



# SOCIAL IMPACT

# REPORT

2019 - 2020



/memorymatterssw



@memorymatterssw



@memorymatterssw

“Not everything that matters can be measured and not everything that can be measured, matters.”

- Albert Einstein

# Welcome!

The impact of what Memory Matters achieves can be measured in many ways. Some of the work we do though is more difficult to measure in a document like this. We find that those who work at Memory Matters are often found measuring impact with feelings.

Our team experiences a clear impact on the daily lives of those we come into contact with and those whom our projects and services affect on a daily basis.

We are immensely proud of all of our team who provide their smiles and authentic selves to create a special space where those, despite huge difficulties in their lives, feel able to share their time and warmth with us.

The most valuable gift we can give to those affected by dementia is the gift of our time, energy and care. We are very thankful as we pass our 10th birthday to all of those people who work tirelessly and with all their hearts.

There is a huge amount in this report that evidences what we do – but if you get a chance, don't take our word for it – come and 'feel' for yourselves.

**Kate & Laura**  
Joint Chief Executives and Co-Founders



<b>Purpose:</b>	Enriching the lives of people affected by dementia.
<b>Values:</b>	People-focused, Compassionate, Open, Positive, Creative and Fun.
<b>Vision:</b>	A world where people living with dementia are empowered and thriving in their communities.

# Meet the team...



The Memory Matters family consists of 19 individuals with shared values. We look for values over experience when it comes to joining the team. Where possible people living with dementia are part of the recruitment panel and so our beneficiaries are key decision-makers too.

Our team has grown over the last year and brought even more expertise, ideas and enthusiasm. All our staff and volunteers across the different projects, from office staff, kitchen and waiting staff and community projects, immerse themselves in training in understanding how to communicate well with people living with dementia, so no matter who you talk to across the board, you can be sure they will be happy to help. This group of people are extraordinary hard-working individuals with a wealth of talents but above all, they are kind and compassionate.

We have enabled **2,134** volunteer hours.



We have provided **104** hours of supervision and training.



We have helped **3** people get back into work.



# Our projects

Memory Matters run many exciting and diverse projects. Our city centre 'good food' Cafe is designed by people living with dementia for all to enjoy.

Our Day Clubs and Workshops provide a social experience for those living with dementia, whilst accessing evidence-based therapy.

Our interactive educational training reaches into communities which includes hospitals, prisons, schools and community groups.

Our smaller projects currently include the provision of Online Support, Cognitive Stimulation Therapy (CST) in prisons and a Young Onset Support Group for those with dementia under the age of 65.

Memory Matters now has a charity, called the Memory Matters Foundation.





# Why are we needed?

Dementia currently costs £26bn in the UK, a cost predicted to double in the next 20 years\*. One of the most effective treatments across all the dementias is Cognitive Stimulation Therapy (CST). It's cost-effective, fun to engage in and easy to administer in the communities it serves. However, getting access to good quality CST is dependent on where you live. Some receive no treatment at all.



There are 700,000 informal carers for the 850,000 people living with dementia in the UK.\* Families and loved ones faced with the challenge of caring for someone living with dementia are often unsure of where to turn for advice and support. There are many fantastic projects and services out there to support carers but it is not always easy to negotiate a path through. Caring 24/7 is not easy and nor is coming to terms with a new diagnosis in the family.

People living with dementia are a growing part of all of our communities and, when statutory budgets are stripped, we must find more creative and sustainable ways to ensure communities are equipped to provide support in the places where people live. We must also learn to take good care of our own brain health and access to this information is scarce.



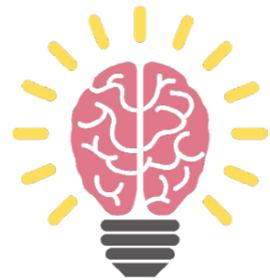
\*Source: Lewis et al (2014). Trajectory of Dementia in the UK – Making a Difference, report produced the the Office of Health Economics for Alzheimer's Research UK.

# Let's talk numbers...



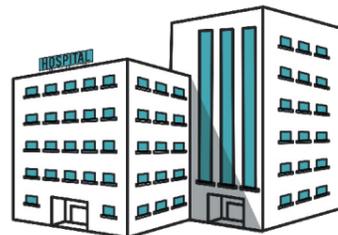
**70,117** customers have visited our Café.

**386** people have received support and advice in our Memory Matters Hub.



**1,489** cognitive stimulation therapy (CST) contact hours have been delivered.

**175** people have been trained by Memory Matters staff in Hospitals, Prisons, Churches and Care Homes.

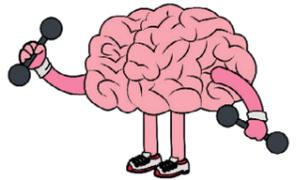


**6,067** people have used our Hub space for events and activities.



**1,347** buy it forward vouchers have been purchased.

**155** hours of brain health sessions have been delivered online and in person.



## Income

**46%** trading income, including 2 months not trading.



**54%** grant income during the last 12 months.

# Hear from our community...



*"I found the course very engaging. I learnt new techniques on how to approach a person with dementia. I look forward to using my skills tomorrow on shift. This will improve patient care in a huge way. The ideas and tips will make a huge impact on the care I give my dementia patients. The session was fun and interactive. Thank you."*

**- Training Attendee, Plymouth.**

*"I came here and I found that my memory was somewhat better at the end of it. If I missed a week, it really put me back. I find that by making my brain work, I can carry on a reasonable life, and that is everything to me."*

**- Workshop Beneficiary, Cornwall.**



*"I was aware that my brain wasn't quite what it used to be. I've always been very quick thinking and I thought, if it didn't cure what was wrong with me, then it might stop me getting any worse. I look forward to coming here, because it's nice to see different people for a little while."*

**- Workshop Beneficiary, Cornwall.**



*"Having passed this cafe many times I decided I should give it a go. I just presumed it was a normal cafe. Well it's certainly more than that. Spacious and very welcoming, the team here are really friendly, it was a joy to chat to them."*

*They have this fantastic idea where you can buy food/drinks for the homeless, what a fabulous idea! And all of their profits go to people and their families with dementia, another fabulous idea!*

*The whole ethos of this cafe is fantastic and I will certainly be spreading the word on this amazing place. Keep up the great work, and thank you once again."*

**Cafe Customer, Plymouth.**



*"The facilities have been fantastic. The room was bright and airy and it was also very clean. The lunch provided was delicious - thank you!"*

**- Sky Bounders, an organisation who hired our large room for training, Plymouth.**

*"Thank you so very much for your welcoming and friendly, attitudes, keeping me aware of all sorts of things, and all of the many things you did to help me and my wife...I do not know how I would have coped, recovered and improved without yourselves, and my wife"*

**- Young Onset Group Member, Plymouth.**



# Our response to Covid-19...

**On March 21st 2020 the UK government informed all businesses to close in order to protect the public from Covid-19 virus. As an organisation, protecting those we support was paramount.**

As we became aware of the threat of Covid early in the year, we began to think about what would happen to our vulnerable cafe customers if we had to close. The cafe team decided to ask customers at this time if they would have any support in the event of a lock-down. They went to work collecting contact details of those that would benefit from a check-in call.

When the lockdown was announced. We had no other option but to furlough the cafe team of 10 to protect their jobs. With the cafe closed we had no income. This was when we were reminded once again of the big heart of our team who naturally put those that we support above any anxieties of their own and they picked up their phones to call customers. They talked to them and gave them support, cheered them up and kept them connected. They made it so no customer would feel alone during those most difficult times and true friendships were forged.

The remaining staff battled through uncertainty and used their skills to flex and respond immediately to our beneficiaries needs. They were challenged to think differently and grasp new opportunities to continue the gold standard support our beneficiaries are used to.

The team moved our face to face Cognitive Stimulation Therapy (CST) groups to an online platform. This was complemented by the writing and posting out of activities to do at home.

For those that did not want to get online, we kept in touch over the phone. For those that couldn't get online; we found ways to make it happen. Our oldest beneficiary attending online groups is 99. Up until lockdown, she did not need an internet connection.

We are so proud of our team who had very little experience of working with technology. They bravely tried things they had never done before and were prepared to make mistakes to learn fast. Their honesty in the process was inspiring to our beneficiaries who took us all by surprise with their willingness to try alongside us. We were all in it together.

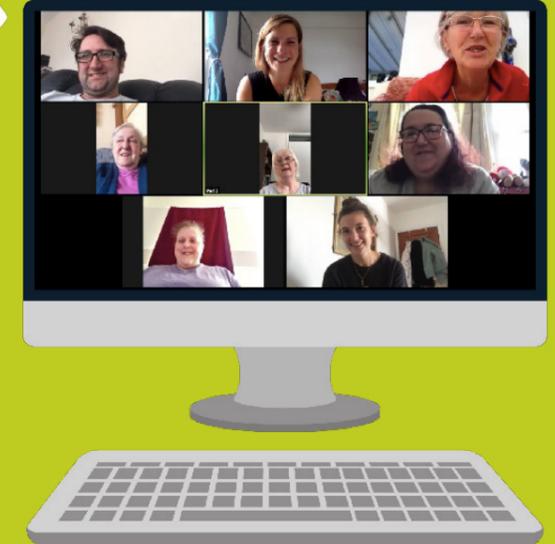
Our quick implementation saw us presenting our findings to other CST providers up and down the country to show them how they could provide a similar online service to their beneficiaries. We had proudly taken ourselves from novice to experts and found ourselves on the cutting edge.

The team has been nothing short of spectacular, a testament to their resilience, ability to tackle difficult tasks with a smile, and the values they share.

Our survival during this time is down to them.

## Connected Moments

By loaning out 6 iPads to cafe customers who have no access to digital equipment, 13 people have been able to stay in contact with family and friends. We have run 9 cafe customer zoom sessions, attended by cafe customers and staff, to stay connected and to meet regularly, combatting loneliness and isolation. This forum meant our knit and natter group were able to let us know when they are low on wool. We were able to top them up and keep them knitting!



*"It's nice to have an iPad as it gives you a different outlet. The cafe calls have been absolutely brilliant because it keeps you in contact with other people. I have nothing but praise."*

- Brenda, Cafe Customer

**582** welfare calls have been made to 86 individuals.

We have provided dementia **activity ideas** for **1,071** people to do at home.

We have conducted **120** hours of online Cognitive Stimulation Therapy **sessions**.

*"Thank you, dear, for ringing us. It's lovely to chat, isn't it? It really helps with the situation going on. It's so difficult. We do miss coming in to see you. Will you call us again?"*

- Sheila, Welfare Call Receiver

# Looking forward

What a year! We could never have imagined the impact that 2020 has had on all of our lives.

We look forward to 2020/21 with great excitement as we do every year - this year seems more so, plans that were made will be reviewed and may shift to fit the new landscape, but nevertheless, opportunities are everywhere.

We have new projects for 2020 in the pipeline - new exciting ways of working building on the ten years of experience we have gained.

We have set up the Memory Matters Foundation, a Charity that will support new projects for those living with dementia and enable us to raise vital funds to support the community and the growing numbers of those living with dementia that need support.

Memory Matters continue to challenge with, and for, those living with dementia - we will continue to strive to ensure those living with dementia have access to innovative, research based support and projects that enhance their lives and the lives of those that are affected by the condition.

At the end of every year, like sailors steering a ship, we turn to face the wake and are always amazed by how far we have come.

We are grateful for the opportunity to lead a team of talented individuals who share the values our organisation was built on. The Memory Matters family make us stronger. They also make every day at work, however challenging, a great place to be... full of kindness, positivity and fun.

**Kate & Laura**  
Joint Chief Executives and Co-Founders



# With thanks to our supporters





**memory  
matters**

[www.memorymatterssw.co.uk](http://www.memorymatterssw.co.uk)

[www.moments-cafe.com](http://www.moments-cafe.com)

[hello@memorymatterssw.co.uk](mailto:hello@memorymatterssw.co.uk)

01752 2433333