



## For Brian CIC Annual Report July 2019

### Introduction

For Brian CIC was set up to empower families to help themselves, to design meaningful interventions which promote neuroplasticity, such as cycling, yoga, socialisation and peer support, music improvisation, dance and more. Through developing an 'agile' organisation, run for and by people living with dementia, their families and friends, and practitioners with an interest in our principles, we recognise the skills of each member and facilitate roles in the company and its activities. Our goal is to reward everyone financially for their contributions, in line with a cooperative model to co-produce 'inclusive, accessible, sustainable activity for brain health'.

The name For Brian has had a mixed reception. Who is Brian? What is it you do? How do you select a name which says what is in the tin when it is a co-produced and continually evolving concept?

Brian isn't a real person, but an 'every person', and an anagram of brain. We are developing and responding to individual needs in a creative way, thinking outside the 'box', so people can co-produce their own recipe for support, and put it in their own tin, to use as and when they need it.

Our first meeting comprised the 3 original directors Mike Parish, Richard Mulley and Clare Morris, Tom Hughes who lives with dementia, and was chaired by David Dansky. All Directors' meetings are fully inclusive, and welcome everyone with an interest in what we are trying to achieve, and are considering executive or non executive roles in the company. Our ranks have swelled by over 500% in the first year, and new people are taking part in every meeting.

Showing our agreement during an inclusive Directors' meeting



## **Governance and constitution**

For Brian Community Interest Company is a not for profit company limited by guarantee and was incorporated on 12<sup>th</sup> March 2018.

Our Memorandum and Articles of Association can be viewed on the Companies House website:

<https://beta.companieshouse.gov.uk/company/11249582/filing-history>

Our grateful thanks go to Richard Mulley for his invaluable role in helping to set up the company. He has now resigned due to a change in circumstances. We currently have 5 Directors, and 9 people who have attended meetings or taken active non executive roles in company business and/or delivery. Maja Janicov, Speech and Language Therapist, has been invited to join the Board of Directors, following approval at the AGM. Ronald Amanze joins us at the AGM for his first meeting. With a background in music and an interest in social issues, he is invited to become For Brian's CIC's Director of Arts & Culture.

### **Directors**

Mike Parish

Clare Morris

Zaki Shaha

David Dansky (Chair)

Simona Florio

### **Advisors & Consultants**

Tom Hughes

Florence Afolabi

Forhat Rahman

Adrian Harper

### **Members contributing in various non executive roles:**

Jacquie Nunn

Ben Wadling

Harvey Heath

## **Principle Activities and Achievements 2018/19**

### **Developing Peer Support** (Wandsworth Community Foundation grant)

Our first project has evolved into First For Brian, part of the UK wide network of dementia voices DEEP (<https://www.dementiavoices.org.uk/group/first-for-brian-london/>)

We have regular gatherings and are very grateful for the invaluable support and encouragement from our collaboration with the DEEP network. Many of our members are 'virtual', pop up on the What's App thread from time to time, others are regulars for yoga and other activities, and others have taken on formal and informal roles in the running of the company. Everyone's views and feedback contributes to the evolution of this social enterprise with a view to recognising and acting on the unique needs of each person as they evolve over time.

Some examples of co-produced activities follow:



Picking grapes, from which we extracted the juice and made some very acceptable rose wine called Chateau d'Heath.



Enjoying the sun and a walk in Morden Hall Park





## Yoga

Yoga classes at Yogi Yoga in Wandsworth (funded by the Wimbledon Community Foundation Get Set Get Active grant) and YoYo in Crouch End



One to one yoga with Tony (initiated by funding from Get Set Get Active, made sustainable through family contributions and volunteering) <https://www.youtube.com/watch?v=c6uCdx-GbX0>





## Cycling

Hackney Community Chest funding launched Bikeworks in the Olympic Park as our new HQ for Positive Spin. The vision of a UK wide cycling club for people living with dementia and their families has a fitting home, with excellent opportunities for cycling within the Olympic Park, Victoria Park and along the river Lea:



The 'ricksycle train' enabled a fun way to access to the project, as this new development has more to do to become fully accessible:



Ronald Amanze, For Brian CIC's new advisor and consultant on art and culture describes Positive Spin as a "game changer":



Bikeworks has a variety of different cycles, all of good quality, and tandem cycling for one participant with PCA was successfully piloted. The successful Ride Side by Side Taxi Service in Hackney and Kensington & Chelsea, and door to door tandem cycling are awaiting funding outcomes.

### **Audit of the Olympic Park**

First For Brian conducted an audit of the Velopark and Velodrome, using DEEP's audit template produced by members of the DEEP network living with dementia:

<https://forbriancio.files.wordpress.com/2019/04/velopark-audit-march-2019-final.pdf>



### **Equine Therapy**

8 people living with dementia enjoyed meeting the horses at Wormwood Scrubs Pony Centre, watching them showing off their skills and meeting the people who train and care for them. A funding application to establish these sessions is in progress:



### **Well beings of Stockwell**

Based at Lingham Court in Lambeth, For Brian CIC was pleased to enable continuity of service for this group of people living with dementia:



### **Inclusive company development and meetings**

Our meetings are well attended and great fun!

### **Co-production of bespoke interventions and social activities**

Group activities are not suited to everyone. One to one yoga and shiatsu, dementia friendly cricket, navigating the distressing issues that can arise as symptoms progress, is all within For Brian CIC's expertise.

## Collaboration and Networking

Essential to sustainability is growing our network of partnerships.

Clare Morris has been elected Co Chair for the Hackney Dementia Action Alliance, a well attended and vibrant network of people delivering creative projects in Hackney.

The excellent opportunities in Old Oak are now a key target for all our activities, with some key Stakeholders Hammersmith & Fulham engaged.

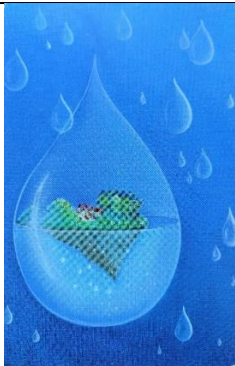



Merton Dementia Hub is offering space for yoga interventions in the future once funding is secured.

## Measuring our impact

For Brian CIC is in its infancy and invites feedback from all our participants, both in the form of testimonials but also using non verbal methods to help families articulate the smallest changes that would make a significant difference, and help to co-produce the notion of what is supportive.

We take pictures, record and act on feedback about the experience of participating in our activities, in line with our aims, principles and vision. Below you will see how cards from the Dixit storytelling game can help people to articulate the intangible, put words to concepts, and enhance testimonials visually for evaluation purposes. This can be especially powerful for people who have a communication disorder.

### Defining what is important about Support (June 2018):

Harvey		
"A floating island and a ladder reaching for the skies. They are unsupported, and we are making something out of very little. I am expecting it to fall down. Someone should be holding the ladder because otherwise it WILL fall down. If there was a brick wall there it would be supported"		
Alex, living with Alzheimer's Disease and a severe communication disorder		
"Independence"		





Buttons, lego, drawing, and other creative approaches can all be used to facilitate communication and provide a visual scaffolding to display opinions. The tools to measure impact and qualitative change over time is drawn from Personal Construct Psychology







(PCP) and Harry Procter's Qualitative Grid methodology. These grids are flexible and easily adapted to address different questions in a visual way.

The foundation course in PCP, which For Brian CIC will be offering to support and train participants, practitioners and volunteers in 2020 is evaluated using this method, providing a powerful record of the evolution of this participant's understanding of themselves and their role as a practitioner before and after each of three, 2 day units. The same techniques are used in evaluating its interventions.

Constructing my work	Foundation course in PCP: my anticipations and my aims	How I see myself at work	how my client(s) see me	how my colleague(s) sees me?
before unit 1	individuality & personal experience: everyone has their own constructing 	A lot going on 	transparent ray of sunshine 	superhero 

Constructing my work	Foundation course in PCP: my anticipations and my aims	How I see myself at work	how my client(s) see me	how my colleague(s) sees me?
after unit 1	layers of gold coins represent different layers of pop stacking up nicely. Asks during as there is conflict around the learning & my relationship to it. Self discovery, looking at my own constructs & how they play out in relationship with others' constructs 	I like it to feel good and comfortable. Buttons have a good feel and quality - I base what I do on feeling & intuition. I am developing another tool which is instinctive & intuitive way of being 	still offering the light to find my way in the dark. Breaking through the safety of the way I work now 	silver is my current practice and learning are the little gems. Anticipating development 

Constructing my work	Foundation course in PCP: my anticipations and my aims	How I see myself at work	how my client(s) see me	how my colleague(s) sees me?
before unit 2	 PCP is a bit of a lifeline, a helpful tool to make personal decisions. Breathing more easily in the dark and murky water	me looking down on life situation and experience. An element of detachment, not emotionally involved 	 the blue button reminded me of water, calm and in control, letting things flow. On the underside is the undercurrents which often often people don't see, but my artists do feel undercurrents and respect them	 a fortunate position. All is coming along with the celebration day. I am enjoying fielding out responsibility ... what is needed now and what can wait

Constructing my work	Foundation course in PCP: my anticipations and my aims	How I see myself at work	how my client(s) see me	how my colleague(s) sees me?
after unit 2	 big glasses. Need to consolidate theory by reading. A smile, a very half smile ...	 Excited. Shedding light on darkness, working with ideas and concepts - not waxy but creative and I relate to it	 I don't feel like I have a client. I want to avoid being Matt's therapist. Many different faces ... confusion	 a new string to my bow ...
after unit 3				
anticipating the follow up				

Constructing my work	Foundation course in PCP: my anticipations and my aims	How I see myself at work	how my client(s) see me	how my colleague(s) sees me?
anticipating my work in 1 year				
anticipating my work in 5 years				

## Case Studies/Testimonials/Publications

*"There needs to be an acknowledgement that group activities don't suit everyone. We need regular therapeutic input for advanced dementia at home. Positive Spin is a brilliant concept but the effort in getting there outweighs what he is able to do now. Yoga is really helpful - it's so important to keep him as flexible as can be, both for his sense of self and his health & wellbeing". Jacquie*

*Continuity of the cycling project: "Cycling has enabled Emily to be in the world, has provided a structure, a vehicle for activity and lovely people" Natasha*

*"I didn't realise he was so lonely. Cycling, yoga, more parties with a purpose, and a leader to organise them". Harvey*

*"Thank heaven for the lodgers ... we laugh and it helps to know some people understand. You have to think about who these activities are for? It would help if you dropped round when you are passing to build on your relationship. I would like to come to yoga and he will come if I ask him to" Sarah*

*"You get told about services but it really helped to have an introduction (to Wandsworth Carers who attended a peer support meeting). I am learning to accept help for myself, I know I try to do too much but I need to keep my skills up and not lose my identity" Mike*

*"Just having someone take mum to the hub for a couple of weeks while I sort out my work situation has made a real difference, and we are looking forward to doing yoga together. The trial session really helped me to relax too ... I had a lovely phone call from someone at the hub saying how pleased they were to see mum attending more often." Zaki*

### **One to One yoga:**



*"Ten years from diagnosis Tony's Alzheimer's has begun to affect his mobility and posture. We began to notice his difficulty in managing the stairs and walking any distance. In the mornings he had to be lifted out of bed - potentially causing injury to me. He needed assistance in sitting and standing and turning over. Dressing was becoming increasingly difficult as his arms are stiff and he could not raise them above shoulder height.*

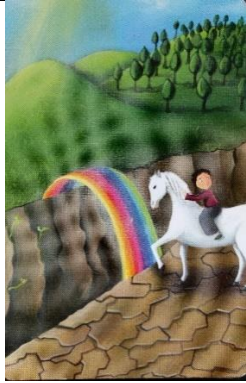

*About 8 months ago we began regular weekly sessions of movement based on the principles of yoga and Shiatsu massage. Clare and Adrian have adapted their practice to take Tony's specific needs into account. He has benefited a good deal from these interventions.*

*His mobility has improved and he is more confident on the stairs. He maintains some of the range of movement he practises with Clare and Adrian outside the sessions. He shows greater independence in his movements, sitting and standing by choice rather than waiting to be moved. The key to the success of this has been that the sessions have been one on one. Tony would have not responded in a group setting". Jacquie Nunn*



## Yoga class in Wandsworth:

Zaki re yoga	August 2019		December 2019	
August 2019			<i>"Taking time out of everyday life to be creative. Feelings may only be temporary but I feel better for having them"</i>	
			<i>"It's important to get out of the house, and increasingly important to have safe spaces which involve a trip. 30 minutes is just about the right distance for us"</i>	

Forhat re yoga	August 2019			
			<i>"The horse makes me think of Bangladesh, and I feel peaceful"</i>	
			<i>"Other people open the egg and it makes you feel free"</i>	

## Positive Spin

☆ Claire Wheeler @  
Praise for Positive Spin!  
To: clare morris

31 May 2016 at 11:42



Updated contact info found in this email: Claire Wheeler 020 8533 0091

update...

Clare – as promised some comments for you re. Positive Spin. Granville has asked that his real name be used – if that's a problem could you please refer to him as "George"

As a dementia advisor I must admit to having been somewhat sceptical about the idea of Positive Spin – cycles and people with dementia not immediately striking me as being an altogether happy combination. I am, however, now a convert!!  
A week after having had his first go on a bike through Positive Spin I met with Granville. He was accompanied by his daughter. Granville is a lovely man - quiet and contained – who doesn't often join in conversation and very rarely initiates it. But when his daughter mentioned the bike ride, Granville's face lit up and he interrupted her to tell me about how when he was a boy he had ridden from end to end of the island of Barbados. Granville was clearly delighted at being able to get back on wheels and it was great to learn of an aspect of his growing up that we had not heard of before. Positive Spin really does tick all the boxes!!  
Let me know if any changes required – and let's hope it stops raining for tomorrow's session in Finsbury Park!  
Claire

Claire Wheeler  
Dementia Advisor  
Hackney & City Alzheimer's Society  
30, Felstead Street E9 5LG  
T: 020 8533 0091 F: 020 3222 8628  
E: [claire.wheeler@alzheimers.org.uk](mailto:claire.wheeler@alzheimers.org.uk)  
[www.alzheimers.org.uk](http://www.alzheimers.org.uk)  
Leading the fight against dementia

Alzheimer's Society is a Charity (registration no. 296645) and a company registered in England and Wales (registration no 2115499). Registered office is Devon House, 58 St. Katharine's Way, London E1W 1JX

Various publications can be found on Clare's personal website on Positive Spin, yoga, and symptom management:

<http://www.personalconstructpsychology.co.uk/publications/>

## Finance reporting

Summary (see full analysis in Appendix):

For Brian CIC was incorporated on 12th March 2018. Management accounts have been prepared outlining financial activities in the first period of trading (ending 31st March 2019) including costs incurred in the period prior to incorporation.

Key figures:

- Net assets at 31st March 2019 = £ (616.25).
- Net cash flows = £ 2,347.13
- Total grants received = £ 6,799.00 o Spent = £ 4,969.00 o Remaining = £ 1,830.00
- Total turnover = £ 7,648.69
- Delivery Costs = £7,238.45
- o Overheads = £1,026.49
- o Net Profit = £ (616.25)

## Partnerships and networking

For Brian CIC has developed a wide range of partnerships and collaborations, such as:

- Bikeworks
- Boom Cycling
- Lambeth Council
- Dementia Action Alliances across London, Co Chair Hackney Dementia Action Alliance
- Yogi Yoga, Wandsworth



- YoYo North London Young Onset Dementia Support Group
- CANDID (counselling and Diagnosis in Dementia at the Dementia Research Centre)
- Merton Dementia Hub, Alzheimer's Society
- All Party Parliamentary Group on Dementia (APPG)
- Age Exchange
- Bishop Creighton House
- Wormwood Scrubs Pony Centre
- Dogs for Good
- Sobus
- Peabody and Old Oak Housing
- Old Oak Primary School
- MiHomeCare Hammersmith & Fulham
- Nubian Life
- Dementia Pathfinders
- Raising IT
- Joy of Sound
- Drumming Matters
- Maths Explorer
- Universal Music

### **In the Pipeline**

- New website courtesy of Localgiving and Raising IT. Thanks go to Mike Parish for funding the subsidised support fee during our first year. The Directors made the decision to invest in this opportunity to raise our profile on social media and create funding opportunities.
- Capturing Our Story. We received a small grant from DEEP to make a short film about the story of For Brian CIC and First For Brian. Ben Wadling will be editing and producing the film from stills and videos of a range of activities and focus groups this autumn.
- Talking Mats and exploring the boundaries of inclusivity. DEEP have awarded us a grant to look at how Talking Mats can help our members living with dementia to be involved in their own and the company's decision making. Watch a video <https://www.youtube.com/watch?v=T-fFcTQ5sBA> and read about the role of Talking Mats in helping people with communications disorders and dementia <https://www.talkingmats.com/wp-content/uploads/2013/09/Dementia-and-Effectiveness-of-Talking-Mats-short-Findings-1.pdf>
- Yoga at the National Hospital for Neurology and Neurosurgery
- Imperial College White City, a dementia friendly Old Oak Estate with a range of co-produced state of the art interventions in London Borough of Hammersmith & Fulham including some exciting intergenerational projects
- Development work and co-production in London Borough City & Hackney: co chair of the DAA is Emma Higgins, Dementia Nurse Specialist which will be a valuable relationship in attracting new members and referrals to activities. A vibrant meeting with good attendance, this role is raising the profile of For Brian CIC in Hackney.
- Positive Spin in the Olympic Park, Little Wormwood Scrubs, Clapham Common, Arsenal Football ground and bespoke roadshows.
- Bespoke tandem cycling interventions beginning and terminating in a place of the family's choosing
- Bespoke interventions for hard to engage people living with dementia – film studies, cricket, support work to engage in existing services in local areas

- Sustaining bespoke interventions for members
- Beyond London: Mike Parish, David Dansky, Ronald Amanze
- Music, Youth Radio, Smile Brent: Ronald Amanze
- Fabulous Folks Wagon

### **Priorities**

1. Maintaining continuity for First For Brian members.
2. Talk to people about For Brian CIC. Let friends, family and colleagues know about the aims of For Brian CIC and the work we are doing in order to reach people living with dementia family members, practitioners and supporters.
3. Fund raising:
  - A very steep learning curve. We received several project grants last year, and several rejections this year. Feedback has been mostly encouraging in that the quality of the applications were good but we need our first year accounts and to show that we are surviving beyond the first year. Wandsworth Community Fund rejected us because we are in receipt of another grant in the area (Get Set Get Active yoga class)
  - We are awaiting the outcome of an expression of interest for core funding from the Tudor Trust. They funded Innovations in Dementia in their first year, so feels a good fit. The National Lottery Building communities Fund is another good fit, but very competitive.
  - For the company and its activities to be sustainable we need to agree a charging structure
  - Finding a patron: Clare has approached David Gilmour and is in touch with his manager. He has passed on the request but thinks it unlikely he will take this on.
  - Our new website is intended to attract funding, and will provide us with a state of the art platform to showcase our work. Working part members needed.
  - There are some other ways we can all help raise funds to sustain this social enterprise.
  - Donations can be made directly via the Localgiving platform <https://localgiving.org/charity/for-brian-cic/>. Localgiving also run promotions where a sponsored event/donations are match funded. We have received 2 small grants from Local giving and now pay a subscription to remain on their platform.
  - If you shop online, you can raise funds through the easyfundraising portal, at no extra cost to you. If you register For Brian CIC as your chosen cause <https://www.easyfundraising.org.uk/causes/fbcic/>, the company receives £4 with your first purchase on any participating retailers (Amazon, John Lewis, Argos, expedia.com and lastminute.com to name but a few). There are other companies that do this, and the amounts are small but significant in developing sustainability.
4. Capturing Our Story film and the Talking Mats project.



# THANK YOU

For Brian CIC has been fortunate to attract support from various sources that are key to our very successful first year, and without whom we would not be investing in a new website to provide us with a cutting edge presence in social media and fundraising platforms.

- Co founders Mike Parish and Clare Morris have provided loans/donations and volunteered their time to develop the concept
- Zaki Shah has set up our accounting process, liaised with our accountants and produced the financial report.
- Simona Florio has brought a wealth of experience to the organisation, contacts, volunteers, partnerships and family donors to the organisation. Not least very important peer support for Clare.
- Adrian Harper has volunteered his time to gain experience in working with people living with dementia and their families as a Shiatsu practitioner, This has helped to address the issue of the vital need for continuity and sustainability in service provision.
- Our funders who have not only invested in us but also provided feedback and mentoring in the art of fundraising: Wandsworth Community Foundation, Wimbledon Community Foundation, Hackney Council, Localgiving Magic Little Grants, Bikeworks, Hamunited Charities, and DEEP (Dementia Engagement and Empowerment Projects).
- Every person living with dementia, and family members who have taken part, provided feedback, and who donate time, expertise and financially to the cause.
- All the colleagues and friends who have listened, processed, mentored and advised over the last two years
- Last but not least David Dansky who provides expertise in running a cooperative and chairs our inclusive meetings so competently and sensitively.