



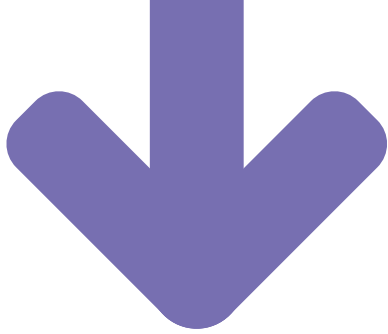
**A year of  
transformation**

**Dementia Jersey  
Impact Report  
2023**



**We are Dementia Jersey, the only local charity for people with dementia and those who care for them.**





# Welcome from our CEO

2023 has been quite a year. We have been there for families when they have had nowhere else to turn. Through our activities, groups and one-to-one support we have reached hundreds of families, helping them make difficult decisions and plan for the future. We have also co-authored the first Dementia Strategy for Jersey, for which we have been lobbying over many years.

Dementia has had a higher profile recently, sadly because it is now recognised as the leading single cause of death in Jersey. This, together with our ageing population, means it's the right time to put the needs of people with dementia at the top of the agenda.

By co-authoring the Dementia Strategy for Jersey we've been given a unique opportunity to achieve a step change for people with dementia and their families. For too long families have had to put up with a long wait to get diagnosed, endured professional carers with little or no specialist training in dementia and had very few opportunities for respite. We hope by shining a spotlight on these injustices that change is on the way.

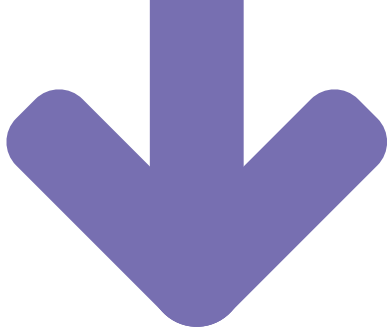
This change also needs to address the way society views dementia. Stigma and discrimination heighten the already significant psychological, social, emotional and financial impacts that dementia makes. Where better to start challenging stigma than in schools? We have partnered with four schools and six scout groups in 2023 to extend our dementia awareness training and are working towards a goal of partnering with every school in the island. We have also piloted a Dementia Friendly Business scheme where we audit retail outlets to advise them how their premises and staff can be more dementia friendly.

We are proud of all that we have accomplished in the last year, and this is thanks to our dedicated staff and trustees, our amazing volunteers and you, our incredible, generous and loyal supporters. As always, we are nothing without you and your life-changing support. Every gift brings us one step closer to a dementia friendly Jersey.

*Claudine*

**Claudine Snape,**  
CEO- Dementia Jersey





# With your support we are transforming lives

**100%** of attendees said they enjoyed meeting people in the same boat and 75% said they feel less isolated after attending our events



We had

**6,397**

attendances to our therapeutic activities

**1,018**

people received expert support from dementia advisors



**476**

people attended our Dementia Friends training



**Dementia Friends Jersey**

We co-authored the

**Jersey Dementia Strategy**



# 2023 compared to 2022

Overall we had 1,808 more attendances than last year to appointments with Dementia Advisors, events for carers and our programme of activities. This is largely due to the expansion of our programme with the introduction of several new activities and groups that were introduced mid-way through 2022.

## Attendances

Service	2022	2023	Notes
Community events	73	162	
Arts exploration	641	972	second session in 2023
Musical Memories	1267	1166	
Fun & Games	370	866	new in 2022
Coffee and Connect	1335	1164	
Gardening Project		162	new in 2023
Splashchat	199	193	
Walk 'n' Talk	205	396	new in 2022
Pétanque		592	new in 2022
Meeting Place Project	449	886	new groups in 2023
Dementia Friends	457	476	
Awareness talks	915	670	
Appointments with Dementia Advisors	478	466	
Carer's Support events	526	552	
<b>TOTAL</b>	<b>6,915</b>	<b>8,723</b>	

When asked 75% of attendees say the activities 'put a smile on my face for the rest of the day'



# Advice and support

“The friends I’ve made through Dementia Jersey provide the support and understanding that makes life worth living again”

We made sure that people with dementia and those who care for them got the advice and support they needed to improve their quality of life.

## In 2023 we:

- Offered confidential support from dementia advisers to over 1,000 attendees to carers group meetings and 1-2-1 sessions. Our advisers helped families navigate life-changing diagnoses and connected them to services that promoted their physical, mental and emotional well-being.
  - Expanded our volunteer-led therapeutic activities for people with dementia by employing a new activities assistant, launching a new gardening club and expanding Fun ‘n’ Games. Current popular activities include art, music, swimming, Petanque, coffee mornings and puzzles/games.
- Grew our community of volunteers to over 152 up from 111 last year.
- Introduced another group to our Meeting Place Project, which supports people with a recent diagnosis with a mixture of weekly cognitive therapy, group work and movement.





**“Delighted to see my Dad so happy with his medal! He was a great runner and footballer in his youth and so has many medals and trophies to his name. I know from chatting with him that pétanque is something he enjoys - he talks about it most days - and somehow that it connects to his memories of him being a sportsman for most of his life”**

**“Thank you for giving him this weekly joy”**





“I really enjoy the Meeting Place on a Friday (which hosts the LEAP topics). Always puts a smile on my face”

# Influence professional practice

**We used our expertise to influence professional practice in order to improve island-wide services.**

**In 2023 we:**

- Worked in partnership with the Government of Jersey and co-authored the first Jersey Dementia Strategy which will be launched to the public in 2024. The strategy makes 5 key recommendations which tackle the challenges negatively affecting the quality of life of islanders with dementia.
- Continued to grow the Lived Experience Advisory Panel which is a group of up to 40 people with dementia and carers who comment on issues relating to their experiences on a quarterly basis, and whose recommendations are shared widely to influence improvements (and followed up).
- Worked with a range of partners and working groups for example the Older People’s Living Forum and the Jersey CEO Network to influence work to improve professional services, training and policies affecting people with dementia and those who care for them.
- We joined a programme sponsored by Lloyd’s Bank Foundation which builds confidence, develops knowledge and shares good practice in engaging people with lived experience in charity work.



## Rachel McBride, co-author of the Jersey Dementia Strategy said:

“Working in partnership with Dementia Jersey on the islands’ first dementia strategy has been truly valuable and has added a richness and depth that would not have been achieved if the strategy had been developed alone. Drawing on skills, experience, networks, and knowledge held by Dementia Jersey and by the Government has enabled us to create a set of challenging yet pragmatic

strategic commitments which will make a real difference to islanders. Our shared passion and determination to ensure that people with dementia and those people who support them are valued and supported well, has given us a common purpose, and has shown what can be achieved by working in partnership”.



# Educating islanders to understand more about dementia and remove the stigma

70% of islanders don't realise they can reduce their risk of developing dementia

Many islanders are not aware of the approaches which are fundamental to making people with dementia feel understood and supported.

## In 2023 we:

- Expanded our free introduction to dementia awareness sessions into four primary schools and six scouts groups with the ambition that all schools become dementia friendly by the end of the strategy.
- Continued with our popular free Dementia Friends programme and trained 476 people.
- Ran a pilot with Jersey Hospice Care for a new chargeable Dementia Friendly Businesses Scheme, which offers certification to organisations who provide services to people who may have dementia. This programme will be rolled out in 2024.
- Finalised the training materials that we plan to offer to carers in Q2 next year, ensuring the training is practical and meets the 'real world' challenges carers face on a regular basis.
- Researched and prepared an exciting new campaign focused on 'Brain Health' partnering with Alzheimer's Research UK which will launch in 2024.







## Interested in your business becoming dementia friendly?

A dementia friendly business is a business that is aware of the needs and challenges of people living with dementia and adjusts its products, services, and environment to accommodate them.

A dementia friendly business can benefit from increased customer loyalty, improved reputation and enhanced staff morale. They will also know that they are doing the best that they can for the residents of Jersey who are living with dementia.

Becoming a dementia friendly business is straightforward, though it may require some adjustments over time to some parts of how a business runs itself. We help any organisation that wishes to become more dementia friendly by guiding them through a process that will improve their services for people with dementia and their carers. Contact us to find out more.

### Mike Palfreman, Chief Executive, Jersey Hospice Care said :

“Jersey Hospice Care were delighted and proud to have the opportunity to become Dementia Jersey’s first Dementia Friendly business. We found the process both smooth and informative, and this exercise has been really useful in helping us identify how we can provide even better support for patients and all our stakeholders with dementia.”

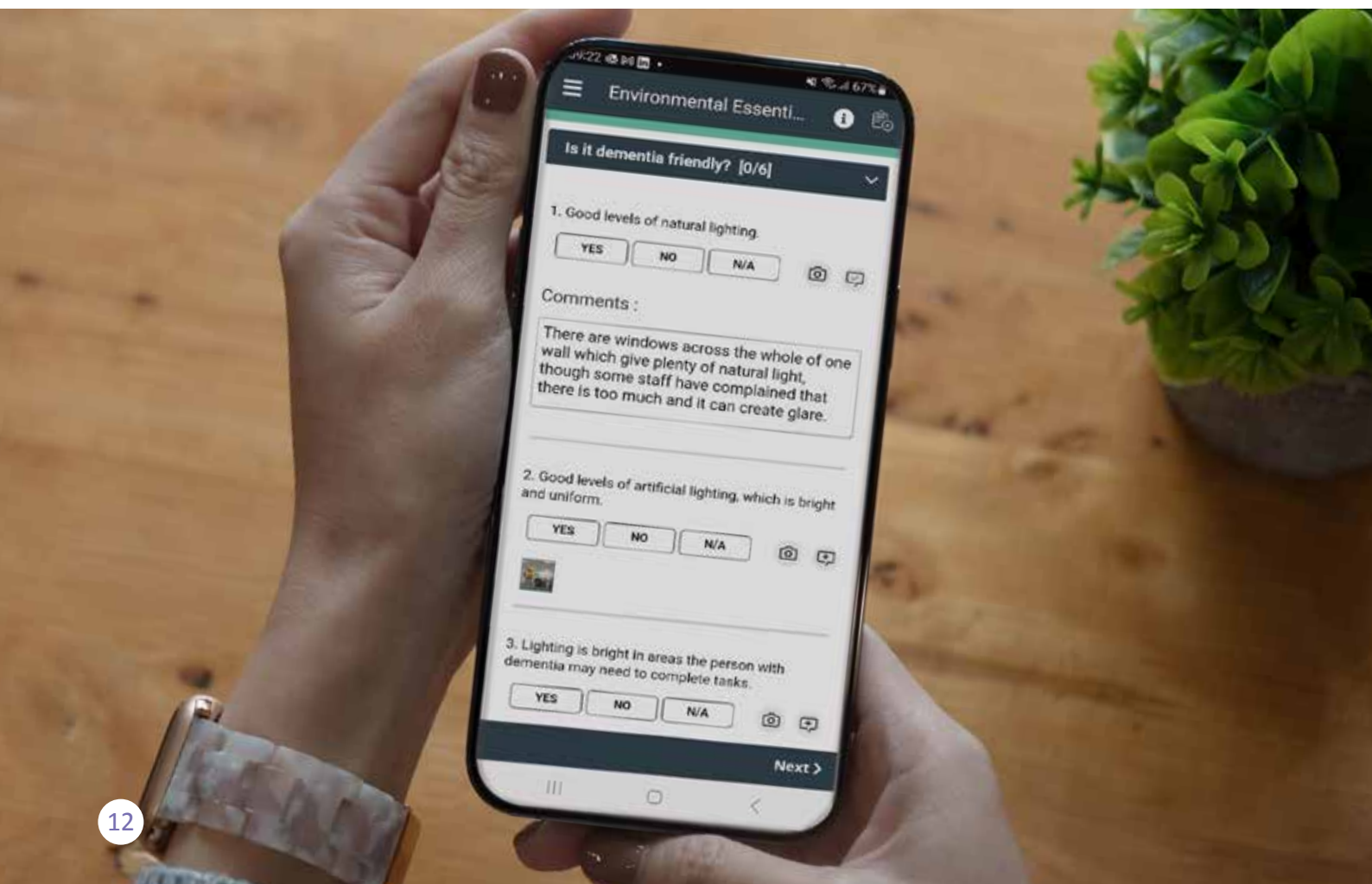
# Making it happen

To help achieve our ambition of a dementia friendly island in 2023 we:

- Grew staff numbers to expand services to meet demand. In 2023 we welcomed a Dementia Project Manager and an Activities Assistant, both of which were new roles.
- Created a team manifesto which articulates what good teamwork looks like.
- Moved to new interim premises which allow ample space for our staff while we continue the search for long-term accessible premises.
- Reduced our environmental impact by recycling our office furniture and using some recycled furniture in our new premises.

## Invested in technology by:

- Partnering with Continuum to introduce a new CRM meaning we have a better understanding of our impact and ability to keep in touch with supporters.
- Developing a new website which enables users to book events and better showcases our work and impact.
- Using an app for our Dementia Friendly Business assessments significantly speeding up the reporting process.







## Fantastic fundraisers

**We're so thankful for your support throughout the cost of living crisis. With Jersey facing unprecedented financial pressures, we were delighted to raise more than £700,000 during 2023. We'd like to thank our generous individual supporters, as well as those corporates who have partnered with us.**

It was particularly emotional to see people take part in our Inca Trail Trek, the first in recent times with participants raising an incredible £40,000. Another highlight was the abseil which raised over £12,000 and the Jersey France swim which had to ultimately be suspended due to bad weather but still raised over £20,000. We also enjoyed fantastic

support from corporates, including Hawksford, Radisson and IoD Jersey. Funding from the charitable trusts and foundations named overleaf meant we were able to continue supporting families through our activities programme with support from our dementia advisors.

**“The coordination and the support during the whole experience was gold standard. If you're looking for a chance to see the world, challenge yourself, make new friends, and support a great charity then I see no better place to do so than on the next Dementia Jersey expedition!”**



## Our wonderful volunteers

We're lucky enough to have the support of over 150 volunteers who help in a variety of ways including making tea, registering attendees at our events, manning information stalls, watering our allotment, helping with our office move, counting cash, and preparing Christmas card packs. Our thanks to every single one of you!

**“Tuesday mornings at Splashchat are up there on my highlights of the week. I really value the support and advice received from my fellow volunteers”**



# Our partners and funders

Thank you to our range of partners and funders. Together with are greater than the sum of our parts and improve the lives of people with dementia.

Association of Jersey Charities, BCR Law, Chadwick Charitable Trust, Carey Olsen, Elizabeth Voilet Annie Rouse Settlement, Government of Jersey (Community Compass), Greville Bathe Fund, Hawksford, Institute of Directors, Jersey Community Foundation, Jersey Freemasons, Lloyds Bank Foundation, Langham Hall, Scotto Trust, Spring Investment Management, Sir James Knott Trust, The Radisson Blu Waterfront Hotel, The Roy Overland Charitable Trust, Timothy and Mary Clode, Trust Quay, WO Street Charitable Foundation.

## Governance and Finance

### Board of trustees

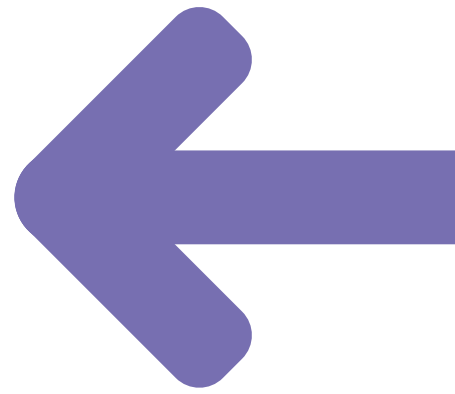
Our Trustee Board governs the charity and had 10 trustees during 2023, all volunteers. The majority of our trustees have family members with dementia. Trustees can serve on the Board for a maximum of nine consecutive years. Huge thanks to all our trustees for their service over the last year:

- **Chris Renouf (Chairman)**
- **Ryan Knight (Secretary)**
- **Simon Perchard (Treasurer)**
- **Nick Bettany**
- **John Doublard**
- **Lauren Perchard-Rees**
- **Dr Matt Doyle**
- **Tom Noel**
- **Kelly Flaguel**  
(stepped down in 2023 after 5 years in post)
- **Felicity Freeman**  
(stepped down in 2023 after 11 years in post)

## Annual Report and accounts

The 2022 annual report and accounts were approved by the Trustees and signed on their behalf on 13 September 2023. Auditors RSM Channel Islands (Audit) Ltd gave an unqualified audit report on the statutory financial statements on 15 September 2023. You can get the full trustees' report, statutory financial statements and auditors' report by emailing [info@dementia.je](mailto:info@dementia.je).

# Ways you can support us



Our running costs are over £600,000 per annum.

We therefore rely on the support and generosity of the public and the business community. All money raised in Jersey is spent in Jersey.

## Donate Online

Make a donation online via our website: [www.dementia.je](http://www.dementia.je)

## Donate by cheque

Please make cheques payable to 'Dementia Jersey' and send to our office at the address below.

## Fundraise

Raise money through a challenge event by walking, cycling, abseiling, trekking or skydiving for Dementia Jersey. Or pick a challenge of your own. Contact Nadine for more information on [nadine@dementia.je](mailto:nadine@dementia.je)

## Charity of the Year Partnerships

Choose us as your business's charity of the year. Please contact Nadine for more information on [nadine@dementia.je](mailto:nadine@dementia.je)

## Volunteer

Consider volunteering at our events or activities. For more information please contact Susie Kelly on [susie@dementia.je](mailto:susie@dementia.je)

## Contact us

Telephone: 01534 723519

Email: [info@dementia.je](mailto:info@dementia.je)

Web: [www.dementia.je](http://www.dementia.je)

Post: Dementia Jersey, Osprey House,  
Old Street, St Helier, Jersey JE2 3RG

Hours: 9.00 - 14.00 Monday to Friday



**Dementia  
Jersey**

[www.dementia.je](http://www.dementia.je)

