



# **Elderly Accommodation Counsel**

Registered charity

Company limited by guarantee

## **Report and Financial Statements for the year ended 31<sup>st</sup> December 2016**

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 2016

### Declaration

The Trustees present their report and financial statements for the year ended 31 December 2016. 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), Anne Duffield, Christopher Manthorp, Professor Ann Netten, Steve Onger and Amy Swan. The full Board of Trustees met on three occasions during the year, and the chief executive and chair continued to meet and consult frequently.

EAC's charitable mission is to help older people make informed choices about meeting their housing and care needs. Over the last 8 years we have sought to achieve this largely by working in partnership with other similar organisations within the FirstStop Advice network.

During 2015 we had conducted an extensive review of how best to pursue our mission in the context of both the evolving landscape of information and advice services to older people and mounting uncertainty over public funding for them. This culminated in a consensus that EAC's specific focus should be on the homes that older people live in, and how to help them plan ahead to ensure they are able to live safely and well into old age. This would play to EAC's strengths and help clarify its future role within FirstStop.

From this we distilled our key objectives for the period 2015-20, prioritised workstreams to deliver them, and developed a reporting and review mechanism to enable Trustees to monitor progress towards achieving the objectives.

Achieving funding stability was our highest priority objective, and work to achieve this through diversification absorbed a larger proportion of trustee and staff time than for many years. News in February that DCLG would continue to contribute, albeit at a reduced level, until calendar year end, was very welcome, but also presented the challenge of deferring rather than abandoning planned changes to our focus and therefore staffing.

At year end the charity employed 9 payroll staff (7.8fte) and 7 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

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for the year ended 31<sup>st</sup> December 2016

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.

## 2. Key Activities, Achievements and Performance

### FirstStop Advice network

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 housing, care and associated financial matters, led by EAC and delivered in partnership with over 30 other I&A agencies.

Our key strategic partners in developing FirstStop were Care & Repair England, Age UK, Counsel & Care (now Independent Age), Foundations and the Housing LIN. Key service delivery partners are local Age UKs, Home Improvement Agencies, Local Authorities and the SOLLA-accredited membership of Independent Financial Advisers.

FirstStop brings together the expertise and capacity of this 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’.

Key funders over the last 8 years were Big Lottery Fund, Department of Health (DH), Department for Communities and Local Government (DCLG), Comic Relief and Nationwide. Both DCLG, and to a lesser extent Comic Relief, additionally entrusted EAC with responsibility for funding and managing local I&A initiatives on their behalf, however this element of funding finally came to an end in March 2016.

We remain committed to the FirstStop partnership model of delivery, and continued to invest heavily during the year in activities designed to support FirstStop, including:

- Maintaining and sharing national information resources;
- Developing and sharing I&A tools;
- Gateway services to connect enquirers to the most appropriate FirstStop services;
- A quality assurance framework;
- Training, networking and practice sharing;
- Independent evaluation.

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## Report of the Trustees

for the year ended 31<sup>st</sup> December 2016

This 'network hub' position provides us with a valuable perspective across our I&A sector. It has enabled us attract financial support from the sources cited above, and more recently to interest a number of major housing providers in working with us to shape and deliver local 'housing options' advice services.

### **Delivering FirstStop Advice**

FirstStop continued to deliver impressive levels of service at both local and national level, and through each of its delivery channels:

#### Local delivery

- An extremely successful conclusion in March to a DCLG funding programme, supporting 19 local partner agencies to deliver information, advice and casework to over 23,000 people;
- Continuing partnerships with over 30 local agencies;
- 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 20,000 older people over 4 years;
- An important legacy of independent evaluation showing the impact of independent, impartial and quality assured housing advice services, both on customer well-being and in reducing costs of health and social care interventions.

#### 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;
- Support for Care & Repair England's Silverlinks programme, which recruits and trains volunteer 'peer mentors';
- Continuation of extended 'opening hours' of 10 core hours on weekdays plus weekend mornings;
- Maintenance of excellent customer satisfaction ratings.

#### 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:

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## Report of the Trustees

for the year ended 31<sup>st</sup> December 2016

- upgrades to our popular DIY home appraisal tool (HOOP) and piloting local versions of it;
- extended operating hours of our online 'Live Advisor' service;
- proactive interventions 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 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 implement our 2015-20 strategy of building on EAC's strength in housing options advice.

### **Underpinning FirstStop Advice**

EAC undertakes a number of other activities which directly support our FirstStop Advice I&A services 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 contain a total of 45,000 entries, underpin our websites and national advice service and are a key ingredient in the package of support we offer to our FirstStop partners.

Encouraged by the Law Commission's work to address a lack of transparency in relation to leasehold retirement housing costs, we are working towards including details of leases, service charges and 'exit fees' in our housing directory, as well as drawing consumers' attention to the practice standards contained in the ARHM Code of Practice and ARCO Consumer Code.

Of particular importance is continuing work to enrich our 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 thousands more of our directory entries in ways we feel confident add value.

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## Report of the Trustees

for the year ended 31<sup>st</sup> December 2016

### 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.

In 2014 Trustees had also adopted an ambitious target for securing additional funds to invest in web and ICT development in future years. By the end of 2016, the fund stood at £110k and we have begun to develop a plan to utilise the fund during 2017 & beyond to invest in key developmental projects.

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

Our Resident Consultation Service captures, analyses and reports on the views of older people who live in specialist housing settings. After a pilot in 2015, in 2016 we launched an expanded consultation format which encompasses staff and visitors also.

The RCS performs 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 *Later Life Research* business.

The National Awards have become a fixture, and by year end nominations were flooding in for the 7<sup>th</sup> annual event. For EAC they perform similar functions to the RCS with the additional bonus of generating a good deal of publicity for the charity.

### **Influencing and earning**

EAC has long held an ambition to bring together the charity's understanding of older people and their needs and ambitions with its detailed knowledge of the spectrum of services and specialist accommodation currently available to them, and exploit these resources in ways that help shape what will be available to older people in the future and at the same time earn income to support our charitable public service. Our registered companies HousingCare Services Ltd and Later Life Research LLR were set up as vehicles to facilitate doing work of this kind, either alone or in partnership with other parties, though most of the progress we have made to date in this sphere has been in partnership with Work House Limited, and conducted under the EAC umbrella.

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During 2016:

- As noted above, our Resident Consultation Service (RCS) and National Housing for Older People Awards continued to provide rich data and insights into old people's housing and support needs and preferences.
- We supplemented these sources with two in-depth surveys of our website users, exploring individual planning for retirement and the extent to which younger family members are involved with their parents' planning for their later years.
- We also invested in developing more sophisticated analyses of the Charity's accommodation databases, in particular to explore geographical variations in supply and the inter-relationship between the provision of new forms of specialist housing for older people and demand for more traditional care home accommodation.

As a result of the increasing richness of our data and analyses, we were able to win two commissions in the latter part of the year, and were also retained by a city company to advise on corporate investment decisions. We also increased the number of subscribers who licence the use of our specialist housing data for their own commercial and research purposes. We aim to grow the scale of these kinds of activity over the coming years.

The popularity of our HousingCare website has enabled us to build an important income stream from advertising of two kinds:

1. A subscription service to providers of listed accommodation that enhances their visibility and enables them to market currently available properties;
2. 'Letting' of page space to 'Google Ads'.

During 2016 we worked at stabilising revenues, which can be quite unpredictable and volatile, but early in 2017 we embarked on a campaign to increase visibility and income.

### **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

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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.

Underpinning this delivery of and support for advice and information services are activities of the kind described under 'Underpinning FirstStop Advice' 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 'Influencing and earning' 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, capacity, impact and value for money of FirstStop services;
- to manage an onward funding programme to invest selectively in increasing FirstStop capacity at local level and nurturing innovation.

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The balance between these three elements has shifted over the years. An investment plan prepared for DCLG in 2010, and subsequently 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. And in February 2016 it extended funding for bulleted items 1 and 2 above until December 2016.

### **Remuneration policy**

In 2015 we completed a review of the terms, conditions and salaries applicable to our Advice Team staff (who made 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 was scheduled for 2016, but in light of changed circumstances, was postponed to 2017.

### **Financial Out-turn**

The presentation of our accounts for the year reflects EAC's residual responsibilities in relation to DCLG's grant support for FirstStop.

Much of the income and expenditure shown against the Live Safely and Well Advice Service, funded by Nationwide, also underpins FirstStop's mission.

Restricted income for the year reduced substantially from £1,031k in 2015 to £573k because the DCLG programme of channelling onward funding for local I&A initiatives came to an end in March. As a percentage of total income restricted income fell from 83.5% to 72.4% and is set to fall further in 2017.

At the year end our reserves stood at £405,627, of which £110,431 remained designated for specific purposes leaving general reserves of £295,196.

### **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. The current target of maintaining unrestricted reserves of at least of £200,000 is currently under review.

### **Treasury Management**

Total incoming resources for the year were £792,109 of which 60% (£474k) were restricted grant funds from DCLG for FirstStop.

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for the year ended 31<sup>st</sup> December 2016

In addition, at year end £31k was held for and on behalf of the Housing Learning and Improvement Network (LIN) and are shown at Note 6 of our accounts. The funds are held in EAC's bank accounts (deposit and current) and, although EAC does not control how the money is to be spent, 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.

We believe our financial management systems to be accurate, timely, robust and efficient. The 2015 Auditors' Report to Trustees 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.

### **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. In early 2016 we finalised contingency planning for the eventuality that DCLG funding for FirstStop would end in December 2016, and in Q4 2016 began to implement cost reductions to ensure that the Charity would live within its means in 2017.

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## Report of the Trustees

for the year ended 31<sup>st</sup> December 2016

### 4. Structure, Governance and Management

#### Trustees

EAC's Trustees are appointed by invitation of the Board, informed by regular skills audits. During the year one Trustee resigned but a recruitment plan launched in September 2015 bore fruit with the appointment of two new Trustees in 2016.

During the year:

- Trustees continued to take a keen, ongoing interest in [implementation of the Plan 2015 – 2010]
- 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.

#### 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

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for the year ended 31<sup>st</sup> December 2016

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.

### **Staff and Consultant Responsibilities**

At year end the charity employed 9 payroll staff (7.8fte) and 7 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, Frances Auger is Advice Services Manager and Adam Hillier I&A Development Advisor. Alex Billeter and Phil Prasad also deputise for the Chief Executive in matters of EAC business.

Care & Repair England (C&RE) continued to manage the DCLG-funding programme for local partners until April 2016, employing Dave Eldridge to perform these functions, based in EAC's office.

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 Curriuan and Nick Coote – for their dedication through another extremely busy year.

Thank you all very much.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2016

### 5. Looking Ahead in 2017

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

A degree of apprehension is in order for two 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.

But we also have a number of reasons for optimism:

1. Our forward planning paid dividends. At the time of writing, EAC is well advanced in re-organising its activities to match its projected income over the coming year. Unfortunately we have had to make some reductions in staffing, but on the positive side we are able to draw on accumulated designated reserves to continue investing strongly in our information directories, websites and self-serve I&A tools.
2. We continue to provide support to the FirstStop partner network, and latterly have had some success in marketing an I&A package, built around our HOOP tool, into new markets. We have maintained our Advice Line service to older people and their families, albeit at a smaller scale. And we see continuing austerity focusing attention in local advisory services on the potential benefits of joint working, and believe that FirstStop's partnership proposition, sharpened by experience, will prove an increasingly attractive offer.
3. The importance of our work is more widely accepted than ever before. The Care Act 2014 provided 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. And slowly but surely local and health authorities are coming to accept the preventative role good quality I&A can play in helping older people find solutions to housing problems that otherwise will cost them, and the public purse, dearly.

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for the year ended 31<sup>st</sup> December 2016

4. Over the last four years we have forged new, strong and very productive relationships with our key national partners. Care & Repair England was fully engaged through its management of the FirstStop local funding programme and its own innovative Silverlinks initiative. And our relationships with Age UK, Foundations and Independent Age were strengthened through involving them in the FirstStop Strategic Partners Group.
5. Our track record on delivery to funders and sponsors is unbroken. We delivered successfully to DCLG until the end, and continue to deliver to the satisfaction of both Nationwide and Legal & General.
6. Our own national advice service is better than ever, 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 2017 and beyond, we believe that EAC's work is more relevant and important than ever.

We will continue to ensure the charity thrives & prospers so that it can continue to make a real difference to the lives of those tens of thousands of older people, and their families, who look to us every year for independent, impartial information and advice about their housing & care situation.



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

**Mervyn Kohler, Chair of Trustees, 14<sup>th</sup> September 2017**

## **Elderly Accommodation Counsel**

### **Independent Auditor's Report**

for the year ended 31<sup>st</sup> December 2016

### **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 2016 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (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 the charitable 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 auditor**

As explained more fully in the Trustees' Responsibilities Statement set out in the trustees' report, 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.

We have been appointed auditor under the Companies Act 2006. 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 Council'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 2016**

### **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 2016 and of the net movement in funds, including the 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.

### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the Trustees' Annual Report (which incorporates the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The Trustees' Annual Report (which incorporates the directors' report) has been prepared in accordance with applicable legal requirements.

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report (which incorporates the directors' report).

### **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 charitable company 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 financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the Trustees' Annual Report incorporating the Strategic Report.



Bernie Watson (Senior statutory auditor)

for and on behalf of haysmacintyre, Statutory Auditor

26 Red Lion Square, London, WC1R 4AG

14 September 2017

**Elderly Accommodation Counsel  
Statement of Financial Activities  
for the year ended 31st December 2016**

	Notes	Unrestricted funds		Restricted funds		Total funds 2016 £	Total funds 2015 £
		Designated £	General £	Other £	FirstStop £		
<b>Income from:</b>							
<b>Donations and legacies</b>							
		-	2,939	-	-	2,939	924
<b>Charitable activities</b>							
FirstStop Advice Service	7	-	-	-	214,606	214,606	483,968
FirstStop Grants to Local Partners	7	-	-	-	258,897	258,897	446,873
Research & Development		-	70,888	-	-	70,888	62,195
National Housing for Older People Awards	7	-	43,221	-	-	43,221	50,289
Live Safely and Well Advice Service	7	-	-	100,000	-	100,000	100,000
Miscellaneous Charity Services		-	10,695	-	-	10,695	2,750
<b>Other trading activities</b>							
		-	90,030	-	-	90,030	85,864
<b>Investments</b>							
		-	833	-	-	833	1,529
<b>Total income</b>		-	218,606	100,000	473,503	792,109	1,234,392
<b>Less: Expenditure on raising funds</b>							
Fundraising and publicity		-	(4,342)	-	-	(4,342)	(5,363)
<b>Net income</b>		-	214,264	100,000	473,503	787,767	1,229,029
<b>Expenditure on:</b>							
<b>Charitable activities</b>							
FirstStop Advice Service	1	-	-	-	377,840	377,840	460,131
FirstStop Grants to Local Partners	1	-	-	-	258,897	258,897	446,873
Research & Development	1	-	88,573	-	-	88,573	79,254
National Housing for Older People Awards	1	-	82,920	-	-	82,920	37,779
Over 60's Art Awards	1	-	-	10	-	10	17
Live Safely and Well Advice Service	1	-	-	93,656	-	93,656	98,289
Miscellaneous Charity Services	1	-	41,901	-	-	41,901	38,759
<b>Total expenditure on charitable activities</b>		-	213,394	93,666	636,737	943,797	1,161,102
<b>Total expenditure</b>	1	-	217,736	93,666	636,737	948,139	1,166,465
<b>Net income (expenditure)</b>			870	6,334	(163,234)	(156,030)	67,927
<b>Transfer between funds</b>			109,005	10	(109,015)	-	-
<b>Net movement in funds</b>		-	109,875	6,344	(272,249)	(156,030)	67,927
<b>Reconciliation of funds:</b>							
Funds balance brought forward at 1 January 2016		110,431	185,321	28,721	272,249	596,722	528,795
<b>Funds balance carried forward at 31 December 2016</b>		110,431	295,196	35,065	-	440,692	596,722

The accompanying notes form part of these financial statements.

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

**INCOME AND EXPENDITURE**

	Unrestricted funds		Restricted funds		Total funds 2015 £
	Designated	General	Other	FirstStop	
	£	£	£	£	
<b>Income from:</b>					
<b><i>Donations and legacies</i></b>	169	755	-	-	924
<b><i>Charitable activities</i></b>					
FirstStop Advice Service	-	-	-	483,968	483,968
FirstStop Grants to Local Partners	-	-	-	446,873	446,873
Research & Development	-	62,195	-	-	62,195
National Housing for Older People Awards	-	50,289	-	-	50,289
Over 60's Art Awards	-	-	-	-	-
Managing Money Better Advice Service	-	-	-	-	-
Live Safely and Well Advice Service	-	-	100,000	-	100,000
Miscellaneous Charity Services	-	2,750	-	-	2,750
<b><i>Other trading activities</i></b>	-	85,864	-	-	85,864
<b><i>Investments</i></b>	-	1,529	-	-	1,529
<b>Total income</b>	<b>169</b>	<b>203,382</b>	<b>100,000</b>	<b>930,841</b>	<b>1,234,392</b>
<b><i>Less: Expenditure on raising funds</i></b>					
Fundraising and publicity	-	(5,363)	-	-	(5,363)
<b>Net income</b>	<b>169</b>	<b>198,019</b>	<b>100,000</b>	<b>930,841</b>	<b>1,229,029</b>
<b>Expenditure on:</b>					
<b><i>Charitable activities</i></b>					
FirstStop Advice Service	-	-	-	460,131	460,131
FirstStop Grants to Local Partners	-	-	-	446,873	446,873
Research & Development	-	79,254	-	-	79,254
National Housing for Older People Awards	-	37,779	-	-	37,779
Over 60's Art Awards	-	-	17	-	17
Managing Money Better Advice Service	-	-	-	-	-
Live Safely and Well Advice Service	-	-	98,289	-	98,289
Miscellaneous Charity Services	-	38,759	-	-	38,759
<b>Total expenditure on charitable activities</b>	<b>-</b>	<b>155,792</b>	<b>98,306</b>	<b>907,004</b>	<b>1,161,102</b>
<b>Total expenditure</b>	<b>-</b>	<b>161,155</b>	<b>98,306</b>	<b>907,004</b>	<b>1,166,465</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>Transfer between funds</b>	33,226	(33,243)	17	-	-
<b>Net movement in funds</b>	<b>33,395</b>	<b>8,984</b>	<b>1,711</b>	<b>23,837</b>	<b>67,927</b>
<b>Reconciliation of funds:</b>					
Funds balance brought forward at 1 January 2015:	77,036	176,337	27,010	248,412	528,795
<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>

**Elderly Accommodation Counsel  
BALANCE SHEET**

AT 31 DECEMBER 2016

	Notes	2016		2015	
		£	£	£	£
<b>FIXED ASSETS</b>					
Intangible fixed assets	4	1	1	1	1
<b>CURRENT ASSETS</b>					
Debtors	5	62,914		39,244	
Cash at bank and in hand		535,760		720,859	
		<u>598,674</u>		<u>760,103</u>	
<b>CREDITORS: amounts falling due within one year</b>					
	6	<u>(157,983)</u>		<u>(163,382)</u>	
<b>NET CURRENT ASSETS</b>			440,691		596,721
<b>NET ASSETS</b>			<u>440,692</u>		<u>596,722</u>
<b>FUNDS</b>					
Unrestricted funds					
. General			295,196		185,321
. Designated	8		110,431		110,431
Restricted Funds	7		<u>35,065</u>		<u>300,970</u>
			<u>440,692</u>		<u>596,722</u>

The Financial Statements were approved and authorised by Trustees on 14/9/17 and were signed on its behalf by:

*MRKOHWW*

M. Kohler  
Chair

*[Signature]*  
S. Onger  
Trustee

Company registration number: 01955490

## Elderly Accommodation Counsel

### Statement of Cash Flows for the year ended 31st December 2016

#### Statement of cash flows

	2016	2015	Note
	£	£	
<b>Cash flows from operating activities:</b>			
<b>Net cash provided by (used in) operating activities</b>	<b>(185,932)</b>	<b>104,870</b>	1
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments	833	1,529	
<b>Change in cash and cash equivalents in the reporting period</b>	<b>(185,099)</b>	<b>106,399</b>	
<b>Cash and cash equivalents at the beginning of the reporting period</b>	<b>720,859</b>	<b>614,460</b>	2
<b>Cash and cash equivalents at the end of the reporting period</b>	<b>535,760</b>	<b>720,859</b>	2

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

	2016	2015
	£	£
<b>Net movement in funds for the reporting period (as per the statement of financial activities)</b>	<b>(156,030)</b>	<b>67,927</b>
Adjustments for:		
Dividends, interest and rents from investments	(833)	(1,529)
(Increase)/decrease in debtors	(23,670)	57,426
Decrease in creditors	(5,399)	(18,954)
<b>Net cash provided by (used in) operating activities</b>	<b>(185,932)</b>	<b>104,870</b>

#### 2. Analysis of cash and cash equivalents

	2016	2015
	£	£
Cash in hand	535,760	720,859
<b>Total cash and cash equivalents</b>	<b>535,760</b>	<b>720,859</b>

# **Elderly Accommodation Counsel**

## **Notes to the accounts**

**for the year ended 31<sup>st</sup> December 2016**

### **Accounting policies**

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### **(a) Basis of preparation**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The charity meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

#### **(b) Preparation of accounts on a going concern basis**

The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern. The review of our financial position, reserves levels and future plans gives trustees confidence the charity remains a going concern for the foreseeable future.

#### **(c) 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.

#### **(d) Income**

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, probability of receipt and the amount can be measured with sufficient reliability.

# **Elderly Accommodation Counsel**

## **Notes to the accounts**

for the year ended 31<sup>st</sup> December 2016

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

#### **(e) Expenditure**

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 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.

#### **(f) 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.

#### **(g) Amortisation of Database costs**

The value of the charity's accommodation databases have been capitalised and amortised to a nominal value of £1. 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.

#### **(h) Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

#### **(i) Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments.

# **Elderly Accommodation Counsel**

## **Notes to the accounts**

**for the year ended 31<sup>st</sup> December 2016**

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

#### **(j) Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

#### **(k) Employee benefits**

##### *Short term benefits*

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

##### *Employee termination benefits*

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

##### *Pension scheme*

The charity operates a defined contribution pension scheme for the benefit of its employees. The assets of the scheme are held independently from those of the charity in an independently administered fund. The pensions costs charged in the financial statements represent the contributions payable during the year.

#### **(l) 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 2016**

**Note 1 - Analysis of total expenditure**

	<b>Staff costs</b>	<b>Support Costs</b>	<b>Other direct costs</b>	<b>Total 2016</b>	<b>%</b>	<b>Total 2015</b>	<b>%</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>		<b>£</b>	
<i>Less: Cost of generating funds</i>							
Fundraising and publicity	2,937	1,405	-	4,342	0%	5,363	0%
<i>Charitable activities</i>							
FirstStop Advice Service	232,872	22,747	122,221	377,840	40%	460,131	36%
FirstStop Grants to Local Partners	-	-	258,897	258,897	27%	446,873	34%
Research & Development	52,808	23,823	11,942	88,573	10%	79,254	6%
National Housing for Older People Awards	24,199	11,192	47,529	82,920	9%	37,779	5%
Over 60's Art Awards	-	-	10	10	0%	17	2%
Managing Money Better Advice Service	-	-	-	-	0%	-	8%
Live Safely and Well Advice Service	61,226	16,884	15,546	93,656	10%	98,289	6%
Miscellaneous Charity Services	28,345	13,556	-	41,901	4%	38,758	3%
<b>Sub-total</b>	<b>402,387</b>	<b>89,607</b>	<b>456,145</b>	<b>948,139</b>		<b>1,166,464</b>	
<b>Total expenditure</b>	<b>402,387</b>	<b>89,607</b>	<b>456,145</b>	<b>948,139</b>	<b>100%</b>	<b>1,166,464</b>	<b>100%</b>

**Support Costs**

	<b>Audit</b>	<b>Office-related costs</b>	<b>Other costs</b>	<b>Total 2016</b>	<b>Total 2015</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Fundraising and publicity	-	884	521	1,405	1,291
FirstStop Advice Service	-	14,315	8,432	22,747	29,907
Research & Development	-	14,992	8,831	23,823	13,373
National Housing for Older People Awards	-	7,043	4,149	11,192	9,097
Live Safe and Well Advice Service	-	10,624	6,259	16,883	18,776
Miscellaneous Charity Services	-	8,532	5,025	13,557	9,332
	-	56,390	33,217	89,607	81,776

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.

**Elderly Accommodation Counsel  
Notes to the Financial Statements  
for the year ended 31st December 2016**

**Note 1 - Analysis of total expenditure (continued)**

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

Included in Governance costs are:-

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Auditor's remuneration	5,300	5,150
Reimbursement of expenses to Trustees	-	243
	<u>5,300</u>	<u>5,393</u>

**Note 2 - Staff Costs**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
<u>Regular payroll staff</u>		
Gross salary	246,986	274,793
Social security cost	21,138	24,898
Pension contributions	1,350	113
	<u>269,474</u>	<u>299,804</u>
Consultants and occasional staff	72,213	46,153
Consultants and occasional staff allocated directly to project	60,700	52,228
	<u>402,387</u>	<u>398,185</u>
Average number of employees in the year	10	10
Employees earning more than £60,000 in the year	-	-
Total pay for key management personnel	125,943	117,067

**Elderly Accommodation Counsel**  
**Notes to the Financial Statements**  
**for the year ended 31st December 2016**

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

Expenses of £nil were reimbursed to trustees in the year (2015: £243 to 2 trustees for travel expenses).

**Note 4 - Intangible Fixed Assets**

	2016	2015
	£	£
Notional value of EAC datasets	1	1

**Note 5 - Debtors**

	2016	2015
	£	£
Trade debtors	34,985	20,224
Prepayments and accrued income	27,929	19,020
	<u>62,914</u>	<u>39,244</u>

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

	2016	2015
	£	£
Funds held on behalf of DH LINS	31,010	50,279
Other creditors and accruals	114,415	104,569
Other taxes and social security payable	12,558	8,534
	<u>157,983</u>	<u>163,382</u>

**Note 7 - Restricted Funds**

2016	Balance b'fwd £	Income £	Expenditure and Transfers £	Balance c'fwd £
1. Nationwide Live Safely and Well	28,721	100,000	(93,666)	35,065
2. First Stop	272,249	473,503	(745,752)	-
	<u>300,970</u>	<u>573,503</u>	<u>(839,418)</u>	<u>35,065</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.

**Elderly Accommodation Counsel  
Notes to the Financial Statements  
for the year ended 31st December 2016**

**Note 8 - Designated funds**

2016	Balance b'fwd	Income	Expenditure	Balance c'fwd
	£	£	£	£
Designated Funds	110,431	-	-	110,431
Total	<u>110,431</u>	<u>-</u>	<u>-</u>	<u>110,431</u>

***Designated fund***

In addition to restricted funds, a designated fund was set aside by the Trustees for future web and IT investment. The fund consists of legacy receipts. The fund is represented by cash balances. We anticipate drawing on the fund in next 1-2 years.

**Note 9 - Financial instruments**

	2016	2015
	£	£
Financial assets measured at fair value	-	-
Financial assets measured at amortised cost	570,745	741,083
Financial liabilities measured at fair value	-	-
Financial liabilities measured at amortised cost	(145,425)	(154,848)

Financial assets measured at amortised cost comprise trade debtors and cash at bank and in hand. Financial liabilities measured at cost comprise trade creditors, other creditors and accruals.

**Note 10 - Operating Lease Commitments**

<b>Land &amp; Buildings</b>	2016	2015
Amounts due:	£	£
Within 1 year	32,696	32,457
Later than 1 year not later than 5 years	63,384	96,100
More than 5 years	-	-
	<u>96,080</u>	<u>128,557</u>

EAC has a termination clause in its current lease which is subject to 12 months' notice by EAC.

# **Elderly Accommodation Counsel**

## **Reference and Administrative Information**

**for the year ended 31<sup>st</sup> December 2016**

### **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)  
Anne Duffield (appointed 15 December 2016)  
Mr James Lewis (retired 2 April 2016)  
Mr Christopher Manthorp  
Professor Ann Netten  
Mr Steve Onger  
Ms Amy Swan (appointed 9 June 2016)  
Mr David Walden CBE (retired 12 April 2016)

# **Elderly Accommodation Counsel**

## **Reference and Administrative Information**

**for the year ended 31<sup>st</sup> December 2016**

### **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