



Dementia Services  
Development Trust

## Annual Review 2023



This is my second report as Chair; time has moved so fast. If I am to measure by the amount of time we all, as volunteer trustees, have given to the Trust this year, then the Trust must have had a very successful year. I'm hoping I can reflect this below.

My first year as chair was spent reviewing the various business strategies and updating these to reflect the changes that often accompany a new lead, setting our direction as a trust for the course of my term of office. This year (2023) we have focused on profile building. The sense was that the Trust was not sufficiently known, that we were a powerful 'wee' trust and definitely 'punched above our weight' with the income we achieved but that in order to support more people we needed more income and to achieve this we needed to be more visible. I speak below about the extensive work we have put into this during this year.

I speak too about this years disruption awards and the vital support these projects are offering. I hope you enjoy reading this update on the work of the charity. If you would like to [contact](#) me about any aspect of the Dementia Services Development Trust's (DSDT) work, I'm more than happy to hear from you.

### The mission of DSDT



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I explained the mission of the Trust in last year's annual review, my first, but it's worth reiterating.

The DSDT provides small grants, primarily to projects which disrupt the current thinking on dementia (we call these Disruption Awards). The concept of 'reframing

dementia' has been an important aspect of the work of DSDT throughout its history. We remain committed to changing how dementia is regarded and its impact on society. We want to provide a focus on human dignity and worth of those affected by dementia and their unpaid carers. If you wish to read more about the Trust, our history and our values you can find this [here](#).

### **The Dementia Trust**

I mentioned above our commitment to increasing the Trust's profile. In line with this, Trustees voted to simplify the name of the Trust, abridging the title to the Dementia Trust. We have made the necessary application to formally register the name change. At the time of writing the formal change has not been concluded. We will continue to progress this and look forward to announcing the formal change in 2024.



### **Website**

In support of our primary objective in 2023, to increase the profile of the Trust, in April we launched a new [website](#). We wanted our website to convey the image of the modern Trust we are. The new website is fresh, current, easy to navigate and is kept up to date. There is so much information which people with dementia and their carers have told us has been of immense value to them. There is commentary on news items, or reports on the latest research. There is an eNewsletter you can sign up to. There are blogs, podcasts and videos. The new website has had 5,700 visits, with 11,000 pages viewed across the site, which compares to only 500 visits in the previous 12 month period. The numbers bear testimony to the success of the new site. I am proud of what we have achieved and urge you to visit and see for yourself.

Alongside this we revised our social media platforms. We refreshed our X site, launched on Facebook, utilised LinkedIn and opened an Instagram account.

By way of illustrating our success:

- We now have 762 followers on X, with 100s of retweets. The majority of posts which promote the Trust's projects and awards are liked and/or retweeted.
- Facebook, we typically post once per day, there has been over 100 comments on trust posts.

- LinkedIn we currently have 230 followers (professional contacts). This channel is growing by 30-40 followers per month. The Trust content has been seen by nearly 20,000 people.
- Instagram, our new account on Instagram has nearly 7000 followers. Nearly 2000 people are seeing Trust content daily. This is a particularly active channel with lots of great engagement and sharing of Trust information, projects and blog content.

Video content that we have created and shared across channels have been seen 1000s of times, including one which 'went viral' being seen 25,000.

You can see from these figures that strong progress has been made in the past 10 months. Internally, we assess our performance against other dementia charities and find we are comparing very favourably. The Trust social media channels are now a central plank of communication and engagement for us. Trustees wish to express their sincere thanks to everyone that has supported us via our social channels. Likewise, Trustees express their appreciation to our social media advisor, John Ellis, and the Trust Advisor, June Andrews, without both of whom such impressive strides most certainly would not have been made.

## Trustees

We have been delighted to welcome a new Trustee, Professor Edward (Eddie)



Duncan. Eddie is a Professor of Applied Health Research and Associate Dean of Research in the Faculty of Health, Sciences and Sport at the University of Stirling, UK. Eddie has a clinical background in occupational therapy, cognitive behavioural therapy, and mental health,

and has spent the last 25 years undertaking applied health research to improve people's lives and health and social care systems. Eddie's background and expertise brings a new perspective for the Trust and we look forward to his fresh eyes.

In addition to Eddie, I continue to be supported as chair by a number of other Trustees, who have a range of expertise and give willingly of their time – and, like me, all are volunteers. I am extremely grateful to each of them.



Dr Peter Murdoch



Reverend Nigel Robb



Ross Clarke



Yvonne McAulay



Dr Katherine Paramore

Information on the background, skills and expertise of our Trustees can be found on our [website](#).

Our constitution (Articles) allows us to have up to 15 Trustees, so you will see, with 7, we are a little light at the moment. We undertook a round of recruitment in year, which has recently yielded some success, we look forward to introducing some new trustees early into 2024.

### **Could it be You?**

We remain keen to increase our number of trustees though. Could this be you? We are a small trust but 'punch well above our weight'. We offer grants to projects which seek to disrupt the regular thinking on dementia support. Our focus is beyond 'more of the same', as valuable as that is, but we wish to advance the support that is currently available for people with dementia and their unpaid carers. The projects we have supported in recent years can be found [here](#).



To say you are a trustee will enhance your CV and credibility with future employers. If you are thinking of expanding your experience by volunteering as a trustee, and dementia support is your passion, then this is the best trust for you. Application is simple, a short 'Expression of Interest' form and the rest is very informal. Could it be you? An Expression of Interest form can be found [here](#).



### **If not you, who?**

Maybe being a trustee is not for you just now but could a family member, friend or colleague gain from the experience? Please direct them to the Expression of Interest Form, at the link above.

### **Shadow Trustees**

We are in the process of developing opportunities for shadow trustees. As the name suggests, this would allow a person to shadow a current Trustee, to see what is involved, recognise the benefits, gain experience but without the formal legal governance responsibility of being an actual trustee. What's not to like! If you think this is something that may be of interest to you, a friend or colleague please follow our social platforms where we will be advertising this once the applications open.

### **Specialist Advisor**



We have again this year had the privilege of the expert guidance of Professor June Andrews, but June has indicated her intention to retire. We are delighted that Sonia Mangan has agreed to take over June's mantle. Sonia is herself an expert in dementia support. She will take on

the role from spring 2024 so we tell you more about Sonia in next year's annual review. Her biography will be on the Trust [website](#) ahead of that if you wish to read more about her.

### **Volunteer Administrator**



Again, over the course of this year, we have been extremely lucky to have the expert assistance of Anne as an administrator, keeping the business programme on track. This role has grown enormously, probably as a result of the success of the website and heightened social media profile. We will need to consider over the course of 2024 how we manage this, as the role now requires more time than we can realistically expect one volunteer to give.

### **Disruption Awards**

Each year we invite small projects to bid for a disruption award. We look for projects which meet our mission of disrupting, or reframing, the boundaries for people with dementia or their carers. This year, DSDT has been pleased to award three grants, to projects which we see as doing something different, which we hope will advance the service options for those with dementia and their unpaid carers.

## Cultural Appropriate Resources

This project sought to address the consequences of the racial disparities that exist within the field of dementia. The project has developed a range of culturally appropriate support, so much that we cannot hope to do it justice here, so please visit the detail on our [website](#) to see just how much they have achieved. Congratulations to them.

## LUTO

This project aims to create a digital wall that can display personalised photographs, music, and videos to help improve the well-being and memory recall of dementia patients.

The digital wall has the potential to provide a personalised and interactive experience that enhances patients' well-being and quality of life. By displaying individuals' photos, music, and videos, the digital wall can trigger positive memories and emotions, improving mood and reducing agitation. We look forward to offering information on our website shortly about the outcome of this project.

## Hearing Voices

This project aimed to assess patients experiencing auditory hallucinations. Around one in ten people at some point in their lives will hear voices. When the person has a diagnosis of dementia, this experience is almost always regarded as a symptom of their dementia when it may in fact reflect disconnected memories. 'Voices of my past' aims to open new doors into how we think and support people living with dementia experiencing auditory hallucinations. We look forward to offering information on our website shortly about the outcome of this project.

## Past Awards

Information about a variety of exciting projects awarded grants in earlier years can be found on our [website](#).

## **Impact Accelerator Awards**

In 2024 we have decided we will maintain our status quo on offering disruption awards; we will be inviting applications in the autumn. From 2025 it is our intention to offer a second award, which we are referring to as an Impact Accelerator Award. As the name suggests, this will be awarded to a project which can demonstrate acceleration of the impact of a service development in dementia support. We shall be developing this initiative over 2024 and look forward to telling you much more about this in our 2024 year end review.

## **Fundraising**

To date, we have not been active in our fundraising, being reliant, largely, on ad hoc donations. In the current economic climate, it is not sustainable to be so passive. If we are to continue to fund the valuable work, of the nature that I have outlined above, then we will need to increase our income stream. The purpose of the increased profile this year was a specific objective towards increased income. This coming year, 2024, must see us capitalise on the successes in our profile that we have achieved this year.

If you are reading this and are thinking of a sponsored event, a coffee morning, evening gala, charity walk, run, cycle, bake etc., maybe you would consider doing this for the Dementia Services Development Trust. Please [contact](#) us if you need more information. There is also an option to 'Donate' via this link too, if you are thinking of donating to charity in place of sending Christmas cards, for instance, or asking for a donation to a charity instead of a birthday gift. Maybe your company is asking for nominations for its charity partner of the year, please do consider putting the Trust's name forwards.

All donations will be acknowledged and, as we are all volunteers, aside from the legal requirements that we have to pay, for example having our accounts audited, we are able to use all donated funds directly in the fulfilment of our mission. Thank you.

## **Relationship with University of Stirling**

Historically, the Trust was established as the body through which funds would be raised to allow development of the, now world-renowned, Dementia Services Development Centre ("DSDC"). As DSDC integrated with the University of Stirling, there was no longer a need for a direct relationship between the Trust and DSDC. As a result, the active relationship lapsed. However, as both the Trust and the DSDC have a shared ambition, to continually further services and support for people with dementia and their carers, the Parties decided they would again wish to re-establish a kinship relationship.

A Memorandum of Understanding (MoU) is in progress to set out the nature of the relationship, which is one of mutual fundraising enterprise, of maximising opportunities to apply for and attract funds from a range of sources, and to work together to promote disruptive innovations that strive to further services and support for people with dementia and their carers. We look forward to reporting on progress with this mutually purposeful relationship in the coming year.

## **Charity Governance**

- We set a 3-year business strategy 2022-2025. The 2023/2024 business year, which we are approaching the completion of, is year 2 of this strategy. Our key objective in year 2 was profile building / awareness raising of the Trust. I have outlined above how successful we have been with that.
- We developed a Communications and Engagement strategy, this has been reviewed and updated.
- We undertook a formal review of the strengths, weaknesses: opportunities and threats we face as an organisation. This has been reviewed and updated.
- We have refreshed our risk assessment documentation.

If you wish to see a copy of any of these documents, please [contact](#) the Trust via our website.

### **Financial compliance**

Finally, on to what some may see as the less exciting bit, but critically important. I am able to confirm that our financial accounts were independently audited and found to be wholly compliant with all regulatory requirements. Copies have been submitted to Companies House and the Office of the Scottish Charities Regulator. If you wish to view a copy please [contact](#) the Trust.

That concludes our 2023 annual review. Thank you for taking the time to read it and to support our small, but committed, charity.

Sandra McDonald  
Chair, DSDT  
February 2024