

Alzheimer Scotland  
*Action on Dementia*



# Alzheimer Scotland Annual Review 2012-13



Making sure no one goes through  
dementia on their own.

# Alzheimer Scotland believes that no one should go through dementia on their own.

Our aims are:

- to be the national and local voice of people with dementia and their carers in Scotland
- to improve public policies for the benefit of people with dementia and their carers
- to provide high quality services for people with dementia
- to provide high quality services for the carers of people with dementia

We are supported in these aims by over 5,000 members and many more supporters who campaign for us, volunteer, raise funds and donate their time.

**From the first time we entered the building to get information about the services to the present day I have been so impressed by the welcome we have been given.**

*Carer*

**It has helped me to join the dots in a fragmented world out there.**

*Carer*

**I enjoy the patter and reminiscing.**  
*Person with dementia*

**Some responses to our annual customer satisfaction survey, carried out between April 2012 and March 2013.**

**The advice I have received has helped me to understand my condition and will hopefully help me to continue to enjoy a good quality of life.**

*Person with dementia*

**I like it that carers stay and don't dash off.**  
*Person with dementia*

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**It's great. I can do  
things I like doing.**

*Person with dementia*



# Our Council and Executive



John Laurie  
(Convener)



Arlene Chalmers  
(Secretary)



Ian Bell  
(Treasurer)



Findlay McQuarrie  
(Vice Convener)

Neill Anderson  
(resigned April 2013)

Barbara Barnes

Gillian Boardman

Rose Mary Bowes

Caroline Brown

Noni Cobban

Jim Fry

Sheila Hardie

Lynda Hogg

Agnes Houston

Dianne Howieson

Alan Jacques

Patricia Laughlin

David McClements

Christine McGregor

Barbara Mitchelmore

Patricia Payne

Douglas Philips

Christine Ross

John Starr

Kenneth Valentine



Henry Simmons,  
Chief Executive



Kate Fearnley,  
Deputy Chief Executive



Kevin Craik,  
Director of Finance &  
Corporate Resources

# Convener's introduction

Over the last year Alzheimer Scotland has contributed to a wide range of policy achievements that are bringing tangible benefits to people with dementia, their families and carers. We have seen significant progress in the implementation of the National Dementia Strategy, National Dementia Standards and the Promoting Excellence framework. We are very proud of our contribution to these achievements.

At a national level, Scotland has made good progress in delivering the aims of its first National Dementia Strategy. The introduction of the post-diagnostic support guarantee from April 2013 is another major landmark in the Strategy's progress. Alzheimer Scotland's 5 Pillar model of support will be integral to delivering the new guarantee, as will the network of newly appointed Link Workers.

The Second National Dementia Strategy will focus on providing

provided funding for a Dementia Nurse Consultant or Specialist in every NHS Board. We are continuing to work with the University of the West of Scotland to train Dementia Champions, with over 300 champions now working within the NHS. 200 Dementia Ambassadors have also been trained, and an independent review of their impact is currently underway. We've also established a Centre for Policy and Practice in partnership with the University of the West of Scotland.

Dementia Awareness Week is an important annual focus for us, and the awareness-raising work we did around this was a great success. We continue to be committed to providing more personalised care for people with dementia, and made plans for our second conference on self-directed support, in September 2013.

Our initiative to draw together the dementia research community in



John Laurie,  
Convener

*"Over 300 Dementia Champions are now working within the NHS."*

ongoing support for people with dementia and their families. Our 8 Pillars model of support has been developed with this in mind, and is currently being piloted. We hope to see it rolled out across Scotland.

In partnership with the Scottish Government, we have now

Scotland continues to progress well. The aim is to encourage collaboration and capacity, and to attract major funding. The Scottish Dementia Research Consortium will be launched later this year and has the potential to greatly enhance social and medical research in Scotland.

## Convener's introduction .....

Although the economic climate has remained challenging, we've continued to work successfully with our public sector partners. Despite budgetary constraints, several of our services have continued to grow. I would like to thank our staff and volunteers who provide such high quality services and help us deliver excellent value for money.

Our Dementia Resource Centres bring dementia out of the shadows and on to local high streets, helping to raise awareness and dispel stigma. We now have 12 Resource Centres in operation and we have invested in a further four

contributions we could not fund our objectives. As in previous years the events organised by our fundraising team have been outstanding and their success in raising much-needed funds for our work has been remarkable.

Alzheimer Scotland is a significant organisation in terms of its size and complexity. We prepare regular three-year strategic plans to make sure we meet our objectives. I'm happy to report that the vast majority of the objectives included in the 2010–2013 strategic plan have been met, and later this year we will publish a new plan covering 2013–2016. During the year we also drew up

**"I'd like to thank our staff and volunteers who provide such high quality services."**

centres (in Motherwell, Clydebank, Kilmarnock and Stranraer) that will come into operation early next year. Our long-term goal is to have a centre in every large town in Scotland.

It's been said before, but fundraising is an essential part of any charity's work. Our fundraising efforts have been many, varied and highly innovative at times. I'd like to thank all those who have supported this: the organisers, volunteers and most of all the participants, without whose

carefully considered changes to our governance arrangements. I wish to thank all of my colleagues on our Council for their commitment and assistance, as well as the senior staff.

This has been a very good year for Alzheimer Scotland and I look forward to next year with confidence. I believe that with the continued support of our members, partners and supporters we will continue to improve the experience of people with dementia and their carers.

# Working in partnership

We support the Scottish Dementia Working Group and National Dementia Carers Action Network, enabling their members to speak out on behalf of others living with dementia. We've also built strong relationships with a wide range of other organisations and partners.

We work with Alzheimer Europe and Alzheimer's Disease International to inform and influence policy at a European and international level. We've also forged strong links with colleagues in a range of countries, including Norway and Ireland.

We have an ongoing dialogue with the Scottish Government, with whom we have helped develop the National Dementia Strategy. During the last year, we have worked with the government on a range of projects including arranging the Dementia Dialogue events and co-funding the Dementia Nurse network.

We work closely with a range of academic institutions and partners, ensuring that the next generation of health and social care staff have the skills needed to care for people with dementia. These include the Universities of Edinburgh, Stirling and the West of Scotland (UWS). Our Centre for policy and practice is a partnership with UWS.

Other key partners include:

- Coalition of Care and Support Providers in Scotland
- The Alliance (formerly Long Term Conditions Alliance Scotland)
- NHS Education for Scotland (NES)
- Scottish Social Services Council (SSSC)
- NHS boards
- NHS Health Scotland
- Dogs for the Disabled
- Guide Dogs for the Blind
- Glasgow School of Art
- The Scottish Football Museum
- The Memory Box Network

**Dementia Circle is an innovative project that was extended this year with additional funding from West Lothian Council.**

**It finds and tests new products that can help people with dementia stay independent for longer in their own homes.**

**They're tried out by families at home, with feedback shared on the website to help others make better buying decisions.**

**Find out more by visiting:**

[www.dementiacircle.co.uk](http://www.dementiacircle.co.uk)



finding



testing



sharing

# Our people

Achieving our goals is only possible thanks to the dedication of the many talented people who work for us. Our 992 employees are supported by 677 active volunteers who donate their time and share their expertise. Working together means we can maximise our impact, supporting more people with dementia, their families and carers across Scotland.

This year we continued to invest in our people to make sure they have the right skills to do their job. We want everyone who works for us to be trained to Skilled

level (as a minimum) on the Promoting Excellence framework. During the year we began our Enhanced training programme for managers, Dementia Advisors and Link Workers.

We've continued to expand our Staff Representative Group, increasing the number of representatives to an average of two per region. The group feeds back the views of staff to us, ensuring that their opinions are heard and acted on. This is especially important because we work over such a wide area.

**"It is a tribute to the hard work of all our staff and volunteers that Alzheimer Scotland was the proud recipient**

**of the 2012 SCVO Charity of the Year Award."**



## Accolades

The first Scottish Dementia Awards were held in September 2012 as a partnership between Alzheimer Scotland, NHS Education for Scotland, NHS Health Scotland and the Scottish Social Services Council. They attracted almost 130 applications across six categories.

We were honoured to receive awards in two categories: Most Innovative Partnership (with NHS Highland and Argyll & Bute

Council) and Best Community Support Initiative (in partnership with East Renfrewshire CHCP). The East Renfrewshire Facing Dementia Together project was also a finalist in the 2012 Care Accolades.

Both these projects reflect our commitment to partnership working and our belief that delivering the best outcomes for people with dementia involves

"We're committed to working with volunteers. They bring invaluable experience to all areas of our work."

building services that cross traditional boundaries between health and social care, and bring together the public sector with not-for-profit organisations.

On 15 June 2012 Alzheimer Scotland was the proud recipient of the Scottish Council for Voluntary Organisations (SCVO) Charity of the Year Award. Henry Simmons, who accepted the

award, dedicated it to all the people with dementia, their partners, families and carers who Alzheimer Scotland supports, and who support Alzheimer Scotland.

In October 2012, we were honoured when the corporate team won the prestigious Scottish Institute of Fundraising Award for 'Best Partnership with a Corporate' for our relationship with Tesco.

**"The recognition and respect for our work that these accolades represent is a reflection of many years of committed campaigning and service provision."**

**Henry Simmons**



Winners at the Scottish Dementia Awards 2012:

Most Innovative Partnership: Argyll & Bute Dementia Teams – NHS Highland, Argyll & Bute Council & Alzheimer Scotland.

Best Community Support Initiative: Facing Dementia Together Post Diagnostic Project – Alzheimer Scotland & East Renfrewshire CHCP.

# How we've made a difference

## "Dementia is everyone's business"

We've contributed to many aspects of the Government's Dementia Demonstrator sites initiative. The three pilot sites are exploring ways of redesigning services for people with dementia to ensure resources have the maximum impact.

In Motherwell we've been a partner in the Dementia Friendly Communities project. Working with the health board and local authority, we've helped make Motherwell town centre a dementia-friendly community. Using the slogan 'Dementia is everyone's business', we produced educational materials for local business, and also held workshops for staff. The result is much greater awareness of the challenges faced by people with dementia, and a real drive within the community to support them.

## The Brain Tissue Bank: building a research database for the future

Scientists only have a limited understanding of how dementia affects our brains. More research is vital, and one potential avenue involves studying samples of brain tissue. Doing this means collecting and storing thousands of samples so they can be analysed over a number of years to test new theories as they emerge.

We have set up a Brain Tissue Bank as part of the Alzheimer Scotland Dementia Research Centre, a partnership with the University of Edinburgh. Many people have already elected to provide a brain tissue sample after their death to help scientists understand dementia better.

Scientific research takes many years to translate into improvements in treatment and care, but we believe it's important to make this investment. Alongside our core activities to support people with dementia, their families and carers in the present, we're committed to supporting the research that could improve outcomes for the next generation of people who are diagnosed.



Creative dance project, Dundee

**A carer asked if I could help her dad rekindle his love of fishing.**



**To begin with he was reluctant, but I persevered gently.**

**After six months we arranged a day to go to the fishery with a picnic.**

**Mr C caught four fish. He was just so overcome and delighted. He couldn't wait to share the events of the day with his daughter.**

**Now he travels to the fishery on his own by public transport.**

**He's well known to the regulars there and they look out for him.**

**When I last spoke to him, he had done so much fishing that his neighbours had more fish than they knew what to do with!**

Our services help people live well with dementia, enabling them to stay connected, or reconnect, with their communities and carry on doing the things they enjoy. This example was provided by Helen Smith, Community Activity Organiser working from the Dumfries Dementia Resource Centre. She organises group activities like 'crafty fingers', knitting, art and gardening, as well as tailored one-to-one activities enabling a person with a special interest to continue doing something that they enjoy.

"Our Dundee service ran a 10-week creative dance project for people with dementia in partnership with two local arts organisations. The finale was a celebratory event with dances that the whole group performed together. Then everyone performed their own expressive dance. It was the most powerful thing I've ever been involved in. Everyone's inhibitions faded away and even shy people were strutting their stuff. One man's dance involved riding

a motorbike and combing his hair to the theme from 'Shaff'. Another man, who had used a walking stick and was reluctant to come along to begin with, discovered he really enjoyed dancing. It helped so much with his balance that he doesn't use his stick any more, And now he dances with his wife at events like weddings – something he'd never done before."

# Policy and campaigning

Our policy work made a big difference in key areas of the National Dementia Strategy, and a real contribution to better outcomes for people with dementia, their partners, families and carers.

In a world first, the Scottish Government's new NHS HEAT\* target for post-diagnostic support came into effect in April 2013. It's based on our 5 Pillar model, and will offer every person diagnosed

action plan for acute hospitals. This will be included in the new Dementia Strategy.

Four focuses for our policy work this year were:

- strengthening our network of Alzheimer Scotland dementia nurse consultants
- supporting the Dementia Champions programme
- using the Promoting Excellence framework to improve care

*"Our manifesto for the local elections in May made sure the views of people with dementia were heard."*

with dementia at least a year of support from a named link worker.

Listening to people's experiences and opinions is really important to us. It's what all our policy work is based on. Between October and January we talked to over 500 people with dementia, carers and organisations at Dementia Dialogue events across Scotland, in partnership with the Scottish Government. What we heard helped inform the Government's National Dementia Strategy for 2013/16.

People continued to tell us about poor experiences in acute hospitals so we held talks with the Cabinet Secretary and successfully lobbied for a 10 point

- ensuring the Standards of Care for Dementia make a positive impact

In partnership with the Scottish Dementia Working Group (SDWG) and our National Dementia Carers Action Network (NDCAN), we helped shape the development of the new Dementia Strategy.

Ensuring that health and social care services are more joined up is a key focus for us, and in September we published our 8 Pillar model of community support. Called 'Delivering integrated dementia care', this is a road map for more joined up health and social care services. We worked with the Scottish

**The new HEAT target means everyone diagnosed with dementia is now entitled to a minimum of one year's post-diagnostic support from a named link worker. It's a world first!**



Government, COSLA and ADSW to shape how the 8 Pillars will be piloted across Scotland.

It's vital that politicians continue to recognise dementia as a priority, and our manifesto for the local government elections in May made sure the views of people with dementia, their families and carers were heard. We were heartened that 342 politicians signed our pledge to make dementia a local priority.

We shared our expertise by contributing to steering groups on a wide range of topics, including self-directed support and the new national care home contract.

Collectively, our policy and campaigning work has made sure that the needs of people with dementia have been recognised as widely as possible across our national institutions.

\* Health improvement, Efficiency & governance, Access to services, Treatment appropriate to individuals

**Dementia Dialogue event**

**Our Dementia Dialogue events enabled over 500 people to have their say on the development of the 2013–2016 National Dementia Strategy.**



Dementia Dialogue event, Paisley, 10 January 2013

# Delivering quality services

## Partners in post-diagnostic support

A key focus over the last year has been making post-diagnostic support more widely available in the run-up to the introduction of the new HEAT target for the NHS.

The Change Fund is helping health boards and local authorities prepare for the new post-diagnostic support guarantee. We were pleased that many local authorities and NHS boards chose to develop their post-diagnostic work in partnership with us.

By the end of the year we had confirmed 44 Dementia Link Worker posts. Most are an integral part of local teams alongside health and social work staff, and they are making a real impact in supporting people with dementia and their carers following diagnosis. To make sure they're appropriately trained, we launched a specialised induction programme, and provide them with regular updates.

The link worker posts are an example of how we're achieving our goal of being a partner, rather than just a service provider. Working in partnership with local authorities, the NHS and the government, means we can make our resources go further. This has been significantly helped through new synergies between

our local services, development, fundraising and policy teams.

## Maintaining and developing services

Despite the continuing squeeze on local authority budgets, we've seen relatively few cuts to our services, and in some cases we've even secured small funding increases. Many local authorities are looking at alternatives to retendering services and we've worked with some on more open forms of negotiation. It's a mixed picture across the country but a generally positive one that shows dementia is an important local priority in many areas.

## More personalisation

Our services are continuing to evolve, with a strong focus on personalisation. This means more people with dementia can choose and tailor the type of support they want, rather than accepting one-size-fits-all services. Our one-to-one support was up by 6%, mostly due to people buying services from us directly. A significant 20% of one-to-one support is now self-commissioned, up a third

### Our dementia Link Workers provide 5 pillars of support:

- to understand and come to terms with the diagnosis and manage the symptoms
- to meet other people with dementia and their partners and families
- to keep community connections and make new ones
- to plan for future decision-making
- to plan for future care



*"We were delighted to see a big increase in people using self-directed support to purchase services"*

from last year. We launched new personalised services in several areas as well as extending several existing services.

We saw a jump of around a third in people using their own money to buy services from us. And we were delighted to see an even bigger increase in people using self-directed support to purchase services. It's now increasingly common for a person with dementia to be given a budget by their local authority to choose and buy their own support. The amount of self-directed support provided increased by 68% in the last year alone. We've been leaders in promoting self-directed support for people with dementia for some years now, and are looking forward to even greater take-up once the new legislation is in place.

We delivered 7% less day care this year. With our local authority partners we radically redesigned

our services in two areas and relaunched them at the start of the year. In East Ayrshire, we now provide a support service for younger people with dementia, community-based support and post-diagnostic support instead of day care. In Moray we're delivering an innovative dementia-specialist reablement pilot.

### **Focused on quality**

We're proud of the quality of our services, which continue to be rated highly by both the Care Inspectorate and the people who use them, thanks to the hard work of our skilled and motivated staff. Twelve of our services were inspected by the Care Inspectorate in 2012. Two thirds of the grades we received were 5 (very good) and 8% were 6 (excellent). We were particularly pleased that our own customer satisfaction survey, which gathered the opinions of 409 people with dementia

## Delivering quality services.....

and 831 carers, were so positive. Using a scale similar to the Care Inspectorate's, 96% of people with dementia rated us 'good or above', along with 92% of carers.

### Dementia Resource Centres

This year we've opened more Dementia Resource Centres, increasing our visibility on high streets across Scotland. The centres provide welcoming, versatile spaces that are open to anyone looking for information or support about dementia. They're helping to raise the profile of dementia and tackle stigma.

Over the last 12 months we've bought new properties in Motherwell, Clydebank and Kilmarnock, and converted a rented shop front in Stranraer. We ended the year with 12 Resource Centres in operation. They're significantly increasing our prominence in local communities and improving access to information and support.

Dementia Advisors based in new Resource Centres are seeing significant increases in the number of enquiries. For

instance, the number of referrals received by the Dementia Advisor in Dumfries almost doubled in the six months following the opening of the Centre.

### Continuing to innovate

Providing quality services means not standing still, and being willing to innovate. Over the past 12 months we've launched some exciting new creative collaborations. We're currently piloting a web-based person-centred planning tool, and in January we launched a project with Glasgow School of Art and Glasgow Caledonian University to develop dementia-related smart phone apps.

Dementia Circle is an exciting new project that's enabling people with dementia and carers to test products that can make a real difference to staying independent at home. New funding from West Lothian Council is helping to extend the scope of the project.

*"We've opened more Dementia Resource Centres, increasing our visibility on high streets across Scotland."*



Opening of Highland Dementia Resource Centre in Inverness, 8 August 2012.



At home with Oscar (far left) and Kasper (left), who are helping pilot the Dementia Dogs project.

## Dementia Dogs

The Dementia Dog research project is an exciting partnership involving Dogs for the Disabled, Guide Dogs for the Blind and Glasgow School of Art. Although still only at pilot stage, it has firmly captured the public's imagination and by the end of the year two dementia dogs had been matched to people with dementia. The project hopes to demonstrate that trained dogs can support routines for people with dementia, as well as provide reminders and act as emotional anchors. Dementia dogs also have the potential to reduce isolation and provide support to carers.

## Sharing our expertise

Our new external training business continued to grow, delivering 52 courses to 24 customers, approximately twice as many as the previous year. We're developing a section of our new website for external training, which will improve our reach.

This year we delivered some of the key training initiatives under the Promoting Excellence knowledge and skills framework, with our partners. A third group of Dementia Champions graduated and are acting as change agents for acute care. There are now over 300 trained Champions.

**Knowing that I can  
talk to a professional  
at short notice can  
help to prevent a crisis  
situation developing**  
*Carer*

## Delivering quality services.....

### Quality day care services

As well as developing new types of services such as self-directed support, we recognise the importance of traditional day care services and continue to invest heavily in these. Our day care is tailored to reflect a cross-section of interests, and our experience shows that even those people who are reserved to begin with often find an activity that they enjoy and find stimulating. During the year, we provided an average of 970 day care sessions a week.

We also offered a huge variety of therapeutic and peer support activities right across Scotland. These included dementia cafés, football reminiscence groups, and arts and crafts groups. Many of these take place in our Dementia Resource Centres, which provide a 'safe space' for people with dementia, their families and carers to relax, have fun, or discuss worries.

"Knit & Natter brings people living in care homes together with those in the community. We've seen many new friendships develop among group members."

When I first met Helen she was anxious, tearful and had panic attacks.

**Her father had also had dementia and she'd cared for him at home. This had left her frightened for her own future.**

**I helped Helen understand that she has a lot of living to do. We found ways to help her to cope with her symptoms and the emotional challenges.**

**Helen is now a regular at the local dementia cafés and her husband often goes along with her. She's made friends there and has been able to give very good advice to others.**

**Post-diagnostic support with Helen is ongoing but she's now embracing her future. She's grown in confidence and her panic attacks have stopped.**

Good post-diagnostic support means people are better informed and better equipped to face the challenges of their illness. It puts them in control and gives them choices. As the example above illustrates, our Link Workers build supportive relationships that tap into natural sources of support including family, friends and community, making a real difference to how people live with dementia after their diagnosis.

# Making self-directed support a reality

We've long campaigned for people using services to have choice and control over those services. We previously showed, with our innovative pilot project, how effective this can be for people with dementia, who in the past have rarely had this opportunity. We're pleased that in 2014 the new Self-Directed Support (SDS) Act will give everyone this choice.

Our own services are adapting too. Our service in East Renfrewshire has illustrated how people can come to us direct to commission their own services.

After a local authority contract ended, Derek Oliver, our Project Worker, started letting people with dementia and their families know that a new type of support was available. He explains:

'Since then we've noticed a real transformation in service delivery. Under the local authority contract support was typically offered on weekdays between 9am and 5pm, but with SDS people have genuine choice and control over the services they receive. Also, because they're in control of

the budget they can be specific about exactly what they want, as well as asking for services at traditionally unconventional times like evenings and weekends.

'A lot of the support we offer is geared around recreational activities like going to groups or sports matches. To respond to that successfully we've put a lot of effort and focus into recruiting support workers who are available and happy to work unconventional hours. I think our service today demonstrates how successful this has been. We offer anything from a fairly standard one-hour morning visit to assist someone to get up, get dressed and have breakfast, to three or four hour appointments for a trip down the coast or to go and watch a football or rugby match.

'One man who had been a keen golfer and had become quite socially isolated following his diagnosis now purchases support to enable him to play golf. His support worker has similar interests and takes him golfing one or two times a week. It's a great example of the power of self-directed support.'

*"With SDS people have genuine choice and control over the services they receive."*

# Information and outreach

Providing relevant, accurate information is a vital part of our work. We achieve this through our website, e-newsletters, social media and the wide range of printed publications we produce. During the year our two mobile information vehicles also travelled widely around Scotland taking our message to places we might otherwise not have reached.

Many more people are using our website to find the information they need, and over the last year the number of visits increased by a third. During the year we worked on an extensive behind-the-scenes redevelopment of the site, making it easier to navigate and modernising the design. The new site was launched in June 2013. We saw a big jump in visitors to our Charter of Rights website, also up by a third on the previous year, and plans are underway to develop a new website for the Scottish Dementia Working Group.

We're now using social media channels like Facebook and Twitter more and more. They're

increasingly important for getting information out to the public, and as a way of enabling our supporters to communicate with us. By the end of the year we had over 4,000 likes on Facebook and 6,000 followers on Twitter.

We sent out our e-newsletter every two months and now circulate over 15,000 copies. People who come along to our events or visit our information stands are invited to sign up so we can stay in touch with them.

Our Freephone 24 hour Dementia Helpline continues to provide a lifeline for people with dementia and their partners, families and carers. Although calls were down slightly to 4,889, our newly introduced E-Helpline service responded to another 168 enquiries and use of this service is growing steadily. Most callers are carers and family members who accounted for three quarters of the calls. We also advised over 250 people who had a diagnosis of dementia or were worried about their memory. Almost half the calls to the Dementia Helpline



"Visits to our website, [www.alzscot.org](http://www.alzscot.org) were up by a third this year."



On the road with one of our mobile information vehicles.

*"We're aiming to reach 10,000 people across Scotland with our Dementia Community Roadshow by October 2014."*

came in outside office hours and we remain committed to offering a 24-hour service.

As well as using new communication channels like social media, our printed publications continue to be in great demand, and this year we revised and updated many of them. We distribute thousands of publications from our mobile information vehicles, and they're also important resources for our 31 Dementia Advisors. The Dementia Nurses and Dementia Champions use them widely to raise awareness in their wards and hospitals.

Our staff teams are delivering increasing numbers of awareness raising sessions, and this year we welcomed over 1,600 people aboard our mobile information vehicles, which travelled the length and breadth of the country from Shetland to

Dumfries and Galloway.

New publications this year included a series of Carers' Resource Guides covering eight areas across the Highlands and Argyll & Bute. They were produced as part of a BIG Lottery funded research project. Our former Policy Director, Jan Killeen, produced a guide on powers of attorney and guardianship called 'Dementia: making decisions', along with a research summary on the same subject. These were funded by the Nuffield Foundation. We also produced or revised 'Useful contacts' lists for 16 local authority areas being visited by our information vehicles.

Our guide to the standards of care for dementia in Scotland was distributed to every care home in the country together with a poster-sized copy of the Charter of Rights for people with dementia and their carers in Scotland.

# Providing advice and support

## Dementia Advisors

Our Dementia Advisor network is now at full scale, with 31 full and part-time posts covering 28 local authorities.

The Dementia Advisors took 2,867 referrals last year, using a light-touch approach to help people with dementia, their families and carers access support.

They also work creatively within local communities, developing and supporting a wide range of initiatives. They've formed partnerships with the police and fire services, schools, housing associations and sports centres.

In our second Dementia Advisor satisfaction survey, 98% rated the service as good, very good or excellent, up from 95% last year.

## Referrals double after new resource centre opens

When our new resource centre opened in Dumfries, Mandy Pool, the local Dementia Advisor, started getting many more calls:

'Most of the people I see refer themselves and either walk in off the street or give us a call looking for information. There has been a huge surge in enquiries since the new resource centre opened. We're more visible now and people know where to come for advice.

'Carers often contact us when there are changes in the person's condition and they need a bit of direction or information. Sometimes people are very distressed because they've found the caring role difficult, especially later on, after the period of intense support following diagnosis ends. We're here to provide the help and information they need.'

*Dementia Advisors  
organise events  
including dementia  
cafés, football  
reminiscence groups,  
knitting groups,  
movie groups and  
musical groups.*



Work in the greenhouse: a volunteer enables a man who no longer has a garden at home to maintain his interest in gardening.

## Dementia Nurses and Dementia Champions

Our Dementia Nurse initiative has seen the appointment of an Alzheimer Scotland Dementia Nurse Consultant or Specialist in almost every NHS board. As well as working locally, the nurses contribute to the Government's aim of improving the experience of people with dementia and their families in hospitals across Scotland.

The Dementia Nurses work closely with the national network of over 300 Dementia Champions. The nurses have a strategic role, while the champions promote best practice at a very local level.

In addition to the Dementia Nurse network, we are also hosting a national Allied Health Professional (AHP) Dementia Consultant post funded by the Scottish Government. The post holder will work with the three other national AHP Dementia Consultants to develop the positive role AHPs can play in supporting people with dementia and their families.

Dementia Nurse posts were initially funded for three years, and we are working with NHS Boards to identify ways of maintaining them after this three-year period.

**Where possible, we appoint nurses at consultant level so they have maximum strategic influence.**

**Over the coming year, they will help implement the Government's new 10 Point Action Plan for dementia care in hospitals.**

**Our nurses work directly with local Dementia Champions, supporting them to work at a local level within individual units or departments.**

*The Dementia Champions are 'change agents'.*

**They make a commitment to improving the experience of people with dementia and their families.**

*"I want to ensure that every patient with dementia and their family passing through my unit has the best experience that we can give them."*

Dementia Champion

# Raising awareness

Over the past year we've worked hard to maintain a high public profile, ensuring that our voice is heard and those who need our help and support know where to find it.

We benefited from the publicity surrounding major policy developments such as the one-year post-diagnostic support guarantee. We also generated publicity around new and exciting work to support people with dementia in the community.

Our successful campaign to get local election candidates to sign up to our Dementia Manifesto

and dementia. Our annual conference was extremely well attended and our staff, branches, shops and volunteers held over 100 local events across Scotland.

September 2012 saw the inaugural Scotland's Dementia Awards, a partnership between Alzheimer Scotland, NHS Education for Scotland, NHS Health Scotland and the Scottish Social Services Council. The awards recognised and celebrated best practice and innovation in dementia care and support. Live tweeting raised awareness during the event, and afterwards local media were

*"We've worked hard to increase our local use of social media through 2013. Several local branches now have Facebook pages."*

was supported by an intensive Twitter campaign. This was one of the first times we'd used social media in a coordinated awareness-raising programme. We obtained over 340 signatures and now use social media much more frequently to publicise our work and activities.

In May 2012, the Dementia Dog project featured in the Living Well with Dementia exhibition at the Design Council in London. This generated huge media interest and prompted widespread coverage across the whole of the UK.

keen to publish photos of award winners from their area.

Our report 'Delivering integrated dementia care: the 8 pillars model of community support' was launched in September and generated widespread media interest.

We've worked hard to increase our local use of social media through 2013, mainly through Facebook pages which several of our local services maintain and update. These are helping to build an online presence that is both nationally and locally relevant, which is very helpful when promoting events, activities and policy work.

# Fundraising

Our fundraising team had another exciting and extremely busy year, working in partnership with many new and existing supporters across Scotland. We focused our fundraising on the following four areas, signing up new donors, supporters and members:

- Dementia Nurses
- Dementia Advisors
- the Dementia Helpline
- Dementia Research

We were given generous donations by scores of charitable trusts and foundations, including several new supporters. They have helped to fund our core services, as well as new projects like the Dementia Dog Pilot and our Dementia Resource Centres across Scotland.

A wide range of companies continued to support us over the year. Some gave donations, while others helped with volunteering and awareness-raising or offered time or expertise. Alzheimer Scotland was a partner charity for the Martin Currie Rob Roy Challenge for a second successful year and received £60,000. We also benefited from a second year of support from the staff of Standard Life, who donated £118,000. We were delighted to be chosen – along with our sister charity Alzheimer’s Society – as Lloyds Banking Group’s Charity of the Year for 2013 and 2014. We are also privileged to have been selected as Home Retail Group’s charity partner for the next two years.



“Our fundraising team had another exciting and extremely busy year.”

## Fundraising.....

In October we were honoured to win a prestigious Institute of Fundraising Scotland Award in the Corporate category for our successful Charity of the Year partnership with Tesco.

Our Sportsman's Dinner at Hampden Park in October raised over £11,000 for the Football Memories project. 82 ladies had an afternoon of fun and laughter at our first Ladies Lunch in Glasgow in March. This raised £6,500, and during the lunch a Dementia Nurse and Dementia Advisor talked about their work.

We worked hard to keep in touch with our generous supporters, and during the year we organised appeals to raise funds for Dementia Nurses; Helpline and Research. These three appeals raised over £97,500 and brought 750 new supporters on board.

We were honoured and grateful to receive over £1.9m from supporters who remembered us in their wills. We are currently looking at ways to enable people who leave us a legacy to choose a specific project in lasting memory of their donation.

Many of our supporters made their donations go even further this year using Gift Aid. This boosted the money we received from donations and fundraising by an incredible £121,000.

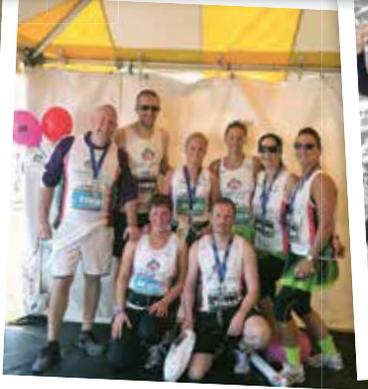
We were delighted that so many of our supporters chose to organise their own fundraising projects. To make sure they had the tools they needed, we set up new 'Do your own fundraising' teams in Edinburgh, Glasgow, Argyll & Clyde and Highland regions.

**During the year, 1,600 participants took part in over 30 sponsored events which we helped promote.**

**37 runners raised an incredible £73,332 for us by competing in the London Marathon.**

**Our dedicated supporters raised over £58,000 by participating in the Edinburgh Marathon Festival of Running and £23,000 from Great Scottish Run.**

**We held a Memory Walk at Mugdock Park in partnership with Bupa Care Homes. Over 200 people took part, raising £42,000.**



*"We were honoured and grateful to receive over £1.9m in legacy income this year."*

Individual projects included everything from people knitting scarves, to craft fairs and people having their heads shaved. One brave supporter was sponsored to have a tattoo in memory of her Gran who had dementia. We have worked with Rotaries, Round Tables, clubs, schools and other groups, all raising funds and creating awareness.

Our three Regional Fundraisers worked with our services across Scotland, as well as members of the public, to fundraise for Alzheimer Scotland. They organised several projects throughout the year, including

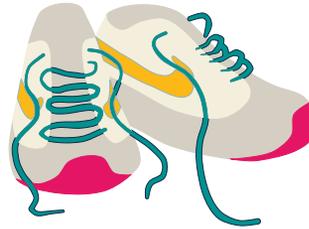
a Sponsored Firewalk that raised £5,500. A night at The Stand Comedy Night generated £1,000, and £1,500 was raised at a Craft Night in the Glasgow area. Highland also supported a number of fundraisers and raised £4,500 from an annual Line Dance Marathon.

Our three charity shops are based in Golspie, Forres and Renfrew. They made a big contribution to their local communities, with over £82,000 raised and spent on local projects. Some of the money raised will fund a Dementia Advisor in Moray, as well as local services in Highland and Renfrew.

# Some facts and figures



Nearly 5,000 people phoned our 24-hour Dementia Helpline



Our dedicated supporters raised over £154,000 through various running events

We helped train the third cohort of Dementia Champions, bringing the total number to over 300



We welcomed over 1,600 people aboard our two mobile information vehicles



During the Scottish local elections 342 politicians signed our pledge to make dementia a local priority

.....Some facts and figures

**We provided an average of 970 day care sessions each week**



**By the end of the year, we had established 50 football reminiscence groups**



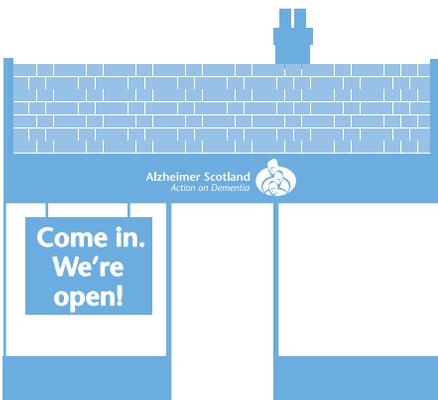
**HIGH STREET**

**We launched our Dementia Dog pilot, generating significant interest from the public**



**Our 12 Dementia Resource Centres brought information and support to high streets across Scotland**

**We raised over £36,000 from Christmas Card sales and an additional £5,500 from merchandise including wedding favours**



**Our charity shops in Golspie, Forres and Renfrew donated £82,000 to local projects**

# Thank you

We are very grateful to everyone who has supported our work this year. We have received generous donations from individuals, workplaces, community groups, clubs and schools, who have helped us by holding events, raising sponsorship and buying Christmas cards, among many other fundraising activities. We are particularly 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, health boards and local authorities. We would like to thank the charitable trusts and companies listed below which have given donations over £500. The support we have received this year will help us to further our aim that no-one should go through dementia on their own.

## Companies

Thank you to all the companies who have supported Alzheimer Scotland this year including the following:

BAE Systems  
Baker Tilly  
Balfour Beatty Engineering Services Ltd  
Bank of Scotland Foundation  
BEAR Scotland Ltd  
Bingo Association  
BP Foundation  
British Polythene Industries plc  
Bruce Stevenson Risk Management Ltd  
bto  
Bunzl Healthcare  
Bupa  
Campbells Shortbread  
Capita plc  
Carlton Bingo Limited  
Co-operative Food  
D C Thomson & Co Ltd  
Domino's Pizza  
Donaldson Alexander Russell & Haddow  
Dulux Decorator Centres  
Dundas & Wilson LLP  
Edrington Group Ltd  
Eyelash Emporium Ltd  
George Leslie Ltd  
GVA  
Hays plc  
Head Resourcing  
Home Retail Group  
HSBC  
Johnston Carmichael  
Jolomo  
Kwik-Fit Insurance Services  
The Lang Cat Ltd  
Lifescan Scotland  
Lloyds Banking Group  
Lloyds TSB Foundation for Scotland  
Maclay Murray & Spens LLP  
Marks and Spencer plc  
Martin Currie Charitable Foundation  
Morrison Bowmore Distillers Ltd  
Mother India's Cafe  
Nexen  
Outfit  
Oval Insurance Broking Ltd  
Peak Scientific Instruments Limited  
PKF  
Raeburn Healthcare  
Royal Bank of Scotland  
Red Rooster Industrial (UK) Limited  
Royal Mail Group  
Sainsbury's  
ScotRail  
Scottish & Southern Energy plc  
Standard Life  
Swagelining Limited  
Talisman Energy (UK) Limited  
Technip UK Ltd  
Tesco plc  
Thales UK

## Companies (continued)

Tods Murray LLP  
Towers Watson  
United Biscuits  
V. Ships Ltd  
Virgin Media

Waitrose  
Weatherseal  
William Grant & Sons Ltd  
WM Thomson & Sons  
Wood-Mizer Products Inc

## Charitable trusts

Thank you to all the charitable trusts and foundations who have supported Alzheimer Scotland this year including the following:

The Misses Barrie Charitable Trust  
Big Lottery Fund  
The Binks Trust  
Miss Marion Broughton's Charitable Trust  
The Brownlie Charitable Trust  
Miss Mary G Burnett Trust  
The Bute Charitable Trust  
The D.W.T. Cargill Fund  
The Geoffrey Clark Charitable Trust  
The Company of Stationers of Glasgow  
The Martin Connell Charitable Trust  
Cruden Foundation  
Darroch Charitable Trust  
The DHL UK Foundation  
The Evelyn Drysdale Charitable Trust  
ELPD Charitable Trust  
The Jane Margaret Errington  
Charitable Trust  
The Ian Fleming Charitable Trust  
The Forte Charitable Trust  
Foundation Scotland  
The Hugh Fraser Foundation  
The Gamma Trust  
Garnett Charitable Trust  
Miss A J I Gower's Charitable Trust  
The Susan H Guy Charitable Trust  
The James and Patricia Hamilton  
Charitable Trust  
Miss I F Harvey's Charitable Trust  
Health and Social Care Alliance Scotland  
Highland Council Common Good Fund  
The M V Hillhouse Trust  
IBB Trust  
Inchrye Trust  
The James Inglis Trust (Roll Number 29)  
The JTH Charitable Trust

John Liston Scottish Charitable Trust  
The R S Macdonald Charitable Trust  
The Ian Mactaggart Trust  
The Mainhouse Charitable Trust  
The MEB Charitable Trust  
Hugh and Mary Miller Bequest  
The Ronald Miller Foundation  
The Morton Charitable Trust  
The Nationwide Foundation  
The Netherdale Trust  
People's Health Trust  
People's Postcode Trust  
PF Charitable Trust  
Grace Rae Trust  
The RIADA Trust  
The Nancy Roberts Charitable Trust  
Row Fogo Charitable Trust  
The Russell Trust  
SBAAT  
ShareGift  
Miss M J M Smith's Trust  
The St Katharine's Fund  
Stichting Teuntje Anna  
Strathclyde Police Benevolent Fund  
Templeton Goodwill Trust  
The Tennant Southpark Charitable Trust  
The Tour Trust  
The Tulip Charitable Trust  
The Twitten Charitable Trust  
James Weir Foundation  
Westwood Charitable Trust  
The J & J R Wilson Trust  
The J K Young Endowment Fund  
Zurich Community Trust

# Looking forward

Over the last 12 months we have been preparing our next three year strategic plan. This builds on the successful delivery of our 2010–13 plan and has involved an in-depth review of our local service structures and a thorough analysis of the key challenges and opportunities we face as an organisation. What we've learned has shaped our plans for the coming year.

Our first key priority is to build the local presence of Alzheimer Scotland and improve the engagement we have with our local members, branches, fundraisers and supporters across the country. We want to ensure that as the integration of health and social care takes shape and new partnerships emerge across Scotland, people with dementia, their partners, families and carers are engaged in the development

Maintaining our profile and ensuring we speak with a clear voice is vital to getting our message across. To achieve this, we will review our brand and our communication strategies over the coming year to ensure we engage as many people as possible in our work, as members, volunteers or supporters.

Our second priority will be to maintain and develop high-quality services in what continues to be a challenging environment. We will start by reshaping our Development Team and by introducing a new role of Practice Team Leader, to help support our Service Managers to focus on the quality of their practice.

Our services are central to what we do, and we will continue to focus on high quality small-scale dementia-specific services, as



Henry Simmons,  
Chief Executive

*"Maintaining our profile and ensuring we speak with a clear voice is vital to getting our message across."*

of local policy and strategy. We will make a significant investment in this by organising our policy work, representation and fundraising efforts on a more local basis and by introducing new roles and infrastructure to deliver this.

well as supporting our health and social care partners to meet the HEAT target for post-diagnostic support. We will do this through our emerging network of specialist Dementia Link Workers,

trained to Enhanced level on the Promoting Excellence Framework. We will also continue to help all our staff attain the appropriate skill level on the Promoting Excellence framework.

We will continue to take dementia to the high street. Our Dementia Resource Centre network has revolutionised information and support about dementia in local communities across Scotland and we plan to purchase and open three new Centres this year.

We will also continue investing in our network of Dementia Advisors, enabling them to deliver even more community-based support and activities. A key focus for the coming year will be to provide more peer support and specialist therapeutic activities through our growing network of skilled-level staff. We will also take part in a range of Dementia Friendly Community Initiatives with partners across Scotland.

As well as maintaining a strong local policy focus, we will continue to shape and support the delivery of Scotland's second National Dementia Strategy (launched in June 2013). Our 8 Pillars Model of

Integrated Dementia Care will be a key element of the new strategy, and we will work with health and social care partners to help them deliver it. We will also support the proposed national dementia improvement programme, which includes 10 key action points for acute care, and will widen this focus to other areas of health and social care.

We will continue to jointly fund the Alzheimer Scotland Nurse Initiative in partnership with the Scottish Government, offering each NHS Board three years funding for the post. As these three-year funding commitments finish we will offer Boards a £10,000 contribution to sustain these positions and ensure the national work continues.

We will continue to support the work of our research centres at the Universities of Edinburgh and the West of Scotland. Their expertise and research findings will inform our policy, campaigns and training agendas. We will fund the development of the Scottish Dementia Research Consortium to encourage greater collaboration within the dementia research community in Scotland. This is part of our commitment

*"Our Dementia Resource Centre network has revolutionised information and support about dementia in local communities across Scotland."*

## Looking forward.....

to encourage a collaborative approach to research across the clinical, scientific, social, population and psychology research communities. The consortium will formally launch in the autumn.

We will develop a small bursary programme with the Universities of Edinburgh and Stirling to encourage Scottish dementia

European Dementia Working Group.

At an international level, we will continue to support the work of Alzheimer Europe through the Chief Executive's role as a Board member. We will also maintain our commitment to international campaigns through our membership of ADI.

*"We remain committed to building on our national and local fundraising programme."*

practitioners to undertake enhanced academic learning in dementia and help build future capacity and skills.

We will continue to support the National Dementia Carers Action Network, appointing a coordinator to help the group build capacity. We will also continue to make a substantial investment in the Scottish Dementia Working Group, supporting its development locally, as well as at a European level through Alzheimer Europe's

We remain committed to building on our national and local fundraising programme, ensuring that the local communities, businesses and individuals who do so much to support our work see a clear and tangible return in their area. We will deliver this by investing in our Dementia Resource Centres, Dementia Nurses, Dementia Advisors, Dementia Research Centres – and crucially by supporting our local services and the Dementia Helpline.



Frances admires photos taken by her and other people with dementia on display at Banff Castle in Aberdeenshire.

# Our finances

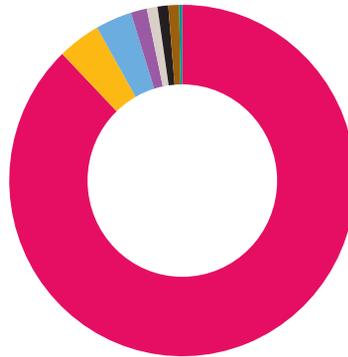
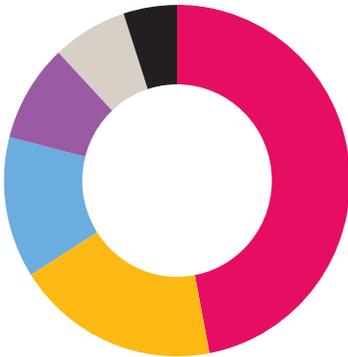
## Income and Expenditure 2012-13

Consolidated Income and Expenditure Account for the year ended 31 March 2013

	2013	2012
	£	£
Total incoming resources from generated funds	5,971,688	5,412,588
Total incoming resources from charitable activities	12,104,759	10,576,608
<b>Total incoming resources</b>	<b>18,076,447</b>	<b>15,989,196</b>
Cost of generating funds	(836,307)	(1,070,075)
Resources expended on charitable activities	(15,291,854)	(13,728,939)
Governance costs*	(38,384)	(38,159)
<b>Total resources expended</b>	<b>(16,166,545)</b>	<b>(14,837,173)</b>
<b>Net incoming resources before transfers</b>	<b>1,909,902</b>	<b>1,152,023</b>

The statement of financial activities shows that total incoming resources of £18,076,447 were up by 13% on the previous year. Expenditure rose by 9% to £16,166,545.

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



### Income

Local authority grants .....	47%
Fundraising, trusts and donations .....	19%
Legacies .....	13%
Other .....	9%
Health board grants .....	7%
Scottish Government and specific grants .....	5%

### Expenditure

Care related services .....	87.8%
Support costs .....	4.0%
Fundraising .....	3.4%
Involvement .....	1.5%
Awareness raising .....	1.0%
Campaigning .....	1.0%
Research .....	1.0%
Governance .....	0.3%

At Alzheimer Scotland we're committed to improving the lives and opportunities of people with dementia, their partners, families and carers. We do this through provision of direct support services, and by raising funds to provide our Dementia Helpline, our networks of Dementia Advisors and Dementia Nurses, and our Dementia Research Centre. Our work and campaigning activity is informed by our 5,000 members and delivered by our 992 staff and 677 volunteers. This annual review is a summary of the work we have been doing and our achievements over the last 12 months.

**Alzheimer Scotland, 22 Drumsheugh Gardens, Edinburgh EH3 7RN**

**Tel: 0131 243 1453. Email: [info@alzscot.org](mailto:info@alzscot.org). Web: [www.alzscot.org](http://www.alzscot.org)**

**24 hour Dementia Helpline: Freephone 0808 808 3000**