

# Alzheimer Scotland

## Annual Review

### 2013-14



Making sure nobody faces dementia alone.

# Alzheimer Scotland believes that nobody should face dementia alone.

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 6,500 members and many more supporters who campaign for us, volunteer, raise funds and donate their time.

**It brightens my day meeting other people and is good for the brain!**

**Your programme is wonderful. My husband comes home every Tuesday exhilarated.**

**The staff are wonderfully kind, patient and cheerful.**

**The service has given my husband his life back and makes him feel part of society.**

**The service is so uplifting. We are always included.**

**Your support has allowed our mum to stay in her home with dignity and respect.**

**Your support worker provides the only three hours in the week which I can count on and keeps my head above water.**

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"I never thought I would have a support worker who would go out cycling with me. A superb match."



# Our Board of Trustees



John Laurie  
**Convener**



Ian Bell  
**Treasurer**



Arlene Chalmers  
**Secretary**



David McClements  
**Vice Convener**  
(appointed Nov 2013)

Barbara Barnes	Gillian Boardman (resigned Oct 2013)	Rose Mary Bowes (resigned Oct 2013)	Caroline Brown (resigned Oct 2013)
Noni Cobban	Jim Fry	Sheila Hardie (resigned Dec 2013)	Lynda Hogg (resigned Dec 2013)
Agnes Houston (resigned Jan 2014)	Dianne Howieson	Alan Jacques	Patricia Laughlin
Christine McGregor	Findlay McQuarrie (resigned Nov 2013)	Barbara Mitchelmore (resigned Oct 2013)	Patricia Payne (resigned Mar 2014)
Douglas Philips	Christine Ross	John Starr	Kenneth Valentine (resigned May 2013)



Henry Simmons,  
**Chief Executive**



Kate Fearnley,  
**Deputy Chief Executive**



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

# Convener's introduction

2013–2014 has been another successful year for Alzheimer Scotland. We have made significant progress in delivering the policy achievements we helped secure last year. We have also developed new ways of rolling out our 5 Pillar model of post-diagnostic support, and have continued to bring support for people with dementia to local high streets. These achievements have delivered real benefits for people with dementia, their families and carers.

Supporting the Government's commitment to a minimum of a year's post-diagnostic support for people with dementia has been a challenge we have accepted with relish. It has involved training and integrating 65 Link Workers into our national support network.

dementia-friendly. To help achieve this we have invested in four more Dementia Resource Centres. You can find more details on page 18. Each one has quickly demonstrated its value to the local community. Two other important projects have also helped make support for people with dementia more mainstream. These are the Dementia-Friendly Community work that is underway in Motherwell and other areas, and a commitment from Bank of Scotland, to become the first dementia-friendly bank.

The Alzheimer Scotland Dementia Nurses – and the Dementia Champions they support – are continuing to have a major impact in improving standards of care for people with dementia in acute hospitals.



John Laurie,  
Convener.

*"Our new 8 Pillars model of community support is being piloted in five areas."*

People with dementia and their carers have been actively involved in testing our new 8 Pillars model of community support. This is being piloted in five areas, in cooperation with our NHS and local authority partners. The results of the pilots will be crucial in shaping our future approach to delivering fully integrated care for people with dementia.

A key element of our strategy is tackling the stigma surrounding dementia and ensuring our society is more inclusive and

We have continued our work to promote and coordinate dementia research, and this year launched the Scottish Dementia Research Consortium. Our partnership with the University of the West of Scotland and the new Alzheimer Scotland Policy and Practice Unit there is supporting the translation of research into practice.

The Scottish Government's work to integrate health and social care is now underway nationally. This is taking place at a time when economic pressures on

## Convener's introduction.....

local authorities and the NHS look likely to become tougher. This means we must continue to make the case for dementia care and services in each locality. We are responding to this by developing a more localised approach that includes additional support for our branches and members. This will ensure their voices are heard and listened to at a local level.

Next year we will introduce a new Members' Advisory Forum to give our members the opportunity to directly influence future policy through open and fruitful discussion about what matters to them most.

It is a great credit to our staff that we continued to receive very good Care Inspectorate grades in this difficult economic climate. Financial pressures mean we need to develop and evolve as an organisation, and we have started reshaping our central teams. This work has seen the introduction of a new role of Practice Team Leader.

Fundraising is essential for any charity and our supporters have been extremely generous with their time and money. They raise funds for us in a huge variety of creative ways. On behalf of people with dementia and their families, friends and carers, I would like to thank all those who have generously supported us over the last year.

The new governance arrangements approved at last year's AGM have been implemented and are working well. The reduced number of trustees, combined with more regular trustee meetings, is more appropriate to an organisation with over 6,500 members and 1,100 staff delivering 60 services.

Our staff have responded magnificently to what has been a very successful, but also challenging, year. This is a testament to their commitment, supported by the unwavering dedication of our volunteers. I and my fellow trustees are

***"It is a great credit to our staff that we continued to receive very good Care Inspectorate grades."***

One of our services experienced a tragic incident this year that is still subject to investigation and I regret that I am unable to inform you of the details of this until the investigations are concluded, at which time I will report to you.

looking forward to building on this year's achievements over the next 12 months. Alzheimer Scotland will continue to evolve and innovate to improve the experience of everyone living with dementia in Scotland.

# People and partnerships

The commitment of our skilled and dedicated staff underpins everything we do. Without them we could not achieve our goal of improving the lives of people with dementia, their families and carers. We took on additional staff this year, bringing the total to over 1,100 by the end of April. This reflects the increasingly wide range of support we are providing, and in particular the growing number of Alzheimer Scotland Dementia Link Workers.

staff who had been with us for over 15 years.

During the year we continued to use Promoting Excellence as the benchmark for training all our staff. Our goal is to enable all staff to achieve the 'Dementia skilled' level as a minimum. We were disappointed not to reach this goal by the end of the year, and will make additional investments in staff training over the coming year.

*"our annual Staff and Volunteer Awards recognised the outstanding contributions of our people."*

We also benefited from the invaluable support of our 700 volunteers. Once again, their generous support made a huge contribution to key areas of our work, including delivering services and fundraising.

Our annual Staff and Volunteer Awards took place on 1 November 2013. These were an opportunity to recognise the outstanding contributions of our people. Awards were presented to individual staff members; staff teams; individual volunteers; and volunteer teams. We also presented a new length of service award to 53

As part of our commitment to providing services that respond to local needs, we appointed seven Deputy Regional Managers (DRMs). We are determined to provide a voice for people with dementia, their families and carers in every community, whether they live in the densely populated Central Belt or a remote part of the Highlands. Our new DRMs are helping deliver this increasingly localised approach.

During the year, many of our staff and volunteers were recognised for the exceptional work they do. Several of them

53 of our staff qualified for long service recognition.





Derek Oliver (Practice Team Leader) and Hilda McCann (Senior Support Worker) of our East Renfrewshire Services received the Exceptional Staff Team award at our AGM



Marion Carson and David Noble received 'Exceptional' and 'Recognised' awards in the Individual Volunteer category.

accepted prestigious awards on behalf of the organisation. On 17 June, Alzheimer Scotland received a 3 star Recognised for Excellence Award. Recognised for Excellence is a Europe-wide scheme that promotes organisational excellence. Winning the award involved a rigorous process led by our Development Team.

Arlene Crockett, our Deputy Regional Manager for Glasgow, East Dunbartonshire & Lanarkshire, was part of a team that collected a COSLA gold award for their work on the Dementia Demonstrator Site in Motherwell, where their success in developing a dementia-friendly community was highly praised. During the year Alzheimer Scotland also worked in partnership with Bank of Scotland on a project to make it the first dementia-friendly bank. During the coming year we will continue to build on a range of dementia-friendly initiatives.



### Giving people with dementia a voice

Giving people with dementia and their carers a voice is one of our greatest strengths. Our support for the Scottish Dementia Working Group (SDWG) and the National Dementia Carers Action Network (NDCAN) is central to this. Their members ensure we always listen to the voices and experience of those living with dementia.

We were delighted that Agnes Houston from the SDWG

Arlene Crockett (third from right) with the team that won the COSLA gold award.

“our links to the Scottish Dementia Working Group enable us to listen to the voices and experience of those living with dementia.”

received a Lifetime Achievement Award at Scotland's Dementia Awards 2013. This recognised her tireless work to promote the rights and highlight the needs of people with dementia. Shortly afterwards, in November, James



Agnes Houston photographed with her Lifetime Achievement Award.

McKillop received an honorary doctorate from the University of Strathclyde for his work in establishing the SDWG.

Members of both SDWG and NDCAN were part of an expert working group that finalised the key outcomes and commitments contained in the 2013–16 National Dementia Strategy. During the year we also continued to work closely with a range of other key partners, within Scotland, the UK, across Europe and globally.

“our Deputy Regional Managers are helping deliver an increasingly localised approach to service provision.”



Karen Steel



Gabrielle Colston



Jean Armitage



Arlene Crockett



Anne Buchanan



Gerry McCoy



Ruth McCabe

# Our three year plan

In August we launched our new Strategic Plan for 2013–2016. This sets out our goals for the next three years, broken down into 10 key themes. It also includes details of how we will measure our success in achieving the goals associated with each theme.

The new strategic plan builds on the successes of the 2010–2013 plan. It includes a strong emphasis on an increasingly local approach to the way

we operate. We believe that giving local areas the power to shape policies and services is the most effective way of ensuring that support for people with dementia is relevant and effective. As part of this process we have made structural changes to other senior management teams, including the Public Policy Team and the Marketing & Communications Team. These changes will ensure this new localised approach is reflected throughout the organisation.



# Policy and campaigning

The goal which drives our work is 'Being the leading force for change at all levels of society, protecting and promoting the rights of people with dementia, their partners, families and carers'. The integration of health and social care services is one of the biggest challenges we face. Decisions about how resources are prioritised and allocated will be increasingly made at a local level by health and social care partnerships. This year we have made changes to support our teams so they can ensure dementia is a local priority for the new partnerships. We have also recruited a new Head of Policy and Policy Officer and developed a new Research Manager role.

link with both the National Dementia Strategy and Alzheimer Scotland's strategic objectives. They also bring considerable expertise to support the work of our policy team.

Listening to the experiences of people living with dementia is extremely important to us. As well as gathering feedback from our members and those who use our services, we also work in partnership with the Scottish Dementia Working Group (SDWG) and our National Dementia Carers Action Network (NDCAN). Both groups are central to our involvement policy and over the past year we have strengthened our support for them by recruiting new

*"This year we have supported our teams so they can ensure dementia is a local priority."*

The policy team is now working in partnership with two key colleagues. Elaine Hunter is the National Allied Health Professions Consultant based within Alzheimer Scotland. Her role focuses on bringing the skills of allied health professionals to the forefront of dementia practice and linking these to the needs of people with dementia and their carers, partners and families. Douglas Phillips is National Dementia Lead for the Scottish Government's Joint Improvement Team. Their roles

National Coordinators, as well as expanding the SDWG staff team with the support of Scottish Government Section 10 funding. This is enabling both groups to develop a more local focus across Scotland.

This year we made significant contributions to several key areas of the National Dementia Strategy, including the roll-out of the Scottish Government's post-diagnostic support commitment. We also worked with the government, NHS board

## Policy and campaigning

leaders and other partners to develop and introduce a 10 Care Action Plan to ensure each health board and every hospital builds on the progress that has already been made to improve the care of people with dementia in acute hospitals.

One of the key commitments of the National Dementia Strategy is to test Alzheimer Scotland's 8 Pillars model of community support. The 8 Pillars model sets out a blueprint for coordinated and integrated community support for people living with dementia, enabling them to live well in the community for longer. It builds on the one year post-diagnostic support guarantee, ensuring that the impact of the investment in early intervention is not lost. We are currently working with a wide range of partner organisations to pilot the 8 Pillars model at several sites across Scotland, with a view to it being adopted nationally.

Over the next 12 months our policy work will continue to make an important contribution to improving the lives of people with dementia, their partners, families and carers. We are currently developing an advanced illness model to provide the highest quality of care and support for people with advanced dementia. This will reflect the transitions they experience during the later stages of the illness, and will include end-of-life care. We will present this to the government in the hope that it becomes a priority area for Scotland's third National Dementia Strategy, due to be published in 2016. If adopted, the advanced illness model will build on the post-diagnostic support commitment and 8 Pillars model of community support. These are already helping ensure that people living with dementia receive the highest quality of care, support and treatment throughout the illness, from diagnosis to end-of-life care.



# Our branches and volunteers

During the year our work was generously supported by almost 700 volunteers who gave their time and expertise freely to improve the lives of people with dementia, their families and carers.

Many volunteering activities centre around our network of 14 branches, which are located across Scotland, from Lewis and Harris in the far north-west to Langholm in the south. These work alongside our local services to provide contact and support for anyone affected by dementia.

We were delighted that during the year a new branch was set up in Shetland, quickly

establishing itself as an important part of the local community. Two of our other branches celebrated their 25th anniversaries this year. One of these, the Lewis and Harris branch, received the accolade of 'Exceptional volunteer team' at our staff and volunteer awards in November.

Branches are involved in many aspects of support, including:

- creating social opportunities for people with dementia and carers
- campaigning to improve local services and resources
- organising outings and holidays.

Below: The Lewis & Harris branch celebrates its 'Exceptional volunteer team' award. Catherine Mackenzie, branch chair, holds the certificate.



On 15 June members of the Perth Branch, their families and friends, enjoyed a day of music and dance at the Lovat Hotel to celebrate their 25th anniversary. Photo courtesy and copyright of D C Thomson & Co Ltd.



Right: Heather Fisher, Cecil Smith, Ruth Newbold, Geoff Clark, Rhona Anderson and Ann Williamson celebrate the launch of the new Shetland branch. Photo: Dave Donaldson/Shetland Times.

# Delivering quality services

## Providing more one-to-one support

Over the year, we saw a growth of almost 8% in the amount of one-to-one specialist support we delivered. While there was a small increase in the number of hours purchased by local authorities, the most substantial growth was in self-commissioned support, which now accounts for 24% of the support we provide.

While people are continuing to purchase support privately from us, using their own resources, increasingly people are taking up the option of getting support from us through self-directed support (SDS). Although SDS still accounts for only a small number of the overall hours we provide, this is likely to increase further in the coming year, now that the Self Directed Support Act is in operation.

## Changes to our services

Following a review of our service management structure, we made a number of changes to enable our Service Managers to focus more directly on service delivery. One change was the introduction of the Deputy Regional Manager role, mentioned elsewhere. We also created a new role of Practice Team Leader whose main function is to manage the day-to-day activities of part of a service and to ensure high quality practice, working closely with the local Service Manager.

## Link Workers

The Scottish Government's HEAT target guaranteeing people with dementia a minimum of one year's personalised support following diagnosis came into effect at the start of the year. Our contribution to delivering this led to an increase in the amount of post-diagnostic support we provide. Our Dementia Link Workers are key to providing post-diagnostic support, and by the end of the year we had 65 in post, up from 44 last year. They took over 1,600 referrals in 2013-14. Many Link Worker posts are funded by the Reshaping Care for Older People Change Fund, which ends in 2015, and we are working locally to try and make sure their posts become permanent.



In January, City of Edinburgh Council launched a dementia awareness campaign in partnership with Alzheimer Scotland. Several of our Link Workers were at the launch and have been instrumental in supporting the campaign.

*"By the end of the year we had 65 Link Workers in post, up from 44 last year."*

## Delivering quality services

### The Dementia Advisor network



Above: Fiona Matthews, Dementia Advisor for Perth & Kinross (pictured second from right, above) was part of a team who collected a Securing the Future award on behalf of Strathmore Dementia Information Cafe.

We now have 32 Dementia Advisors working across Scotland. They took over 3,000 referrals last year, using a light-touch approach to help people with dementia, their families and carers get support and cope with challenges. The Dementia Advisors had individual meetings with many of the people referred to them, and also provided phone and email support where appropriate.

Our Dementia Advisors continued to expand the network of dementia cafés and other drop-in events. Last year there were over 1,500 café sessions, attracting over 16,500 visits. People who come along to the cafés have the chance to meet others in a similar situation to them, and benefit from the peer support this offers. Expert advice from our Dementia Advisors is also available if they have a worry or concern.

*"We held over 1,500 dementia cafés, with thousands of people attending."*

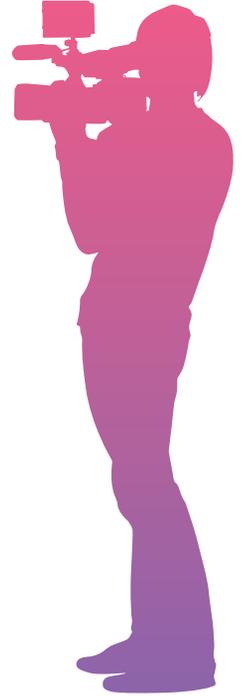
Following a successful proposal to Aberdeenshire Council, this year we extended the reach of our services into central Aberdeenshire, opening a new service office in Inverurie. Although slow to get off the ground, this service has started to become established.

We made the difficult decision to close two services this year. Our service in Perth and Kinross never reached a sufficient size to justify the considerable investment involved. Further south, we took the decision to close our small-scale home care service in Dumfries. In both cases we worked closely with the local authorities and other partners to ensure that a seamless transition was achieved for the people we were supporting.



# It takes extraordinary people to

Our dedicated staff and volunteers go to extraordinary lengths to improve the lives of people with dementia. You can watch a short film about some of the projects featured in this section by visiting: [www.alzscot.org/film](http://www.alzscot.org/film)



## Providing truly tailored support

Bridget Donnelly manages our Inverclyde Service which provides weekly support for dozens of people, including specific groups like the Men's Group. Day care services, such as seated aerobics (pictured above) provide a stimulating environment for people with dementia and respite for their carers.

Three times a week the day care service operates extended hours, enabling six people to stay on to have their dinner. Carers really appreciate this opportunity to catch up on other tasks or simply relax, knowing the person they care for is happy and in

safe hands. The centre also runs a carer's education group, which provides information and encourages peer support..

Bridie's team recently supported a person with dementia to visit Loch Fyne, a place where they had enjoyed family holidays many years before. The team was able to provide one-to-one support for the day trip, which was an emotional but very happy experience for the person, and a great example of how our staff go out of their way to discover what is really important to each person, then help them achieve the goals they have set.

*"our staff go out of their way to discover what is really important to each person, then help them achieve the goals they have set."*

# deliver our services and support

## Maintaining community connections

Our staff take great pride in providing truly personalised support. Mrs H, pictured right, was diagnosed with dementia in 2013 and received post-diagnostic support from our East Renfrewshire Service. This helped her to come to terms with her diagnosis and afterwards she felt ready to try formal one-to-one support.

Mrs H is very independent, and we put together a support package based around her life history. She is a very keen swimmer with a bronze medallion in lifesaving. Swimming is an activity she has enjoyed throughout her life and that's the focus of our support. We are helping to keep her engaged with her community

and enabling her to carry on swimming. We are also helping her maintain active community connections and she has built up a strong bond with her support worker, Patricia Bain.



Mrs H is also a keen violin player. She has started playing her violin more and this forms another aspect of the support we provide for her. We believe that enabling people to maintain their existing skills can help build their confidence, as well as improving their self-esteem and social engagement.

## Supporting independent living

Alzheimer Scotland's Croftspar Place service provides supported housing for people with dementia who come from the local area. This helps keep them rooted in their own community and their own normal life. Family members often say that they 'feel like they've got their relative back' after they move to Croftspar, because many residents blossom once they are given the opportunity to live independently, with staff on site to support them when required.

2015 will mark the 10th anniversary of Croftspar Place and we plan to review the service we are providing there to see if the same model can be rolled out on a larger scale to enable more people with dementia to remain independent within their local communities



It takes extraordinary people.....



## The Dementia Assistance Dog project

The Dementia Assistance Dog project is training dogs to provide full-time companionship and practical support for people with dementia and their partners. It began as a partnership with Dogs for the Disabled, Guide Dogs and Glasgow School of Art. The project has attracted a huge amount of interest among the public and in the news, and will report in 2015, when an initial evaluation will be published.

The related Dementia Intervention Dog pilot is

underway in Ayrshire. This is exploring how dogs can engage with people on a visiting basis, supporting them with companionship and respite, as well as more paws on tasks such as dressing and undressing. Paddy (above, left), Bobby, Morgan and Bo, the dogs in the pilot, got their Kennel Club Bronze award this year. The dementia dog umbrella project also received a special commendation in the Care Accolades in the 'One to watch' category.

*"The project is training dogs to provide companionship and practical support for people with dementia and their partners."*

## Building links with local communities

Fiona Kane, Alzheimer Scotland Dementia Advisor for West Dunbartonshire, has helped run two innovative projects that are raising awareness of dementia in the community. A successful educational initiative involved working with local schools to raise awareness and understanding of dementia. At the Caring and Dementia Congress in Edinburgh, in April 2013, pupils talked about what they had learned about dementia.

The Dumbarton Dementia Café went from strength to strength this year with a group

of attendees organising a tea dance on World Alzheimer's Day last September. Over 100 people came along, including residents from care homes in the area. One lady with dementia who helped organise the event said it made a huge difference to her self-esteem and that it gave her a sense of purpose.

Some members of the Dementia Café now help tend Alzheimer Scotland's local allotment. They sell fruit and vegetables at coffee mornings and carers' and friendship groups to raise funds for Alzheimer Scotland.



Schoolchildren Mairead (far left) and Rebecca (left) were part of a class that took part in the educational project.

Left: Robert, a support worker, leads a quiz for both schoolchildren and adults with dementia. Right: participants have fun at the tea dance.



## Taking dementia to high streets across Scotland

### Dementia Resource Centres

We ended the year with three more Dementia Resource Centres (DRCs) in operation, bringing the total to 15 across Scotland. This growing network of high-profile, welcoming centres means even more people can get advice and support on their local high street. The Resource Centres are also helping to challenge negative perceptions about dementia by raising awareness and showing how people can live well with their diagnosis.

This year we developed new DRCs in Motherwell and Clydebank, housed in buildings we bought last year. We also opened new centres in rented buildings in Stornoway, Elgin and Stranraer, and completed the refurbishment of our Kilmarnock DRC, which will officially open in May 2014. In addition, we bought a bungalow in Bonnyrigg which we will refurbish for our Midlothian day care service, which currently lacks suitable premises.



The official opening of our Clydebank (left) and Stranraer (below) Dementia Resource Centres.

**The centre is a very friendly place with lots going on.**



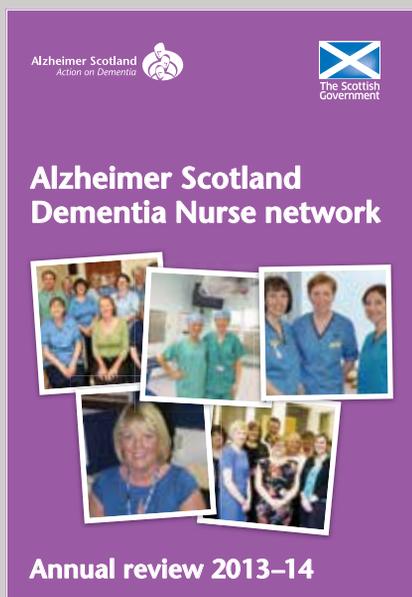
## The Dementia Nurse network

A new report published in January showcased the wide range of work being done by our Dementia Nurses. The case studies it features illustrate the many ways the nurses are helping to improve the experiences of people with dementia who are receiving care in acute hospitals.

This year the nurses also developed a simple document called 'Getting to Know Me', which has been published and distributed by the NHS. It's designed to make it easy to gather key information about a person with dementia when they are in hospital, so that their needs and wishes are respected and they receive truly person-centred care. The Dementia

Nurses are working closely with the Dementia Champions to roll out Getting to Know Me, and also to make sure the 10 key actions for acute care are put into practice. These are an important element of the current Dementia Strategy, and will help ensure that people with dementia have a good experience of being cared for in hospital.

Most health boards are keen to maintain the Dementia Nurse posts, and the Scottish Government has made a commitment to match Alzheimer Scotland's annual funding of £10,000 per post. This will really help ensure we maintain a stable and consistent group of consultant nurses as we move forward.



Ruth Mantle, Alzheimer Scotland Dementia Nurse Consultant for NHS Highland, with colleagues from Raigmore Hospital who were shortlisted in the 'Best acute care' category at Scotland's Dementia Awards 2013.

To download a copy of the report, visit:  
<http://bit.ly/1DzrVK5>

# Change in action

## Training more Dementia Champions

The Dementia Champions programme is training hundreds of members of staff working in acute hospitals as agents of change to promote high-quality care for people with dementia.

The project is led by the University of the West of Scotland (UWS), and this year we helped train the fourth cohort of 118 Dementia Champions in partnership with UWS. The champions work in partnership with our Dementia Nurse Consultants and are playing a vital role in implementing new ideas and developing innovations in practice. As well as supporting other staff to provide the highest quality care, they are involved in other initiatives including carrying out research projects.



You can view a video about the Dementia Champions, prepared for the May 2013 graduation event, at <http://bit.ly/1ukSR9r>

## The Five Families Project

The Five Families Project is a partnership between Dementia Circle ([www.dementiacircle.co.uk](http://www.dementiacircle.co.uk)) and West Lothian Council that is working with local families to test low-tech products for everyday life. These have the potential to enable people to stay independent for longer. The Dementia Circle team is also testing products that have been designed by Dementia Champions at the University of the West of Scotland.

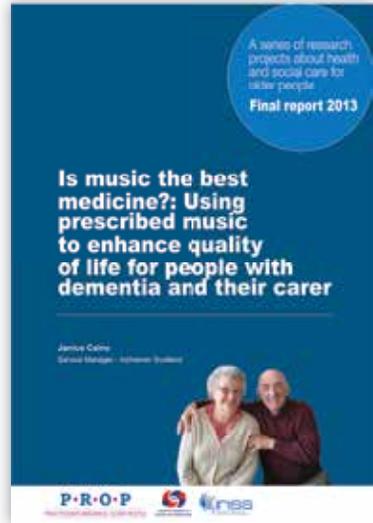
The project is working with the families to identify the small, everyday challenges they face. For example a person with dementia may struggle to use their microwave, and replacing this with one that has a simpler control panel may improve their quality of life hugely over the long-term.



**“The project is working with local families to test low-tech products for everyday life.”**

## Contributing to our shared knowledge about dementia

This year two of our Service Managers, Janice Caine and Gabrielle Colston, completed research projects as part of the Practitioner Research: Older People project. This was run by the Institute for Research and Innovation in Social Services (IRISS) and the Centre for Research on Families and Relationships at the University of Edinburgh. Janice's project investigated whether a daily 'music prescription' could have a positive impact on the mood and wellbeing of a person with dementia. Gabrielle's project used our 5 Pillar model, combined with a Talking Points personal outcomes approach, to look at the early stage support being offered by our Dundee service. People with dementia, carers and staff all reported positive change in the person with dementia after they had used the service.



## Creating a video to encourage more people to use our services

Fiona Dunwoodie, manager of our Renfrewshire Services, decided to commission a video about what the service offered to encourage more people to access the support it provides.

'When people have just been diagnosed they're often reluctant to accept support. Unfortunately, six months or a year later they can come back

to us because they've reached crisis point. We made a DVD that our local Dementia Advisor and other staff can give to people and leave with them to watch after they have gone. The video shows the positive experiences of people with dementia and their carers who use our services. It's been a great ice-breaker and a really useful tool to encourage people to give our services a try.

You can watch the video made by our Renfrewshire Services by visiting <http://bit.ly/1whdTbN>

Dad thoroughly enjoys going out each Monday to play snooker with his carer.



# Information and outreach

Providing relevant, accurate information is a vital part of our work. We do this through our website and social media channels, our events, and the wide range of printed publications we produce.

This year we refreshed our brand to ensure our publications look and feel relevant and contemporary. The new design builds on our history with an updated logo and a brighter colour palette. You may have noticed our new look at events like our Memory Walks or in Dementia in Scotland, our magazine for members. The new branding will be rolled out fully over the next year.

The redesign of our website, completed last year, meant even more people could find and download important information. The number of visitors to the site increased by 24,000, up by 18%. People who visited the site viewed more pages and browsed for longer. Reflecting the change in browsing habits, there was a 73% jump in the number of people who viewed the Scottish Dementia Working Group's website on a mobile device.

Our Facebook and Twitter pages reached thousands more people than last year. We now have over 7,000 followers on Twitter and over 5,000 likes on Facebook. Social media is helping us connect with our increasingly diverse membership base.

Our Freephone 24-hour Dementia Helpline continues to provide a lifeline for people with dementia and their partners, families and carers. We saw a 12% increase in calls from people with a diagnosis of dementia. One in four callers were referred to another Alzheimer Scotland service, enabling them to access additional support. The email helpline has continued to flourish, with a 20% increase in enquiries.

As well as expanding our online communications, our printed publications continue to be in great demand. Dementia in Scotland was given an overhaul this year, featuring a more modern look and feel with new sections, features and contributors. Circulation of the magazine has also increased to 10,000.

*"We now have over 7,000 followers on Twitter and over 5,000 likes on Facebook."*

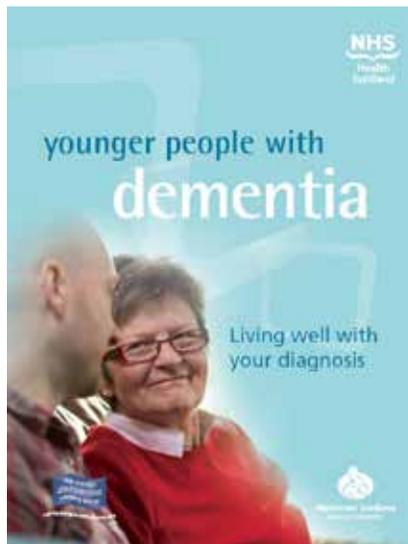


One of our Memory Buses photographed at Queen Margaret University in October 2013.

We produced several new publications to help people with dementia and their carers live well with the condition. These were developed in partnership with a variety of other organisations. They included a booklet and DVD for younger people with dementia; a publication called 'Travelling Safely with Dementia'; and a booklet on 'Eating Well with Dementia: a Carer's Guide'.

Our two Alzheimer Scotland Memory Buses travelled the nation again this year, and reached 2,800 people across the country. A very successful visit to Queen Margaret University coincided with a conference for occupational therapy students and staff, providing helpful information for professionals

as well as the public. This was organised by Elaine Hunter, the National Allied Health Professions Consultant based within Alzheimer Scotland.



We contributed to a new suite of resources for younger people with dementia.



AlzheimerScotland



@alzscot

# Making a difference

## Stitching the Pitch

'Stitching the Pitch' was a three year project, spearheaded by Alzheimer Scotland's quilter-in residence, Ann Hill. Quilts were donated from all over the world to cover the pitch at Hampden. On Saturday 8 June, over 5,000 quilts were laid on the pitch of Scotland's national football stadium. This incredible achievement generated huge amounts of publicity for Alzheimer Scotland, along with funds from the sales of the quilts, a few of which are still available to buy.



Ann Hill with Craig Brown CBE at Hampden Stadium.



## Growing our membership

During the year our membership numbers increased by 37% to over 6,500. A refreshed membership scheme has been proposed and is ready for roll-out next year. We have also put plans in place to host a number of new Members' Advisory Forums each year to engage with members and gather their opinions on important issues related to dementia.



**Alzheimer Scotland**  
Action on Dementia

# Join us!

**Become an Alzheimer Scotland member**



Making sure nobody faces dementia alone.

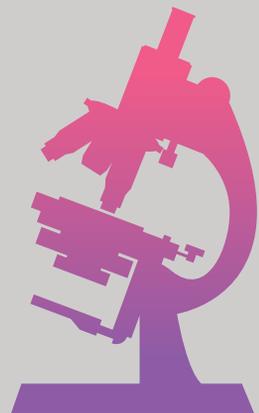
## Support for younger people with dementia

In partnership with NHS Health Scotland and the Scottish Dementia Working Group, our Glasgow Younger Persons Service developed a new booklet and DVD for younger people with dementia. Around 3,200 people in Scotland aged under 65 have dementia. People with young onset dementia are often still working and may have more financial commitments than older people with the illness. This resource, along with our tailored services for younger people, is helping ensure they receive the support they need to live well with their diagnosis. If you would like a copy of the new resource, please phone our Dementia Helpline on 0808 808 3000.

## The Scottish Dementia Research Consortium

The Scottish Dementia Research Consortium was launched at the Surgeons' Hall in Edinburgh on 28 August. The consortium demonstrates our commitment to supporting dementia research in all fields, as well as working to increase the influence of people with dementia and carers within the research community. It is bringing together Scottish-based dementia researchers from all disciplines to promote collaboration and coordination and nurture joint research projects.

*"We are committed to increasing the influence of people with dementia and carers within the research community."*



# Fundraising

Alzheimer Scotland believes that nobody should face dementia alone, and our supporters are helping to make this a reality through donating, fundraising and volunteering. We continue to receive tremendous contributions from supporters who have organised their own fundraisers, from balls to bake sales. We are also grateful to the groups and clubs who have chosen to raise funds for us. Thank you to each and every person who has helped make this year so successful.

We are deeply honoured and grateful when a supporter chooses to remember us in their will. We received £2.3 million in

legacy donations this year, as well as holding two events to introduce supporters to the value of legacies, with further events planned for the coming year.

Our new Deputy Regional Managers have started working with tremendous energy and creativity to develop new strategic fundraising opportunities at a regional level, alongside our Regional Fundraisers in Highland, Argyll and Clyde and Glasgow, who also organised a range of events. Our branches continue to raise funds for local services and we extend our thanks to everyone who gives their time to support their activities.

*“We would like to thank each and every person who has helped make this year so successful.”*



**We held a third Sports Dinner at Hampden in October, raising £16,000.**



This year we received generous support from colleagues at Home Retail Group.



**Our inaugural Memory Walk saw 298 walkers raise over £32,000.**



Our partnership with Lloyds Banking Group has been highly successful, combining staff fundraising and matched giving from the Bank of Scotland Foundation. Many Lloyds Banking Group staff have also given their time as volunteers. We were delighted to work with Bank of Scotland to enable them to become Scotland's first dementia-friendly bank. They also gave invaluable in-kind support through their sponsorship of Bank of Scotland Great Scottish Run, which saw 888 runners raise an amazing £97,000.

We are extremely grateful to all our corporate supporters and partners who worked with us this year, including Home Retail Group colleagues at Argos and Homebase who contributed through fundraising, collections and selling charity merchandise; Bupa Care Services who sponsored our Memory Walk at Dalkeith Country Estate, as well as organising staff fundraising; and Standard Life staff who supported us as one of their local charities for a third year.

We concluded our very successful partnership with Martin Currie Charitable

Above: Audrey McIntosh raised over £12,500 by competing in the Antarctic Ice Marathon and 100k race.

**“During the year over 1,800 people took part in more than 30 sponsored events.”**

## Fundraising

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Foundation, benefiting from the Martin Currie Rob Roy Challenge for a third and final year and receiving £68,000 from the event.

We received generous donations from numerous charitable trusts and foundations. We are particularly grateful to the 12 trusts that have supported us for 20 years or more.

We held our first two Forget-Me-Not balls in Glasgow and Edinburgh, and will build on their success by holding both events again in 2014. Our third Sports Dinner at Hampden raised £16,000, and our second Ladies Lunch in Glasgow was attended by 150 ladies, raising over £10,000.

*“Hundreds of our supporters raised funds for us through running events, generating an incredible £230,000. Many ran in memory of a person with dementia”*



Elly Lillie, aged 92, is one of the stalwart volunteers in our Golspie shop. Ellie is pictured with her daughter Brenda MacMillan (left), who manages the shop, and fellow volunteer Wendy Rowe. (Picture: Louise Mackay.)



The Edinburgh Marathon Festival of Running raised over £100,000, the Bank of Scotland Great Scottish Run raised £97,000, and the Virgin London Marathon raised £34,000.

Our donors have remained immensely loyal and generous throughout the recent economic uncertainty. We sent out three direct mail appeals which attracted over 1,000 new donors and raised more than £118,000 and received nearly £17,000 from donors who had signed up to previous Door to Door

campaigns. Christmas cards raised £44,000.

Our charity shops in Golspie, Forres and Renfrew continued to raise funds for their local areas, as well as raising awareness about our work in their communities.



Our Memory Walk quickly established itself as a popular event in the annual fundraising calendar.

*“We received an incredible £2.3m in legacy donations this year.”*



Our Home Money Box campaigns raised over £12,000 this year.

# 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 nobody should face dementia alone.

## Companies

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

Anglo Eastern UK Limited  
Apache North Sea Limited  
APS Group Scotland  
Aviagen Ltd  
BAE Systems  
Bank of Scotland  
Bibby Offshore Ltd  
BP Foundation  
British Energy plc  
British Polythene Industries plc  
BT  
bto  
Burntisland Fabrications Ltd  
Cafe Al Fresco  
Cairn Energy plc  
CCF Ltd  
CMS Cameron McKenna LLP  
Costa Coffee  
Craneware  
Devro plc  
Diageo International Supply Technical  
Dialog Semiconductor Ltd  
The Eagle Lodge  
The Edinburgh Playhouse  
Foster Wheeler  
Front Line Construction Ltd  
Giveacar Ltd  
Glasgow Chamber of Commerce  
Gloagburn Farm Shop  
Hays plc  
HC-One Ltd  
Head Resourcing  
Henderson Loggie Chartered Accountants  
Home Retail Group plc  
HSBC  
Hymans Robertson  
Institute of Chartered Accountants in Scotland  
Isleburn Ltd  
J. & J. Denholm Limited  
Jobs and Business Glasgow  
Kirktown Garden Centre  
Kwik-Fit Insurance Services  
The Law Society of Scotland  
Lloyds Banking Group  
Maclay Murray & Spens LLP  
Manheim Auctions Glasgow  
Martin Currie Charitable Foundation  
Miller Group Limited  
Mother India's Cafe  
Nationwide Building Society  
NHS Education for Scotland  
Nucleus Financial Group  
Office of the Public Guardian  
Peak Scientific Instruments Limited  
Raeburn Healthcare  
Rolls-Royce  
Royal Bank of Canada  
Royal Bank of Scotland  
Scotmid Ltd  
Scottish Enterprise  
Scotts Ladieswear  
Serimax Ltd



# Looking forward

Our main goal over the next 12 months will be to continue to be a leading force for change and a high quality provider of services and information for people with dementia. We will maintain our focus on ensuring that people with dementia, their family-members and carers receive the best possible support, and are treated as equal and valued citizens at every level of our society. We will work closely with our statutory partners and our members to ensure that we continue transforming the journey for people with dementia and that we ultimately achieve truly person-centred care for every person every time.

services, and at the same time continues to build on our local connections and supporter base.

We will increase our focus on practice and workforce development, ensuring our staff have the right skills to deliver the highest possible level of support. These changes will ensure our organisational structure is fit for the challenges we expect to face now and in the future.

The expanding network of Alzheimer Scotland Dementia Link Workers will continue to help our NHS and local authority partners deliver the new HEAT



Henry Simmons,  
Chief Executive.

**“It takes extraordinary people to help people with dementia do ordinary things.”**

To make sure our Service Managers and their teams have the right support to do their work, we started moving towards a more local structure this year. We will continue this process over the coming year, as described in our 2013-16 strategic plan.

We will continue reshaping our central teams and structures to ensure our services can focus more directly on supporting people with dementia. Our new Deputy Regional Managers are contributing to this process. They are working locally on areas including membership, policy, involvement and fundraising. This is helping to ease the pressure on our

target on post-diagnostic support. We are passionate about the importance of post-diagnostic support, and Scotland leads the way in pioneering this work, which is underpinned by our 5 Pillar model. The Link Workers are specialists who are trained to the Enhanced level of Promoting Excellence. They are already supporting thousands of people across Scotland. Some of the partnership funding for these posts is temporary and we are working hard to secure longer term funding for these critical positions. Alongside this we will work closely with our partners to implement the 8 Pillars model in the five test sites and we will also launch a new report that will focus on

how we can improve people's experience and support in the advanced stages of the illness.

Again, alongside our partners we will maintain our focus on acute general health care. We will continue to jointly fund the national network of Alzheimer Scotland Dementia Nurses, in partnership with the Scottish Government. A full evaluation of

their impact will be published in June this year.

Earlier this year we published a report that showcased some of the innovative work the nurses are doing to improve the experiences of people with dementia in acute hospitals (see page 19). This year we will produce a series of reports that will highlight the tremendous

### Helping Andy and Dorothy to 'Seize the Day'

Our Seize the Day project, based in Aberdeen, provides opportunities for people with a recent diagnosis of dementia and their families to meet informally. It offers information and support, with a focus on practical ideas for living well with a diagnosis of dementia.

After Andy Clark was diagnosed with dementia, his partner Dorothy became concerned that he was losing his confidence. The couple came along to Seize the Day, where they met other people in a similar situation. Since then, they have started coming to our drop-in café, and have even tried community activities like a taster session in street drumming. Andy says 'I'm beginning to enjoy life now', while Dorothy adds 'we have never been so busy!'

Before Andy's diagnosis he had stopped going out as he 'couldn't see the point'. Dorothy felt isolated and wasn't

enjoying her retirement. Now they understand how important it is to keep active and socially connected and their lives have changed for the better.

The couple are planning a trip round the UK next year to catch up with friends. Andy wants to take up wood-turning again and would like to get involved with the local Men's Shed. Dorothy says 'We've had a new lease of life – the diagnosis was a blessing in disguise. We've got a purpose now!'



## Looking forward

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progress and contribution of our colleagues in the Allied Health Professional communities.

I am very happy to report that in summer 2014/15 we will be holding a 25th anniversary party to celebrate the work of our 24 hour Dementia Helpline. I would like to express my deep thanks to all the volunteers, past and present, who through services like the Helpline are making sure nobody faces dementia alone.

This year we will reach out to our members and launch our Members' Advisory Forums, giving Alzheimer Scotland members and other stakeholders the opportunity to hear about our work first-hand and influence future developments. Our first event will be in April and we are looking forward to meeting with more of our

members and hearing their views and opinions first-hand.

Research and education will continue to be important focuses for us over the coming year. We will continue to invest in our Dementia Research Centre at the University of Edinburgh and support our Centre for Policy and Practice at the University of the West of Scotland. Their findings and expertise will be used to inform our policy and campaigning work.

We are also investing in the future workforce of dementia specialists through our bursary scheme, in partnership with Edinburgh and Stirling Universities. This is enabling students to extend their expertise in dementia and is helping build future capacity and skills. We will continue to



“In June we will hold a 25th anniversary party to celebrate the achievements of our 24 hour Dementia Helpline.”



Over the coming year we will continue to support the Dementia Champions programme, led by the University of the West of Scotland.

support the development of the Scottish Dementia Research Consortium and look forward to sharing and celebrating innovation and research at our conference in June, as well as hosting the Alzheimer Europe conference in October.

street, expanding our network of Dementia Resource Centres across Scotland, as well as purchasing a property in Bonnyrigg that will be used as a day centre. Over the coming year we have budgeted to purchase three more properties

*“This year we will reach out to our members and launch our Members’ Advisory Forums.”*

We refreshed our branding this year and over the coming months our new, brighter colour scheme and updated logo will be rolled out across our publications. This new look is helping ensure we have a modern, positive image that reflects the broad cross-section of members who are supporting our work. We are pleased to be attracting more younger members, and we are using social media and our website to link in with them more and more.

Last year we continued to take dementia to the high

to convert. We know from the feedback we receive that the Resource Centres are invaluable hubs in local communities, making access to advice and support easier, and challenging the stigma that can still surround dementia.

Our network of Dementia Advisors will continue to support people with dementia and their carers in local communities across Scotland. They are organising more and more events, such as dementia cafés that promote peer support and provide welcoming environments

## Looking forward

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for people with dementia and their carers. The Dementia Advisors also work on a one-to-one basis to provide specialist therapeutic activities. This year they will play a key role in the launch and roll-out of our Dementia Friends Initiative and will continue to support a range of Dementia-Friendly Community projects across Scotland, alongside a wide range of partner organisations.

We will continue to support the vital work of the Scottish Dementia Working Group (SDWG), ensuring their views are reflected in local and national policy work. The group also has a voice at a European level through Alzheimer Europe's European Dementia Working Group. We are also firmly committed to supporting the National Dementia Carers Action Network (NDCAN) which is now benefiting from a dedicated coordinator who is helping members promote their role more widely.

Over the coming year we will continue to build on our national and local fundraising work. We

are enormously grateful to the many generous supporters who fundraise for us so effectively, generating the vital income that our services depend on. Both individual supporters and our corporate fundraising partners go to great lengths to support our work. This year we will mark World Alzheimer's Day by organising a series of Memory Walks throughout Scotland and we will use this as an opportunity to both help raise awareness and raise funds. Every person who supports us in this way is directly contributing to our vital initiatives, including our Dementia Resource Centres, Dementia Nurses, Dementia Advisors, Dementia Research Centres and our Dementia Helpline.

Alzheimer Scotland is made up of a combination of extraordinary people. Our staff, volunteers, members, supporters, campaigners and partners – and indeed our critics – make us what we are. I would like to express my sincere thanks to each of you for all your effort this year, and I look forward with great enthusiasm and hope to working with you next year.



**Alzheimer Scotland**  
Action on Dementia



The Scottish Government  
In partnership with the public

**Allied Health Professionals  
Dementia Champions:**  
Agents of Change



Next year we will publish three new reports showcasing the vital role that our Allied Health Professional colleagues are playing in raising standards of care for people with dementia.

# Our finances

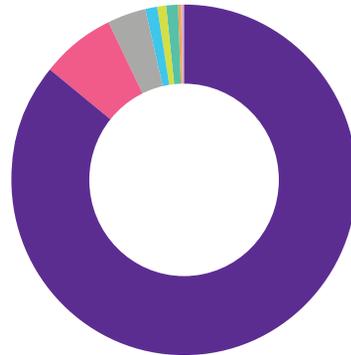
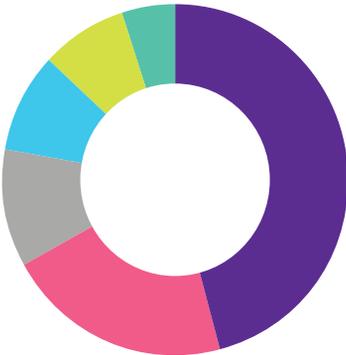
## Income and Expenditure 2013-14

Consolidated Income and Expenditure Account for the year ended 31 March 2014

	2014	2013
	£	£
Total incoming resources from generated funds	6,112,268	5,971,688
Total incoming resources from charitable activities	13,156,953	12,104,759
<b>Total incoming resources</b>	<b>19,269,221</b>	<b>18,076,447</b>
Cost of generating funds	(716,914)	(836,307)
Resources expended on charitable activities	(17,825,696)	(15,291,854)
Governance costs*	(49,434)	(38,384)
<b>Total resources expended</b>	<b>(18,592,044)</b>	<b>(16,166,545)</b>
<b>Net incoming resources before transfers</b>	<b>677,177</b>	<b>1,909,902</b>

The statement of financial activities shows that total incoming resources of £19,269,221 were up by 6.6% on the previous year. Expenditure rose by 15% to £18,592,044.

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



### Income

Local authority grants	46%
Fundraising, trusts and donations	21%
Other	11%
Health board grants	9%
Legacies	8%
Scottish Government and specific grants	5%

### Expenditure

Care related services	86%
Support costs	7%
Fundraising	3.5%
Involvement	1%
Campaigning	1%
Research	1%
Governance	0.3%
Awareness raising	0.2%

At Alzheimer Scotland we are 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 6,500 members and delivered by our 1,100 staff and 700 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**

Alzheimer Scotland - Action on Dementia is a company limited by guarantee, registered in Scotland 149069. Registered Office: 22 Drumsheugh Gardens, Edinburgh EH3 7RN. It is recognised as a charity by the Office of the Scottish Charity Regulator, no. SC022315.