BRIGHT SHADOW

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2025

Charity No. 1171042 (England and Wales)

BRIGHT SHADOW

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BRIGHT SHADOW

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	A Culverwell E Taylor G Mahoney (formerly Butchard) R Mikelyte T Brunt D Horne G Ashington B Myall (resigned 09.03.2026) S Hotham
Charity Number	1171042
Key Management Personnel	C Thomas
Principal Address	Second Floor 32-33 Watling Street Canterbury CT1 2AN
Independent Examiner	McCabe Ford Williams Charlton House Dour Street Dover Kent CT16 1BL
Bankers	The Co-operative Bank 26 Military Road Chatham ME4 4JX

BRIGHT SHADOW

REPORT OF THE TRUSTEES

The Trustees present their report and examined financial statements of the charity for the year ended 31 December 2025. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) in preparing the annual report and financial statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts and comply with the charity's governing document, the Charities Act 2011 and Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK effective 1 January 2019, as amended by bulletin 1.

Public Benefit Statement
The Trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Trust's aims and objectives and in planning future activities.

Objectives and Activities
Bright Shadow was set up in 2009 and became a Charitable Incorporated Organisation in January 2017.

Our mission is to use the power of creativity to enable people living with and affected by dementia to live well and to thrive.

We achieve this mission through:
- Delivering high quality creative sessions in the community and in care homes for people living with dementia, and their supporters.
- Delivering training and resources for care, arts and community organisations on creative approaches to supporting people living with dementia.
- Advocating for more creativity in the care of people living with dementia.

We are one of a small number of specialist UK arts organisations at the forefront of the dementia positive movement. We undertake evidence based practice, enabling participants with cognitive and sensory impairments to engage in a range of accessible ways. We actively encourage the use of the imagination and meet people playfully in their creative mind-space, validating their experience of life in the present moment.

We undertake continuous monitoring and evaluation, including by expert external researchers to ensure that we are constantly learning and developing our practice, and to measure our impact.

We work towards the following results:
- People living with dementia, and those affected by dementia, are living happy, meaningful, fulfilled lives, leading to enhanced wellbeing and reduced suffering.
- People living with dementia, and those affected by dementia, have access to an enriching cultural life.
- Pressures on carers, the health and care system and wider society are reduced.
- Care, arts and community organisations are better equipped to meet the needs and unlock the potential of people with dementia, and those who are affected by it.
- Society has a better understanding of the needs and aspirations of people living with and affected by dementia and is better placed to design services and approaches to the benefit of those affected and of wider society.

Our core beneficiaries are either those living with dementia or a family carer of someone with dementia. We work with people at all ages and stages of dementia, sometimes until the end of their life, and in many cases with bereaved relatives after their loved one has passed away. People living with dementia often have multiple impairments and complex disabilities. Due to the care demands of supporting someone living with dementia, many families face economic hardship and many significant day to day challenges, both practical and emotional. Many people affected by dementia report feeling isolated, low, and excluded from mainstream activities.

People who have dementia have little access to high quality arts and cultural activities. For those who live in a care home or in their own home with a care package, opportunities for meaningful social interaction and cognitive stimulation are heavily dependent on the quality of care provided.

Our training and advocacy work aims to support people living with dementia and their supporters to design, deliver and access creativity in the community and in care settings, and as such reaches a wide variety of people in diverse organisations in our local Kent and Medway communities, and on occasions, nationally and internationally.

Charitable objectives for public benefit
In setting our objectives and planning our activities our Trustees have given careful consideration to the Charity Commission's general guidance on public benefit.

Achievements and performance in the year
In 2025 we delivered a total of 4,391 high quality dementia support interventions via 255 high-quality specialist creative sessions to 170 people, providing 3,410 hours of contact and 589 hours of flexible respite provision for carers. We reached 8,800 in audiences, including 773 in-person.

A particular focus during the year was building on our experience creating opportunities for people living with dementia to contribute to public conversations about dementia. Alongside our weekly Zest and Dementia Chorus groups, participants took part in creative research projects, public performances, and the development of Bright Times, our new citizen journalism programme led by people living with dementia. These opportunities reflect our belief that people living with dementia have important insights and cultural contributions to share with our communities.

Zest Creative Sessions in the Community

In 2025, we delivered our seventh consecutive year of weekly, year-round dementia support through our flagship Zest Communities programme, which runs 40 weeks per year. Working across four communities in Kent and Medway, Zest provides a rare combination of consistency and creative ambition: regular groups where people living with and affected by dementia can build trusted relationships over time while continuing to learn, develop and take part in high-quality artistic experiences.

As identified by independent evaluator, Annabel Jackson Associates, our programme is designed in response to a significant gap in post-diagnostic support, in that there is a gap in service provision between the stage of diagnosis and when people reach crisis points, which are often triggered by serious health and behavioural problems. By filling this gap with high-quality, multi art form interventions, Bright Shadow "can improve the quality of life of people affected by dementia, including adding joy, hope, social connection, and inspiration in a way that helps them form a new, more positive identity."

Across the year, participants explored a broad range of creative experiences with professional artists and cultural practitioners. Sessions included music-making, movement, dance, creative writing, visual arts, performance skills, digital creativity and cultural heritage, journalism and collaborative public events including exhibitions and concerts. In the autumn, we embarked on an extended choir and music project, and our Medway Zest group also worked with textile artist Rachelle Francis on her Arts Council England-funded project, With And Without Diana. Our programme brought participants into contact with a multiplicity of artistic and cultural traditions, ideas and perspectives while also creating opportunities to share their own stories, experiences and creativity with others.

As one participant reflected:

"When I tell people I go to a group and play with a parachute, read some Shakespeare and pass a balloon around they look at me funny, especially when they know I'm into cricket and woodwork. They don't realise how much fun we have here, you really make a difference and make sure people like me are included and not ignored. You're a real lifeline. You need to be in every town!" Medway Zest participant living with dementia

People living with dementia report the need for a weekly routine and consistency of time, place and relationships centred in their local community in order to thrive. Our Zest groups are currently the only service meeting this access need in Kent and Medway, providing inspiring, stimulating specialist sessions which connect people living with and affected by dementia to each other and to outstanding creative practitioners in order to boost cognition, independence, mood and wellbeing, reduce isolation, cognitive decline and stress, and to provide access to a cultural life.

Our evaluation data consistently reflects improvements in wellbeing during, after and between Zest sessions. In 2025 we continued to work with Annabel Jackson Associates to strengthen our Zest evaluation work and help better tell this story. The final report which reviews our 2024-25 data, confirms our approach is highly successful

- Lasting improvements to wellbeing. There was a clear improvement in wellbeing during every Zest session, and 96% of participants and supporters said they look forward to attending, with 71% reporting that the positive effects last throughout the week.
- Creating environments where people can thrive. Participants consistently described feeling happy, respected and able to be themselves, with 100% saying they feel happy in Zest sessions, 96% saying they feel respected and 96% saying they can be themselves.
- Providing a lifeline after diagnosis. Participants described Zest as essential in helping them understand their diagnosis, build confidence, develop friendships and maintain hope, filling a significant gap between diagnosis and the point at which more intensive health and care services are required.
- Delivering ambitious, high-quality creative experiences. Our independent evaluation highlighted the distinctive quality of the Zest programme, recognising its ambition, attention to detail, person-centred approach, multisensory experiences and responsiveness to participants' needs.

- Changing expectations of what is possible after a dementia diagnosis. The evaluation concluded that high-quality arts experiences help people living with dementia experience greater joy, hope, social connection and inspiration, supporting them to develop a more positive sense of identity and continue contributing to community life.

During 2025 Zest Communities provided a total of 158 2-hour Zest sessions with 1,583 attendances, delivering 3,166 contact hours to 125 people. Our Zest Coordinators provided a further 3,388 contact hours during wellbeing check-ins, as well as 444 respite hours to family carers.

Zest at Home

During 2025, we continued our successful Zest at Home programme, which brings tailored creative support directly into the homes of people living with dementia across the county. The project is designed for individuals experiencing additional challenges, particularly those who have lost confidence or communication skills following diagnosis, those who are housebound, in hospital, or otherwise unable to access our Zest Communities offer, as well as families facing crisis situations such as carer breakdown.

Delivered by experienced professional artists, Zest at Home provides each family with five 90-minute sessions of personalised creative support. This year, 18 families were supported through the programme, benefiting from 132 contact hours and 135 hours of respite through short breaks. Participants engaged in carefully designed creative programmes tailored to their interests, encouraging curiosity, skills-sharing, new learning and confidence-building, while strengthening a sense of personhood, connection and long-term wellbeing through everyday creative activity. Working with specialist artists, participants explored a wide range of interests and talents, including piano and flute tuition, photography, painting, drama, journalism, and the appreciation of art, musicals, theatre and poetry.

As one Zest at Home participant reflected, “Never underestimate what these sessions have done for me.”

Dementia Chorus

Dementia Chorus continued to flourish throughout 2025, building on our successful partnership with Age UK Hythe, Lyminge and Ashford. By the end of the year, the weekly Hythe group had grown to 45 regular participants, creating a welcoming space for people living with dementia and their supporters to connect through music. The choir remained firmly rooted in Bright Shadow's values of co-creation, accessibility and person-centred practice, with participants helping to shape the repertoire and enjoying opportunities to sing in harmony and build confidence. In August, the choir gave a public performance in Hythe Town Centre, celebrating their achievements with the local community, before working towards a festive performance for friends and family at Age UK in December. The impact on wellbeing and quality of life has been evident through consistently high attendance and participant feedback, and the success of the programme has enabled the launch of a second Dementia Chorus in Ashford in 2026.

Open Forums & Campfire Conversations

Our Advisory group of former years was reimagined in 2024 as Open Forums; an invitation to anyone interested in the work of Bright Shadow to come together and explore ideas for work Bright Shadow might undertake. We held our first Open Forum in June 2024, with a subsequent event in January 2025. Each time we worked with artists to adapt Open Space Technology to the needs of our community, finding accessible ways of gathering opinions and ideas, paying special attention to finding ways of involving and noting the preferences of those for whom meetings are not accessible (e.g. those who do not use words).

Practically, we also learned that whilst bringing people together from different groups in a large gathering had positive outcomes, it also excluded some from the conversation, those for whom routine, transport and care issues dominate, or who are not yet as clear or confident about their potential power as self-advocates. This led us to our latest iteration, holding Open Forum sessions within Zest groups, which we successfully did in April and November 2025. The familiar environment and smaller group discussions enabled us to provide more accessible and creative ways of including everyone in the discussion.

We have already begun to implement ideas which emerged from our Open Forums. The most significant theme from responses at all our Open Forums was connection and community. We also heard about the importance of identity, advocacy and finding meaning. We know that the success of Zest depends on the communities we create, and that this already has benefits in the wider community. In 2025, we laid the groundwork for creating more opportunities for our beneficiaries to connect with the wider community through music performances, publications, exhibitions, collaborations with research partners and our Campfire Conversations. In 2026, we are building on this work with our programme of public performances, exhibitions, Campfire Conversations, publications and conference presentations, all co-produced with people living with and affected by dementia.

In 2025 we also began to share the outputs from our Open Forum work with a wider audience, including through a mini presentation at UK Dementia Congress 2025. The outputs from all Open Forum work to date will be shared further during 2026. Working with Bright Shadow artists Rebecca Elves and Lucy Stockton Smith, participants developed these Open Forum findings into a series of ceramic vessels which will tour around the country, as well as being documented online, to share what people living with and affected by dementia say they need from our shared cultural life.

Bright Times

In late 2025 we launched Bright Times, a citizen journalism project led by people living with dementia. Ten reporters living with dementia began working with professional artists and journalists to research, write, interview and develop creative content for the publication. The project challenges stigma, amplifies the voices of people living with dementia and offers a positive, strengths-based vision of dementia for people living with the condition, their supporters, professionals and the wider public.

Training and Dissemination

Bright Shadow provided mentoring and support to Paramjot Kaur from Sahara Wellbeing CIC as part of Medway Council's Evolve Creative Health Place Partnership programme: an 11-month learning initiative designed to help creative practitioners develop their practice through mentoring, guidance and seed funding. Our support included contributing to the initial funding bid, delivering bespoke mentoring with Creative Director Clare Thomas and artists Becky Vincer and Lucy Stockton-Smith, providing tailored training in creative facilitation and dementia awareness, making introductions to local dementia support organisations, and sharing our evaluation methodology. This partnership helped strengthen Sahara Wellbeing CIC's capacity to develop creative health work that supports older South Asian people across Medway to feel connected and supported.

In May, Bright Shadow commissioned Associate Artists Lucy Stockton-Smith and Becky Vincer to collaborate with researchers from the National Institute for Health and Care Research (NIHR) Applied Research Collaboration (ARC) Kent, Surrey and Sussex to develop a creative research project investigating networks of care. Our Associate Artists worked with participants living with dementia and researchers to develop a series of visual art workshops using the power of creativity to explore the constellations of care that surround each of us. Through this process, the groups reflected on those present in their lives, and their own presence in others' lives, shedding light on the ways in which we are woven together through our care for one another. The resulting exhibition, Support That Matters, funded by the NIHR and the Alzheimer's Society, opened first at Skyway Gallery in Shoreham, before moving to Creative Space Gallery in Whitstable.

In November, Communications and Data Manager Dr Rebecca Truscott-Elves presented Bright Shadow's approach with findings from our Open Forums at the UK Dementia Congress in Manchester. In December, she co-presented a talk about Bright Times with reporters Gill Ashington and Keith Oliver to approximately 100 delegates at the inaugural Kent and Medway Mental Health NHS Trust Older People's Summit in Maidstone.

Organisation

Staff

In June, Zest Hythe Coordinator Tertia Keep moved on into a more substantial role for another care organisation, and in August Niamh Barnard, our outstanding Finance and Operations Manager took on a similar role for Medway-based arts organisation Ideas Test. We thank both for their valued contributions to achieving our charitable objectives and wish them every success in their future endeavours. In September we were delighted when Projects Manager Morgan Hanna welcomed a baby to the world; Zest Medway Coordinator Jodie Elwin stepped up to cover Morgan's maternity leave alongside her Coordinator role.

Communications

During 2025, we strengthened Bright Shadow's digital presence, helping more people discover our work and access support. Website traffic almost doubled, with active users increasing by 194% to 8,000. Social media generated 34,300 content views across Facebook and Instagram, while website page views increased by 389%. We gained 100 new followers (47 Facebook, 53 Instagram). Growth was driven by increasing direct traffic and organic search, suggesting growing public awareness of Bright Shadow and our programmes.

Trustees
Governance and leadership development were a key focus during 2025 as we worked on a planned transition in Board leadership. Following a recruitment process undertaken in 2024, we were delighted to welcome Bernie Mayall as Chair Designate, and a handover process with existing Chair Alison Culverwell, who has led the Board since 2017, began. We also welcomed Dr Sarah Hotham, University of Kent, to the Board of Trustees at the beginning of the year, further strengthening the research expertise and leadership supporting our organisation.

Thanks
The Board wishes to acknowledge the dedication and determination of the Bright Shadow team, made up of employees, freelancers and volunteers, who have worked so hard to ensure that our beneficiaries have been so sensitively and effectively supported this year.

Bright Shadow is grateful for the financial support of the following organisations, which have enabled us to deliver our high-quality programmes for people living with or affected by dementia this year:

Age UK Innovation Fund
Arts Council England/British Council/Goethe-Institut London - Cultural Bridge
Barchester Charitable Trust
Beckenham Theatre Trust
Cantiacorum Foundation
Community of the Presentation Trust
Dover District Council
D'Oyly Carte Charitable Trust
Global's Make Some Noise
Hythe Town Council
Kent Community Foundation
National Academy of Social Prescribing's Power of Music Fund
National Lottery Community Fund
Philip and Connie Philips Foundation
Postcode Society Trust
Sir Jules Thorne Charitable Trust
Social Enterprise Kent
Wise Music Foundation

We would also like to acknowledge the fundraising efforts of our Community Fundraising Team, the very touching donations made in memory of participants we lost during the year, the support received from local business and kind donations of generous individual donors including those who wish to remain anonymous.

Financial review
Income for the year amounted to £241,858 (2024: £179,517) and expenditure for the year amounted to £185,071 (2024: £214,576). This resulted in a surplus of £56,719 (2024: deficit £35,059).

Pay policy for key management personnel
The Trustees consider that the Key Management Personnel of the charity are in charge of directing and controlling, running and operating the charity on a day to day basis, overseen by the Trustees. The key management personnel involved in all decision making, responsible for the day to day management of the charity are detailed on page 1. All Trustees give of their time freely and no Trustee received remuneration in the year. The pay of the senior staff is reviewed annually by Trustees according with the charity's pay policy.

Reserves Policy

In accordance with the Charity Commission guidance, the Trustees review on a regular basis the level of income reserves that it considers appropriate. At 31 December 2025, the Trustees consider it appropriate to aim to hold unrestricted reserves equivalent to three months' core running costs which is in the region of £38,000 (2024: £30,000). Because the families that we support are extremely vulnerable and without Zest are at increased risk of isolation, mental health crises, carer breakdown and lack of stimulation leading to a deterioration in symptoms, our longer-term strategic plan is to work towards holding six months free reserves, which is in the region of £76,000. Therefore, if Bright Shadow ever needed to wind down, it would not do so abruptly. We aim to achieve this through unrestricted fundraising activities delivered by our trustee-led Community Fundraising Committee, which coordinates year-round fundraising activities and supporter-led challenges. The unrestricted reserves at 31 December 2025 amounted to £37,916 (2024: £23,468), highlighting the substantial challenge small charities have in meeting demand for services whilst also raising sufficient funds. Building the charity's reserves to a more optimal level that helps protect the charity's sustainability for existing and future beneficiaries is a priority for trustees.

Risk management
The Trustees have examined the major strategic, business and operational risks which the charity faces, and confirm that systems have been established to enable the charity to lessen or mitigate those risks. The key risk to the organisation is the sustained, challenging funding environment facing the charity sector, as well as the associated risk of core staff burnout/loss.

To mitigate this risk, fundraising for varied programmes, diversifying income streams and working in partnerships remains a key priority for the organisation beyond delivering its core programme.

Plans for the future

Bright Shadow is well positioned to grow and develop as a unique provider of evidence-based, quality, multi-art form specialist dementia support services, rooted in the practice of co-design with participants.

As an organisation we have demonstrated the ability to experiment, work in partnership, and tailor activities to meet enhanced needs, demand and to ensure equity of access. We want to continue to deliver the creative Zest groups that are lifelines for many families, and to extend this opportunity to new underserved areas. We also want to create space to develop new innovative creative opportunities, including for specialist target groups; this will be a priority once the core programme is secure.

Zest Communities Kent
Providing regular high quality participatory creative sessions to people living with or affected by dementia in the community. These sessions and the community that they support are the foundation of our interconnected wider offer.

Zest at Home
Building upon its foundations as laid during the pandemic, this vital offer meets individuals' needs on a one-to-one basis, in their own homes. These sessions, delivered to those participants with the greatest need, support confidence and communication, meet specific access requirements and are aimed at those further along the path of their dementia journey, including those near to the end of their life. We will continue to build this in as core to our offer going forward.

Special Projects, including Dementia Chorus and Bright Times
Expanding our range of opportunities and reaching new, underserved communities through special projects, often delivered via partnerships, such as our Dementia Chorus, commissioned by Age UK Hythe, Lyminge and Ashford and Bright Times, delivered with Kent and Medway Mental Health Trust.

Bright Shadow Training and Resources
Providing training and resources in a range of media, including online, for families, care, arts and community organisations on creative approaches to supporting people living with dementia. We will continue to develop the skills and experience of artists wishing to work with people living with dementia and provide leadership within the sector for other organisations aiming to reach this marginalised and vulnerable audience via a Quality Framework.

Governance and Management
The Trustees of Bright Shadow are responsible for the general control and management of the administration of the charity.

The process of selecting trustees is outlined in the charity's constitution:
(1) Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees.
(2) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

A role description exists for all trustee roles and any new appointments to the board of trustees must be approved by a resolution of the existing trustees.

During the year the following were Trustees of the charity:
A Culverwell - Chair
E Taylor - Treasurer
G Mahoney (formerly Butchard)
R Mikelyte
T Brunt
D Horne
G Ashington
S Hotham
B Myall - resigned 09.03.2026

REPORT OF THE TRUSTEES

Statement of Trustees' Repsonsibilities

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The law applicable to charities in England & Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP 2019 (FRS 102);
- make judgements and estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the charity will continue in business;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the trust deed. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Approved by the Trustees and signed on their behalf by:

A Culverwell **Date: 7 August 2026**
Chair

BRIGHT SHADOW

INDEPENDENT EXAMINERS' REPORT TO THE TRUSTEES

I report to the Trustees on my examination of the accounts of Bright Shadow for the year ended 31 December 2025 which are set out on pages 13 - 22

Responsibilities and basis of report

As the charity Trustees of the CIO you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounts records were not kept in respect of the Trust as required by section 130 of the Act; or

2. the accounts do not accord with those records; or

3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Jonathan Fullarton BSc (Hons) FCA
McCabe Ford Williams
Chartered Accountants

Charlton House
Dour Street
Dover
Kent
CT16 1BL

Date: **1 September 2026**

BRIGHT SHADOW

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2025

	Notes	Unrestricted funds £	Restricted funds £	2025 Total £	2024 Total £
Income from:					
Donations		20 510	4 198	24 708	26 093
Charitable activities:					
Grants	**2**	37 250	168 997	206 247	142 881
Raising funds:					
Earned income		5 450	5 453	10 903	10 543
		63 210	178 648	241 858	179 517
Expenditure on:					
Charitable activities	**3**	48 762	136 377	185 139	214 576
Total expenditure		48 762	136 377	185 139	214 576
Net movement in funds		14 448	42 271	56 719	- 35 059
Funds brought forward 1 January 2025		23 468	15 931	39 399	74 458
Funds carried forward 31 December 2025		37 916	58 202	96 118	39 399

All transactions are derived from continuing activities.
All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW

STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31 DECEMBER 2024

	Notes	Unrestricted funds £	Restricted funds £	2024 Total £
Income from:				
Donations		26 093	-	26 093
Charitable activities:				
Grants		57 750	85 131	142 881
Raising funds:				
Earned income		10 543	-	10 543
		94 386	85 131	179 517
Expenditure on:				
Charitable activities		103 275	111 301	214 576
Total expenditure		103 275	111 301	214 576
Net movement in funds		- 8 889	- 26 170	- 35 059
Funds brought forward 1 January 2024		32 357	42 101	74 458
Funds carried forward 31 December 2024		23 468	15 931	39 399

All transactions are derived from continuing activities.
All recognised gains and losses are included in the Statement of Financial Activities.

BRIGHT SHADOW

BALANCE SHEET
AS AT 31 DECEMBER 2025

	Notes	2025		2024	
		£	£	£	£
Fixed Assets					
Tangible assets	**6**		-		78
Current Assets					
Debtors	**7**	5 866		3 549	
Cash at bank and in hand		96 376		38 452	
		102 242		42 001	
Creditors: amounts falling due within one year	**8**	- 6 124		- 2 680	
Net current assets			96 118		39 321
Net assets			96 118		39 399
Funds					
Restricted funds			58 202		15 931
Unrestricted funds			37 916		23 468
			96 118		39 399

Approved by the Board of Trustees on 7 August 2026 and signed on their behalf by:

E Taylor - Treasurer **A Culverwell - Chair**

The notes on pages 16 to 22 form part of these accounts.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2025

1 Accounting policices

1 1 Basis of preparation

Bright Shadow is a registered charity with the Charity Commission in England. The address of the registered office is given in the charity information on page 1 of these financial statements. The nature of the charity's operations and principal activities detailed in the Trustees' Annual Report on page 2 under the heading 'Objectives and activities'.

The charity constitutes a public benefit entity as defined by FRS 102. The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland issued in October 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102), the Charities Act 2011, the Companies Act 2006 and UK Generally Accepted Accounting Practice.

The financial statements are prepared on a going concern basis under the historical cost convention, modified to include certain items at fair value. The financial statements are prepared in sterling which is the functional currency of the charity and rounded to the nearest £.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

1 2 Funds accounting

Unrestricted general funds are funds which can be used in accordance with the charitable objects at the discretion of the Trustees.

Restricted funds are funds that can only be used for particular restricted purposes within the objects of the charity. Restriction arises when specified by the donor or when funds are raised for particular restricted purposes.

1 3 Income

All income is included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income including donations is included in full in the Statement of Financial Activities when receivable.
- Grant income is included in the Statement of Financial Activities when receivable.
- Income from attendees is included in in the Statement of Financial Activities when receivable.

1 4 Expenditure

Expenditure is accounted for on an accruals basis. The irrecoverable element of VAT is included with the item of expense to which it relates.

1 5 Support costs allocation

Support costs are those that assist the work of the charity but do not directly represent charitable activities and include office costs, governance costs, and administrative payroll costs. They are incurred directly in support of expenditure on the objects of the charity. Where support costs cannot be directly attributed to particular headings they have been allocated to cost of raising funds and expenditure on charitable activities on a basis consistent with use of the resources.

1 6 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Expenditure on items below £500 is not capitalised. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Computer equipment	25% straight line

1 7 Debtors and creditors receivable / payable within one year

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

1 8 Tax

The charity is an exempt charity within the meaning of schedule 3 of the Charities Act 2011 and is considered to pass the tests set out in Paragraph 1 Schedule 6 Finance Act 2010 and therefore it meets the definition of a charitable company for UK corporation tax purposes.

1 9 Going concern

The financial statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going

1.10 Judgements and key sources of estimation uncertainty

Accounting estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no areas of judgment or key estimations.

2 Grants receivable

	2025	2024
	£	£
Age UK	9 975	-
Barchester Foundation	2 500	-
Beckenham Theatre Trust	4 000	-
Canterbury City Council	250	3 750
Cantiacorum	2 303	-
Community of the Presentation Trust	2 000	-
Cultural Bridge	4 531	-
Dover Council	420	-
Garfield Weston	-	20 000
Global make Some Noise	29 500	29 500
Henry Smith Foundation	-	7 000
Hythe Council	1 360	-
Kent Community Foundation	7 000	8 000
Lawson Trust	-	5 000
Masonic Charitable Foundation	-	-
National Academy of Social Prescribing's Power of Music Fund	2 000	3 000
National Lottery Community Fund	88 000	44 000
Postcode Society Trust	20 000	-
Roger De Haan Charitable Trust	-	5 000
Sir Jules Thorn Charitable Trust	2 500	-
Social Enterprise Kent	14 908	4 881
The Cole Trust	-	1 500
The D'Oyly Carte Trust	5 000	-
The Philip and Connie Phillips Foundation	10 000	10 000
Whitehead Monckton Charitable Foundation	-	1 250
	206 247	142 881

3 1 Expenditure

	Staff Costs	Support Costs	Direct Costs	2025 Total	2024 Total
	£	£	£	£	£
Charitable activities	99 603	20 144	65 392	185 139	214 576

3 2 Support costs

	2025	2024
	£	£
Rent and room hire	2 569	3 326
Staff training and welfare	1 585	2 144
Staff recruitment	-	274
Travel and accomodation	1 623	10 982
Printing, postage and telephone	2 654	2 377
Fees and subscriptions	1 227	1 148
Advertising and marketing	542	3 242
Insurance	1 037	896
Website costs	633	3 606
Computer costs	2 266	2 346
Depreciation of tangible fixed assets	78	312
Governance costs		
Accountancy - Independent examination	1 200	1 200
Book-keeping	4 730	466
	20 144	32 319

4 Staff costs and emoluments

The average number of employees during the period was 7 (2024: 7)

There are no employees with emoluments above £60,000 (2024: none).

	2025	2024
	£	£
Gross wages	95 775	95 018
Employers national insurance	1 978	1 063
Pension costs	1 850	1 618
	99 603	97 699

The remuneration to the senior management team totalled £42,953 (2024: £44,524).

5 Trustees remuneration and reimbursed expenses

The Trustees consider the board of Trustees and the senior management team comprise the key management personnel of the charity in charge of directing and controlling, running and operating the charity on a day to day basis. As detailed above, no Trustees received remuneration during the year and no trustees were reimbursed expenses (2024: none)

6 Tangible Assets	Computer equipment
	£
Cost	
As at 1 January 2025	3 926
Additions	-
As at 31 December 2025	3 926
Depreciation	
As at 1 January 2025	3 848
Charge for the year	78
As at 31 December 2025	3 926
Net book value	
As at 31 December 2025	-
As at 31 December 2024	78

7 Debtors	2025	2024
	£	£
Gift aid revoverable	2 806	3 174
Prepayments	430	375
Other debtors	2 630	-
	5 866	3 549

8 Creditors: amounts falling due within one year	2025	2024
	£	£
Trade creditors	1 643	-
Accruals	4 036	1 478
Other creditors	445	1 201
	6 124	2 679

9 Restricted funds

2025	As at 1 January 2025 £	Income £	Expenditure £	As at 31 December 2025 £
Bright Times	-	9 975	- 1 442	8 533
Cultural Bridge	-	4 531	- 4 531	-
Zest Dover	3 833	25 790	- 23 098	6 525
Zest Whitstable	5 083	22 703	- 21 927	5 859
Zest Hythe	3 182	26 730	- 23 387	6 525
Zest Medway	3 833	51 900	- 35 699	20 034
Zest At Home	-	27 368	- 20 840	6 528
Dementia Chorus	-	5 453	- 5 453	-
All Together Now (Choir event)	-	4 198	-	4 198
	15 931	178 648	- 136 377	58 202

2024	As at 1 January 2024 £	Income £	Expenditure £	As at 31 December 2024 £
Zest Canterbury	375	-	- 375	-
Zest Dover	20 329	10 794	- 27 290	3 833
Zest Medway	-	25 460	- 21 627	3 833
Zest Whitstable	5 552	29 210	- 29 679	5 083
Zest Hythe	10 848	19 667	- 27 333	3 182
Picture This	4 998	-	- 4 998	-
	42 102	85 131	- 111 302	15 931

Objectives of restricted funds

Zest Dover, Whitstable, Hythe, Medway

Providing consistent evidence-based dementia support via weekly high quality multi-art form creative sessions for people living with and affected by dementia in 4 local communities across Kent and Medway. Zest groups act as place-based innovation hubs for dementia arts best practice

Zest at Home

Providing bespoke dementia support in people's own homes (including care homes and hospitals) to people living with or affected by dementia reaching or experiencing a major transitional challenge or crisis

Bright Times	Working in partnership with Kent and Medway Mental Health Trust, providing regular newsroom creative sessions for a team of Bright-Shadow trained citizen journalists publishing Bright Times, an informative and inspirational magazine promoting living well with dementia through writing, photography and illustration. The publication is distributed through NHS and community networks
Cultural Bridge	An international exchange programme between leading practitioners of Socially Engaged Arts in Germany and the UK
Dementia Chorus	Working in partnership with Age UK Hythe, Lyminge and Ashford, providing weekly singing sessions in two local communities. Innovating the 'dementia choir' model with a focus on quality and access, to include aspects of co-creation, original music and performance opportunities
All Together Now (Choir event)	An ambitious, accessible, highly produced event bringing together our Dementia Choruses and singers from our Zest groups to sing for and with the public in a joyous community celebration of the here and now, and the talents and potential of people living with and affected by dementia

10 Analysis of net assets between funds

	Tangible fixed assets	Net current assets	Total
2025	**£**	**£**	**£**
Unrestricted funds	-	37 916	37 916
Restricted funds	-	58 202	58 202
	-	96 118	96 118
2024			
Unrestricted funds	78	23 390	23 468
Restricted funds	-	15 931	15 931
	78	39 321	39 399

11 Related party transactions

There were no related party transactions in the year (2024: none).