



ELDERLY  
ACCOMMODATION  
COUNSEL



# Report & Financial Statements 2006





## Providing a quality service to older people

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

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

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

**For 22 years, EAC has delivered a highly regarded, free, advice and information service to help older people make their own informed choices about meeting their housing and care needs.**

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

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

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



### IMAGES

Above – EAC Advice Team

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



ELDERLY ACCOMMODATION COUNSEL

# Report & Financial Statements 2006

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# Report of the trustees

*for the year ended 31<sup>st</sup> December 2006*



**Declaration:** The Trustees present their report and financial statements for the year ended 31 December 2006. The financial statements have been prepared in accordance with the Statement of Recommended Practice “Accounting and Reporting by charities” issued in March 2005, applicable law and the charity’s governing document.

## Structure, Governance and Management

### Trustees

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

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

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

During the year:

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

### Trustees’ Responsibilities

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

- select suitable accounting policies and then apply them consistently;

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

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy the financial position of the charitable company. These accounting records should enable them to ascertain its financial position and to ensure that the financial statements comply with the Companies Act 1985. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. As Directors we also confirm that we have made all necessary enquiries and taken such steps that we ought to, to ensure that we become aware of any relevant audit information and that we confirm that the company's auditors have been made aware of such information.

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

### Staff and staff responsibilities

The Charity currently employs 11 people on a regular basis (8 salaried and 3 as consultants), totalling 7.8 full time equivalents (FTEs). It also benefits from IT systems support from a volunteer specialist, John Wigley. Rough time allocation of paid staff at December 2006 was:

Function	People	FTEs
Charity Services, including Advice Line service	Ros Lucas, Sheila Coles, John Plimsoll, Shirley Blight, Ciaran Ennis	3.4
R&D / contracts	John Galvin, , Val Gorter, Alex Billeter, Jerome Billeter, John Dillon, Margaret Wallace	3.0
Administration / corporate support	John Galvin, Phil Prasad, Ros Lucas, John Wigley	1.4

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

### Risk

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

Key areas in which we have made progress are:

- Protection of our database assets – having recognised that these cannot be fully protected through enforcement of copyright law, we adopted a business strategy that relies on continual innovation to maintain value, and

on recruiting potential competitors as partners to minimise the risk of theft.

- Over-dependency on key staff – the new staffing structure we have adopted addresses a longstanding concern that continuity of the Charity’s work should not be over-dependent on the skills and loyalty of individual staff.
- Financial controls & compliance – the appointment of a Finance Officer and the retention of our Auditors, haysmacintyre, to provide a financial overview service are designed to ensure that both Trustees and Director can rely on accurate and timely financial information, and are responses to the increasing complexity of our operations.

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

## Objectives and Activities

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

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

### Telephone Advice Line

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

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

Detailed information is recorded about Advice Line users, initially and through extensive follow-up, to inform the development of our service and to broaden our understanding of older people's preferences and aspirations and the extent to which these are met by available housing, support and care provision.

### Partnerships

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

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

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

### Website

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

Its major components are:

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

[www.HousingCare.org](http://www.HousingCare.org) also provides a means to:

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

## Information resources & tools

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

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

## Achievements and Performance

### Telephone Advice Line service

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

- I found your service extremely helpful - someone familiar with the care/support systems and clear information on different possibilities, financial aspects etc. I felt grateful for the humanity of your service - understanding the emotional dilemma and giving practical information so at least there is a sense support is available. Thank you.
- Your service was enormously helpful – straight forward, practical, supportive – at a time of crisis.
- You were the most helpful and informed of all the people I spoke to when trying to find a care home for my father. Thank you!
- The brochure & info was lovely! I found the range of housing and pricing very useful. It made me more confident to decide what I could afford.
- I thought the service was very helpful and sympathetic. Other people I have spoken to about a care home option for my father made me feel guilty. EAC seemed to understand how difficult it is for everyone. Thanks.

During the year, we delivered a personal service through our Advice Line to 7,499 people – compared to 6,897 in the previous year. 87% of service users contacted us by 'phone, and 13% in writing.

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

- nearly half (47%) used the service for themselves, and an almost equal number on behalf of a close relative or friend
- 7% of service users were professionals on behalf of their clients
- 71% of users were referred by another advisory agency, a local authority, a housing provider or a professional service; 13% found us through the press and media and 3% via the internet
- 65% were owner-occupiers, 35% tenants & licensees

- the median ages of enquiry subjects was around 78 years, and the vast majority (89%) of enquiries related to people between 60 and 90

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

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

- Could not improve! I was extremely grateful for your report on housing.
- I can not think of any way in which your service can be improved.
- We thought it (the service) was quite excellent and the literature clear and comprehensive.
- You can't improve on excellence.

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

Overall, 16% of those people who received our questionnaire responded to it. Whilst we would wish this to be higher, and continue to explore ways of increasing it, we feel the figure is understandable given the number of enquirers who are considering a change of housing or are in ill health when they use our service.

### **Data research, dissemination & sales**

Our overall aims were to deliver fully on contracted work, meet grant funders' requirements and maintain our regular programme of work to update the charity's information databases.

### **Support at home services**

We were contracted by the Scottish Executive to maintain the online Directory of Housing Support Services in *Scotland (The House Key)*, which we had created for them over the 3 preceding years. The Directory includes support services for a range of client groups, not just older people, and covers both specialist housing in which support is provided and 'floating' services that can support people wherever they live. This work brought several important benefits for EAC:

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

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

### **Care homes**

Our *Care Options* package is a set of information to help older people choose a care home that will meet their needs and their lifestyle preferences. Thanks to grant support from the Department of Health, we were able to undertake a great deal of work towards completing it, including gathering and updating information on thousands of care homes and devising a self appraisal tool for people seeking care.

We also integrated it further into our own Advice Line service and pursued discussions with a number of allied agencies towards launching a joint Care Options service. More information about this follows below (see *Partnerships*).

### **Housing**

We embarked on an ambitious project around extra care housing, which is a form of enhanced sheltered housing that aims to support even the frailest residents to maintain their independence and avoid a move to residential care.

Supported by the Housing Corporation and the Department of Health's Care Services Improvement Partnership, the project was and is a complex one, involving work with several partners and aiming to help shape the future direction of extra care provision. It involves researching all existing provision, exploring how best to describe and classify it for the benefit of consumers, discussions with the industry about the possibility of a kitemarking system, and developing new web-based tools to popularise it.

The project runs from July 2006 to August 2007 and it is too early yet to say whether we will achieve all its aims.

### **Partnerships**

As in previous years, work to develop and sustain partnerships spanned all our activities. We continued to work in several forums including:

- HOPDEV (Housing for Older People Development Group, a Government forum) – towards expanding and consolidating a consortium of advisory agencies dedicated to improved housing advice for older people;
- HOPA (Housing for Older People Alliance) – towards promoting variety and choice for older people in housing provision;

We also took up an invitation to join a new network, very relevant to our project work on extra care housing:

- Housing and Care for Older People Research Network – led by PSSRU at the University of Kent.

We worked closely throughout the year with Counsel and Care and NHFA Care Fees Advice to develop a joint care options advice service that would fully address the difficulties faced by older people who need care in accessing information, guidance, support and advocacy to help them identify how and where they would like that care delivered, arrange it, and understand their rights in case things go wrong.

Developing a business plan for the service clarified the scale of service needed – we estimated a potential user base of up to 600,000 a year, including older people looking for or already receiving formal care, of whatever type. How to fund the service was, and remains, a huge hurdle, but we found support from many quarters including Government, and a willingness by our commercial partner NHFA to invest in the enterprise. Towards the end of the year, the partnership was strengthened by Help the Aged's decision to join with us, and we moved into 2007 with increasing confidence of being able to launch a pilot service in the near future.

Our contracts to provide administrative support to the Department of Health / CSIP Extra Care Housing Learning & Improvement Network (Housing LIN) and Better Commissioning LIN were renewed for 2006-07. These continued to provide opportunities to make many new contacts amongst housing, care and support providers and commissioning authorities, to enhance EAC's profile, and to deliver practical benefits including a lot of good quality information to add to our housing database. The grant funded work described above around extra care housing resulted from our contracted work for the LINs.

### **Websites**

We continued to invest in our main website [www.HousingCare.org](http://www.HousingCare.org). Having carried out a complete restructuring during 2005, our main aims were:

- to promote it, and increase usage
- to promote EAC's brand and its services
- to raise income from it
- to integrate it further with our Advice Line

Because of its rich content, and particularly the detailed information it holds on sheltered & retirement housing and care homes, [www.HousingCare.org](http://www.HousingCare.org) is, de facto, a free marketing tool for providers of housing and care services to older people. We have therefore continued to explore ways in which the site could earn revenue for the charity, whilst maintaining its reputation for absolute impartiality. So, for example, we continued to develop and promote a housing vacancy advertising service, and also negotiated sponsorship packages with a small number of respected housing providers.

The number of unique visitors to [www.HousingCare.org](http://www.HousingCare.org) almost quadrupled, from 65,000 in 2005 to 237,500, and the number of separate visits tripled from 139,000 to 431,500.

The website continues to serve an almost entirely different audience from our Advice Line. During the year just 7.5% of callers said they had heard about the Advice Line via the internet, and only a fraction of these were specific that their introduction was through [www.HousingCare.org](http://www.HousingCare.org). However, these figures showed an upward trend throughout the year.

The most popular features of the website continued to be the *Housing Options* search for retirement housing, followed by the *Care Options* care homes search.

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

- The Abbeyfield Society
- Housing 21
- Bettercaring
- Care Directions

### **Profile**

EAC Over 60s Art Awards is the charity's main profile raising activity, and its purpose is to encourage and publicly celebrate artistic achievement by older people. Art Awards 2006 attracted 1,500 entries and culminated in a very successful exhibition of 124 finalists at London's Mall Galleries in June. 350 people attended the opening, including many of the artists and their families, and 8 overall winners were presented with cash prizes.

Art Awards 2006 benefited greatly from an injection of grant funding by the Accent Foundation, and the hard work of its organisers, the Parker Harris Partnership.

## **Financial Review**

### **Funding Strategy**

Trustees continued to aim for a permanent increase in the charity's overall income, and achieved a modest increase of 8% to £360,000. We are however pleased to report unequivocal success against our second longstanding priority – namely to maintain a high proportion of unrestricted income within the total (i.e. funds that can be applied freely towards meeting the charity's objectives). 90% of our income in 2006 was unrestricted.

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

Looking ahead, our budget for 2007 anticipates a significant increase in income to well over £400,000, as we benefit from the restructuring of the Charity, and the sharper focus this is designed to bring to income generation from and for both our public-facing advice services and our research and developmental activities.

## Financial Out-turn

We report a £27,000 trading loss for the year, the bulk of which (£24,000) is accounted for by our decision to create the post of Director of Charity Services.

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

At year end, our reserves stand at £101,000, somewhat below the target we set in our current *Reserves Policy* (see below).

## Presentation of Financial Statements

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

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

## Reserves policy

In January 2003 we agreed a policy of aiming to achieve, by the end of that year, unrestricted reserves of £125,000. This, in our judgement and that of our professional advisors, was sufficient to ensure continuity of the charity's then core activities for a period of 6 months, and a necessary safeguard given the uncertainties associated with raising funds to support the delivery of advice and information services. As is reported above, the balance of funds in our general or unrestricted account fell below this figure at the end of 2006.

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

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

We concluded that:

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

## Investment policy

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

## Funds held on behalf of the Department of Health

Since February 2003, the Charity has been entrusted with holding and administering a fund on behalf of the Department of Health (DH) Change Agent Team – now part of the DH Care Services Improvement Partnership (CSIP). The administration of the fund is subject to a contractual agreement with CSIP, which defines its purpose, and also an agreed protocol which governs the authorisation of expenditure from the fund. The amount of funds held on trust by EAC at 31<sup>st</sup> December 2006 is included in the Balance Sheet and separately identified in Note 8 to the Financial Statements.

## Conclusion and plans for the future

### Business Planning

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

The principles we adopted were:

#### PRINCIPLES

- EAC's Advice Line service remains unique nationally, continues to improve in quality and breadth, and is matched by only a few local services. It is well respected, well received by clients, and still very much needed. However its reach remains limited to 8,000 new clients a year, and as a largely telephone based service, it cannot meet all needs and preferences.
- The service should be enhanced by building on EAC's long experience of partnership work with other agencies, and formalising joint service delivery with selected parties, both national and local, who will bring complementary expertise and/or local presence.
- Consideration should be given to extending the support we offer to local or less specialist agencies to include training and information packages to help them deliver better housing information and advice to older people.
- EAC has created a definitive set of data and a number of important tools. Its R&D role should be developed further, aiming to be exploratory and innovative, and to influence other services through the delivery of tried & tested tools. Its Advice Line and websites provide ready vehicles for piloting and testing innovations.
- EAC R&D should establish collaboration with research partners whose interests and expertise complement our own; it should continue to address older people's aspirations as well as needs, and engage with 'younger older' people as well as the very old.
- The R&D programme should also aim to generate a stable income sufficient to help subsidise and guarantee the future of EAC's free services to the public

Following on from this, we took the decision early in 2006 to re-shape the Charity into two distinct but complementary 'departments', one responsible for services to older people, the other for R&D. The former would be headed by recruiting to the new post of Director of Charity Services, the

latter by the Charity's current Director as Director of R&D. Each Director would be charged with devising a forward plan to develop the identity and build on the strengths of their respective area of activity, whilst together to develop a strategy for exploiting the synergy between the two. The current Director would assume an overall Chief Executive role to steer through these changes.

### Organisational structure from July 2006

<b>EAC Trustees</b>	
<b>Chief Executive (John Galvin)</b>	
Responsible for overall strategy, support to the Board of Trustees and management of the Charity's human and financial resources.	
<b>EAC Charity Services</b>	<b>EAC R&amp;D</b>
Head: Director of Charity Services (Ros Lucas)	Head: Director of R&D (John Galvin)
Staff: Shirley Blight, Sheila Coles, John Plimsoll, Ciarran Ennis	Staff: Alex Billeter, John Dillon, Val Gorter, Jerome Billeter, Margaret Wallace, Phil Prasad
Total staff: 3.9FTE	Total staff: 4.2 FTE incl. finance
<b>Main responsibilities of Director</b>	<b>Main responsibilities of Director</b>
<ul style="list-style-type: none"> <li>• Charitable fundraising</li> <li>• Advice Line service management, monitoring &amp; development</li> <li>• Service profile, promotion, marketing &amp; media relations</li> <li>• Service delivery partnerships</li> <li>• EAC website</li> <li>• Input into HousingCare website</li> <li>• Work with EAC R&amp;D to develop &amp; piloting I&amp;A tools</li> <li>• Budget preparation &amp; management</li> <li>• Art Awards 2007 onwards</li> <li>• Act as client to EAC R&amp;D</li> <li>• Charity services business plan</li> </ul>	<p>Existing non-advice work (to be reviewed end 2006):</p> <ul style="list-style-type: none"> <li>• Commissioned / contracted work</li> <li>• HousingCare website</li> <li>• Marketing data products</li> <li>• Art Awards 2006</li> </ul> <p>Lead on development of:</p> <ul style="list-style-type: none"> <li>• datasets &amp; other I&amp;A tools</li> <li>• info &amp; analysis for service providers &amp; policy makers</li> <li>• collaboration with external researchers / research bodies</li> <li>• commercial income generation</li> <li>• R&amp;D business plan</li> </ul>

### Summary and prospects

Despite the difficulty of securing income sufficient to fund all the work we would like to do, we know that the Charity has again delivered top quality services to many thousands of older people during 2006, and we are confident that we will continue to do so in the future.

We are also excited about the growth in quantity and variety in our data collection, research and developmental activities, and envisage these continuing to expand within the new organisational structure we implemented during 2006.

Our long term investment in building partnerships with a wide range of organisations has provided a sound base from which to create the more strategic alliances we are now developing, and within which we aim to continue playing a leading role towards ensuring that good quality information and advice is available to all older people, to help them achieve the housing, support and care they need or aspire to.

We believe that the changes we have implemented to the structure of the Charity will enable us to carry forward the wide range of interlocking activities this Charity has pioneered over its 21 years with even greater focus, energy, commitment and success over the coming years.

## Acknowledgements

We would like to express our sincere thanks to all those whose confidence in EAC, and willingness to back our vision for the future, have enabled us to report on yet another year of service delivery to older people in 2006. We particularly wish to acknowledge:

### The Department of Health

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

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

### The Freemasons' Grand Charity

In July 2005. The Freemason's Grand Charity made available a grant to support our Advice Line service for one year.

### The John Ellerman Foundation

In December 2005, The John Ellerman Foundation made available the first instalment of a two year grant to support our Advice Line service.

### Other supporters

We are grateful to each of the following for their financial support during 2006:

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

### Caring Company Service subscribers

Our Caring Company Service supports the personnel and welfare departments of 8 large employers in advising their retired staff about housing, support and care issues. It also works in partnership with 1 subscribing Employee Assistance Programme provider company. We are grateful to all of these for their loyalty to us:

- BAT Industries

- Ceridian Centrefile
- DHL
- John Lewis Partnership
- Royal Bank of Scotland
- J Sainsbury
- Sun Life Tesco

### Sponsors and advertisers

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

- Care Fees Investment Limited
- Eldercare Group
- Homewise
- Girlings Retirement Options
- Hanover Housing Association
- Housing 21
- McCarthy & Stone Developments Ltd
- NHFA Care Fees Advice
- Pegasus Retirement Homes plc
- The Earnley Concourse
- Retirement Plus
- Retirement Security Ltd.

### Special acknowledgements

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

We offer our special thanks to Margaret Wallace, who retired from paid employment with us early in 2007, after 9 years' service. Margaret was responsible for shaping our Advice Line service into the leading service of its kind in the UK. Happily she continues to work with us in a voluntary capacity.

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

**Mervyn Kohler, Chairman**

**16<sup>th</sup> May 2007**



# Independent Auditors' Report

*for the year ended 31 December 2006*

We have audited the financial statements of Elderly Accommodation Counsel for the year ended 31 December 2005 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. These financial statements have been prepared under the historical cost convention and the accounting policies set out therein.

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

## **Respective responsibilities of trustees and auditors**

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

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

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

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

## **Basis of audit opinion**

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

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

### Opinion

In our opinion the financial statements:

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

### **haysmacintyre**

*Chartered Accountants / Registered Auditors*

Fairfax House  
15 Fulwood Place  
London  
WC1V 6AY

16<sup>th</sup> May 2007

# Statement of Financial Activities

for the year ended 31 December 2006

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2006 £	Total 2005 £
<b>Incoming resources</b>					
<i>Incoming resources from generated funds:</i>					
Investment income		15,038	-	15,038	10,781
<i>Incoming resources from charitable activities:</i>					
Charity Services		141,834	8,800	150,634	112,280
Research & Development		167,611	26,400	194,011	221,768
<b>Total incoming resources</b>		<b>324,483</b>	<b>35,200</b>	<b>359,683</b>	<b>334,048</b>
<i>Less: Cost of generating funds</i>					
Fundraising and related publicity	3	32,997	-	32,997	24,930
<b>Net incoming resources</b>		<b>291,486</b>	<b>35,200</b>	<b>326,686</b>	<b>309,118</b>
<b>Outgoing resources</b>					
<i>Charitable activities:</i>					
Charity Services		199,244	8,800	208,044	190,411
Research & Development		115,781	26,400	142,181	134,545
<i>Governance costs</i>	2	3,857	-	3,857	3,500
<b>Total charitable resources expended</b>	2	<b>318,882</b>	<b>35,200</b>	<b>354,082</b>	<b>328,456</b>
<b>Total resources expended</b>		<b>351,879</b>	<b>35,200</b>	<b>387,079</b>	<b>353,386</b>
Net movement in funds		(27,396)	-	(27,396)	(19,338)
Fund balances brought forward at 1st January 2005		128,378	-	128,378	147,717
Fund balances carried forward at 31st December 2005		<b>£100,982</b>	<b>£ -</b>	<b>£100,982</b>	<b>£128,378</b>

- All transactions are derived from continuing activities.
- All recognised gains and losses are included in the statement of financial activities.
- The notes on pages 16 to 19 form part of these accounts.

# Balance Sheet

at 31 December 2005

	Notes	2006		2005	
		£	£	£	£
<b>FIXED ASSETS</b>					
Intangible fixed assets	1(f)		1		1
Tangible fixed assets	6		1,879		3,151
<b>CURRENT ASSETS</b>					
Debtors	7	58,541		84,623	
Cash at bank and in hand		267,644		313,429	
		-----		-----	
		326,185		398,052	
<b>CREDITORS:</b>					
amounts falling due within one year	8	-227,083		-272,825	
		-----		-----	
<b>NET CURRENT ASSETS</b>			99,102		125,227
			-----		-----
<b>NET ASSETS</b>			£100,982		£128,379
			=====		=====
<b>FUNDS</b>					
Unrestricted funds			£100,982		£128,379
			=====		=====

Approved by the Board of Trustees on 16<sup>th</sup> June 2007 and signed on its behalf by:

M. Kohler  
Chairman

N. Shuttleworth  
Treasurer

# Notes to the Financial Statements

*For the year ending 31 December 2006*

## 1. ACCOUNTING POLICIES

### **(a) Basis of accounting**

The financial statements are prepared under the historical cost convention as modified by the revaluation of freehold land and buildings and in accordance with the Statement of Recommended Practice (Accounting and Reporting by Charities) issued in March 2005 and with applicable accounting standards.

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

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

Restricted funds are funds subject to specific trusts which may be declared by the donors or with their authority, but are still within the objects of the charity. The restricted fund in the year relates to the Department of Health grant for Launching Care Options.

### **(c) Incoming resources**

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

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

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

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

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

### **(e) Tangible fixed assets and depreciation**

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

Office equipment – 25% per annum

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

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

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

### **(g) Cash flow**

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

### **(h) Operating leases**

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

# Notes to the Financial Statements

For the year ending 31 December 2006

## 2. ANALYSIS OF TOTAL RESOURCES EXPENDED

	Staff costs £	Other £	Depreciation £	Total 2006 £	%
<b>Cost of generating funds</b>					
Fundraising and related publicity	6,536	26,253	208	32,997	8.5
<b>Charitable activities</b>					
Charity Services	121,993	82,302	3,749	208,044	53.8
Research & Development	83,231	56,556	2,394	142,181	36.7
<b>Governance costs</b>	-	3,857	-	3,857	1
<b>Total</b>	<b>£211,760</b>	<b>£165,113</b>	<b>£6,351</b>	<b>£387,079</b>	<b>100</b>

	Direct Costs £	Allocated Costs £	Total 2006 £
<b>Cost of generating funds</b>			
Fundraising and publicity	-	32,997	32,997
<b>Charitable activities:</b>			
Charity Services	73,008	135,036	208,044
Research & Development	7,295	134,886	142,181
<b>Governance costs</b>	3,857	-	3,857
<b>Total</b>	<b>84,160</b>	<b>302,919</b>	<b>387,079</b>

Overheads are apportioned on the basis of staff time.

Included in Governance costs are:

	2006	2005
• Reimbursement of travel expense to a Trustee		107
• Auditors Remuneration	£3,750	£3,500

## 3. FUNDRAISING AND PUBLICITY

	2006 £	2005 £
Art Awards	22,181	19,508
Other	10,816	5,422
	£32,997	£24,930
<b>Net income raised</b>	<b>167,688</b>	<b>115,821</b>

# Notes to the Financial Statements

For the year ending 31 December 2006

<b>4. HUMAN RESOURCES</b>	<b>2006</b>	<b>2005</b>
	<b>£</b>	<b>£</b>
<b>Regular payroll staff</b>		
Gross salary	149,793	140,506
Employers NIC	16,331	13,057
Employers Pension	1,063	1,068
	<u>167,187</u>	<u>154,631</u>
<b>Consultants and occasional staff</b>	44,573	46,000
	<u>211,760</u>	<u>200,631</u>

- At the end of the year, the company employed 4 full time and 5 part time salaried staff, 3 regular consultants and 3 occasional / casual staff.
- No employee received remuneration over £60,000 per annum (2005: Nil).

## 5. TRUSTEES' REMUNERATION AND REIMBURSED EXPENSES

One trustee received reimbursed expenses of £107 for travel to attend senior manager recruitment interviews (2005: Nil).

## 6. TANGIBLE FIXED ASSETS

	<b>Office Equipment</b>	<b>Total</b>
	<b>£</b>	<b>£</b>
<b>Cost or valuation</b>		
At 1st January 2006	79,148	79,148
Additions	5,079	5,079
	<u>84,227</u>	<u>84,227</u>
At 31st December 2006	84,227	84,227
<b>Depreciation</b>		
At 1st January 2006	75,997	75,997
Charge for the year	6,351	6,351
	<u>82,348</u>	<u>82,348</u>
At 31st December 2006	82,348	82,348
<b>Net Book Value</b>		
At 31st December 2006	<u>£1,879</u>	<u>£1,879</u>
At 31st December 2005	<u>£3,151</u>	<u>£3,151</u>

# Notes to the Financial Statements

For the year ending 31 December 2006

<b>7. DEBTORS</b>	<b>2006</b>	<b>2005</b>
	<b>£</b>	<b>£</b>
Trade debtors	39,134	69,977
Prepayments and accrued income	18,406	14,646
Other debtors	1,001	
	<u>58,541</u>	<u>£84,623</u>

<b>8. CREDITORS</b>	<b>2006</b>	<b>2005</b>
<b>Amounts falling due within one year</b>	<b>£</b>	<b>£</b>
Overdraft	-	12,347
Other taxes and social security costs	5,032	2,884
Funds held on behalf of the Department of Health	182,330	188,211
Other creditors and accruals	39,721	69,383
	<u>227,083</u>	<u>272,825</u>

## 9. RESTRICTED FUNDS

The restricted funds relate to amounts received from the Department of Health for project work entitled "Launching Care Options", designed to help prospective residents identify care homes that will meet their lifestyle preferences as well as their care needs.

## 10. OPERATING LEASE COMMITMENTS

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

	<b>Land and buildings</b>	<b>Office equipment</b>	<b>Total</b>
<b>Leases expiring:</b>			
Within 2-5 years	31,195	-	31,195
	<u>31,195</u>	<u>-</u>	<u>31,195</u>

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

## 11. GRANTS AND DONATIONS

	at 01/01/06	Incoming	Outgoing	at 31/12/06
Dept. of Health (project funding)	-	32,500	32,500	-
Dept. of Health (core funding)	-	45,000	45,000	-
John Ellerman Foundation	-	30,000	30,000	-
Client donations	-	27,778	27,778	-
Others	-0	18,118	18,118	-
	<u>-</u>	<u>160,791</u>	<u>160,791</u>	<u>-</u>

# Reference and administrative information

## Status

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

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

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

The Charity is governed by a Board of Trustees, supported by a President and vice-President. In recognition of his long service as Trustee and Chairman, Noel Shuttleworth was awarded the honorary title of Life President during 2006. All of the Charity’s Trustees also serve as Directors of the Company.

A connected Charity, The Association of Friends of Elderly Accommodation Counsel, exists but was inactive during 2006.

## Honorary positions

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

## Board of trustees

Dr Michael McCarthy (Chairman)  
Mr Gay Gardner (resigned 15/06/2006)  
Mr Mervyn Kohler OBE  
Ms Ann Netten  
Ms Jane Minter  
Mr Noel Shuttleworth

## Chief Executive & Secretary

John Galvin

## Registered Office

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

## Operational address

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

## Auditors

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

## Bankers

National Westminster Bank, 55 Kensington High Street, London W8 5ZG  
CAF Bank, 25 Kings Hill, West Malling, Kent ME19 4JQ

## Solicitors

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

# EAC in a nutshell

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

We provide:

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

Our information covers:

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

We offer our services:

- ⊙ directly to the public, by letter or telephone
- ⊙ in partnership with other charities, organisations and companies
- ⊙ through our website [www.housingcare.org](http://www.housingcare.org)

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

**Charity No. 292552**

**[www.HousingCare.org](http://www.HousingCare.org)**

