



## **Elderly Accommodation Counsel**

Registered charity

Company limited by guarantee

## **Report and Financial Statements for the year ended 31<sup>st</sup> December 2015**

Company Registration Number 01955490

Charity Registration Number 292552

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# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2015

### Declaration

The Trustees present their report and financial statements for the year ended 31 December 2015. The financial statements have been prepared in accordance with the Charities Statement of Recommended Practice (FRS 102), applicable law and the charity's governing document.

## 1. Introduction

This report is provided by the Trustees of Elderly Accommodation Counsel (EAC), charity no 292552, whose operating office is at 3<sup>rd</sup> Floor, 89 Albert Embankment, London SE1 7TP. EAC is also a registered Company (no 01955490) private, limited by guarantee and with no share capital.

The charity's Trustees in the year were Mervyn Kohler (chair), James Lewis, Christopher Manthorp, Professor Ann Netten, Steve Onger and David Walden.

Following an extensive review of activities, income and expenditure, funding commitments and capacity during 2011, in March 2012 we adopted a Forward Plan for 2012-13, subsequently extended to 2013-14 and 2014-15. This sets out the charity's mission, vision, values and aims and objectives for the period, and provided a framework for the chief executive's reports to the Board throughout the year, alongside a regular Trustee and Staff Bulletin and periodic risk appraisals in the format developed in 2010 and updated in 2012.

The full Board of Trustees met on three occasions, including an 'awayday' event on 19<sup>th</sup> March 2015 (titled 'Where should EAC be in 2020?') to which were invited senior EAC staff and consultants and representatives of key partner organisations. The awayday launched an extended review of EAC's forward plan, culminating in early 2016. Between meetings the chief executive and chair continue to meet and consult frequently.

At year end the charity employed 11 payroll staff (9.4fte) and 6 regular consultants (2.7fte) and is led by its chief executive John Galvin. We employed consultants with expertise in ICT systems, web development, housing and care for older people and in business development to support our activities during the year. The charity maintained its relationship with Bates Wells Braithwaite and Sayer Vincent as its legal and financial advisers respectively, and with Levine Mellins Klarfeld in respect of its office lease. Our auditors are haysmacintyre.

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### 2. Key Activities, Achievements and Performance

EAC's mission is to help older people make *informed* decisions about meeting their care and housing needs. Having delivered a free, impartial and highly regarded information and advice (I&A) service to the public since 1985, from 2002 we made repeated efforts to build the scale and reach of the service by forging partnerships with other organisations. In 2008 these efforts resulted in the launch of FirstStop Advice, a comprehensive I&A service covering care, housing and associated financial matters, led by EAC.

Our key strategic partners in developing FirstStop are Care & Repair England, the Housing Learning and Improvement Network (Housing LIN), Age UK and Foundations. Key funders over the last 6 years have been the Big Lottery Fund, the Department of Health (DH), the Department for Communities and Local Government (DCLG), Comic Relief and Nationwide. Both DCLG and Comic Relief have additionally entrusted EAC with responsibility for funding and managing local service delivery programmes on their behalf, and in DCLG's case, this continued during 2015-16.

FirstStop is now the main vehicle by which EAC delivers its mission, and all its other activities are designed to support the FirstStop venture. These other activities include:

- Maintaining information resources
- Web and ICT development
- National Housing for Older People Awards
- Over 60s Art Awards
- Later Life Research & Enterprise

#### Delivering FirstStop Advice

Under the banner of '*Live Safely and Well at Home*', FirstStop brings together the expertise and capacity of a range of organisations and sectors to deliver advice, information and support to older people and their families via a number of channels. These include a single website, a national advice line and local advice points – supplemented more recently by older volunteers acting as 'peer mentors'.

In addition to managing the FirstStop website and delivering the major part of the national advice line service, EAC supports the FirstStop network by providing:

- Grant funding – over the last 6 years it has been responsible for distributing funds provided by DCLG, Comic Relief and Nationwide to support local advice delivery and service innovation;
- A quality assurance framework;
- Training, networking and practice sharing;

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- Information materials and advice tools;
- Branding and promotion;
- Independent evaluation.

It delivers some of these support services directly, and employs external suppliers to deliver others. The most important external suppliers in 2015 were:

- Care & Repair England: contracted to manage a DCLG-funded local grants programme, support a Nationwide-funded outreach programme and to raise the profile of FirstStop amongst professionals and older people alike; and
- KHC Consulting (Kevin Cooper): contracted via Care & Repair to carry out an independent evaluation of funded local FirstStop advice and casework services.

Other strategic national partners help develop the local FirstStop network:

- Age UK, the national body for local Age UKs and Age Concerns, and
- Foundations, the national body for Home Improvement Agencies

Some bring expertise and/or additional capacity to the national advice line:

- Members of SOLLA, the Society of Later Life Advisers (providing regulated financial advice), and
- Independent Age (a charity specialising on advice around social care)

Two particularly help raise the profile of FirstStop amongst professionals and in political circles:

- Care & Repair England
- The Housing LIN

The key challenges for FirstStop during the year were:

- to operate a twin track strategy, able to adapt rapidly to alternative future funding realities;
- to evaluate the extent to which FirstStop services can help local authorities meet their obligations under the Care Act 2014 to ensure that integrated information and advice services covering social care, housing and related finance are available to all older citizens, and to quantify how far they also contribute to delivering key outcomes and targets for Adult Social Care, the NHS and Public Health;
- to raise the profile of FirstStop at both local and national levels;
- to manage demand for its services, including devising ways of 'doing more for less'.

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Achievements included:

### Local delivery

- An extremely successful DCLG funding programme, supporting 19 local partner agencies to deliver information, advice and casework to nearly 22,000 people;
- Continuing partnerships with 10 other local agencies, enabling FirstStop to provide a local presence across nearly 20% of England;
- In partnership with Nationwide and Care & Repair England, an ongoing *Live Safely and Well at Home* campaign of outreach events, distribution of housing information packs and dedicated *Live Safely and Well at Home* advice service, reaching over 20,000 older people.

### National delivery

- Personal advice delivered to over 18,000 clients;
- A total of 3.87 million visitors to the combined EAC HousingCare and FirstStop websites;
- An expansion of online services via EAC's HOOP (housing options appraisal) tool, Home from Hospital web 'app' and 'Live Advisor' service;
- Extension of 'opening hours' of national service to 10 core hours on weekdays plus weekend mornings

### Tighter integration of national and local services

- Strong working relationship between FirstStop partners, resulting in more customer referrals for local or specialist advice;
- Close working with Care & Repair England's expanding Silverlinks programme, which recruits and trains volunteer 'peer mentors'.

### More engagement with our website users

With 4 million unique visitors annually, the combined reach of EAC's HousingCare and FirstStop websites provides a huge opportunity to deliver more than the simple information most users expect, and during the year we continued to mainstream ways of engaging with website users through:

- upgrading our popular DIY home appraisal tool (HOOP) and piloting local versions of it;
- promoting our *Home from Hospital* web app, intended to provide basic guidance coupled with an offer of personal advice if required;
- extending the operating hours of our online 'Live Advisor' service;

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- proactively intervening in communications between web users and service/facility providers to help users achieve the outcomes they sought;
- offering mediation and support to users posting comments on the sites about poor experiences of specific services or facilities.

These online services, coupled with traditional email enquiries, now account for half all national advice work.

### A focus on 'living safely and well at home'

Nationwide's willingness to continue funding a 'campaign' to help older people tackle home conditions and hazards that can lead to hospitalisation, to return home successfully from any stay in hospital, and to avoid moves into care homes, resulted in another year of additional, targeted advice activity at both national and local levels. It also helped shape and begin to implement an emerging longer term strategy of building on EAC's strength in housing options advice.

### Customer satisfaction and outcomes

- An overall 98% customer satisfaction rating for the national advice service;
- Of a sample of 1,268 local customers who had received support, 100% found their advisors to be knowledgeable, 97% said that the information they received was easy to understand, 84% had taken action as a result of the service they received and 94% now felt confident about making the right decisions about their housing and care options;
- Locally 877 customers were helped to 'stay put' in their homes, 124 to avoid becoming homeless, 609 to move somewhere more suitable. In addition 863 identified an improvement in their health, 1,110 in their sense of well-being and 399 in their financial situation.

### Development of new methodology to evidence outcomes from telephone advice

By November our jointly funded 3 year PhD project with Bournemouth University had begun to accelerate, with the recruitment of a first batch of national service clients willing to be interviewed soon after they used our service and again at intervals afterwards. By early 2016 we can see a methodology emerging that may enable us to more successfully evidence outcomes from our service, and which it is also clear, will inform the ways in which we deliver it.

### Independent evaluation

In mid-year we took delivery of a further short piece of research work commissioned from Cambridge University (CCHPR) and designed to supplement a literature review undertaken

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as part of our 3 year Bournemouth University PhD studentship. The aim of the CCHRP work was to attempt to explore and compare the outcomes for clients of both national and local FirstStop 'Level 2' advice services (these defined as likely to involve only a single client contact by telephone).

Unsurprisingly the research identified significant methodological problems and other challenges both nationally and locally, and re-affirmed our working hypothesis that a new methodology was required to successfully evaluate the impact of information and advice delivered by telephone or electronic means.

We also tendered another research project to independently evaluate the impact of the more intensive ('Level 3') advice and casework services we had been able to part-fund on behalf of Government (DCLG). KHC Consulting (Kevin Cooper) delivered an extremely well received report to coincide with a Local Partners Conference in November, which demonstrated the value of such services to older people, highlighted how they contribute to the achievement of NHS, Adult Social Care and Public Health outcomes and targets, and quantified consequent savings to the NHS and Social Care budgets.

### **Underpinning FirstStop Advice**

EAC undertakes a number of other activities which directly support our I&A service to the public:

#### Building information resources

We continued to invest in building and maintaining EAC's unique information directories which include details of all UK specialist housing and care homes for older people as well as home care and support services. The directories comprise a total of 45,000 entries, underpin our websites and national advice service and are a key ingredient of the package of support we offer to our FirstStop partners.

Of particular importance was continuing work to enrich the data with input from residents and service users. Both the new forms of engagement with website users described above, and the growing success of our Resident Consultation Service (see below), enabled us to add user views to hundreds more of our directory entries in ways we feel confident add value.

#### Web and ICT development

EAC relies on ICT, but it has also sought for many years to be at the cutting edge of utilising technology to push the boundaries of delivering services to older people and their families, and actively involving them as participants in delivering its mission. During the year we continued to do this, to support regular engagement with website users (as above) as well as to support an increasingly non office-based body of staff, consultants and volunteers.



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In 2014 Trustees had also adopted an ambitious target for securing additional funds to invest in web and ICT development in future years, and we made a good start towards meeting this by doubling our ICT-designated reserves fund during 2015.

### Resident Consultation Service (RCS) and National Housing for Older People Awards

Our Resident Consultation Service captures information from residents living in specialist housing settings through an enjoyable card game which leads to an annual celebration of good practice in the form of the national Awards.

The RCS/Awards perform a number of functions for EAC including:

- Reinforcing its position as a trusted broker between older people and their families and the providers of sheltered, retirement, extra-care and other forms of specialist housing;
- Enriching the information we are able to provide to FirstStop clients about specialist accommodation;
- Providing a valuable additional data source to exploit as part of our planned *Later Life Research* business.

At the instigation of our RCS/Awards sponsor, Legal & General, we embarked during the year on an exploratory initiative to try to supplement the views of residents with those of staff and visitors. The exploration proved encouragingly successful, and early in 2016 we launched an expanded consultation package.

A very successful 6<sup>th</sup> National Awards event was staged in mid February 2016 in Manchester, attended by 350 people including 150 residents, and sponsored by Legal & General.

### Later Life Research & Enterprise Ltd (LLR)

EAC's ambition is to bring together the charity's understanding of older people and their needs and ambitions, and its knowledge of the whole range of services and specialist accommodation currently available to them, and exploit these knowledge resources in ways that help shape what will be available to older people in the future. LLR was set up to provide a focus for this, and in due course a legal entity to accommodate it.

During 2015 we recruited four other organisations to bring complementary strengths into LLR – CACI, Creative Bridge, Inventya, and Work House, and in the second half of the year launched a targeted marketing campaign for LLR services.

### Market intelligence about our sector

EAC maintains a comprehensive directory of other organisations and services that deliver information and advice (I&A) to older people about housing and care options. This:

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- Provides us with an overview of the I&A marketplace to inform our approach to recruiting FirstStop partners;
- Enables our Advice Team to confidently signpost clients to a wider range of local and specialist services than are formally part of the FirstStop network.

From the work we do to maintain our directories of specialist housing and care homes, coupled with the understanding of older people's needs and aspirations that we gain from our I&A work, we are also able to distil market intelligence which has led to a number of invitations to advise on corporate investment decisions.

### Website marketing services

Our main site, [www.HousingCare.org](http://www.HousingCare.org), carries a limited amount of general advertising (placed by Google Ads via its Google Ads service) and also branding enhancements and details of property availability for a number of subscribing housing providers.

## 3. Legal and Financial Report

The Charity's objects are to: *Promote the relief of the elderly by the provision of information and advice to those seeking accommodation suitable to meet the needs of the elderly.*

### **Our Charitable and Business Activities**

EAC's financial year end is 31 December. In order to further develop activity, services and opportunities EAC continues to ensure that its day to day finances are healthy, its accounting procedures are robust and that it is alert to the strategic issues involved in treasury management and tax planning. EAC is both a registered Charity (no. 292552) and a registered Company (no. 01955490), limited by guarantee and with no share capital. It is registered for VAT with HM Revenue & Customs (HMRC) (VAT reg. no. 386 3167 27) and was most recently VAT inspected in mid-2007; no issues were raised during the visit or subsequently reported upon. A separately registered company, HousingCare Services Ltd. (no. 06254681), currently remains dormant and is therefore not yet registered for VAT. In 2011 a new company, Later Life Research Ltd, was registered to provide a vehicle for joint work with Bournemouth University and other potential partners. This company is also currently dormant.

EAC's main charitable activity is now largely delivered through FirstStop in partnership with other organisations, and entails providing a number of free advice and information services to older people directly, as well as supporting FirstStop partners to do likewise.

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Underpinning this delivery of and support for advice and information services are activities of the kind described under 'Other activities' above.

There is currently no legal or structural separation between the various strands of EAC's work, and its Chief Executive is responsible for the whole organisation. Some staff work entirely on one activity (primarily our Advice Team), while others have broad job descriptions and are generally involved in multiple activities. If and when income-generating work of the kind included under 'Later Life Research & Enterprise' and 'Website marketing services' above grow significantly, we will consider structuring it into the HousingCare Services or Later Life Research vehicles.

### **Public Benefit**

In setting the charity's objectives, the Trustees have paid due regard to the Public Benefit guidance published by the Charity Commission. How the charity fulfils this responsibility is contained in the various sections of this report.

### **The purpose of DCLG funding**

Government funding via the DCLG has made up a substantial part of EAC's income and expenditure for several years. Broadly the purpose of this Section 70 funding has been threefold:

- to expand EAC's capacity to deliver a national information and advice service as part of FirstStop;
- to expand the FirstStop partner network and increase the breadth and capacity of FirstStop services;
- to manage an onward funding programme to invest selectively in increasing FirstStop capacity at local level and nurturing innovation.

The balance between these three elements has shifted over the years. An investment plan prepared for DCLG in 2010, and since used to frame its annual grant offers, envisaged its funding tapering over four years from 2011-12 to 2014-15 from £840k pa to £210k pa, with the onward funding programme running only for the first two years. However in April 2013 DCLG approved a substantial new onward funding programme for 2013-14 and 2014-15, and subsequently extended this to include 2015-16.

It should be noted that DCLG funding is provided on a Government financial year basis, and the balance of funds held at 31<sup>st</sup> December 2015 was scheduled to be spent by the end of the grant accounting year (March 2016).

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### Remuneration policy

During the year we completed a review of the terms, conditions and salaries applicable to our Advice Team staff (who make up the majority of EAC's salaried staff), consulted with staff concerned and subsequently introduced new standard Terms & Conditions and pay rates. A review of other salaries and payments to consultants and other self-employed staff is scheduled for 2016.

### Financial Out-turn

The presentation of our accounts for the year reflects EAC's responsibilities in relation to DCLG's grant support for FirstStop, which is separately identified as restricted income in the SOFA, with corresponding expenditure.

Much of the income and expenditure shown against the Live Safely and Well Advice Service, funded by Nationwide, also underpins FirstStop's mission. However this year we have again retained the convention of recent years that monies attributed in the SOFA to FirstStop relate only to those FirstStop activities funded by DCLG.

In our 2014 Accounts EAC chose to be proactive and early adopted the Charities Statement of Recommended Practice (FRS102). This resulted in reclassification of items on the face of the SOFA but there are no material departures from the presentations prior to 2014 under SORP 2005.

Restricted income for the year reduced a little from £1,179k in 2014 to £1,031k because our Comic Relief funded Managing Money Better project came to an end. Over half (57%) of the 2015 figure represents the continuing DCLG allocation for onward funding for local FirstStop partners, including programme management and evaluation plus support to partners. As a percentage of total income restricted income rose slightly from 82% to 83.5%.

We report a surplus of £47,878 in unrestricted funds for the year and at year end our unrestricted reserves stood at £253,373; £77,036 of which has been designated for specific purposes leaving general reserves of £176,337 compared to the target of £200,000 set in our updated Reserves Policy.

### Reserves Policy

Trustees conducted a detailed review the Charity's Reserves Policy during 2014, under three headings – protection against disaster, cushion against the unforeseen and protection against / mitigating risk. As a consequence we adopted an increased target of maintaining unrestricted reserves of at least of £200,000.

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### Treasury Management

Total incoming resources for the year were £1,234,392 of which 75% (£931k) were restricted grant funds from DCLG for FirstStop. In addition, at year end £50k was held on behalf of the Housing Learning and Improvement Network (LIN) but not accounted for in the SOFA as EAC did not control how the money is to be spent – see below. The funds are held in EAC's bank accounts (deposit and current) and are subject to the same safeguards and controls as all other funds. Controls and procedures were reviewed during the year. In addition, a full statement of activity, balance and use is provided to each funding body to an agreed schedule and format. DCLG grant funds for FirstStop are also subject to a separate annual external audit process.

Balancing the requirement to maximise the return on these funds with the need to meet unpredictable demands for liquidity continued to prove challenging and required continuous review in order to maximise return from low interest rates.

### DH Care Networks

From February 2003, the Charity was entrusted with holding and administering two funds on behalf of the DH Care Networks – one intended to maintain its Housing Learning & Improvement Network (Housing LIN), the other to fund the management of its extra care housing capital investment programme. The administration of these funds was subject to contractual agreement with DH, which defined their purposes, and also agreed protocols which governed the authorisation of expenditure from the funds. This arrangement came to an end during 2014 as the funds became fully spent. However EAC continues to hold and administer funds on behalf of Housing LIN Limited, the independent successor to the DH body, and these are included in the Balance Sheet and separately identified in Note 6 to the Financial Statements.

We believe our financial management systems to be accurate, timely, robust and efficient. The 2015 Auditors' Report to Trustee reported no areas of concern. In late 2015 and early 2016 we commissioned a specialist review of the charity's overall VAT and tax position; took advice as to how best to structure it to maximise its VAT and tax efficiency; and reviewed how our current, planned and potential spheres of activity and sources of income should best be organised to meet our needs.

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### Risk Management

Since 2010 we have substantially increased the robustness of our risk management systems, and during the year we continued to focus particularly on risks associated with our role as lead agency in FirstStop including the uncertainty around funding to maintain the programme at the level achieved over recent years into the future. During 2014 we reviewed, and put in place mitigation and management arrangements in relation to risks associated with delivery to key stakeholder groups, staff retention, succession and recruitment of new Trustees. In 2015 (as above) we increased our reserves target in recognition of the reality that much of the charity's income is likely to remain unpredictable.

We were extremely pleased that discussions with DCLG during late 2015 led to the offer of a further 9 months' funding for EAC's national service during 2016 (Apr – Dec), and that Nationwide was willing to extend its funding to October 2016 with the prospect of a further extension to March 2017. We continue however to contingency plan for a range of future scenarios, and a review of risk is a standing item at all Board meetings.

## 4. Structure, Governance and Management

### Trustees

EAC's Trustees are appointed by invitation of the Board, informed by regular skills audits. Board membership has remained remarkably stable for several years, however two resignations were received during the year and a recruitment plan was adopted in September

During the year:

- An 'awayday' meeting of Trustees, senior staff and FirstStop partners in March, titled '*Where should EAC be in 2020?*', started an extensive review of EAC's role in the context of opportunities presented by the Care Act 2014, the plans of other national I&A providers and an appraisal of how local I&A provision was likely to evolve over the next 5 years.
- A process of regular risk appraisal, review, mitigation and management, set in place in 2010, has continued to involve all Trustees on a regular basis.
- Expert professional advice has been available as needed from Bates Wells & Braithwaite (legal), Sayer Vincent (financial) and haysmactintyre (VAT).
- Messrs haysmactintyre were retained as Auditors, and also continued to provide financial overview services.

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## Report of the Trustees

for the year ended 31<sup>st</sup> December 2015

### **Trustees' Responsibilities Statement**

The Trustees (who are also directors of the Elderly Accommodation Counsel for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time of the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware; and
- The Trustees have taken all steps necessary to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

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### **Staff and Consultant Responsibilities**

At year end the charity employed 11 payroll staff (9.4fte) and 6 regular consultants (2.7fte). EAC's key management personnel team are as follows: John Galvin is Chief Executive of EAC, Phil Prasad is Finance Director, Alex Billeter heads R&D and leads Housing Awards, and Frances Auger is Advice Services Manager. Alex Billeter and Phil Prasad also deputise for the Chief Executive in matters of EAC business.

Care & Repair England (C&RE) was sub-contracted during 2015 to provide a number of FirstStop services to EAC, including managing the DCLG-funding programme for local partners and parts of the Nationwide *Live Safely and Well at Home* project. C&RE employed Dave Eldridge to perform these functions, based in EAC's office.

Jerome Billeter is employed by EAC but wholly subcontracted to the Housing LIN.

IT development and support is provided by John Dillon (AccuWeb) and John Wigley. Michael McCarthy (Workhouse Ltd) provides strategic advice on business development, sponsorship and income generation and marketing.

### **Thank You to Trustees and Staff**

We owe a great debt of thanks to our Trustees who once more gave freely of their time, advice and expertise throughout the year and to our staff for their unstinting commitment to the charity and the people and organisations it serves.

The Trustees would like to record their thanks again to all the staff and external consultants mentioned above, but particularly to the members of our Advice Team – Frances Auger, Adam Hillier, Debbie Currivan, Nick Coote, Rosalind Barnes and Bala Mere – for their dedication through another extremely busy year.

Thank you all very much.



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for the year ended 31<sup>st</sup> December 2015

### 5. Looking Ahead in 2016

This year, as last, we look ahead with a combination of optimism and apprehension, and therefore repeat some of our reflections of 12 months ago.

A degree of apprehension is in order for three main reasons:

1. The FirstStop vision is very much EAC's – both in terms of its service content and its model of 'multi-channel' delivery through partnerships with others. Our responsibility going forward is therefore a broader one than when we operated alone, requiring a higher baseline budget to cover FirstStop capacity building, partner support and marketing costs.
2. We understand the scale of the problem we are trying to address. Our role at the centre of the FirstStop network provides us with a unique insight into both supply and demand in the market for information and advice in our field. Overall, supply continues to decline as both local and national services are cut, whilst evidence of huge unmet need/demand is clear.
3. Whilst EAC remains adept at responding to rapidly changing budget prospects, doing so is distracting for both Trustees and staff. Unfortunately, however, we must anticipate continuing turbulence going forward, and brace ourselves to deal with this.

But we also have a number of reasons for optimism:

1. The importance of our work is more widely accepted than ever before. The Care Act 2014 provides an official seal of approval, mandating local authorities to ensure that information and advice on care and support, including housing and finance, is available to all. FirstStop was referenced in the Act's accompanying Guidance as a way for them to achieve this.
2. Over the last three years we have forged new, strong and very productive relationships with our key national partners. Care & Repair England has been fully engaged through its management of the FirstStop local funding programme and its own innovative Silverlinks initiative. It, along with Age UK, Foundations and Independent Age are also members of the FirstStop Strategic Partners Group which lends huge support to our efforts.
3. Our working relationships with both current and previously funded local partners is very positive and productive. Continuing austerity is focusing attention in local advisory services on the potential benefits of joint working, and we believe that FirstStop's partnership proposition, sharpened by experience, will prove an increasingly attractive offer.

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4. Our track record on delivery to funders and sponsors is unbroken.
5. Our own national advice service is better than ever, open longer hours, now truly 'multi-channel', achieving very high customer satisfaction ratings and delivering remarkable value for money.

Overall therefore, despite the challenges we know EAC will continue to face in 2016 and beyond, we firmly believe that a 'glass half full' view of the charity's prospects is in order.

**Signed on behalf of the Board of Trustees**

**Mervyn Kohler, Chair of Trustees, 9<sup>th</sup> June 2016**

**Elderly Accommodation Counsel**  
**Independent Auditor's Report**  
for the year ended 31<sup>st</sup> December 2015

**Independent Auditor's Report to the members and Trustees of**  
**Elderly Accommodation Counsel**

We have audited the financial statements of Elderly Accommodation Counsel for the year ended 31 December 2015 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable 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 charitable company and its members, as a body, for our audit work, for this report, or for the opinion we have formed.

**Respective responsibilities of Trustees and auditor**

As explained more fully in the Trustees' Responsibilities Statement set out in the Report of the Trustees, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

**Scope of the audit of the financial statements**

A description of the scope of an audit of financial statements is provided on the Financial Reporting Counsel's website at [www.frc.org.uk/auditscopeukprivate](http://www.frc.org.uk/auditscopeukprivate).

**Elderly Accommodation Counsel  
Independent Auditor's Report  
for the year ended 31<sup>st</sup> December 2015**

**Independent Auditor's Report to the members and Trustees of  
Elderly Accommodation Counsel**

**Opinion on financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2015 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

**Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Report of the Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- the charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us;  
or
- the financial statements are not in agreement with the accounting records and returns;  
or
- certain disclosures of Trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the Trustees were not entitled to prepare the accounts in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Report of the Trustees or the requirement to prepare a Strategic Report.

Bernie Watson (Senior statutory auditor)

for and on behalf of haysmacintyre, Statutory Auditor

..... 2016

26 Red Lion Square, London WC1R 4AG

**Elderly Accommodation Counsel**  
**Statement of Financial Activities**  
for the year ended 31st December 2015

**INCOME AND EXPENDITURE**

Notes	Unrestricted funds		Restricted funds		Total funds 2015 £	Total funds 2014 £
	Designated	General	Other	FirstStop		
	£	£	£	£		
<b>Income and endowments from:</b>						
<i>Donations and legacies</i>						
	169	755	-	-	924	6,204
<i>Charitable activities</i>						
	-	-	-	483,968	483,968	488,960
7	-	-	-	446,873	446,873	473,470
	-	62,195	-	-	62,195	69,577
	-	50,289	-	-	50,289	85,549
	-	-	-	-	-	11,074
	-	-	-	-	-	87,101
7	-	-	100,000	-	100,000	115,000
	-	2,750	-	-	2,750	2,928
<i>Other trading activities</i>						
	-	85,864	-	-	85,864	90,670
<i>Investments</i>						
	-	1,529	-	-	1,529	1,360
<b>Total income and endowments</b>						
	<b>169</b>	<b>203,382</b>	<b>100,000</b>	<b>930,841</b>	<b>1,234,392</b>	<b>1,431,893</b>
<i>Less: Expenditure on raising funds</i>						
	-	5,363	-	-	5,363	6,294
<b>Net income and endowments</b>						
	<b>169</b>	<b>198,019</b>	<b>100,000</b>	<b>930,841</b>	<b>1,229,029</b>	<b>1,425,599</b>
<b>Expenditure on:</b>						
<i>Charitable activities</i>						
	-	-	-	460,131	460,131	498,234
1	-	-	-	446,873	446,873	473,470
	-	79,254	-	-	79,254	76,714
1	-	37,779	-	-	37,779	70,836
	-	-	17	-	17	25,450
	-	-	-	-	-	109,538
1	-	-	98,289	-	98,289	87,990
1	-	38,759	-	-	38,759	42,769
<b>Total expenditure on charitable activities</b>						
	-	<b>155,792</b>	<b>98,306</b>	<b>907,004</b>	<b>1,161,102</b>	<b>1,385,001</b>
<b>Total expenditure</b>						
1	-	<b>161,155</b>	<b>98,306</b>	<b>907,004</b>	<b>1,166,465</b>	<b>1,391,295</b>
<b>Net income</b>						
	<b>169</b>	<b>42,227</b>	<b>1,694</b>	<b>23,837</b>	<b>67,927</b>	<b>40,598</b>
<b>Transfer between funds</b>						
	33,226	(33,243)	17	-	-	-
<b>Net movement in funds</b>						
	33,395	8,984	1,711	23,837	67,927	40,598
<b>Reconciliation of funds:</b>						
Funds balance brought forward at 1 January 2015:						
	-	176,337	-	-	176,337	166,337
8	77,036	-	-	-	77,036	39,158
	-	-	27,010	248,412	275,422	282,702
<b>Funds balance carried forward at 31 December 2015</b>						
	<b>110,431</b>	<b>185,321</b>	<b>28,721</b>	<b>272,249</b>	<b>596,722</b>	<b>528,795</b>

The accompanying notes form part of these financial statements.

**Elderly Accommodation Counsel**  
**Statement of Financial Activities**  
for the year ended 31st December 2014

**INCOME AND EXPENDITURE**

Notes	Unrestricted funds		Restricted funds		Total funds 2014 £	Total funds 2013 £
	Designated	General	Other	FirstStop		
	£	£	£	£		
<b>Income and endowments from:</b>						
<b>Donations and legacies</b>						
	849	5,355	-	-	6,204	3,372
<b>Charitable activities</b>						
	-	-	-	488,960	488,960	544,091
7	-	-	-	473,470	473,470	-
	-	69,577	-	-	69,577	72,724
7	-	75,549	10,000	-	85,549	68,853
	7&10	6,907	4,167	-	11,074	21,358
7	-	-	87,101	-	87,101	131,117
7	-	-	115,000	-	115,000	-
	-	2,928	-	-	2,928	1,624
<b>Other trading activities</b>						
	-	90,670	-	-	90,670	76,547
<b>Investments</b>						
	-	1,360	-	-	1,360	1,310
<b>Total income and endowments</b>						
	<b>849</b>	<b>252,346</b>	<b>216,268</b>	<b>962,430</b>	<b>1,431,893</b>	<b>920,996</b>
<b>Less: Expenditure on raising funds</b>						
	-	6,294	-	-	6,294	7,701
<b>Net income and endowments</b>						
	<b>849</b>	<b>246,052</b>	<b>216,268</b>	<b>962,430</b>	<b>1,425,599</b>	<b>913,295</b>
<b>Expenditure on:</b>						
<b>Charitable activities</b>						
	1	-	-	498,234	498,234	457,402
	1	-	-	473,470	473,470	0
	1	76,714	-	-	76,714	80,860
	1	60,836	10,000	-	70,836	67,596
	1	18,704	6,746	-	25,450	22,318
	1	-	109,538	-	109,538	112,315
	1	-	87,990	-	87,990	-
	1	42,769	-	-	42,769	56,558
	1	-	-	-	-	34,176
<b>Total expenditure on charitable activities</b>						
	-	<b>199,023</b>	<b>214,274</b>	<b>971,704</b>	<b>1,385,001</b>	<b>831,225</b>
<b>Total expenditure</b>						
1	-	<b>205,317</b>	<b>214,274</b>	<b>971,704</b>	<b>1,391,295</b>	<b>838,926</b>
<b>Net income (expenditure)</b>						
	<b>849</b>	<b>47,029</b>	<b>1,994</b>	<b>(9,274)</b>	<b>40,598</b>	<b>82,070</b>
<b>Transfer between funds</b>						
	37,029	(37,029)	-	-	-	-
<b>Net movement in funds</b>						
	37,878	10,000	1,994	(9,274)	40,598	82,070
<b>Reconciliation of funds:</b>						
Funds balance brought forward at 1 January 2014:						
	-	166,337	-	-	166,337	155,357
	39,158	-	-	-	39,158	73,334
	-	-	25,016	257,686	282,702	177,436
<b>Funds balance carried forward at 31 December 2014</b>						
	<b>77,036</b>	<b>176,337</b>	<b>27,010</b>	<b>248,412</b>	<b>528,795</b>	<b>488,197</b>

The accompanying notes form part of these financial statements.

# Elderly Accommodation Counsel

## Balance Sheet

At 31st December 2015

	Notes	2015		2014	
		£	£	£	£
<b>FIXED ASSETS</b>					
Intangible fixed assets	4		1		1
<b>CURRENT ASSETS</b>					
Debtors	5	39,244		96,670	
Cash at bank and in hand		<u>720,859</u>		<u>614,460</u>	
		760,103		711,130	
<b>CREDITORS: amounts falling due within one year</b>	6	<u>(163,382)</u>		<u>(182,336)</u>	
<b>NET CURRENT ASSETS</b>			596,721		528,794
<b>NET ASSETS</b>			<u>596,722</u>		<u>528,795</u>
<b>FUNDS</b>					
Unrestricted funds					
General			185,321		176,337
Designated	8		110,431		77,036
Restricted Funds	7		<u>300,970</u>		<u>275,422</u>
			<u>596,722</u>		<u>528,795</u>

The Financial Statements were approved and authorised by Trustees on 11 May 2016 and were signed on its behalf by:

**M. Kohler**  
Chair

**S. Onger**  
Trustee

Company registration number: 01955490

**Elderly Accommodation Counsel**  
**Statement of Cash Flows**  
for the year ended 31st December 2015

**Statement of cash flows**

	2015	2014	Note
	£	£	
<b>Cash flows from operating activities:</b>			
<b>Net cash provided by (used in) operating activities</b>	<b>104,870</b>	<b>(61,455)</b>	1
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments	1,529	1,360	
	<hr/>	<hr/>	
<b>Change in cash and cash equivalents in the reporting period</b>	<b>106,399</b>	<b>(60,095)</b>	
<b>Cash and cash equivalents at the beginning of the reporting period</b>	<b>614,460</b>	<b>674,555</b>	2
	<hr/>	<hr/>	
<b>Cash and cash equivalents at the end of the reporting period</b>	<b>720,859</b>	<b>614,460</b>	2

**1. Reconciliation of net movement in funds to net cash flow from operating activities**

	2015	2014
	£	£
<b>Net movement in funds for the reporting period (as per the statement of financial activities)</b>	<b>67,927</b>	<b>40,598</b>
Adjustments for:		
Dividends, interest and rents from investments	(1,529)	(1,360)
Decrease in debtors	57,426	1,759
Decrease in creditors	(18,954)	(102,452)
<b>Net cash provided by (used in) operating activities</b>	<b>104,870</b>	<b>(61,455)</b>

**2. Analysis of cash and cash equivalents**

	2015	2014
	£	£
Cash in hand	720,859	614,460
<b>Total cash and cash equivalents</b>	<b>720,859</b>	<b>614,460</b>



# **Elderly Accommodation Counsel**

## **Notes to the accounts**

**for the year ended 31<sup>st</sup> December 2015**

### **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 Charities Statement of Recommended Practice (FRS102) and with applicable accounting standards. The Trustees have availed themselves to early adopt the new Charities SORP (FRS102). By adopting the new SORP, the Trustees confirm there are no material departures from SORP 2005 and the 2008 accounting regulations. There has been reclassification of headings on the face of the Statement of Financial Activities but with no impact on the funds brought forward at the start of the period.

#### **(b) Fund accounting**

Unrestricted general 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. Designated funds are unrestricted funds earmarked by the Trustees for a specific purpose.

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.

# **Elderly Accommodation Counsel**

## **Notes to the accounts**

**for the year ended 31<sup>st</sup> December 2015**

### **Accounting Policies (continued)**

#### **(d) Resources expended (continued)**

Central overheads are allocated to charitable activities and fundraising functions on the basis of the 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) Operating leases**

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

**Elderly Accommodation Counsel**  
**Notes to the Financial Statements**  
for the year ended 31st December 2015

**NOTES TO THE FINANCIAL STATEMENTS**

**Note 1 - Analysis of total resources expended**

	Staff costs £	Overheads £	Other direct costs £	Total 2015 £	%	Total 2014 £	%
<i>Less: Cost of generating funds</i>							
Fundraising and publicity	4,072	1,291	-	5,363	0%	6,294	0%
<i>Charitable activities</i>							
FirstStop Advice Service	250,718	29,907	179,506	460,131	39%	498,235	36%
FirstStop Grants to Local Partners	-	-	446,873	446,873	38%	473,470	34%
Research & Development	44,164	13,373	21,717	79,254	8%	76,713	6%
National Housing for Older People Awards	15,668	9,097	13,014	37,779	3%	70,836	5%
Over 60's Art Awards	-	-	17	17	0%	25,450	2%
Managing Money Better Advice Service	-	-	-	-	0%	109,538	8%
Live Safely and Well Advice Service	54,137	18,776	25,376	98,289	9%	87,990	6%
Miscellaneous Charity Services	29,426	9,332	-	38,758	3%	42,769	3%
<b>Total expenditure</b>	<b>398,185</b>	<b>81,776</b>	<b>686,503</b>	<b>1,166,464</b>	<b>100%</b>	<b>1,391,295</b>	<b>100%</b>

**Support Costs**

	Audit £	Office-related costs £	Other costs £	Total 2015 £	Total 2014 £
Fundraising and publicity	-	1,002	289	1,291	1,346
FirstStop Advice Service	-	1,224	28,683	29,907	35,772
Research & Development	-	10,384	2,989	13,373	13,819
National Housing for Older People Awards	-	7,064	2,033	9,097	15,152
Over 60's Art Awards	-	-	-	-	5,444
Managing Money Better Advice Service	-	-	-	-	11,764
Live Safe and Well Advice Service	-	14,579	4,197	18,776	13,558
Miscellaneous Charity Services	-	7,246	2,086	9,332	9,447
	-	41,499	40,277	81,776	106,302

Staff costs include costs of salaried and non-salaried staff allocated directly to each project and activity

Overheads include all office related costs and governance costs

Other direct costs include all work required to deliver the Charity's telephone & ICT related web based services

Included in Governance costs are:-

	2015 £	2014 £
Auditor's remuneration	5,150	5,000
Reimbursement of expenses to Trustees	243	347
	<u>5,393</u>	<u>5,347</u>

**Elderly Accommodation Counsel**  
**Notes to the Financial Statements**  
for the year ended 31st December 2015

**NOTES TO THE FINANCIAL STATEMENTS**

**Note 2 - Staff Costs**

	2015	2014
	£	£
Regular payroll staff		
Gross salary	274,793	298,017
Social security cost	24,898	27,784
Pension contributions	113	1,247
	<u>299,804</u>	<u>327,048</u>
Consultants and occasional staff	46,153	53,574
Consultants and occasional staff allocated directly to project	52,228	64,393
Total	<u><u>398,185</u></u>	<u><u>445,015</u></u>
Average number of employees in the year	10	9
Employees earning more than £60,000 in the year	-	-
Total pay for key management personnel	117,067	118,205

**Note 3 - Trustees' Remuneration and Reimbursed Expenses**

Expenses of £243 (2014- £347) were reimbursed to 2 trustees for travel expenses.

**Note 4 - Intangible Fixed Assets**

	2015	2014
	£	£
Notional value of EAC datasets	1	1

**Note 5 - Debtors**

	2015	2014
	£	£
Trade debtors	20,224	50,379
Prepayments and accrued income	19,020	46,291
	<u>39,244</u>	<u>96,670</u>

**Note 6 - Creditors: Amount falling due within one year**

	2015	2014
	£	£
Funds held on behalf of DH LINs	50,279	125,279
Other creditors and accruals	104,569	39,119
Other taxes and social security payable	8,534	17,938
	<u>163,382</u>	<u>182,336</u>

**Elderly Accommodation Counsel**  
**Notes to the Financial Statements**  
for the year ended 31st December 2015

**NOTES TO THE FINANCIAL STATEMENTS**

**Note 7 - Restricted Funds**

2015	Balance b'fwd	Income	Expenditure	Balance c'fwd
	£	£	£	£
1. Nationwide Live Safely and Well	27,010	100,000	(98,289)	28,721
2. First Stop	248,412	930,841	(907,004)	272,249
	<u>275,422</u>	<u>1,030,841</u>	<u>(1,005,293)</u>	<u>300,970</u>

*Purpose of restricted funds*

1. Delivery of Living Safely and Well at home campaign & information to vulnerable older people either at risk of hospital admittance or discharge.
2. Delivery of national FirstStop advice service; recruitment and provision of training & support to local FirstStop delivery partners.

**Note 8 - Designated funds**

2015	Balance b'fwd	Income	Transfers	Balance c'fwd
	£	£	£	£
Designated Funds	77,036	169	33,226	110,431
Total	<u>77,036</u>	<u>169</u>	<u>33,226</u>	<u>110,431</u>

*Designated fund*

In addition to restricted funds, a designated fund exists for web development and IT investment. The fund is represented by cash balances. We anticipate drawing on the fund in next 1-2 years.

**Note 9 - Operating Lease Commitments**

Land & Buildings	2015	2014
Amounts due:	£	£
Not later than 1 year	32,457	-
Later than 1 year not later then 5 years	96,100	-
More than 5 years	-	-
	<u>128,557</u>	<u>-</u>

# **Elderly Accommodation Counsel**

## **Reference and Administrative Information**

**for the year ended 31<sup>st</sup> December 2015**

### **Status**

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

- A Company Limited by Guarantee no.01955490, registered under The Companies Act 2006
- 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 private limited company, Housingcare Services Limited, was registered in 2007, with the objects of carrying on any trade, business or undertaking with a view to raising funds for Elderly Accommodation Counsel. The company has since remained dormant.

A private limited company, Later Life Research Ltd, was registered in 2011 to undertake market research activities. The company has since remained dormant.

### **Honorary positions**

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

### **Board of Trustees**

Mervyn Kohler OBE (Chairman)  
Mr James Lewis  
Mr Christopher Manthorp  
Professor Ann Netten  
Mr Steve Onger

# **Elderly Accommodation Counsel**

## **Reference and Administrative Information**

**for the year ended 31<sup>st</sup> December 2015**

### **Chief Executive & Secretary**

John Galvin

### **Registered Office**

c/o haysmacintyre, 26 Red Lion Square, London WC1R 4AG

### **Operational address**

3<sup>rd</sup> floor, 89 Albert Embankment, London SE1 7TP

### **Auditor**

haysmacintyre, 26 Red Lion Square, London WC1R 4AG

### **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

Bates Wells & Braithwaite London LLP, 2-6 Cannon Street, London EC4M 6YH