



ELDERLY
ACCOMMODATION
COUNSEL



Report & Financial Statements 2007





Providing a quality service to older people

“What do I do now I can’t manage on my own?”

“How can I make sure my mother receives the best care available?”

Dilemmas faced by tens of thousands of older people and their families every year.

For 23 years, EAC has delivered a highly regarded, free, advice and information service to help older people make their own informed choices about meeting their housing and care needs.

It is the only organisation of its kind, providing older people with a ‘one stop shop’ service of high quality, impartial, independent and knowledgeable advice and information about the full range of housing, care and support options that can enable them to continue living as independently as possible.

Each of EAC’s Advisors has long experience in housing or social care, access to EAC’s extensive information databases, and knowledge of a wide range of other resources to call on when needed.

In partnerships with other organisations in its field, EAC intends to help ensure that good quality, independent housing advice is available to all older people, when and where they need it.



IMAGES

Above – EAC Advice Team

Right, and throughout Report – selections from EAC’s *Positive Images of Older People* collection



ELDERLY ACCOMMODATION COUNSEL

Report & Financial Statements 2007

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Report of the trustees

for the year ended 31st December 2007



Declaration: The Trustees present their report and financial statements for the year ended 31 December 2007. The financial statements have been prepared in accordance with the Statement of Recommended Practice “Accounting and Reporting by charities” issued in March 2005, applicable law and the charity’s governing document.

Structure, Governance and Management

Trustees

EAC’s Trustees are appointed by invitation of the Board, informed by a skills audit first undertaken in 2000 and reviewed during 2005 and again in 2006. Two Trustee resigned during the year and five new Trustees were appointed.

The Charity has developed and maintains a ‘Trustee Information Pack’ designed to:

- explain the legal and financial responsibilities of Trustees;
- inform them how EAC’s Board of Trustees operates, including the function of sub-groups;
- appraise them of the Charity’s current policies, procedures and plans.

During the year:

- trustees continued to use sub or working groups set up by the Board as an efficient way of preparing recommendations for consideration by the full Board; only in specific and exceptional cases did the Board delegate decision making authority to them.
- working groups continued to review and monitor finance & fundraising, staffing matters, and the governing documents of EAC and its associated charity Friends of EAC.
- Messrs haysmacintyre were retained as Auditors, and also appointed to provide financial overview services.

Trustees’ Responsibilities

Law applicable to incorporated charities in England and Wales requires the Trustees, who are also directors for the purposes of company law, to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and of its financial activities during the year. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in operation.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy the financial position of the charitable company. These accounting records should enable them to ascertain its financial position and to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Executive responsibility for the implementation of the Board's decisions, and those strategies, plans and budgets agreed by the Board, are delegated by the Board to the Chief Executive.

Staff and staff responsibilities

The Charity currently employs 10 people on a regular basis (6 salaried and 4 as part-time consultants), totalling 7.0 full time equivalents (FTEs). The approximate time allocation of all employees and consultants at December 2007 was:

Function	People	FTEs
Charity Services, including Advice Line service	Sheila Coles, John Plimsoll, Shirley Blight, Dominic Regan	3.0
R&D / contracts	John Galvin, , Val Gorter, Alex Billeter, Jerome Billeter, John Dillon	3.0
Administration / corporate support	John Galvin, Phil Prasad, John Wigley	1.0

John Galvin heads the organisation as Chief Executive and is also Director of Research and Development. Ros Lucas joined the organisation in July 2006 as head of Charity Services and resigned in December 2007. Sheila Coles is Team Leader of the Advice Line team.

Risk

Following the completion of a risk mapping exercise in 2002, we have continued to work to minimise those risks identified, and simultaneously to maintain and review a comprehensive risk management strategy.

Key areas in which we have made progress are:

- Protection of our database assets – having recognised that these cannot be fully protected through enforcement of copyright law, we adopted a business strategy that relies on continual innovation to maintain value, and on recruiting potential competitors as partners to minimise the risk of theft.
- Over-dependency on key staff – the new staffing structure we have adopted addresses a longstanding concern that continuity of the Charity's

work should not be over-dependent on the skills and loyalty of individual staff.

- Financial controls & compliance – the appointment of a Finance Officer and the retention of our Auditors, haysmacintyre, to provide a financial overview service are designed to ensure that both Trustees and Director can rely on accurate and timely financial information, and are responses to the increasing complexity of our operations.

During 2006, we also undertook a comprehensive review of our insurance needs, aiming to ensure particularly that the charity was adequately covered for eventualities in relation to its expanded contractual commitments and its marketing of research outputs. As a result, we extended the scope of our insurance cover.

Objectives and Activities

EAC's mission is simple and to the point – “to help older people make informed choices about meeting their housing and care needs”. It seeks to achieve this through four principal areas of activity:

- delivering free information and advice services to older citizens and their families to help them choose housing, support or care to meet their needs and preferences;
- collecting and compiling information, and developing techniques, to support these services;
- forging partnerships with other agencies and professionals who advise older people, and sharing our information, techniques and expertise with them;
- utilising the knowledge and understanding gained through all the above to influence the availability and quality of housing advice and information services to older people.

Telephone Advice Line

Our established telephone Advice Line is acknowledged as the leading national service in our field. Through it we aim to engage with older people, and often their families and carers, at whatever point in decision making they find themselves, and to work to their hopes, preferences and circumstances in providing information, making suggestions and sharing experience, all with the aim of helping them make their own informed decisions. The service is delivered by staff with extensive experience in the fields of housing and social care, is accredited with the Telephone Helplines Association, and was accredited with the Community Legal Service Quality Mark until its demise.

The service is promoted widely to the public across the UK through newspapers, journals and radio, and also through the many networks of professionals and organisations that work with older people including GPs, hospital staff, social service teams, Age Concern Organisations, Citizens Advice Bureaux and employers. A majority of Advice Line users are referred to us by such organisations.

Detailed information is recorded about Advice Line users, initially and through extensive follow-up, to inform the development of our service and to broaden our understanding of older people's preferences and aspirations and

the extent to which these are met by available housing, support and care provision.

Partnerships

From its early days, EAC has sought to build relationships with other organisations and agencies that have contact with older people, in order to:

- encourage them to 'signpost' people to EAC where our expertise is needed, and
- ensure that we are fully aware of their skills, knowledge and specialisms, so that we can signpost our own clients effectively to them where appropriate.

In recent years, we have increasingly focused on strengthening and deepening our relationships with those organisations that share our vision of good quality information and advice services, available to all older people, when they need them, and delivered in a way they find acceptable. Our ideal, that we have worked hard to make a reality, is for EAC to deliver its specialist service within broader, fully integrated delivery networks, national or local, alongside partners with different specialisms but similar commitments to excellence.

Website

Our website www.HousingCare.org is now a key means of delivering our service to people who prefer the online medium, and at the same time promoting our Advice Line to those surfers who might need it. It is a partnership venture led by EAC, and combines our own information, tools and explanatory materials with content provided by a number of key partners to create a comprehensive online resource for older people and their families.

Its major components are:

- An online tool to help older people appraise or assess their housing circumstances
- Accommodation searches, providing direct access to EAC's national databases of specialist housing and care homes
- A library of over 1,000 reading materials
- Searchable databases of relevant information and advice services and home improvement agency services

www.HousingCare.org also provides a means to:

- collect information about housing, support and care services
- share information and tools efficiently with other professionals and agencies
- support and encourage partnerships to improve housing/care advice for older people
- raise the profile of the charity amongst its peers

Information resources & tools

All the activities above are underpinned by an ongoing programme of work to build and maintain comprehensive information resources and to create tools to help older people make their own decisions in an increasingly complex environment:

- our uniquely detailed housing and care databases describe all specialist provision for older people in the UK;
- our HOOP tool helps older people weigh up whether or not to move home;
- our Care Options initiative helps those who need care to identify care homes that will suit their lifestyle;
- our growing database of home care and support services catalogues services that can help older people maintain independence in their own homes.

Achievements and Performance

Telephone Advice Line service

We achieved our aim of broadly maintain the previous year's levels of clients served and their satisfaction ratings.

During the year, we delivered a personal service through our Advice Line to 7,035 people – a little less than in 2006, a little more than in 2005. 87% of service users contacted us by 'phone, and 13% in writing.

A detailed analysis of customer contact for the year (full report available) shows:

- 40% used the service for themselves, and 52% on behalf of a close relative or friend
- 8% of service users were professionals on behalf of their clients
- Two thirds (67%) of users were referred by another advisory agency, a local authority, a housing provider or a professional service; 7% found us through the press and media and 16% via the internet
- 68% were owner-occupiers, 32% tenants & licensees
- the median ages of enquiry subjects was around 78 years, and the vast majority (89%) of enquiries related to people between 60 and 90

All users of the Advice Line service were surveyed during 2006 and the results indicate just how valuable users found the service. There was an extremely high overall level of satisfaction with our service. Key results were:

- 99% of respondents said that the person they spoke to was polite and respectful
- 94% gave an unqualified 'yes' to whether we had listened to them and understood what they wanted
- 96% felt we had given them enough time
- 97% said we were well informed
- 95% thought the written materials we subsequently sent them were clear and understandable
- 97% were very or fairly satisfied with the service (76% and 21% respectively)
- 97.5% would recommend the service to others.

The questionnaires also provide an opportunity for us to assess how well our partnering and referral arrangements with other services are working. 48% of respondents recalled that we had offered them information about another advisory or professional agency, of whom 64% had followed our suggestion. Of these, 86% had found our 'signposted' agency helpful also.

- I found your service extremely helpful - someone familiar with the care/support systems and clear information on different possibilities, financial aspects etc. I felt grateful for the humanity of your service - understanding the emotional dilemma and giving practical information so at least there is a sense support is available. Thank you.
- Your service was enormously helpful – straight forward, practical, supportive – at a time of crisis.
- You were the most helpful and informed of all the people I spoke to when trying to find a care home for my father. Thank you!
- The brochure & info was lovely! I found the range of housing and pricing very useful. It made me more confident to decide what I could afford.
- I thought the service was very helpful and sympathetic. Other people I have spoken to about a care home option for my father made me feel guilty. EAC seemed to understand how difficult it is for everyone. Thanks.
- Could not improve! I was extremely grateful for your report on housing.
- I can not think of any way in which your service can be improved.
- We thought it (the service) was quite excellent and the literature clear and comprehensive.
- You can't improve on excellence.

In early 2007 we also undertook a detailed analysis of the types of enquiries we were receiving, looking to identify any areas in which we needed to develop our expertise or information resources. Two key findings were:

- The incidence of dementia as the trigger for callers contacting us; and
- The number of callers who wanted to 'stay put' at home, but required adaptations, repairs or a little bit of help to enable them to do so.

We concluded that our Advice Team should develop a specialism in dementia care, and that we needed more detailed information on services that can help frailer people remain at home. Thanks to financial support from the Freemasons' Grand Charity we were able to embark on a two year programme of work around dementia, whilst The Dulverton Trust and The Rayne Foundation provided funding to commence work on 'maintaining independence at home'.

Our Advice Line staff rely on a computer system for recording and retrieving information about service users, the information and advice we provide to each of them, and their responses to our customer satisfaction surveys. This system had been created for us by a volunteer expert back in 1999, and had served us well. But by 2007 the 'wishlist' of amendments and improvements had grown sufficiently long to convince us that a comprehensive upgrade was required. In mid year The Clothworkers' Foundation kindly made available a grant to enable us to commission this, and work was successfully completed early in 2008.

Data research, dissemination & sales

Our overall aims were to deliver fully on contracted work, meet grant funders' requirements, maintain our regular programme of work to update the charity's information databases, develop an overview of housing and care provision to help shape future markets, and create marketable data products to help fund our activities.

Care homes

Our Care Options package is a set of information to help older people choose a care home that will meet their needs and their lifestyle preferences. Launching Care Options was the title of a two year programme of work, funded by the Department of Health, which aimed to complete work on the package and then launch an enhanced care advice service in two regions of England, as a springboard from which to attract the resources needed to roll it out nationally.

We completed this work in April 2007, by which time we had joined forces with a number of other organisations to apply to the Big Lottery Fund for help to launch the national service jointly. (see Partnerships below)

Housing

We completed on an ambitious project around extra care housing, which is a form of enhanced sheltered housing that aims to support even the frailest residents to maintain their independence and avoid a move to residential care. Supported by the Housing Corporation and the Department of Health's Care Services Improvement Partnership, the project was a complex one, involving work with several partners with the aim of helping shape the future direction of extra care provision. It included researching all existing provision, exploring how best to describe and classify it for the benefit of consumers, discussions with the industry about the possibility of a kitemarking system, and developing new web-based tools to popularise it.

Key outcomes from this work include a much extended questionnaire for collecting information about individual developments of specialist housing for older people, and the launch of an EAC Quality of Information Mark to indicate developments for which developers or managers have completed the questionnaire in full. Our website now displays this extended information, which will also be available in printed report form from early in 2008.

In parallel we devoted much time and energy to promoting the concept of an independent 'one stop' care advice service to Government as well as to allied voluntary organisations and potential commercial supporters, determined to raise the funding necessary to launch a service that would be capable of addressing the level of need we had established. By year end we had every confidence of launching what would be known as the FirstStop Care Advice Service early in 2008.

Websites

We continued to invest in our main website www.HousingCare.org with the aims of:

- promoting it, and increasing usage;
- promoting EAC's brand and its services;
- raising income from it;
- integrating it further with our Advice Line.

The number of unique visitors to www.HousingCare.org continued to increase rapidly, from 65,000 in 2005 to 237,500 in 2006, to over half a million in 2007.

After several years of evidence that the website was serving an almost entirely different audience from our Advice Line, in 2007 we were able to identify that one in six Advice Line users (1090, or around 16%) had found their way to us via the website. Although this represents only a very small fraction of all website users, it marks a big jump from earlier years, and suggests that the ways in which we have tried to link website and Advice Line are beginning to pay dividends.

The most popular features of the website continued to be the *Housing Options* search for retirement housing, followed by the *Care Options* care homes search. Because of its rich content, www.HousingCare.org is, de facto, a free marketing tool for providers of housing and care services to older people. We have therefore continued to explore and develop ways in which the site can earn revenue for the charity, whilst maintaining its reputation for absolute impartiality. So, for example, we operate a housing vacancy advertising service and have negotiated sponsorship packages with a small number of respected housing providers.

In addition to www.HousingCare.org, we also manage a site about the charity itself at www.eac.org.uk and another devoted to our Over 60s Art Awards (see below) at <http://artawards.eac.org.uk>. We also deliver 'feeds' into sites operated by The Abbeyfield Society, Abbeyfield UK and Housing 21.

Contract: Extra care housing

Our contract to provide administrative support to the Department of Health / CSIP Extra Care Housing Learning & Improvement Network (Housing LIN) was renewed for 2007-08. This continued to provide opportunities to make and maintain contacts amongst housing, care and support providers and commissioning authorities, to enhance EAC's profile, and to deliver practical benefits including a lot of good quality information to add to our housing database.

Contract: Support at home services

We were contracted again by the Scottish Executive (now Scottish Government) to maintain the online Directory of Housing Support Services in Scotland (The House Key), which we had created for them over the four preceding years. The Directory includes support services for a range of client groups, and covers both specialist housing in which support is provided and 'floating' services that can support people wherever they live. This work continued to bring several important benefits for EAC:

- it provided a model for the creation of a UK database of home care and support services – a long identified gap in the resources available to our Advice Line;
- it helped us clarify how we might set about re-designing EAC's traditionally separate retirement housing and care homes databases into a more forward-looking format of a services database partially linked to an accommodation database;
- it utilised functionality that we had already created in our website www.HousingCare.org, and so illustrated the potential to recoup some of the charity's R&D costs by marketing outputs to other agencies working for different client groups.

Our work also satisfied the client and was again rated positively by their user testing groups.

Profile

EAC Over 60s Art Awards is the charity's main profile raising activity, and its purpose is to encourage and publicly celebrate artistic achievement by older people. Art Awards 2007 attracted over 2,000 entries and culminated in a very successful exhibition of 160 finalists at London's Mall Galleries in July. Around 350 people attended the opening, including many of the artists and their families, and 8 overall winners were presented with cash prizes.

During the year we also contributed articles to a number of magazines and newspapers and commentary and insights to several radio discussions. We launched a new quarterly journal *EAC In Focus* to communicate with housing and care providers, commissioners and researchers, and provided the editorial text for a national newspaper insert celebrating new forms of specialist housing for older people.

Financial Review

Funding Strategy

Trustees continued to aim for a permanent increase in the charity's overall income, and achieved a substantial increase of 31% to £470,000. We are also pleased to report unequivocal success against our second longstanding priority – namely to maintain a high proportion of unrestricted income within the total (i.e. funds that can be applied freely towards meeting the charity's objectives). 92% of our income in 2007 was unrestricted.

Our strategy has been to invest modestly from reserves to build a secure platform for future growth. In 2005 we implemented a new staff salary structure designed to aid recruitment and retention, as well as reward longstanding staff members. We also invested in a Finance Officer to begin the process of bringing financial functions in-house. Early in 2006 we agreed funding for the new post of Director of Charity Services (as above), the initial cost of which was likewise underwritten by reserves.

Looking ahead, our budget for 2008 anticipates that we will maintain and perhaps increase income further, thanks to a combination of our allocation of funding generated for the FirstStop initiative and continued development of our R&D activities.

Financial Out-turn

We report a £10,400 trading surplus for the year.

The historic cross subsidy between EAC's activities is highlighted again this year by the changes we made last year to the format of our Income & Expenditure Account to comply with Charity Commission requirement (SORP 2005). Both our data collection and research activities and our contracted work for external agencies generated surpluses, which we used to subsidise our direct services to the public. Much as we intend to reduce the scale of this cross-subsidy in future years, we do not apologise for it. Maintaining the quality and reach of our advice services, leaders in their field, is an imperative, and we doubt whether they could ever be funded solely from

grant sources, or retain their universality if we moved too far down the road of delivering them under contract.

At year end, our reserves stand at £111,000, a little below the target of £125,000 we set in our current Reserves Policy (see below).

Presentation of Financial Statements

The Statements follow the revised format recommended by the Charity Commission, which is designed to align both income and expenditure figures more closely with the charity's main activities. We welcome this requirement, which has enabled us to present our Financial Statements in a way that relates closely to the earlier part of this Report.

As last year, the value of computer equipment is shown as expended in the year of purchase, rather than depreciating over a period of years.

Reserves policy

In January 2003 we agreed a policy of aiming to achieve, by the end of that year, unrestricted reserves of £125,000. This, in our judgement and that of our professional advisors, was sufficient to ensure continuity of the charity's then core activities for a period of 6 months, and a necessary safeguard given the uncertainties associated with raising funds to support the delivery of advice and information services. As is reported above, the balance of funds in our general or unrestricted account remained a little below this figure at the end of 2007.

During 2006 we undertook a review of the policy, with two specific questions in mind:

- whether the current policy remains equally appropriate to both the Charity's business streams, and
- whether a flexible reserves figure, linked to annual expenditure forecasts, might be appropriate than a fixed one.

We concluded that:

- strengthening the charity by investing in the new structure and staffing described below should, if necessary, take precedence temporarily over maintaining our reserves at the previously agreed levels, and
- a decision on future reserves policy should be deferred until completion of the strategic planning process for the charity's two business streams during 2007.

Unfortunately, the loss of a key member of staff towards the end of 2007 (see below) has delayed completion of this planning process, and we now anticipate updating our reserves policy during 2008.

Investment policy

Our policy, adopted in 2001, is that the charity's reserves should be placed on deposit for fixed periods, or at notice, in either case not exceeding one month. The CAF Gold Account, designed specifically for charities, was judged appropriate, and an account opened.

Funds held on behalf of the Department of Health

Since February 2003, the Charity has been entrusted with holding and administering a fund on behalf of the Department of Health (DH) Change Agent Team – now part of the DH Care Services Improvement Partnership

(CSIP). The administration of the fund is subject to a contractual agreement with CSIP, which defines its purpose, and also an agreed protocol which governs the authorisation of expenditure from the fund. The amount of funds held on trust by EAC at 31st December 2007 is included in the Balance Sheet and separately identified in Note 8 to the Financial Statements.

Conclusion and plans for the future

Business Planning

During 2005, Trustees completed their review of the charity's achievements against the vision and detailed objectives set out in the business plan adopted in 2001, and began to refine a strategy to ensure that the Charity maintained its focus on service delivery and influencing whilst strengthening its R&D capacity and continuing to increase income from R&D activities and outputs.

Following on from this, we took the decision early in 2006 to re-shape the Charity into two distinct but complementary 'departments', one responsible for services to older people, the other for R&D. The former would be headed by recruiting to the new post of Director of Charity Services, the latter by the Charity's current Director as Director of R&D. Each Director would be charged with devising a forward plan to develop the identity and build on the strengths of their respective area of activity, whilst together to develop a strategy for exploiting the synergy between the two. The current Director would assume an overall Chief Executive role to steer through these changes.

Organisational structure from July 2006

EAC Trustees	
Chief Executive (John Galvin)	
Responsible for overall strategy, support to the Board of Trustees and management of the Charity's human and financial resources.	
EAC Charity Services	EAC R&D
Head: Director of Charity Services (vacant at 05/2008)	Head: Director of R&D (John Galvin)
Staff: Shirley Blight, Sheila Coles, John Plimsoll, Dominic Regan	Staff: Alex Billeter, John Dillon, Val Gorter, Jerome Billeter, Phil Prasad
Total staff: 3.0 fte	Total staff: 3.4 fte incl. finance
Main responsibilities of Director	Main responsibilities of Director
<ul style="list-style-type: none"> • Charitable fundraising • Advice Line service management, monitoring & development • Service profile, promotion, marketing & media relations • Service delivery partnerships • EAC website • Input into HousingCare website • Work with EAC R&D to develop & piloting I&A tools • Budget preparation & management • Art Awards 2007 onwards • Act as client to EAC R&D • Charity services business plan 	Non-advice work (to be reviewed): <ul style="list-style-type: none"> • Commissioned / contracted work • HousingCare website • Marketing data products • Art Awards 2006 Lead on development of: <ul style="list-style-type: none"> • datasets & other I&A tools • info & analysis for service providers & policy makers • collaboration with external researchers / research bodies • commercial income generation • R&D business plan

The resignation of the Director of Charity Services at the end of 2007 has triggered the need for a further appraisal of our organisational structure and staffing at a time when the charity is moving into new territory. A successful launch of the joint FirstStop service, which we have worked to bring into being for so long, would change the landscape in which EAC's Advice Line service operates. We therefore intend to reconsider options later in 2008, following the launch.

Summary and prospects

Despite the difficulty of securing income sufficient to fund all the work we would like to do, the increase that we achieved in 2007 helped us to deliver top quality services to many thousands of older people during 2007, and we are confident that we will continue to do so in the future. We are also excited about the growth in quantity and variety in our data collection, research and developmental activities, and envisage these also continuing to expand in the future.

Our long term investment in building partnerships with a wide range of organisations provided the sound base from which to create the strategic alliance that now underpins delivery of the FirstStop Care Advice Service. Within as well as outside of FirstStop, we aim to continue playing a leading role towards ensuring that good quality information and advice is available to all older people, to help them achieve the housing, support and care they need or aspire to.

Acknowledgements

We would like to express our sincere thanks to all those whose confidence in EAC, and willingness to back our vision for the future, have enabled us to report on yet another year of service delivery to older people in 2007. We particularly wish to acknowledge:

The Department of Health

In April 2005, the Department made a new commitment to provide core funding through its Section 64 Grants Programme to support our entire work programme in England for the years 2005-06 to 2007-08. This was especially welcome and reflects an awareness within the Department of the close inter-relationship between housing, health and social care issues which face older people, and specifically, an appreciation that EAC's services attempt to address these as a whole.

In addition, the Department agreed to provide funding for up to 2 years for a comprehensive work programme entitled *Launching Care Options*, designed to complete work on our package of information about care homes, and develop the new partnership initiatives that will enable us to deliver a *Care Options* service to a much larger number of people.

The Freemasons' Grand Charity

In July 2005, The Freemason's Grand Charity made available a grant to support our Advice Line service for one year, and in May 2007 they awarded a two year grant to establish a specific advice service on housing options for older people with dementia.

The John Ellerman Foundation

In December 2006, The John Ellerman Foundation made available the second instalment of a two year grant to support our Advice Line service.

The Housing Corporation and the DH Care Services Improvement Partnership

In July 2006, the HC and DH CSIP offered to jointly fund a wideranging and exciting programme of work entitled 'Raising the Stakes: Promoting Extra Care Housing. Our acknowledgement and thanks extend here also to our partners in this 'project – Deborah Clogg and Rebecca MacLindon from the Institute for Public Care, Peter Fletcher and Moyra Riseborough.

The Dulverton Trust & The Rayne Foundation

In the second half of the year both Trusts contributed generously towards improving our services to older people who are finding it difficult to remain in their own homes.

Other supporters

We are grateful to each of the following for their financial support during 2007:

- Dyers Company
- Laing's Charitable Trust
- The Goldsmiths' Company
- The Mercers' Company
- Retirement Security Ltd
- Stock Exchange Benevolent Fund
- John Lewis Partnership

Caring Company Service subscribers

Our Caring Company Service supports the personnel and welfare departments of 8 large employers in advising their retired staff about housing, support and care issues. It also works in partnership with one subscribing Employee Assistance Programme provider company. We are grateful to all of these for their loyalty to us:

- BAT Industries
- Ceridian Centrefile
- John Lewis Partnership
- J Sainsbury
- Sun Life

Sponsors and advertisers

As noted earlier in our Report, we are pleased to receive support in the form of sponsorship and advertising for our services, and our Over 60s Art Awards, from a number of organisations that provide housing and services to older people, amongst them:

- Care Fees Investment Limited
- Eldercare Group
Girlings Retirement Options
- Housing 21
- McCarthy & Stone Developments Ltd

- NHFA Care Fees Advice
- Pegasus Retirement Homes plc
- The Earnley Concourse
- Retirement Plus
- Retirement Security Ltd.

Special acknowledgements

The Trustees wish to record their continuing appreciation of the commitment, skills and expertise invested by the Chief Executive and staff of EAC in sustaining both the spirit and substance of the charity – regularly exceeding the expectations we have of them.

With the support also of an energetic and knowledgeable group of Trustees, the work of the charity has gone from strength to strength. Our task now is to sustain that progress and grasp the challenges and opportunities ahead.

Mervyn Kohler, Chairman

7th May 2008



Independent Auditors' Report

for the year ended 31 December 2007

We have audited the financial statements of Elderly Accommodation Counsel for the year ended 31 December 2007 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. These financial statements have been prepared under the historical cost convention and the accounting policies set out therein.

This report is made solely to the company's members, as a body, in accordance with Section 235 of the Companies Act 1985. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As described in the Statement of Trustees' Responsibilities the charity's trustees are responsible for the preparation of the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The Trustees are also directors of Elderly Accommodation Counsel for the purposes of company law.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view and are properly prepared in accordance with the Companies Act 1985. We also report to you if, in our opinion, the Trustees' Report is not consistent with the financial statements, if the charitable company has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding trustees' remuneration and other transactions is not disclosed.

We read the Trustees' Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charitable company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion the financial statements:

- give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the charitable company's affairs as at 31 December 2006 and of its incoming resources and application of resources in the year then ended;
- have been properly prepared in accordance with the Companies Act 1985; and
- the information given in the trustees' report is consistent with the financial statements.

haysmacintyre

Chartered Accountants / Registered Auditors

Fairfax House
15 Fulwood Place
London
WC1V 6AY

7th May 2007

Statement of Financial Activities

for the year ended 31 December 2007

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2007 £	Total 2006 £
Incoming resources					
<i>Incoming resources from generated funds:</i>					
Investment income		8,593	-	8,593	15,038
<i>Incoming resources from charitable activities:</i>					
Charity Services		130,497	15,000	145,497	150,634
Research & Development		292,068	23,800	315,868	194,011
Total incoming resources		431,158	38,800	469,958	359,683
<i>Less: Cost of generating funds</i>					
Fundraising and related publicity	3	34,676	-	34,676	32,997
Net incoming resources		396,482	38,800	435,282	326,686
Outgoing resources					
<i>Charitable activities:</i>					
Charity Services		207,552	15,000	222,552	208,044
Research & Development		174,576	23,800	198,376	142,181
<i>Governance costs</i>	2	3,950	-	3,950	3,857
Total charitable resources expended	2	386,077	38,800	424,877	354,082
Total resources expended		420,754	38,800	459,554	387,079
Net movement in funds		10,405	-	10,405	(27,396)
Fund balances brought forward at 1st January 2007		100,982	-	100,982	128,378
Fund balances carried forward at 31st December 2007		£111,387	£ -	£111,387	£100,982

- All transactions are derived from continuing activities.
- All recognised gains and losses are included in the statement of financial activities.
- The notes on pages 20 to 23 form part of these accounts.

Balance Sheet

at 31 December 2007

	Notes	2007		2006	
		£	£	£	£
FIXED ASSETS					
Intangible fixed assets	1(f)	1	1		1
Tangible fixed assets	6	0	0		1,879
CURRENT ASSETS					
Debtors	7	78,951		58,541	
Cash at bank and in hand		490,912		267,644	
		-----		-----	
		569,863		326,185	
CREDITORS:					
amounts falling due within one year	8	(458,477)		(227,083)	
		-----		-----	
NET CURRENT ASSETS			111,386		99,102
			-----		-----
NET ASSETS			£111,387		£100,982
			=====		=====
FUNDS					
Unrestricted funds			£111,387		£100,982
			=====		=====

The Financial Statements were approved by the Board on 7th May 2008 and were signed on its behalf by:

M. Kohler
Chairman

Ann Netten
Treasurer

Notes to the Financial Statements

For the year ending 31 December 2007

1. ACCOUNTING POLICIES

(a) Basis of accounting

The financial statements are prepared under the historical cost convention as modified by the revaluation of freehold land and buildings and in accordance with the Statement of Recommended Practice (Accounting and Reporting by Charities) issued in March 2007 and with applicable accounting standards.

(b) Fund accounting

Unrestricted funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives.

Restricted funds are funds subject to specific trusts which may be declared by the donors or with their authority, but are still within the objects of the charity.

(c) Incoming resources

Income from charitable activities includes income received from grant funding or received under contract. Grant income and donations included in this category are recognised where there is entitlement, certainty of receipt and the amount can be measured with sufficient reliability.

(d) Resources expended

Expenditure is recognised on an accruals basis as a liability is incurred. Charitable expenditure consists of costs incurred by the charity in the delivery of its activities and services for its beneficiaries.

Central overheads are allocated to charitable activities and fundraising functions on the basis of their use of central support services.

Governance costs include expenditure on the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

(e) Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Office equipment – 25% per annum

Cost of computer equipment is expended in the year which it is incurred.

(f) Amortisation of Database costs

The value of the charity's accommodation databases have been capitalised and amortised to a nominal value of £1 so as to comply with Financial Reporting Standard No. 10; Goodwill and Intangible Assets. However they remain a unique and indispensable asset without which the charity could not fulfil its primary purpose, and from which the charity derives considerable income to support its charitable activities.

(g) Cash flow

The financial statements do not include a cashflow statement because the charitable company, as a small reporting entity, is exempt from the requirement to prepare such a statement under Financial Reporting Standard No. 1.

(h) Operating leases

Operating lease rentals are charged to the Statement of Financial Activities over the period in which the cost is incurred.

Notes to the Financial Statements

For the year ending 31 December 2007

2. ANALYSIS OF TOTAL RESOURCES EXPENDED

	Staff costs £	Other £	Depreciation £	Total 2007 £	%
Cost of generating funds					
Fundraising and related publicity	11,781	22,640	255	34,676	7.5
Charitable activities					
Charity Services	136,805	83,032	2,715	222,552	48.4
Research & Development	135,576	60,723	2,077	198,376	43.2
Governance costs	-	3,950	-	3,950	0.9
Total	£284,162	£170,345	£5,047	£459,554	100.0

	Direct Costs £	Allocated Costs £	Total 2007 £
Cost of generating funds			
Fundraising and publicity	11,781	22,895	34,676
Charitable activities:			
Charity Services	136,805	85,747	222,552
Research & Development	136,576	61,800	198,376
Governance costs	-	3,950	3,950
Total	285,162	174,392	459,554

Overheads are apportioned on the basis of staff time.

Included in Governance costs are:

	2007	2006
• Reimbursement of travel expense to a Trustee	-	107
• Auditors Remuneration	£3,950	3,750

3. FUNDRAISING AND PUBLICITY

	2007 £	2006 £
Art Awards	16,673	22,181
Other	18,003	10,816
	34,676	32,997
Net income raised	£178,724	£167,688

Notes to the Financial Statements

For the year ending 31 December 2007

4. HUMAN RESOURCES	2007	2006
	£	£
Regular payroll staff		
Gross salary	177,849	149,793
Employers NIC	20,180	16,331
Employers Pension	1,147	1,063
	<u>199,177</u>	<u>167,187</u>
Consultants and occasional staff	84,985	44,573
	<u>284,162</u>	<u>211,760</u>

- At the end of the year, the company employed 4 full-time and 6 part-time salaried staff (2006: 4 full-time and 5 part-time salaried staff), 3 regular consultants and 1 occasional / casual staff.
- No employee received remuneration over £60,000 per annum (2006: Nil).

5. TRUSTEES' REMUNERATION AND REIMBURSED EXPENSES

No Trustee received any remuneration or reimbursed expenses during 2007 (2006: £107).

6. TANGIBLE FIXED ASSETS

	Office Equipment	Total
	£	£
Cost or valuation		
At 1st January 2007	84,227	84,227
Additions	3,168	3,168
	<u>87,395</u>	<u>87,395</u>
At 31st December 2007		
Depreciation		
At 1st January 2007	82,348	82,348
Charge for the year	5,047	5,047
	<u>87,395</u>	<u>87,395</u>
At 31st December 2007		
Net Book Value		
At 31st December 2007	-	-
	<u>£1,878</u>	<u>£1,878</u>
At 31st December 2006		
	<u>£1,878</u>	<u>£1,878</u>

Notes to the Financial Statements

For the year ending 31 December 2007

7. DEBTORS	2007	2006
	£	£
Trade debtors	46,770	39,134
Prepayments and accrued income	32,182	18,406
Other debtors	-	1,001
	<u>78,952</u>	<u>58,541</u>

8. CREDITORS	2007	2006
Amounts falling due within one year	£	£
Other taxes and social security costs	5,640	5,032
Funds held on behalf of the Department of Health	396,980	182,330
Other creditors and accruals	55,857	39,721
	<u>458,477</u>	<u>227,083</u>

9. RESTRICTED FUNDS

The restricted funds relate to amounts received from:

- The Grand Charity for a dementia services advice initiative
- The Rayne Foundation for a service to assist older people maintain independence
- Section 64 project funding from the Department of Health

10. OPERATING LEASE COMMITMENTS

The charitable company has the following commitments due during the next year under operating leases:

	Land and buildings	Office equipment	Total
Leases expiring:			
Within 2-5 years	31,885	-	31,885
	<u>31,885</u>	<u>-</u>	<u>31,885</u>

- The figure for land and buildings is the remaining annual contractual commitment on the lease EAC holds on its office to March 2010.

11. GRANTS AND DONATIONS

	at 01/01/07	Incoming	Outgoing	at 31/12/07
Dept. of Health (project funding)	-	8,800	8,800	-
Dept. of Health (core funding)	-	45,000	45,000	-
John Ellerman Foundation	-	30,000	30,000	-
Grand Charity	-	25,000	14,583	10,417
Clothworkers' Foundation	-	16,500	13,750	2,750
Rayne Foundation	-	5,000	417	4,583
Client donations	-	15,697	15,697	-
Others	-	7,025	7,025	-
	<u>-</u>	<u>153,022</u>	<u>135,272</u>	<u>17,750</u>

Reference and administrative information

Status

Elderly Accommodation Counsel (more usually known as EAC) is:

- A Company Limited by Guarantee no.1955490, registered under The Companies Act 1985
- An incorporated charity, no. 292552

The objects of the Charity are defined in its Memorandum and Articles of Association as “to promote the relief of the elderly by the provision of information and advice to those seeking to meet the needs of the elderly”.

The Charity is governed by a Board of Trustees, supported by a President and Life President. All of the Charity’s Trustees also serve as Directors of the Company.

A connected Charity, The Association of Friends of Elderly Accommodation Counsel, exists but was inactive during 2006. A private limited company, Housingcare Services Limited, was registered during the year. The objects of the Company are to carry on any trade, business or undertaking with a view to raising funds for Elderly Accommodation Counsel.

Honorary positions

President	The Countess of Mar
Life President	Noel Shuttleworth
Founder Member	James Dreaper

Board of trustees

Mr Mervyn Kohler OBE (Chairman)
Mr Nadeem Khan (from 16/05/2007)
Mr James Lewis (31/10/2007)
Mr Christopher Manthorp (from 16/05/2007)
Ms Jane Minter (to 31/12/2007)
Professor Ann Netten
Mr Steve Onger (from 16/05/2007)
Ms Cathy Osborn (from 16/05/2007)
Mr Noel Shuttleworth (to 06/12/2007)
Ms Meghan Zinkewich-Peotti (from 08/08/2007)

Chief Executive & Secretary

John Galvin

Registered Office

c/o haysmacintyre, Fairfax House, 15 Fulwood Place, WC1V 6AY

Operational address

3rd floor, 89 Albert Embankment, London SE1 7TP

Auditors

haysmacintyre, Fairfax House, 15 Fulwood Place, WC1V 6AY

Bankers

Unity Trust Bank, Nine Brindleyplace, Birmingham B1 2HB
National Westminster Bank, 55 Kensington High Street, London W8 5ZG
CAF Bank, 25 Kings Hill, West Malling, Kent ME19 4JQ

Solicitors

Levine Mellins Klarfeld, 24-26 Church Road, Stanmore, Middlesex HA7 4AW

EAC in a nutshell

Elderly Accommodation Counsel is an independent national charity, founded in 1985.

We provide:

- ⊙ Detailed information on all forms of specialist accommodation, support services and care for older people, nationwide
- ⊙ Guidance and advice to help enquirers choose and finance the accommodation and services most suited to their needs

Our information covers:

- ⊙ Remaining at home
- ⊙ Sheltered & retirement housing for sale, rent or part-purchase
- ⊙ Care homes and nursing homes
- ⊙ Housing with care
- ⊙ Abbeyfield houses and almshouses
- ⊙ Paying for the above, including entitlement to benefits and other sources of financial assistance

We offer our services:

- ⊙ directly to the public, by letter or telephone
- ⊙ in partnership with other charities, organisations and companies
- ⊙ through our website www.housingcare.org

**EAC, 3rd floor, 89 Albert Embankment,
London SE1 7TP
Tel: 020 7820 1343
Email: enquiries@eac.org.uk**

Charity No. 292552

www.HousingCare.org

