter we organised five dementia dialogue events, working with the Scottish Government, to capture thoughts and advice on the previous dementia strategy and to feed into the development of the next three year strategy.

Our annual Christmas lecture was presented, to an audience of over 300 people at the Hub in Edinburgh, by Professor Craig Ritchie, with a focus on risk reduction and prevention.

During the year we also hosted two national MAF events in Edinburgh and Glasgow, engaging members and seeking their thoughts, advice and experience on key topics. These were supported by

local engagement and reference group events across the country and managed by Policy & Engagement Managers.

DAW ran from 1-7 June 2015, with a theme of 'Let's talk about dementia' following our campaign which encouraged people to have those, sometimes difficult, first conversations. There were over 200 local events during the week, staged by staff, members, volunteers and our health and social care partners.

Our digital presence continued to develop throughout the year. In particular, engagement on social media developed exponentially. By the end of March 2016 we had over 13,500 Twitter and Facebook followers. Since 2013, Facebook has increased by 353% and Twitter by 180%.

We continued to refresh the look and feel of our magazine, Dementia in Scotland, and circulation of the magazine increased to 14,000 copies per edition. The magazine is primarily for our members but we now also send a copy of each edition to GP practices across Scotland.

We are consistently working on updating and expanding our library of information and resources. We currently maintain 43 information sheets and 47 leaflets which

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I attended the conference as I work in an acute assessment dementia unit and find that events such as these enable me to look beyond what is happening in my locality.

Margaret

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“

I attended the DAW Conference as it provides me with the opportunity to meet so many different people who all share the common goal of wanting to help people with dementia and their carers.

Amanda

”



Alzheimer Scotland  
Annual Conference  
June 2015

Heavy Horse on the M8  
turned purple for DAW



# Listening, learning and sharing



encompass everything from introductory information on dementia to support for carers, and more.

We continued to promote our 24/7 Freephone Helpline through our information and marketing materials, in particular Helpline cards and leaflets being placed in various health services, community centres, libraries and pharmacies. The Helpline Team produced a carer's card in conjunction with the NDCAN. In addition, we also increased the online presence of the Helpline through social media and website updates.

During the year we continued to work closely with local and national media titles, responding to requests for comment and proactively generating stories and case studies to submit to press and media to increase awareness and promote our work. We continued to support SDWG and NDCAN with media training and social media training.

We also engaged with more research ambassadors to enable us to offer a wider pool of commentators when we are approached by the media about press stories. Having access to key specialists, for example in research,

means we are able to offer fresh voices and variation in response, which is appealing to the TV, radio and the press. We were also able to work with a number of celebrities during the year to help to help promote our Memory Walks and the winter Challenge Dementia campaign, including Barbara Rafferty (Rab C Nesbitt and The King of Scotland), Alison Walker (sports broadcaster) and Kate Dickie (Game of Thrones, Prometheus).



# MEMORY WALK



# Making every penny count



We are enormously grateful to the huge commitment of our supporters, volunteers and colleagues who continue to help us bring in the vital funds needed to support our important work.

The end of the large scale Lloyds Banking Group partnership has meant that our Corporate Team has had to cultivate new opportunities whilst managing and maximising opportunities with existing partners. The team worked on 25 different 'Charity of the Year' partnerships this year (charity of the year partnerships in 2015-16 have increased by 73% compared to 2014-15) including our Scottish-led partnership with Scotmid Co-operative, which raised £132,000 in its first six months. The partnership is scheduled to end in autumn 2016 and Scotmid Co-operative staff and customers were thoroughly engaged with fundraising, from store raffles to cycle rides. The support from the Dementia Friends team has been invaluable and has helped us to build lasting relationships with our corporate partners.

Our partnership with Sainsbury's Bank raised £40,000 and staff got wholeheartedly behind our cause at every level of their organisation, from the senior executive team to account and customer staff. The bank was recognised at the Edinburgh Chamber of Commerce Business

Awards when they received an award for Outstanding Social Responsibility for their partnership with us, which has seen over a quarter of their workforce attend face to face Dementia Friends learning sessions.

The Wheatley Group raised over £18,000 and have pledged to continue our partnership beyond the initial agreed one year period. The Rangers Charity Foundation raised awareness of Alzheimer Scotland and our work, as well as committing to a donation of £25,000. Other corporate partners who began working with us this year include Flight Centre, BNP Paribas, and BAM Construction. HSBC Bank also launched a new three year partnership with us and the fundraising momentum is growing amongst their workforce who, like many of our partners, are receiving Dementia Friends learning sessions as part of the partnership.

In 2015-16 we received donations from 32 trusts which had not supported us the previous year. We are grateful to the Life Changes Trust, which awarded two grants totalling £210,000 over five years to our befriending projects in Glasgow and Lanarkshire. The Trust also continued its support of Dementia Friendly Dumfries and Galloway and our allotment in West Dunbartonshire. The Big Lottery Fund awarded £50,000

## Making every penny count

through the Young Start Fund towards the Forget Me Not Project in Glasgow and West Lothian. Additionally, the Co-op Local Fund awarded numerous grants towards community-based services in locations all over Scotland. More than seventy other charitable trusts and foundations awarded grants in this year, making a very significant contribution to our funds. The Scottish Power Foundation granted Alzheimer Scotland £35,000 through its support of projects which encourage citizenship and community development, towards our Dementia Friends Scotland project. The funds were used to help us recruit even more Dementia Friends in Scotland and to create the resources used in the programme. The ScottishPower Foundation helped us publicise Dementia Friends and also recruited ScottishPower staff to help out at our Memory Walks.

We are extremely grateful to everyone who attended our gala events as well as those who volunteered on our event committees, our sponsors, our suppliers and the venues who hosted them. These events raised just under £90,000 towards our work.

We attracted many supporters to participate in our sponsored events such as marathons and cycles. The



Edinburgh Marathon Festival alone raised over £120,000. In addition, growing numbers of supporters raised money for us by organising their own events and fundraising activities and we worked hard to provide them with high quality support in their local areas. DAW 2015 was a catalyst for extensive fundraising in local communities and we thank all the community groups, businesses and individuals who got involved. The Crystal Ball raised over £26,000 and the Woodlands Forget Me Not Ball raised over £21,000.

In early spring of 2016 we launched our 'Challenge Dementia' fundraising campaign with a series of radio and social media activity, securing extensive media coverage and recruiting new supporters to take on a range of challenges from bake sales to head shaves. 'Challenge Dementia' will continue as our fundraising theme in the coming year.

We held our second Memory Walk 'series' and raised just under £200,000 (before Gift Aid), nearly doubling the 2014 total income and substantially increasing participation. Colleagues from

across the organisation once again worked together to achieve the huge task of planning, promoting and delivering the series. Most importantly, supporters all over the country took part and raised vital funds which will be used to sustain key local services like Dementia Cafés and activity groups. A dedicated Memory Walk website was created and received 31,893 visits. We are determined to continue the growth of Memory Walks in the coming years and have a number of exciting plans for 2016-17.

We received over £300,000 from gifts made in memory of a loved one, as well as many gifts in celebration of weddings, birthdays, anniversaries and other special occasions. We are deeply honoured to be the recipients of these gifts. We are very grateful for all the donors who have given gifts, and especially grateful to our regular donors who give by direct debit or payroll giving. These areas of giving continue to grow and are immensely valuable to us. Gifts in wills increased significantly this year. This is one of our most important sources of income, which make much of the work we do possible, and these gifts are received with our most sincere thanks and gratitude.



## Making every penny count

We held a focus group to explore a proposed legal panel which was very positive and has opened the door to the panel's development in spring 2016.

McClure Solicitors were independently chosen to enable customers to make a free will in exchange for a charity donation and we have received £2,500 so far this year from this scheme; we will explore other ways of working together once the legal panel is up and running.

As the number of people living with dementia in Scotland continues to rise, so does the need for the support, projects, Dementia Helpline, DRCs and everything else that we exist to provide. Without the generosity of our supporters we couldn't provide any of this important support to people living with dementia in Scotland. We received generous donations from individuals, workplaces, community groups, clubs and schools, who helped us by holding events, raising sponsorship and organising many other fundraising activities. We are very touched by and grateful to those who have asked family and friends to send us donations in memory of their loved ones. We are also grateful for the financial support we have received from the

Scottish Government, NHS boards and Local Authorities.

We are incredibly grateful to the many companies, trusts and foundations (see opposite) who supported us this year. The support we received this year will help us to continue to make sure that nobody has to face dementia alone.

“

I ran the Loch Ness marathon in memory of my Grandad, who had Alzheimer's disease. I know first-hand the difference support from Alzheimer Scotland can make and how important it is, both for the people with dementia and their families. I wanted to give something back, and help this amazing work to continue.

Hannah, fundraiser

”



# Thank you

## Special thanks to:

Aberdeen City and Shire Hotels  
Association (ACSHA)

ASCO

BAM Construction

Bank of Scotland Foundation

BNP Paribas

Group Celesio

First State Investments

Flight Centre

HSBC

ITV Text Santa Appeal

Kames Capital

Lendlease

Lloyds Banking Group

Loch Lomond Trossachs

National Park

Marks and Spencer

Maxxium

PwC Foundation

Randolph Hill Nursing Homes

Royal Bank of Scotland

Sainsbury's Bank

Scotmid Co-operative

Selex

Wheatley Group

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Aberdeen Community Fund

Bank of Scotland Foundation

The Misses Barrie Charitable Trust

The Gordon & Ena Baxter  
Foundation

Big Lottery Fund

The Binks Trust

The Bottomley Charitable Trust

Mrs S N M Bowlby's Charitable Trust

Peter Brough Bequest Fund

The Broughton Charitable Trust

The Brownlie Charitable Trust

Miss Mary G Burnett Trust

Callendar Charitable Trust

The Martin Connell Charitable Trust

Co-op Local Fund

The Cordis Charitable Trust

Cruden Foundation

DHL UK Foundation

The Margaret Douglas Trust

ELPD Charitable Trust

Foundation Scotland

The Gamma Trust

Garnett Charitable Trust

The Hilda and Johnny Gibb  
Charitable Trust

Gibson Graham Charitable Trust

The James and Patricia Hamilton  
Charitable Trust

Miss I F Harvey's Charitable Trust

The M V Hillhouse Trust

Kirkcaldy & Dysart Queen Victoria  
Benevolent Trust

The Hospital Saturday Fund

Heather Hoy Charitable Trust

IBB Trust

The James Inglis Trust

The JTH Charitable Trust

D.C. Leggat's Charitable Trust

Life Changes Trust

The New Maclay Murray & Spens  
Charitable Trust

The Ian Mactaggart Trust

Hugh and Mary Miller Bequest

The Ronald Miller Foundation

The Morton Charitable Trust

Margaret Murdoch Charitable Trust

The Netherdale Trust

The Netherton Trust

The Nimar Charitable Trust

The Penpont Charitable Trust

PF Charitable Trust

Queensberry House Trust

Grace Rae Trust

The Riada Trust

Row Fogo Charitable Trust

Scottish Government

ScottishPower Foundation

SCVO

Six Point Foundation

Souter Charitable Trust

The St Katharine's Fund

Stichting Teuntje Anna

Templeton Goodwill Trust

The Tennant Southpark Charitable  
Trust

The Tour Trust

The Twitten Charitable Trust

Westwood Charitable Trust

The J & J R Wilson Trust

Zurich Community Trust

# Looking forward

This has been one of the most financially challenging years we have experienced within our local services and we have been working with all of our senior managers to develop a proactive longer term solution. Our plan is that, in 2016, we will commence a programme of local service redesign in preparation for the creation of a new social enterprise. This new organisation will be an innovative employee owned entity and will have our dementia care at home services and staff at its core. During the year we will work with our staff to create this new organisation and we will aim to transfer our services and staff who work in our home care services into this new operation by April 2017. These core dementia services will be protected within this new entity although the new organisation will have the ability to grow and develop beyond dementia care and will operate as generic provider in order to develop a greater economy of scale and ensure a stronger, more viable, future platform. We believe that by taking this significant measure and by developing this through an employee ownership structure we are creating the best possible opportunity for our staff and

the new organisation to flourish and develop.

As we create this new entity and begin the transition process we will also improve and invest in the quality of our remaining core service provision, in particular our day services and the community support activities that we provide in our DRCs. We aim to ensure that the highest possible level of therapeutic intervention and practice is delivered in each of these services and that the high quality nature of these services will create an ongoing demand from commissioners and people with dementia and their families. We will continue the process of reshaping as the new entity takes over some of our services and we will build a strong leadership structure to support each locality.

As already noted in the report, we have worked in partnership with a number of organisations and the Scottish Government to introduce and test our main models of transforming the health and social care experience of people with dementia, their families and their carers as part of the National Dementia Strategy. Our main objective now will be to ensure

that these national commitments are delivered locally through the new IJBs. Our local staff will work closely with our members and supporters in each locality and ensure that the voice of people with dementia, their families, their carers and our local activists is organised and can become a powerful local voice of support where necessary, challenge. In this climate, where there are serious funding pressures throughout the health and social care system, we will align our policy focus to build strong local arguments for full implementation of the priority areas of the National Dementia Strategy. We will be doing as much as we possibly can to ensure that the voice of local people and our local members are listened to and central to this evolution and development of policy will be the roles played by SDWG and NDCAN.

During the year we consolidated our new rebranding and this was exceptionally well received. We have made further investments in bringing together our Communication, Marketing and Fundraising Teams and we will embark upon an ambitious programme to use as many alternative forms of social media

and digital-based campaigns as possible. We will maintain our aim of ensuring that the people who support us have a strong sense of return within their localities and we will continue to improve communication with our members, fundraisers, supporters and volunteers.

We will also continue to use vital fundraised income to maintain our commitment to provide funds for our Dementia Nurse programme, Dementia Advisors, Dementia Helpline, DRCs, Dementia Research and our Dementia Friends programme.

The Dementia Friends initiative has already begun to attract huge interest and many members of the public in Scotland are already signing up to become Dementia Friends. This is fully funded by Alzheimer Scotland, unlike the situation in England, and we are extremely pleased to see such a positive response to this and we will continue to invest and seek funding partners to further develop this successful initiative.

The policy, economic and practice climate that we operate in is both dynamic and turbulent and there are many changes that we are

dealing with within health and social care and within society in general that could not have been predicted. We will continue to embrace these changes and look for the opportunities within this to promote our work and our mission. We will ready ourselves and the organisation for a very challenging future in order to ensure that in our ever changing world the human rights, equalities, citizenship and access to support for people with dementia, their families and their carers are protected and that we deliver on our mission to make sure no one faces dementia alone.

*Henry Simmons*

Henry Simmons  
Chief Executive



# Our finances

Income and Expenditure 2015-16

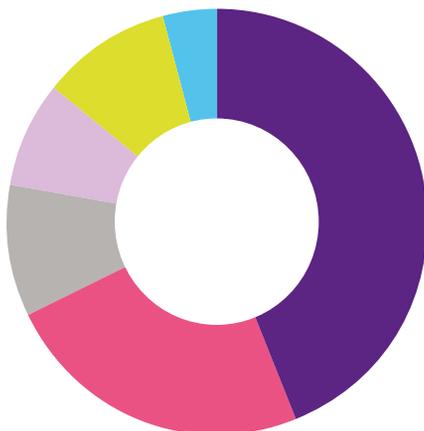
Consolidated income and Expenditure Account for the year ended 31 March 2016



	2016 £	2015 £
Total Incoming resources from generated funds	6,794,069	6,371,192
Total Incoming resources from Charitable Activities	12,329,841	12,969,994
<b>Total Incoming Resources</b>	<b>19,123,910</b>	<b>19,341,186</b>
Cost of generating funds	539,341	536,475
Resources spent on Charitable Activities	18,555,603	18,775,919
Governance Costs*	54,096	67,010
<b>Total Resources Expended</b>	<b>19,149,040</b>	<b>19,379,404</b>
<b>Net Incoming resources before transfers</b>	<b>-25,130</b>	<b>-38,218</b>

\*Audit fees, Director's insurance, AGM and meetings costs

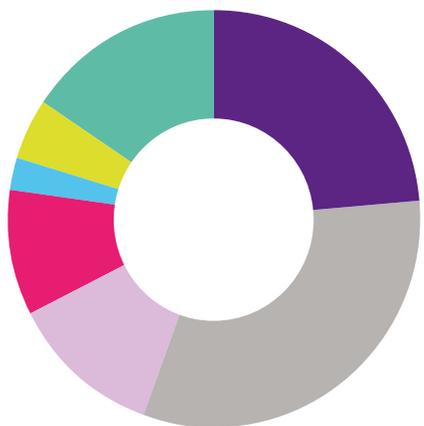
## Income



### Income

Local Authority grants	44%	
Fundraising trusts and donations	24%	
Other	10%	
Health board grants	8%	
Legacies	10%	
Scottish Government and specific grants	4%	

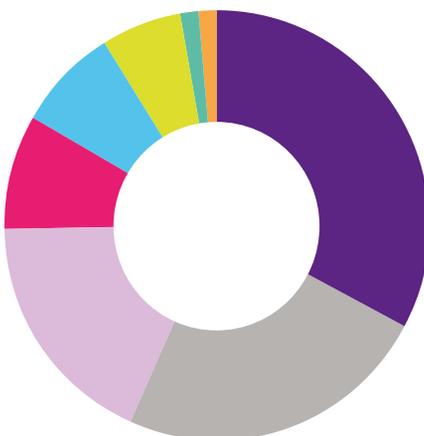
## Expenditure: Care Related Services



### Care Related Services

Home care	32.09%	
Day care	23.69%	
Other - care related*	15.55%	
Link Workers	11.96%	
Support costs	9.62%	
Property costs and depreciation	4.66%	
Training and development	2.43%	

## Expenditure: Other Charitable Activities



### Other Charitable Activities

Involvement, campaigning and awareness raising	32.88%	
Dementia Advisors	23.94%	
Fundraising and community fundraising	17.97%	
Research	8.56%	
Dementia Nurses	7.98%	
Support costs	5.90%	
Branches	1.42%	
Governance	1.35%	

\*Includes Allied Health Professionals, short breaks, misc & development projects





[www.alzscot.org](http://www.alzscot.org)

 @alzscot

 /AlzheimerScotland

 0131 243 1453

 [info@alzscot.org](mailto:info@alzscot.org)

“

It's a pleasure to work for an organisation that has such a focus on the individual, where the freedom to create such a broad spectrum of activities means that people with dementia and their carers can regularly access groups that stimulate and entertain.

**Jim, Alzheimer Scotland**

”

“

If I'm in the town I always pop into the resource centre to catch up on what's happening and keep an eye on the board for what new groups are being planned.

**Margaret**

”



Making sure nobody faces dementia alone.

