



# Alzheimer Scotland

## Annual Review

### 2014-15



Making sure nobody faces dementia alone.



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*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 by over 7,000 members and many more supporters who raise funds for us, volunteer, campaign and otherwise support our vital work.

# Our Board of Trustees



John Laurie  
**Convener**



Ian Bell  
**Treasurer**



Arlene Chalmers  
**Secretary**



David McClements  
**Vice Convener**

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Barbara Barnes

Noni Cobban

Jim Fry

Diane Goldberg

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Dianne Howieson

Alan Jacques

Patricia Laughlin

Christine McGregor

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Mary-Frances Morris

Douglas Philips

Henry Rankin

John Starr

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Christine Ross

(Resigned November 2014)

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## Our Directors



Henry Simmons  
**Chief Executive**



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



Marcia Ramsay  
**Director of Operations**



Anna Devine  
**Director of Fundraising & Marketing**



Jim Pearson  
**Director of Policy & Research**

# Convener's introduction

2014-2015 has been a very successful year for Alzheimer Scotland. Our 5 Pillars Model for Post Diagnostic Support has now been implemented across Scotland and is being driven forward by 63 Link Workers who are funded by the Scottish Government, but trained and managed by Alzheimer Scotland.

Our 8 Pillars Model of Community Support is being tested at five different sites across the country. The 8 Pillars Model introduces the key role of a Dementia Practice Coordinator, who will coordinate the variety of services from NHS, social care and other agencies. Successful implementation of this co-ordinating role will deliver real benefits to people living with dementia, their families and carers at the time they require it.

It seems no time at all since we opened our first official Dementia Resource Centre in Dundee back in 2008. This year we were delighted to open a beautiful new centre in Kilmarnock; a large property which gave us the chance to deliver a high level of dementia friendly layout and design and has influenced our approach to

the centres that will be opening in 2015-16.

We have continued our funding of Alzheimer Scotland Dementia Nurse Consultants, in co-operation with the Scottish Government, and were very happy to see over 500 Dementia Champions working across a wide range of disciplines in health and social care in 2014-15. In addition, Allied Health Professionals (AHPs) in Scotland have launched three highly regarded publications focused on their role in supporting people with dementia; *Agents of Change*, *Living Well with Dementia* and *Living Well with Community Support*. Alzheimer Scotland also supports the highly successful AHP blog, *Let's talk about dementia*.

Alzheimer Scotland is also committed to supporting research. Our centres at the University of Edinburgh and the University of the West of Scotland were involved in a number of vital studies in 2014-15. We also have a strategic alliance with Queen Margaret University and fund dementia scholarships at a number of institutions.



John Laurie,  
Convener.

**"Our 8 Pillars Model of Community Support is being tested at five different sites and introduces the key role of a Dementia Practice Coordinator."**

## Convener's introduction.....

We introduced a Members Advisory Forum this year and held two meetings in 2014-15. The value of these meetings is considerable and we thank all members who have attended, contributed to Alzheimer Scotland policy discussions and helped us to shape future policy.

As Convener, I am always impressed by the commitment and quality of the staff who deliver our services and support across Scotland. This year saw an improvement in our Care Inspectorate gradings, with 67% very good and 17% excellent. There were fewer Care Inspectorate visits to our services than in 2013-14; however, we have increased the frequency and depth of our internal inspections.

Financial pressures on our services grew in 2014-15, necessitating a change in our service delivery in some parts of Scotland. The cost factors that often drive service commissioning by local authorities can make it very difficult for to provide highly specialist services in areas with a lower population. We are campaigning to change this system without an unaffordable increase in cost.

Last year one of our services experienced a tragic incident and I promised to inform you of the outcome of the official investigation into that incident. It is with much regret that I cannot

do this, as the investigation has not been concluded prior to this publication going to print.

Charity fundraising has been the focus of a huge amount of media coverage over the past year; much of it negative. I am happy to confirm that Alzheimer Scotland is committed to the highest standards in its fundraising; we will protect your information, respect your wishes, treat the people we support with dignity and always spend your money responsibly. We could not help people with dementia, their families and carers without your support and I take this opportunity to thank you all on their behalf.

The improvements in quality of life for people with dementia, their families and carers in recent years have been significant. Yet there is much more to do, particularly in for those with advanced dementia. With your support, we will continue to campaign for the fair and equitable treatment of this illness that affects so many people across Scotland.

I and my fellow Trustees look forward to the challenges that will undoubtedly face the organisation in future. We have confidence that our friends, members, volunteers, supporters and staff will continue to deliver excellent support and commitment.

Thank you.

# Our people; our strength



Alzheimer Scotland has almost 1,000 staff and over 700 volunteers working across the country to provide the best possible standards of information, advice, care and support to people living with dementia and those closest to them. Without their commitment and dedication, our organisation could not aim to ensure that nobody faces dementia alone.

On 7 November 2014, we held our Staff and Volunteers Awards as part of our annual Staff, Members' and Volunteers' Conference. This was an excellent opportunity to celebrate the wonderful efforts of those who go above and beyond the call of duty to support our vital work.

It was also a year of recognising longstanding success in dementia care and support. In June, our Dementia Helpline celebrated its 25th anniversary with a barbeque at Drumsheugh Gardens in Edinburgh. The Dementia Helpline has responded to calls from almost

90,000 people in that time and has several long-serving volunteers, including one who has been with the Helpline for 20 years.

Our Dumfries and Galloway Service celebrated its 21st anniversary with a tea dance in November. Then Regional Manager (now Head of Operations) Julie Sinclair has worked at the service for all of that time.

Dementia Advisors and Community Activity Organisers – Lanarkshire, Glasgow and East Dunbartonshire Services



Dementia Helpline volunteers Liz Marshall and Steven Dick cut the anniversary cake

## Our people; our strength.....

Our achievements are only possible with the support of the trained and talented people who work and volunteer for Alzheimer Scotland. Our staff continue to deliver a high quality of support and commitment to people with dementia, their families and carers.

In 2014-15 Alzheimer Scotland's national policy progress and our growing reputation (locally and nationally) as partner, contributor, critical friend and service provider led us to implement a new operational management structure. This has allowed our service management staff to focus even more on high quality dementia practice. We also emphasised our focus on practice by establishing the Quality and Workforce Development Team, to increase consistency of approach and practice throughout the organisation. Our new induction programme, LAUNCH! has received very positive feedback.

LAUNCH! will bring together quality, health & safety and workforce development, so that staff have a one-stop resource for quality, practice and professional development, expectations and opportunities.

During the year we have also introduced a new intranet to better connect our staff across our offices and services. The aim is to help with efficiency and working better together, by using a central, user-friendly resource.



*“Our achievements are only possible with the support of the trained and talented people who work and volunteer for Alzheimer Scotland.”*

## Our people; our strength

The Scottish Dementia Working Group continued to grow its international reputation as the key subject of a documentary for Japanese television, which was filmed in May and broadcast in September.

Yuji Kawamura a Japanese filmmaker, filmed a number of members of the group at home, in their local communities and participating in SDWG meetings.

The documentary had a huge impact in Japan, ultimately leading to the creation of the Japan Dementia Working Group in October.

People with dementia have often told us that they sometimes need a helping hand in daily life and a bit of extra support, and particularly understanding, to stay active and included in their local community. This year we were

delighted to officially launch Dementia Friends in Scotland at our annual conference in June. The Dementia Friends programme gives participants a better awareness of dementia and the little things they can do that can make a big difference for someone with dementia.



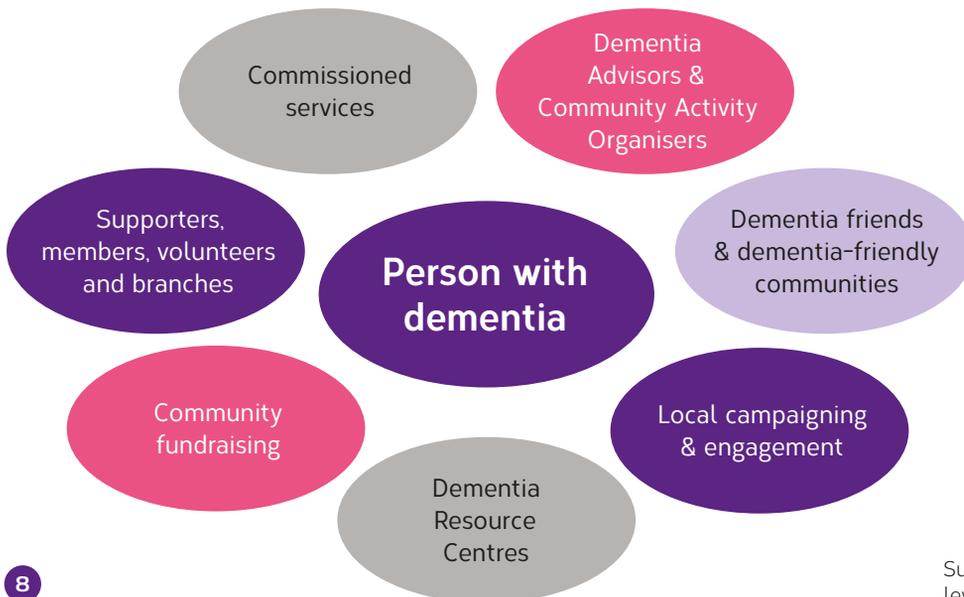
# Localities

Alzheimer Scotland is committed to providing the support that people with dementia, their carers and their families need in their local communities. We deliver this support in a variety of different ways; not only via commissioned services, but also through a wide range of other work and activities – almost entirely supported through fundraised income. This all underpins our aim that nobody should face dementia alone.

This diverse approach to providing specialist dementia support across Scotland's communities will be reflected in our new way of describing what we do in particular communities or **localities**.

Each Alzheimer Scotland locality will deliver key services such as day services, one-to-one services and link worker support. In addition, other vital supports will include:

- local Dementia Advisors and Community Activities Organisers;
- access to a Dementia Resource Centre – we are continuing to roll out new centres across the country;
- Dementia Friends training and engagement with local dementia-friendly community initiatives;
- policy and campaigning support to influence and shape the big local decisions that affect people with dementia in their localities;
- community fundraising to increase and improve our work, supported by our Community Fundraiser, who can work with individuals and groups raising money in the locality;
- the support of our members, volunteers and branches, as well as providing the opportunity to become more directly involved in the work of Alzheimer Scotland.



# Public policy

A highlight of 2014–15 was the Alzheimer Europe conference, which was hosted in Glasgow in October and was Scotland's biggest dementia conference to date. The event featured 28 parallel sessions and was attended by over 800 delegates from across the world, including 44 people with dementia. Its theme was 'Dignity and Autonomy in Dementia' and we were honoured to play a significant role in the conference; presenting sessions, providing media and communications support and assisting with the practical aspects of the event.

One of the most important elements of the conference was the Glasgow Declaration, an international policy statement

pledging all those who signed it to fully promoting the rights, dignity and autonomy of people living with dementia. The declaration was signed by over 120 people at the event, the first signatory being Alex Neil (Scotland's former Minister for Health).

During the conference, Agnes Houston (longstanding member of the SDWG) was elected as one of the vice chairs of the European Working Group of People with Dementia. Jim Pearson, our Director for Policy & Research, was also elected to Alzheimer Europe's Board of Directors.

The integration of Adult Health and Social Care is the most significant change facing



Geoff Huggins signing the Glasgow Declaration, accompanied by (l-r) John Laurie, Jeanette Maitland, Henry Simmons and Heike von Lützu-Hohlbein

## Public policy .....

Alzheimer Scotland and the entire health and social care landscape across Scotland. Alzheimer Scotland has a responsibility to ensure that the national priorities set out in Scotland's National Dementia Strategies remain local priorities within these new local structures. This year our Public Policy team has supported our Regional Managers and Deputy Regional Managers to make sure that local dementia strategies continue to be pushed forward, so that national commitments and priorities are reflected in our communities. The Public Policy team has worked closely with local colleagues to develop local strategies and will continue to support our localities to develop local engagement.

Throughout this year the Public Policy team has worked as part of the Focus on Dementia

collaborative to support test sites of our 8 Pillars Model of Community Support in Glasgow, Midlothian, North Lanarkshire, Moray and Highland and also the implementation of the post-diagnostic support guarantee.

Going forward, a key policy priority in 2015-16 will be the publication of the Advanced Dementia Model, which will build on our 5 Pillars Model of Post Diagnostic Support and our 8 Pillars Model of Community Support to deliver high quality care support and treatment from diagnosis to end of life. We will seek a commitment to test the Advanced Dementia Model, and roll out the 8 Pillars Model in the 2016-19 national dementia strategy. At the same time we will continue to work at national and local level to ensure that the post-diagnostic support guarantee is fully resourced and delivered.

*"Alzheimer Scotland has a responsibility to ensure that the national priorities set out in Scotland's National Dementia Strategies remain local priorities within these new local structures."*

# Research

Our focus on supporting and enabling research continued to grow in 2014-15. Our Dementia Research Centre within (and in partnership with) the University of Edinburgh celebrated its third anniversary. A key aspect of the centre's research was the investigation of what happens when vital support – all the way from molecular changes in the brain through to social support in daily life – is taken away and how it affects the progression of dementia symptoms.

Our Centre for Policy and Practice at the University of the West of Scotland has focused on, among other things, the potential for continued employment following a dementia diagnosis. Their 'Dementia in the Workplace' study revealed that there is a low awareness of dementia in the workplace among UK employers.

In 2014, we continued to fund scholarships at three Scottish universities – the University of Edinburgh, the University of Stirling and Queen Margaret University.

At the end of 2014 we held our inaugural Christmas lecture; a sell-out event that attracted 300 people. The lecture was delivered by noted scientist Baroness Susan Greenfield and explored 'Dementia: current and future prospects'.

At the end of March 2015, Alzheimer Scotland signed a strategic alliance with university health academics at Queen Margaret University (QMU)



Lynda Hutton, Yvonne Kelly and Claire Podmore; recipients of scholarships from the University of Stirling Dementia Fund

in a bid to improve student understanding of dementia. The move will ensure that healthcare students at QMU have a robust education in dementia so that they are more effective as healthcare professionals when they move into the workplace. The ultimate aim is to improve the care and wellbeing of individuals with dementia and families affected by the condition across Scotland.

QMU Principal and Vice-Chancellor Professor Petra Wend and Henry Simmons sign the strategic alliance



# Healthcare and dementia

In 2014–15, there was an Alzheimer Scotland Dementia Nurse Consultant in 13 NHS Boards, bringing strategic influence and promoting excellent practice across Scotland's acute hospitals. Working alongside them are four Allied Health Professional Consultants, over 500 acute care Dementia Champions, and more than 700 Dementia Ambassadors in social services. Almost every health and social care discipline can be found within this growing network, brought together by a shared commitment to provide the best possible support to people with dementia, their family, friends and carers.

The Alzheimer Scotland Dementia Nurse Consultants and their associated networks are essential to Scotland's National Dementia Strategy.

Their current focus is on 10 Care Actions which have been identified as key to meeting the necessary standards of care for people with dementia and improving their experience within our Scottish hospitals.

In June 2014, a report was published which examined the impact of the Alzheimer Scotland Dementia Nurse Consultants and Dementia Champions to date. Entitled *Evaluating the impact of the Alzheimer Scotland Dementia Nurse Consultants/Specialists & Dementia Champions in bringing about improvements to dementia care in acute general hospitals*, the report stated that "a significant amount of change and improvement work has been initiated by the two roles, and would likely not have happened without them." In addition,



L-R: Alzheimer Scotland Dementia Nurse Consultants Andy Shewan (NHS Tayside), Janice McAlister (NHS Ayrshire and Arran), Maureen Taggart (then NHS Lanarkshire, now National Dementia Nurse Consultant), Helen Skinner (NHS Fife), AHP Dementia Consultant Jenny Reid (NHS Lothian), Alzheimer Scotland Dementia Nurse Consultants Audrey Melrose (NHS Forth Valley) and Ruth Mantle (NHS Highland)

Dementia Nurses and Dementia Champions were described as “key conduits and catalysts for change” and “a valued local source of dementia expertise.”

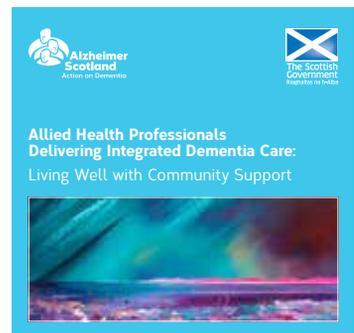
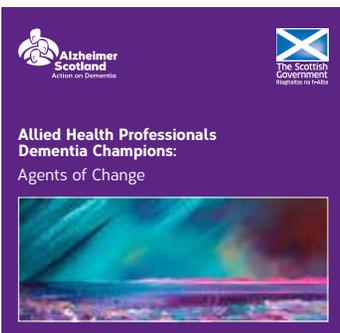
In June, Elaine Hunter (National Allied Health Professional Consultant) and Alzheimer Scotland launched the *Let’s talk about dementia* blog. It shares the work and practice of Allied Health Professionals (AHPs) in relation to dementia care and offers advice for people living with dementia, their carers, partners and families as well as being a source of information for other health and social care professional

colleagues. In addition to hosting articles by AHPs, it also includes contributions from Dementia Nurses; Dementia Advisors; lecturers, graduates and students in the allied health professions and many others. Visit [letstalkaboutdementia.wordpress.com/](http://letstalkaboutdementia.wordpress.com/)

Across Scotland there are also three AHP dementia consultants working within NHS Lanarkshire, NHS Lothian and NHS Greater Glasgow and Clyde. In December, we launched three new reports showcasing the work of AHPs in supporting people with dementia, their families and carers.

“Key conduits and catalysts for change”

You can download copies of the reports by visiting: [www.alzscot.org/ahps](http://www.alzscot.org/ahps)



# Every day Alzheimer Scotland provides essential support to people living with dementia in Scotland.

## This is how we make a difference.

### People:



**675,000**  
hours

of support delivered by our  
frontline staff



**Sixty+ Link Workers**

help people after a dementia diagnosis, manage their symptoms and plan for the future.



**1,700 staff & volunteers**

working to improve the lives of people with dementia and their carers.



**20,000+ people**

received support from 33 Dementia Advisors since 2010

### 24/7 Dementia Helpline:



**38%**

of callers contact us in the evening, overnight or at weekends.



**5,000 calls and emails**

to our free confidential 24 hour Dementia Helpline every year

## Places and projects:

# 200+ groups and projects

running all year round for people with dementia and their carers, including dementia cafes, sporting reminiscence, art and music therapy and peer support groups.



# 48 centres across Scotland

where people with dementia, partners and family members can meet in welcoming, dementia friendly environments. Including 17 Dementia Resource Centres, 30+ local services and 7 gardens, with more to come!



## Policy and campaigning:



We work with people living with dementia, their families and carers to build a strong voice for people with dementia in Scotland.



Formed in 2002, the Scottish Dementia Working Group (SDWG) was the first ever national campaigning group, run by people with dementia.

In 2011 the National Carers Action Network (NDCAN) was formed.



**We collaborated with the Scottish Government to achieve a ground-breaking guaranteed of 1 year post diagnostic support for everyone diagnosed with dementia in Scotland from April 2013.**

## Partnerships, research and development:

Working with partners at universities across Scotland we aim to improve care and to discover potential new treatments.



Each year we fund

# 750+

people in Scotland signed up to the Join Dementia Research programme

# 15 postgraduate bursary places

and fellowships in Scottish Universities

# Supporting our local communities

Our aim is to make sure that nobody faces dementia alone. To do this, Alzheimer Scotland is committed to delivering a range of support that recognises the needs and wishes of the individual; whether that is a person with a diagnosis, someone who is concerned about their memory, a carer, partner, family member or close friend.



## Post diagnostic and one-to-one support

We have seen further growth in our post-diagnostic support work as local partnerships continued to choose to develop their post-diagnostic work in conjunction with us. We presently have 63 dementia Link Workers. We recorded 2,119 referrals to our link workers in 2014-15 – a 30% increase from the previous year.

Our 1:1 specialist support services declined slightly during the year by 2%. The total support hours we provided fell by 2%. Block and spot-purchased hours were down 2%, along with a decrease in self-commissioned support, though this continues to account for 24% of the support we provide. Private purchase fell by 8% in the year, however growth in Self-Directed Support (SDS) is accelerating, up 12% on last year.

A number of local authorities are planning framework tenders in order to establish a list of providers that people can choose from under the new Self-Directed Support Act. This is where the council assess the level of need but the people requiring support choose their own services and/or providers. We decided not to bid for a tender with Falkirk Council, as part of the tender requirements was to undertake 15 minute visits and these do not form part of the specialist support we provide to people with dementia. Equally with East Dunbartonshire Council, we decided not to bid for a component that was non-dementia specific.

## Dementia Advisors

2014-15 marked the fifth year of our Dementia Advisor network. We've been able to build a team of 33 specialist Dementia Advisors across Scotland to help people adapt to living with dementia. In the past five years over 20,000 people have been referred to

our Dementia Advisors and they have helped many thousands more through the activities they run. Alzheimer Scotland has dedicated £3.8 million of fund-raised income in this time to maintaining this vital source of community-based support.



Una and her Dementia Advisor, Geraldine Ditta

## Award winning support

We were delighted to see three of our projects win at Scotland's Dementia Awards 2014. Our Dumbarton Dementia Café won 'Best Dementia Friendly Community Initiative', our West Dunbartonshire service won 'Best Educational Initiative' and our Shetland team, alongside NHS Shetland and Shetland Museum & Archives won 'Most Innovative Partnership'.



Winners of 'Most Innovative Partnership' at Scotland's Dementia Awards 2014.

## Dementia Resource Centres and other new locations

We opened a new Dementia Resource Centre in 2014-15 in Kilmarnock, East Ayrshire. The interior of this stunning new Centre, officially opened in May 2014, was designed by Graven, a world-renowned interior design company. Joyce Gray, our Deputy Director for Development, worked with Graven on the project. She explained, "We worked in partnership to share our knowledge and create something really great. We will evaluate the space over the coming months by asking the people who use it how it works for them."

We also opened a new Day Centre in Bonnyrigg, Midlothian. The Bungalow was purchased in July 2013 and was renovated to create large and small community rooms, a kitchen, office, walk-in shower and conservatory. It was officially opened in September 2014 by Provost Joe Wallace.

Seven new Dementia Resource Centres are due to officially open in 2015-16 including Shetland, Dingwall, Tain, Aberdeen, Arbroath, Helensburgh and Glasgow.



# Living well with dementia

## Dementia and design

Dementia Circle is a project looking at ways that families can be supported to self-manage some of the practical issues they face whilst living at home. They do not look at high tech or digital design solutions, but simple everyday issues that can make a huge difference to independence and positivity.



Finding, testing and sharing simple product solutions can help families remain active and engaged in their daily life for longer.

Sharing information and access to user friendly, tried and tested products may help to ease some of the day-to-day stresses of living with dementia.

*“They do not look at high tech or digital design solutions, but simple everyday issues that can make a huge difference to independence and positivity.”*



# Let's talk about dementia

In February 2015, Alzheimer Scotland launched the 'Let's talk about dementia' campaign. The campaign was prompted by a recognition that many of the people we supported and worked with had found the early conversations about dementia – when they were worried about their memory or someone else's, or other initial symptoms that were causing concern – to be the most difficult. This difficulty often meant that the conversation was put off for months or even longer.

Talking about dementia makes it more likely that someone will get a diagnosis, which can open doors to a variety of supports from the NHS, social services and organisations like Alzheimer Scotland.

'Let's talk about dementia' provided tips to help people start those difficult conversations and was intended to:

- encourage families and friends to talk more openly about dementia;
- break down some of the barriers, such as the fear of dementia, stigma and the worry that nothing can be done to help;
- encourage people to seek help earlier;
- create better awareness and understanding of dementia.

The campaign ran online ([www.alzscot.org/conversation](http://www.alzscot.org/conversation)), in Dementia in Scotland magazine and was also promoted through the Sunday Mail, on local radio stations and through social media.

The campaign maintained a strong continuity by also being the theme of our Dementia Awareness Weeks in both 2014 and 2015.



*"We didn't have a family discussion about it. We should have done."*

# Dementia Friends

Dementia Friends Scotland was launched during Dementia Awareness Week 2014 at our annual conference. The project helps a wide range of people to develop practical skills to support people with dementia with basic daily activities. Over 8,000 people had registered as Dementia Friends by the end of 2014-15. Dementia Friends Scotland is fully funded by Alzheimer Scotland.



Dementia Friends Scotland is led by Anne McWhinnie, the Dementia Friends Programme Manager and our team of Dementia Advisors. Dementia Advisors have already delivered over 10,000 hours of Dementia Friends training across Scotland.

There are two ways to become a Dementia Friend: online and face-to-face. Online training

is based around a series of videos on the Dementia Friends Scotland website ([www.DementiaFriendsScotland.org](http://www.DementiaFriendsScotland.org)), which should only take a few minutes to watch. These provide an insight into the difficulties people with dementia can experience in their daily lives, with themes including 'On the phone', 'Getting around', 'Paying for things', and 'Reading and writing'. You can also become a Dementia Friend by taking part one of our one hour, fun, face-to-face information sessions.

The aim of these sessions is to help all of us think about the impact of dementia and the negative perceptions which can surround the illness. The sessions feature tips on supporting people with dementia who may be struggling with day-to-day activities. An example might be helping someone in a supermarket to pay for their shopping, or encouraging others to have patience when a person with dementia takes a little longer.



# Volunteers, membership & branches

During 2014–15, much of our work was made possible by over 700 volunteers, who gave their time, their dedication and their expertise to Alzheimer Scotland, helping our mission to ensure nobody faces dementia alone. Our volunteers range from teenagers to people in their 90s and all of them make a vital contribution to our work. Over 60 of our volunteers work on our 24 hour Freephone Dementia Helpline, which celebrated its 25th anniversary this year.

William Barr, who was presented with our Volunteer Individual Award in 2014, masterminded the Voices of the Commonwealth concert; a spectacular choral

event with several hundred performers from across the world at Glasgow's Royal Concert Hall, in celebration of the Commonwealth Games. William's wife had dementia and was supported by the Alzheimer Scotland service in Lanarkshire. This amazing concert raised £11,000 for Alzheimer Scotland.

Elizabeth Little (known as Elly) celebrated her 92nd birthday this year as a member of the volunteer team at our 2nd Best charity shop in Golspie. Her daughter, Brenda MacMillan, manages the shop. The shop raises an incredible £50,000 each year and we believe that Elly may be our oldest volunteer.



William Barr, receiving his award.



Elly Little at the Golspie shop.

## Membership

We were delighted to see membership increase in 2014-15 by 13%, taking us to almost 7,500 members across Scotland. As well as wanting to increase our membership in this year, we were particularly keen to talk to our members face-to-face, to find out more about their experiences and what they think of Alzheimer Scotland.

We held our first Members' Advisory Forum in Edinburgh in April 2014. This was a very new approach for us and we were unsure how willing our members would be to engage with us and share their views. However, we were delighted by the enthusiasm and interest of those who attended, which made for a great day.

We held two of these forums in 2014, where we discussed a wide range of topics including Dementia Dogs, end of life care, human rights, dementia friendly communities, costs of care and research.

To find out more about our Members Advisory Forums, or to enquire about membership generally, please visit [www.alzscot.org/volunteering/membership](http://www.alzscot.org/volunteering/membership). Membership is free for people with dementia, current and former carers, our volunteers, Dementia Champions, Dementia Ambassadors, children and students. It costs as little as £12 per year for some other categories. E-membership is also available.

## Branches

After many years of support, in some cases pre-dating Alzheimer Scotland itself, some of our branches are experiencing a period of change. Some branches have become very small, or have struggled to recruit office bearers, which has required us to look at different ways of working with these dedicated volunteers. Dianne Howieson, one of our Trustees, is working closely with our branches to look at the best way to move forward, while still harnessing the dedication

and enthusiasm of the many people involved. This work will continue through 2015-16 and possibly beyond.

However, even as this change happens, new branches have been established and are thriving. The recently started Shetland Branch raised over £20,000 for a Shetland Dementia Resource Centre (opened April 2015). Lewis and Harris branch have also fundraised tirelessly for our Dementia Resource Centre in Stornoway.

# Information and outreach



We hosted and facilitated several conferences and events throughout the year, including our annual awareness week conference in June which had a theme of Innovation, Research & Technology and was our best attended event to date. The conference was the focal point of Dementia Awareness Week and gave us our first opportunity to display the refreshed brand.

The theme of Dementia Awareness Week 2014 was 'Let's talk about dementia' - a theme we extended to become the focus of our winter awareness raising campaign. There were over 150 local events held by our staff, branches, shops and volunteers across Scotland, as well as partners in NHS, local government and higher education.

In October we helped to organise and host the Alzheimer Europe conference in Glasgow with over 800 delegates in attendance. This was preceded in September by the annual Scotland's Dementia Awards and

followed in November by our Staff, Volunteers' and Members' conference, alongside our Annual General Meeting (AGM).

In December we staged our inaugural Christmas lecture. We returned to one of our conference themes, research, and invited Baroness Susan Greenfield to deliver the lecture on 'Dementia: Current and future prospects'. The lecture was well attended and plans are underway for 2015.

Our website statistics for the last year have all improved, with a notable increase in the number of people accessing the website via mobile phones and tablets. This figure has risen from 20% to 33%. Unique visitors to the main website and also to the SDWG site both increased by 15%.

Social media continues to grow in influence and by the end of the financial year we had over 10,900 Twitter followers and 9,393 Facebook followers (almost double the previous year). Social media gives us an

Our 2014 conference explored Innovation, Research & Technology

outreach we haven't previously had – enabling us to have a two-way conversation with our supporters, members, fundraisers and anyone interested in dementia online.

There were 4,612 calls to the Helpline this year, which is around the same level as 2013-14. Family carers, friends and relatives are the most frequent users of the line, accounting for just over 70% of calls. 38% of calls were outside of usual office hours, and carers who are in employment often say how helpful it is to be able to call at a time which suits them. We continue to offer a high level of emotional support, with around 50% of callers needing this type of support. Last year we had calls from every local authority area in Scotland, but also an increase in calls from overseas and from other parts of the United Kingdom (UK). These callers now account for between 10% - 12% of calls every month. The e-Helpline has also grown, and enquiries have grown by over 35% in the last year.

Our magazine, Dementia in Scotland, continues to develop. We refreshed the magazine with the new brand and also revamped the content and format. We now circulate 10,000 copies per edition and we are exploring ways to further extend readership.



Our Memory Buses continue to tour Scotland and we are particularly keen that they reach the places where traditional support and services may be thin on the ground. In summer 2014, one of our buses went



Alex Neil (Scotland's former Minister for Health) signs the Glasgow Declaration alongside Henry Simmons.

to the Western Isles as part of the Hebrides Memory Hike. The mobile information vehicle visited South Uist, North Uist, Benbecula, Harris, Tarbert and Stornoway in just three days!

# Fundraising

Making dementia everyone's business and engaging with more supporters and workplace organisations has kept our fundraisers incredibly busy in 2014-15.

Our award-winning partnership with Lloyds Banking Group concluded on a high note, raising a fantastic total of £1.7million for Alzheimer Scotland through the Live Well campaign.

Lloyds Banking Group engaged fully with Alzheimer Scotland throughout the partnership which achieved an unprecedented level of fundraising amongst their work force. We worked closely together to fundraise in a number of different ways including using our toolkits for monthly fundraising ideas and participating in an array of our challenge events and adventure challenges; such as a trek across the Sahara. Staff also organised their own challenge events such as the Bank of Scotland Big Bike Ride and the Live Well Golf Open. We delivered dementia awareness sessions



Raising funds and awareness with Lloyds Banking Group

to Lloyds staff throughout 2014-15 and subsequently Bank of Scotland held many Tea and Blether sessions in branches across Scotland as part of their Dementia Friendly Banking commitment. We had a strong visible presence in branches with the use of posters, collection tins and other marketing materials.



## “We are extremely grateful to all our business and corporate supporters”

Our partnership with Home Retail Group also finished in early 2015, raising almost £3 million across the UK and Ireland (of which Alzheimer Scotland will receive a proportionate share). Staff and customers raised money in a range of exciting ways including bucket collections and sales of a special pendant. The partnership helped raise awareness of community-based support and the ways in which people with dementia can be helped to stay in their own homes. We also received large sums from a number of corporate supporters including TSB and ITV’s Text Santa appeal. Our corporate activity has allowed us a significant fundraising presence in many businesses including Bank of Scotland branches, Argos, Homebase and Morrisons.

We are extremely grateful to all our business and corporate

supporters who make such a significant difference to all of our friends and their families living with dementia.

We were awarded two sizeable grants from the Life Changes Trust’s Dementia Friendly Communities programme. We were awarded just over £420,000 for our Dementia Friendly Dumfries & Galloway project in partnership with NHS Dumfries & Galloway, and over £52,000 for our allotment project in West Dunbartonshire. We also received a grant of over £53,000 from the R S Macdonald Charitable Trust towards our research into developing a model to support people with advanced dementia. We have received support from over 70 other charitable trusts and foundations for a range of work (in 2014-15 we received donations from 32 trusts who



Dementia Advisor  
Iain Houston  
celebrating the  
launch of our  
partnership with  
Home Retail Group

## Fundraising.....

had not supported us the previous year).

Supporters took part in a fantastic range of activities in their local communities to raise funds. Examples of the inventive fundraising ideas that have benefited us include a gymkhana, Sing It & Bling It, head shaves and a Harvest Thanksgiving Lunch. Our supporters William Barr and Audrey McIntosh were both honoured at the staff conference and both presented Individual Volunteer Awards.

We repeated the success of our Forget-Me-Not Balls in Glasgow and Edinburgh and returned to Hampden for our fourth annual Sports Dinner. Together these events raised over £50,000 for local services in Glasgow and Edinburgh and for our Sporting Reminiscence Partnership.

Sponsored events such as the Virgin London Marathon (which



One of our many sponsored runners from 2014-15

raised over £81,000) and the Edinburgh Marathon Festival (which raised over £106,000) helped to significantly increase our supporter numbers.

For the first time we held multiple Memory Walks in locations across Scotland. We delivered over 25 walks, raised over £100,000 and recruited 2,500 walkers. We are currently working on making Memory Walks even better in 2015. We were delighted to see staff



A fashion show at our Fife Dementia Resource Centre

from all different parts of the organisation come together to make this such a successful fundraiser and it was inspirational to see so many supporters come out in rain or shine.

Anna Devine joined us in September 2014 as our new Director of Fundraising, Marketing and Communications, just as our Memory Walk series kicked off. This allowed us to make some important changes to our fundraising and communications teams to support the future growth of the charity.

We had a fantastic response to our 2014 Christmas appeal, which featured a real life story about Bill (a gentleman that we support) and included a message from Bill and his wife Isobel. Within the appeal we provided a gift tag that families could return to us with a message about a loved one, which we hung on our Christmas

tree at National Office in Edinburgh. It was incredibly touching to receive so many heartfelt messages.

Our Alex4Paws Dementia Dog appeal raised almost £50,000 and raised the profile of this unique project through the online Dog Selfie campaign. The money raised has helped fund the pilot project to train Dementia Assistance Dogs.



Dog lovers across Edinburgh joined us for the launch of the Dementia Dog appeal



Supporters were keen to put their best foot forward at our Memory Walks

# 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, NHS 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 make sure that nobody should face dementia alone.

## Companies

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

Aegon UK  
Amazon.co.uk  
Amey  
Baillie Gifford  
Bank of Scotland  
Barnton Pharmacy  
Bibby Offshore Ltd  
BlackRock Investment Management  
British Polythene Industries plc  
BT  
bto  
Bupa UK  
Call Direct  
Calor Gas  
Centrica plc  
City of Edinburgh Council  
CMS Cameron McKenna LLP  
Cordia  
Cornelian Asset Managers Ltd  
Crofts Solicitors  
Cumming Leven Limited  
Deanfield Care Home  
Diageo  
Dundonald House Nursing Home  
easyfundraising  
EY  
Front Line Construction Ltd  
Gibson Kerr  
Giveacar Ltd  
Glasgow Chamber of Commerce  
Gordon and MacPhail  
Gulfmark UK Ltd  
HAAS Group  
Haas International SCM Limited

Halifax  
Home Retail Group plc  
Horne Engineering  
Howco Group PLC  
HSBC  
Hymans Robertson LLP  
Ignis Asset Management  
Inver House Distillers Ltd  
Institute of Quarrying  
ITV Text Santa  
J. & J. Denholm Limited  
JLT Group  
Jobs and Business Glasgow  
Johnson Matthey PLC  
Kalisgarth Care Centre  
Lloyds Banking Group  
Macfarlan Smith Ltd  
Maclay Murray & Spens LLP  
Macrae Stephen & Co  
Marks & Spencer  
McArthur Stanton  
McDonald Engineers  
Miller Group Ltd  
MLM Solutions  
Morgan Stanley  
NHS Education for Scotland  
NSL Ltd  
PayPal Giving Fund UK  
Peak Scientific Instruments Limited  
Peter Vardy Foundation  
Philips Lighting  
Premier Oil UK Limited  
Property Bureau  
PwC

Raeburn Healthcare	Sturrock Comb & Davidson
Randolph Hill Nursing Homes Group	Subsea 7
RBS	TAQA Bratani Ltd
Royal Mail	Tesco
Sainsbury's	Thales UK
Santander	The Royal College of Surgeons of Edinburgh
Scottish Association of Meat Wholesalers	Timorous Beasties
Scottish Fibres	Total UK Ltd
Scottish Legal Complaints Commission	Towers Watson
Scottish Widows	Trinity Mirror Ltd
Search Consultancy Ltd	TSB
Shoosmiths LLP	University of The West of Scotland – School of Health
Signs Express Falkirk	Walker Dunnett & Co
Simpson & Marwick	Westgale Ltd
Spartans Football Club	Zurich
Standard Life	

### Charitable trusts

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

The AMW Charitable Trust	Hugh and Mary Miller Bequest
The Misses Barrie Charitable Trust	The Ronald Miller Foundation
The Binks Trust	The Morton Charitable Trust
The Blythe Family Trust	The Nationwide Foundation
The Broughton Charitable Trust	The Netherdale Trust
Miss Mary G Burnett Trust	The Netherton Trust
Callendar Charitable Trust	The New MM&S Charitable Trust
Cruden Foundation	The Orrin Charitable Trust
The Diageo Foundation	PF Charitable Trust
Edinburgh Bar Association	Grace Rae Trust
Benevolent Trust	The RIADA Trust
ELPD Charitable Trust	The Robertson Trust
Richard Fraser Charitable Trust	Row Fogo Charitable Trust
The Gamma Trust	Santander Foundation
Gibson Graham Charitable Trust	D R Spalding's Charitable Trust
The Gunter Charitable Trust	The St Katharine's Fund
The James and Patricia Hamilton Charitable Trust	The Stafford Trust
The Hayward Sanderson Trust	Stichting Teuntje Anna
Helping Hands Associates	Talteg Limited
The M V Hillhouse Trust	Templeton Goodwill Trust
Heather Hoy Charitable Trust	TLD Trust
The Albert Hunt Trust	The Tulip Charitable Trust
IBB Trust	The Twitten Charitable Trust
The James Inglis Trust	The Alexandra Wallace Charitable Trust
The JTH Charitable Trust	Derek Wallace Appeal Trust
Kinburn (St Andrews) Charitable Trust	James Weir Foundation
R J Larg Family Trust	West Lothian Community Health & Care Partnership
D.C. Leggat's Charitable Trust	The John Kirkhope Young Endowment Fund
John Liston Scottish Charitable Trust	
The R S Macdonald Charitable Trust	

# Looking forward

In April this year we will see a significant transformation in the way that health and social care services are delivered in Scotland. For the first time, there will be legislation that integrates our health and social care structures and this will be done through the Public Bodies (Joint Working) (Scotland) Act. This legislation will include the establishment of new local bodies and new methodologies of commissioning and developing services.

Last year we made substantial investments in the development of our Deputy Regional Managers, who have made a significant contribution to improving the voice of our local members, people with dementia and their carers and have started the process of ensuring that dementia remains a local priority.

The essence of the new integrated bodies will be to develop and deliver more local responses to need and to ensure that there is a greater, person-centred focus in the way that we provide care and support services within local communities.

In response to this, we will begin a process of reshaping the organisation and move away from our regional structure, which has been in place for many years, towards the development

of a locality-based approach which reflects the new local Joint Integration Boards that will be established as part of the new legislation. This work will involve a considerable culture change for the organisation and it will mean a new form of senior management leadership for the majority of operational services.

Our aim is to create a new Operational Directorate which will be led by the new position of Director of Operations. Regional Managers' roles will be converted to Heads of Operations and our Deputy Regional Managers will become Policy & Engagement Managers.

The drive and ethos behind this new Operational Directorate will be to support the evolution of 38 localities. Within our localities our Service Managers, Dementia Advisors, Link Workers, members, volunteers and supporters will be encouraged to work closely together in order to create a strong local presence and indeed, local service response and engagement response for people with dementia and their families.

Our efforts will be in ensuring that we can reflect the types of issues and needs, opportunities, requirements and experiences of people living within their given localities.



Henry Simmons,  
Chief Executive.

**"This work will involve a considerable culture change for the organisation"**

As such, we believe our responses will be better attuned to these local needs and we will become a more effective force for change and a more effective service provider, as well as fundraiser and contributor to each locality. We expect to embark on these changes in early 2015 and begin the transition process by June 2015.

Building on our localities and our engagement with local people will support our ongoing drive to take dementia to the high street. Our successful approach of developing local Dementia Resource Centres will continue and we have budgeted in 2015-16 for the purchase of a further three properties to convert.

During 2014-15 we consolidated our new re-branding and this has been exceptionally well received. We have made further investments in bringing together our Communication, Marketing and Fundraising Teams and we will embark upon an ambitious programme to use as many alternative forms of social media and digital-based campaigns as possible. We will maintain our aim of ensuring that the people who support us feel truly valued within their localities and we will continue to improve communication with our membership, fundraisers, supporters and volunteers.

These vital funds have enabled us to make substantial investments in our Dementia Nurse Consultants programme, Dementia Advisors, Dementia



Helpline, Dementia Research Centres, and in recent months, our main area of engagement through our Dementia Friends programme.

This initiative has already generated huge interest and many members of the public are already signing up to become Dementia Friends in Scotland. This is fully funded by Alzheimer Scotland, unlike the situation in England, and we are extremely pleased to see such a positive response from this. We hope to not only build on our Dementia Friends and encourage people to engage with individuals living with dementia and their carers in their local communities, but also to help support the work and mission of Alzheimer Scotland.

We have also maintained our commitment to research and we continue to support the Alzheimer Scotland Dementia Research Centre and Brain Tissue Bank at the University of Edinburgh and the Alzheimer Scotland Centre for Policy & Practice at the University of the West of Scotland. We have built strong partnerships and developed strategic alliance with Queen Margaret University

## Looking forward.....

and continue to maintain high levels of engagement with other institutions such as the University of Stirling, the University of Glasgow and Glasgow Caledonian University.

We have maintained our funding for the Scottish Dementia Research Consortium and towards the end of the year we launched the Scottish arm of the Join Dementia Research initiative. We were delighted to be a key partner in this UK-wide initiative, which brings together the three main UK Alzheimer charities in order to recruit and support the evolution and development of dementia research throughout the UK.

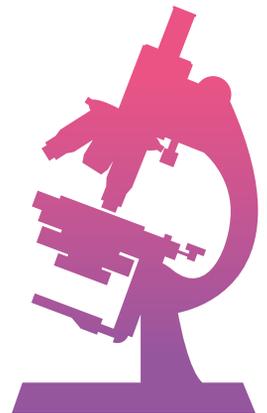
In the late autumn of 2015 we will launch our latest policy report, which will deal with advanced dementia. This report will put forward the development of a specialist model of support for people in later and advanced dementia, or experiencing end of life with dementia. It will mark the final piece in our vision of transformational change. We have successfully secured significant improvements in diagnosis and post-diagnostic support alongside all of our partners throughout Scotland and we are currently testing an integrated care model. This final piece will ensure that from the point of diagnosis to the

advanced and end stages of the illness there is a structure in place for the new local Joint Integration Boards to develop. It will ensure that people with dementia and their families are treated with equality and consistency throughout Scotland, as these policies start to permeate through into practice.

This will require substantial and ongoing campaigning by the organisation and all our members. We will be doing as much as we possibly can to ensure that the voices of local people and our local members are listened to, as these new localities emerge and begin to develop their thinking about priorities in their area.

Central to the evolution and development of policy will be the roles played by the Scottish Dementia Working Group and the National Dementia Carers Action Network.

During 2014-15, Alzheimer Scotland reached its 21st birthday and our Dementia Helpline celebrated its 25th anniversary. This gives us the opportunity express a huge thank you to all our volunteers, past and present, who have supported our aim to ensure that nobody faces dementia alone.



# Our finances

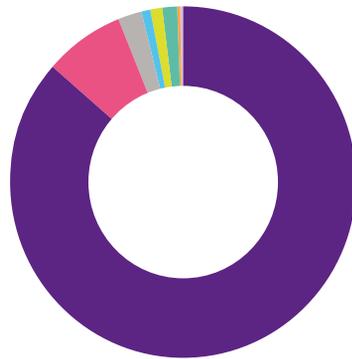
## Income and Expenditure 2014-15

Consolidated Income and Expenditure Account for the year ended 31 March 2015

	2015	2014
	£	£
Total Incoming resources from generated funds	6,371,192	6,112,268
Total Incoming resources from charitable activities	12,969,994	13,156,953
<b>Total Incoming Resources</b>	<b>19,341,186</b>	<b>19,269,221</b>
Cost of Generating Funds	536,475	716,914
Resources Expended on Charitable Activities	18,775,919	17,825,696
Governance Costs	67,010	49,434
<b>Total Resources Expended</b>	<b>19,379,404</b>	<b>18,592,044</b>
<b>Net Incoming resources before transfers</b>	<b>-38,218</b>	<b>677,177</b>

The statement of financial activities shows that total incoming resources of £19,341,186 were up by 0.004% on the previous year. Expenditure rose by 4.2% to £19,379,404.

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



### Income

Local authority grants	28.2%	
Fundraising, trusts and donations	24.9%	
Other	27.4%	
Health board grants	8.8%	
Legacies	7.3%	
Scottish Government and specific grants	3.4%	

### Expenditure

Care related services	86.5%	
Support costs	7.3%	
Fundraising	2.3%	
Involvement	0.8%	
Campaigning	1.3%	
Research	1.2%	
Governance	0.3%	
Awareness raising	0.2%	



Making sure nobody faces dementia alone.

Making every penny count.



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 over 7,000 members and delivered by our 1,000 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.

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**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.