DEMENTIA MATTERS HERE fordshire

Dementia Matters Here (fordshire)

Trustees' Annual Report

1st January 2025
to 31st December 2025



About Dementia Matters Here (fordshire)
Dementia Matters Here (fordshire), Charitable Incorporated Organisation (DMH) was established on the 14th January 2020 to facilitate the cohesion of support across the county, add to existing support opportunities such as supporting the establishment of further Meeting Centres and support, develop and increase existing provision. Additionally, it was established to act on behalf of Herefordshire Dementia Action Alliance to support the creation and building of Dementia Friendly Communities and raise awareness of the condition to reduce myths and stigmas.

DMH works to support people with dementia, their carers and families across Herefordshire through the provision of a range of services. DMH delivers one-to-one support for people with a diagnosis, carers and families; a monthly online carers group and monthly face to face groups to support carers in their role, find peer support and access information and advice. It produces a monthly newsletter to keep people informed and connected with what is happening in their County; delivers a telephone support line offering advice, information and signposting; holds monthly Memory Cafes and manages Meeting Centres[1] in Hereford, Leominster and Ross-on-Wye and delivers the Coffee and Memory Bus outreach service. DMH not only supports people with a diagnosis of dementia but also supports people awaiting diagnosis or who have mild cognitive impairment.

DMH additionally works with organisations to support them to deliver sustainable opportunities for people affected by dementia in their communities and raise awareness of the condition.

Reference and Administrative details

Charity name	**Dementia Matters Here (fordshire)**
Registered charity number	1187352
Charity's principal address	Unit 10 Northern Lights Business Park Clinton Road Leominster, Herefordshire, HR6 0SW Tel: 01432 804480

Structure, Governance and Management

Type of governing document	Constitution
How is the charity constituted?	Charitable Incorporated Organisation (CIO)
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to	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 trustees. In selecting individuals for appointment as charity trustees the charity trustees must have regard to the

[1] https://www.worcester.ac.uk/about/academic-schools/school-of-health-and-wellbeing/health-and-wellbeing-research/association-for-dementia-studies/ads-research/uk-meeting-centres.aspx

appoint one or more trustees	skills, knowledge and experience needed for the effective administration of the CIO. In addition, the trustees require potential trustees to submit a CV stating what they can offer a trustee and attend at least one trustee meeting.

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Expertise
1	Dr Shirley Evans	Chair	Shirley is Director of the Association for Dementia Studies at the University of Worcester. She brings expertise in writing grant applications, fundraising, business development, research and evaluation and technology.
2	Phillipa Bruce-Kerr		Solicitor and Partner with Harrison Clark Rickerbys. Specialisms include advice to older people and those with disabilities and their families. A particular interest in support structures and mechanisms for those with dementia, especially in the early stages where there seems little support and signposting.
3	Natalie Cooke		A Registered Manager with a domiciliary home care provider in Herefordshire. Having worked in the sector for 15 years, she has both a passion for raising awareness of dementia and supporting those living with a dementia and their families. She champions awareness and supports the local community with dementia information session.
4	Cheryl Pool		Now retired she brings 30 yrs experience of working, practicing and training in the field of Dementia care, most recently as a Community Dementia nurse with the Community Dementia Service and as a GP Practice Community Dementia Nurse. Cheryl was also Chair of Dementia Friendly Leominster.
7	David Pearson		Worked in public libraries for all his career. Within this role he was responsible for social inclusion projects and was instrumental in setting up Books on Prescription within the county. His late wife passed away from a rare form of Alzheimer's disease in early 2014, and since early 2015 he has spent a lot of time working as a Volunteer Development Worker for both Herefordshire and Worcestershire. Roles included working on Dementia Action Alliances, disseminating information to stakeholders, related groups and individuals and families, and for liaising within communities to raise the profile and understanding of dementia. He is a Dementia Friends Champion and produces the DMH fortnightly newsletter.

Key Staff and Volunteers

Name and role at DMH	What they bring
Clare Powney – Chief Executive Officer	DMH CIO employs Clare as Chief Executive Officer who has worked in the dementia sector for a number of years for the Alzheimer's Society developing and managing their services across Herefordshire and Worcestershire. She also has experience as a company director, in local government and as an educator. Clare has built an extensive knowledge and understanding of the locality, its issues, and good relationships with local stakeholders. Clare chairs the Herefordshire Dementia Partnership Group and the ICS Living and Supporting Well Workstream. She also sits on the Herefordshire and Worcestershire ICS Dementia Programme Board.
Charlotte Banks - Services Manager	DMH CIO employs Charlotte as a full time Services Manager and heads the Herefordshire Dementia Community Support Service. She has a background of working in the health and care sector supporting people in their homes to retain their independence and specifically people affected by dementia. She brings a wealth of experience to the team and delivers with Emily the one-to-one support service, the Memory Cafés, face to face carers groups, Hereford Meeting Centre, manages volunteers. Charlotte manages all DMH's services and staff on a day-to-day basis.
Emily Worsfold – Community Support Services Wellbeing	DMH CIO employs Emily to support the delivery of the HDCSS service. Emily had a background in hospitality and has re-trained with us to become an outstanding HDCSS wellbeing worker. Her friendly, empathetic personality is a great hit with all our service users. She also goes the extra mile and is a great addition to the team. Emily also helps to support the delivery of DMH Memory Cafes, Carers Groups and Hereford Meeting Centre
Martin Steer – Community Engagement and Development	DMH CIO employs Martin as a part-time Community Engagement and Development Officer. Martin has recently retired as a serving police inspector and prior to that was in the armed forces. Martin brings a wealth of experience of working across the county and public interaction, the ability to relate to veterans, an in-depth demographical knowledge of the county and a wide network of contacts.
Emilly Collins - Administrator	DMH CIO employs Emily as a part-time administrator supporting the delivery of DMH's services and co-ordinating distribution of the newsletter. Emily manages our social media as part of her administrative role. Emily has extensive experience of working in administration.
Jeanette Owens - Community Engagement and Development	Jeanette joined us in May 2025 as a part-time Community Engagement and Development Officer. She shares the role with Martin Steer and has an extensive background in working for charities delivering community engagement and development. She brings a wealth of knowledge and passion to her new role and is an excellent events coordinator.
Claire Powell (Part-time) -	Manager of Leominster Meeting Centre, Claire has an extensive background in support work and a varied career in the private

LMC Manager	sector. She utilises her wide range of skills to deliver the Leominster Meeting Centre for DMH.
Tracey Exell (Part-time) - Support Worker	Tracey has worked as a support worker at the Leominster Meeting Centre since its conception in 2016. Tracey brings a wealth of experience and is also a qualified counsellor.
April Price (Part-time) - Support Worker	April has worked as a support worker at the Leominster Meeting Centre for many years. She has a wealth of experience in the care sector and uses this in her daily role.
Lorraine Robinson (Part-time) - Support Worker	Lorraine has also worked at the Leominster Meeting Centre for many years and has previous experience in the care sector which she utilises in her role art LMC.
Volunteers	DMH is supported by 34 volunteers

Objectives and Activities

Summary of the purposes of the charity as set out in its governing document	Supporting and facilitating the increase of opportunities for people affected by dementia to live well with their diagnosis and remain a part of their community for as long as possible. Supporting and facilitating facilities to maximise social and recreational opportunities. Raising awareness of the issues affecting people with dementia and their families.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	See below
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	In planning our activities, we observe the guidance issued by the Charity Commission on public benefit and regularly refer to our charitable objectives.

Achievements against objectives

Summary of the main achievements of the charity, identifying the difference the	The Herefordshire Dementia Community Support Service (HDCSS) has again been contracted for a further 12-month period to the 31st March 2026. This has enabled us to deliver services to in excess of 900 people in the last 12-month period. The services are open to anyone across Herefordshire who may have concerns regarding themselves or a loved one's/friend's memory, carers, family members and

charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	to professionals seeking additional information. The service is also open to anyone who may have mild cognitive impairment, which is a major step forward in Herefordshire, as previously there has not been any support specifically for this condition. DMH has also delivered 55 Memory Cafés over the period, which have an average attendance of 116 per month. This has enabled people with a diagnosis and carers to enjoy a social opportunity, to access support, information and advice and to form peer networks. It has also delivered 56 carers support groups over the last 12 months enabling carers to receive vital support in their caring role. The Coffee and Memory bus (CAMbus) continues to visit rural and isolated villages across the county offering a point of contact for anybody worried about their/or somebody they know memory and aims to break down the barriers to engagement and access to services. CAMbus offers a free drink and cake/biscuits, an informal chat and access to support, advice and information. It also works with other organisations to deliver outreach support and to support our community engagement and development work. As a part of the second Herefordshire Dementia Voices project launched in April 2024, a new meeting centre was launched in Hereford at the beginning of February 2025. The new meeting centre started with 9 members and grew over 2025 to 18 members and needed to acquire larger accommodation to fit the group. New accommodation was sourced and they will be moving at the start of 2026. During 2025 DMH attended a wide variety of community events to raise awareness, reduce stigma and enable people to access support. DMH is represented on the Herefordshire Dementia Partnership Group and the ICB Dementia Programme Board for Herefordshire and Worcestershire by the Chief Executive Officer and is therefore well placed to input into regional dementia strategy.

Performance of fundraising activities against objectives set	2025 saw DMH being successful in securing a number of grants towards the core costs of running our services as well as a continuation of our NHS contracted service for another 12 months. Several fundraising events were held and a noticeable increase in donations from a variety of avenues.

Financial Review

Review of the charity's financial position at the end of the period	**Income** The charity had income of £ 212,996 with much of this derived from continued support from the National Lottery Community Fund, the local NHS ICB, plus other grants/donations, allowing it to sustain its activities and output. **Expenditure** Expenditure in the year totalled £ 237,056 with 80% of this being allocated to staff salaries on various funded projects and support.

***Statement explaining the policy for holding reserves stating why they are held**	We aim to acquire sufficient funding to cover at least six month's running costs to protect the delivery of services to people affected by dementia
Amount of reserves held	We have sufficient funds to cover just over 3 months-worth of running costs without any further income.
Reasons for holding zero reserves	N/A
Details of fund materially in deficit	N/A
Explanation of any uncertainties about the charity continuing as a going concern	In common with very many charities, other than those with very large levels of reserves, ongoing operation and impact depends on securing income to cover the running costs.

Risk Register – Key Risks

Potential Risk	Potential Impact	Mitigation
Trustees The charity lacks direction/strategy	• the charity drifts with no clear objectives, priorities or plans • needs of beneficiaries not fully addressed • financial management difficulties • loss of reputation	• an annually reviewed business plan which sets out the key aims and objectives • utilise an annual financial plan and budget • monitor financial and operational performance
Trustee body lacks relevant skills or commitment	• poor decision making reflected in poor value for money on service delivery	• agree skills required

Conflicts of interest	• charity unable to pursue its own interests and agenda • decisions may not be based on relevant considerations • impact on reputation • private benefit	• trustees to disclose potential conflicts of interest • trustees to stand down on certain decisions
Reporting to trustees (accuracy, timeliness and relevance	• inadequate information resulting in poor quality decision making • failure of trustees to fulfil their control functions	• timely and accurate project reporting • timely and accurate financial reporting • have regular contact between trustees and senior staff
Operational		
Project or service development	• compatibility with objects, plans and priorities • funding and financial viability • project viability • skills availability	• utilise monitoring and reporting procedures
Employment issues	• employment disputes • health and safety issues • claims for injury, stress, harassment, unfair dismissal • equal opportunity and diversity issues • adequacy of staff training • child protection issues • low morale • abuse of vulnerable beneficiaries	• Fair recruitment processes • reference and qualification checking procedures, job descriptions, contracts of employment, appraisals and feedback procedures • utilise job training and development • be aware of employment law requirements • ensure staff vetting and legal requirements (eg DBS checks) • have a whistle-blowing policy
Volunteers	• lack of competences, training and support • poor service for beneficiaries • inadequate vetting and reference procedures • recruitment and dependency	• use role competencies/vetting procedures/training/supervision procedures
Health, safety and environment	• staff injury • product or service liability	• comply with current law and regulations

	• injury to beneficiaries and the public	
Procedural and systems documentation	• lack of awareness of procedures and policies • actions taken without proper authority	• properly document policies and procedures • annual review of systems
Information technology	• systems fail to meet operational need • failure to innovate or update systems • loss/corruption of data e.g. donor base • breach of data protection law	• ensure system meets need/ security and authorisation procedures • annually review insurance cover for any insurable loss
Financial Risks Budgetary control and financial reporting	• budget does not match key objectives and priorities • inability to meet commitments or key objectives • ability to function as going concern	• link budgets to business planning and objectives • monitor and report in a timely and accurate way • use costing procedures for product or service delivery • monitor and control costs
Dependency on income sources	• cash flow and budget impact of loss of income source	• identify major dependencies • implement adequate reserves
Compliance with donor imposed restrictions	• funds applied outside restriction • repayment of grant • future relationship with donor and beneficiaries • regulatory action	• agree budget control, monitoring and reporting arrangements
Fraud or error	• financial loss • reputational risk • loss of staff morale • regulatory action • impact on funding	• review financial control procedures • identify insurable risks
Environmental or External Factors Public perception	• impact on voluntary income • impact on use of services by beneficiaries • ability to access grants or contract funding	• communicate with supporters and beneficiaries • ensure good quality reporting of the charity's activities and financial situation
Adverse publicity	• loss of donor confidence or funding • loss of influence • impact on morale of staff • loss of beneficiary confidence	• implement complaints procedures (both internal and external) • Ensure proper review procedures for complaints

Relationship with funders	• deterioration in relationship may impact on funding and support available	• ensure regular contact and briefings to major funders • report fully on projects • meet funders' terms and conditions
Compliance Risk Compliance with legislation and regulations appropriate to the activities, size and structure of the charity	• fines, penalties or censure from licensing or activity regulators • loss of licence to undertake particular activity (see operational risks) • employee or consumer action for negligence • reputational risks	• identify key legal and regulatory requirements

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)

Shirley Evans
Shirley Evans
(Chair)

Date 01.07.2026

Phillipa Bruce-Kerr
Phillipa Bruce-Kerr
(Trustee)

Date 29.06.2026.

Independent Examiner's Report on the Accounts

Report to the Trustees of Dementia Matters Here (fordshire)

On the accounts for year ended 31st December 2024

Respective responsibilities of the trustees and the examiner
The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charites Act 1993 (the Act)) and that an independent examination is not needed.
It is my responsibility to

- Examine the accounts (under section 43 of the Act);
- To follow the procedures laid down in the General Direction given by the Charity Commission (under section 43(7) (b) of the Act), and
- to state whether particular matters have come to my attention.

Basis of independent examiner's report
My examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts and seeking explanations rom you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is give as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.
Independent examiner's statement
In the course of my examination, no matter has come to my attention

1. Which gives me reasonable cause to believe that in, any material respect, the requirements:
   - To keep accounting records in accordance with section 41 of the Act; and
   - To prepare accounts which accord with the accounting records and comply with the accounting requirements of the 1993 Act; have not been met; or
2. To which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Signed: G A Hudson

Name: GRAHAM HUDSON

Date: 9.7.26

Relevant professional qualification (s) or body (if any):

Address: THE GOAT FARM
BEARWOOD
LEOMINSTER
HR6 9EE

Disclosure Section

Give here brief details of any items that the examiner wishes to disclose:

N/A

CHARITY COMMISSION FOR ENGLAND AND WALES

Charity Name	No (if any)
Dementia Matters Here (fordshire)	1187352

Receipts and payments accounts

CC16a

For the period from	Period start date	To	Period end date
	01-Jan-25		31-Dec-25

Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
A1 Receipts					
Grants awarded	17,258	119,819	-	137,077	225,856
Donations	12,274	13,969	-	26,243	13,996
Interest	235	-	-	235	175
Fundraising	-	-	-	-	2,121
Meeting Centre subscriptions	-	27,671	-	27,671	47,092
Service provision	-	21,770	-	21,770	-
	-	-	-	-	-
	-	-	-	-	-
Sub total *(Gross income for AR)*	29,767	183,229	-	212,996	289,240
A2 Asset and investment sales, (see table).					
	-	-	-	-	
	-	-	-	-	-
Sub total	-	-	-	-	-
Total receipts	29,767	183,229	-	212,996	289,240
A3 Payments					
Equipment	4,914	404	-	5,318	1,588
Insurance	899	-	-	899	996
Salaries	27,442	155,726	-	183,168	180,170
Staff expenses	19	4,187		4,206	4,296
General Office costs	6,235			6,235	1,298
Printing & Stationery		1,945		1,945	3,067
Postage	1,328			1,328	1,487
Bank charges	55			55	65
Community bus		1,396		1,396	2,717
Memory Cafe costs				-	969
HDV project costs		8,930		8,930	2,185
Leominster Meeting Centre costs		8,817		8,817	8,829
Ross Meeting Centre costs		3,081		3,081	6,427
Leominster Carers Group				-	160
Staff training	704			704	1,812
Event costs	289			289	32
Fundraising	1,050	216		1,266	175
Office rental	1,127	-	-	1,127	6,829
Ross Memory Cafe	-	700	-	700	484
Telecoms & Internet	483	6,214	-	6,697	4,881
Resources	-	-	-	-	605
Professional fees	-	895	-	895	-
	-	-	-	-	-
Sub total	44,545	192,511	-	237,056	229,072
A4 Asset and investment purchases, (see table)					
	-	-	-	-	
	-	-	-	-	
Sub total	-	-	-	-	-
Total payments	44,545	192,511	-	237,056	229,072
Net of receipts/(payments)	- 14,778	- 9,282	-	- 24,060	60,168
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	81,893	45,618	-	127,511	67,343
Cash funds this year end	67,115	36,336	-	103,451	127,511

Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B1 Cash funds	CAF Bank	67,115	36,336	-
		-	-	-
		-	-	-
	Total cash funds	67,115	36,336	-
	(agree balances with receipts and payments account(s))			

	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
B2 Other monetary assets		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B3 Investment assets			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which asset belongs	Cost (optional)	Current value (optional)
B4 Assets retained for the charity's own use			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-

	Details	Fund to which liability relates	Amount due (optional)	When due (optional)
B5 Liabilities			-	
			-	
			-	
			-	
			-	

Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval
	Phillida Bruce-Keer	PHILLIDA BRUCE-KEER	29.06.2026
	Shirley B Evans	SHIRLEY B. EVANS	01.07.2026