



**ELDERLY
ACCOMMODATION
COUNSEL**

Report & Financial Statements 2003





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 18 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

Left – EAC Advice Team

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



Report & Financial Statements 2003

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Report of the trustees

for the year ended 31st December 2003



Declaration: The Trustees present their report and financial statements for the year ended 31 December 2003. The financial statements have been prepared in accordance with the Statement of Recommended Practice “Accounting and Reporting by charities” issued in October 2000, applicable law and the charity’s governing document.

Main 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 three principal areas of activity:

- delivering a free advice and information service 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;
- developing partnerships with other agencies and professionals that work with older people, and sharing our information, techniques and expertise with them.

Telephone Advice Line

Our main service to the public is our established telephone Advice Line. Through this 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 decisions. The service is delivered by staff with extensive experience in the fields of housing and social care. Initial telephone contact is almost always followed up with detailed written information, and contact with clients often continues for several weeks.

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.

Information resources

Underpinning the Advice Line service are EAC's uniquely detailed databases of information about housing, care and support services throughout the UK. We work constantly to update and extend these, and to ensure that the content is rich enough to successfully communicate with our client group, is

relevant to their needs and aspirations, and is in all ways fully adequate to assist them in their decision making.

Partnerships

Over recent years, we have begun to move with confidence to help shape and contribute to an agenda for real improvement in the quality and reach of housing and care advisory services to older people across the UK. This has involved us in a whole range of new activities, dialogues and joint working with others, all with the aim of putting EAC's experience, expertise and information resources to work on a wider stage, and helping to ensure that comprehensive information and advice is available to all older people - when they need it, and in a setting that suits them - to help them make their own informed choices about meeting their housing and care needs.

Website

The website www.HousingCare.org (sometimes known as Housing & Care Options Online) is now a key means of delivering our service to people who prefer the online medium. It is a partnership venture led by EAC, and combines our own information and explanatory materials with content provided by a number of key partners to create a comprehensive online resource for older people and their families.

www.HousingCare.org is also designed to:

- assist us in collecting information about housing, support and care services;
- share information and tools efficiently with other professionals and agencies that work with older people;
- support and encourage partnerships to improve housing/care advice for older people; and
- raise the profile of the charity amongst its peers.

Business Planning

A three year Business Plan, adopted in May 2001, continued to set the key operational objectives and targets that guided the charity's activities and priorities.

In summary these were:

1. To ensure that more people receive a quality advice & information service

This was to be achieved in part through expanding EAC's own direct-to-public service, including further development of the holistic 'care service' pioneered in previous years, integration of its HOOP (housing options appraisal) tool into its day to day service, and further development of online services within the framework of www.HousingCare.org.

Equally, the objective was to be progressed through partnerships with other advice services - in particular Age Concern Organisations and Help the Aged, and also through business partnerships where these would increase outlets for EAC's information and/or services.

2. To extend EAC's databases of housing and care options

This objective acknowledged the central importance of good quality information to underpin advice services, and the respected role EAC had achieved through its work over many years. Specific targets were to achieve funding to carry forward pioneering work undertaken during 2000-01 to devise a more consumer-friendly approach to describing and differentiating between care homes, and to move to a two-yearly cycle of updating its sheltered and retirement housing database.

3. Through each of these main areas of activity, to seek to:

- reach, and fully address the needs of minority communities and people with disabilities
- engage with and influence public policy development in our field
- help shape housing and care services to older people
- maximise the input of volunteers into its work
- promote the importance of housing and support to active and fulfilling older age
- ensure the long term sustainability of our work

During 2003 we continued to make substantial progress towards meeting all the objectives set out in the Plan (see Review of activities below). A full review of the Plan is underway in 2004, but in the meantime the existing plan continues to provide the framework for our ongoing activities.



Funding strategy

In June 2001 Trustees adopted a plan designed to secure a permanent increase in the charity's income, sufficient to enable it to implement its Business Plan in full. Within the total income, they also aimed increase the level of 'unrestricted' funds - funds that can be applied freely towards meeting the charity's objectives.

Implementing the plan required a substantial initial commitment of funds from reserves during 2002 - to employ staff and consultants to provide support to the Director, strengthen financial management and implement a fundraising strategy. However, between 2002 and 2003, it has succeeded in substantially increasing the charity's total income, more than doubling income available to spend on charitable activities, and increasing the unrestricted component of this from £107,000 to £204,000.

Throughout the year, Trustees closely monitored the charity's income and expenditure, and considered detailed projections of future income streams. They were particularly concerned to ensure stable longer term funding for its advice services, to avoid an over-reliance on limited term project funding and to ensure that the reserves policy remained appropriate to an evolving concept of what might constitute the charity's core activities in years to come.

During the year we continued to receive core grant funding from the Office of the Deputy Prime Minister (ODPM), the Department of Health and the John Ellerman Foundation. Project funding was provided the Lloyds TSB Foundation, the Housing Corporation, Help the Aged, the Community Fund, the Baring Foundation and the ODPM.



Review of activities

During the year, the charity delivered a personal service through its Advice Line to 8,500 clients - a reduction on the 9,500 in the previous year. The amount of time devoted to each clients remained at the higher level reached in 2002, reflecting an increase in the complexity of situations presented.

All staff, including the Advice Team, became more heavily involved in writing, researching and collecting content for www.HousingCare.org, and in promoting it through newsletters and 'flyers', seminars and daily contacts. By year end, 3,500 people a month were making use of it - an annual rate of over 40,000.

Calls to our Advice Line from local advisory services, care and housing professionals and statutory agencies totalled 417 or 8%, and staff devoted considerable resources to developing relationships with these, in line with our objective of nurturing partnerships to deliver advice and information more effectively at local level. They also spent considerable time proactively making contact with over 400 minority agencies and groups, with the aim of enlisting their support in reaching out to people from ethnic and other minority communities.

We continued to offer the specialist, detailed (and time-consuming) service to older people planning to move into residential care that we had developed over previous years, and in testing out with them the new Care Options information base and tools that we gradually brought into use during the year. Plans to deliver a joint care advisory service in partnership with another major charity foundered in July, and since then we have looked for other ways in which to ensure that Care Options reaches the wide audience we want to have access to it.

Work to expand and update our sheltered and retirement housing (Housing Options) database continued in high gear, supported by a grant from the Community Fund. Information was updated on more than 8,000 schemes, and nearly 500 new developments added to the database. We paid particular attention to ensuring full coverage of housing schemes that cater for black and minority ethnic communities, and documenting features of importance to people with disabilities.

Our Care Options project reached an exciting stage. This aims to create an entirely new database of detailed information about care homes, including a classification of each home by lifestyle factors. Working with Help the Aged until mid year, we made substantial progress towards involving care home owners, 3,000 of whom completed our 15 page questionnaire, enabling us to

bring the database into use in our Advice Line service and website. A forum including interested and expert parties from the Consumers Association, Help the Aged, NAPA, Guide2Care, NHFA and Hanover Group helped us shape the lifestyle classification into a simple, communicative presentation that we then successfully piloted with groups of older people before mainstreaming it into our advice services.

In April we embarked on a three year project for the Scottish Executive, to use the IT framework we were developing for www.HousingCare.org to deliver an online Directory of Housing Support Services in Scotland. As many of these services are for older people, the Project provides an opportunity to enhance the quality of information EAC makes available through its own advice and information services.

Work to develop and sustain partnerships spanned all our activities. Specific joint projects included:

- Work to address the needs of people from minority communities - with Counsel & Care and the Relatives & Residents Association (funded by the Lloyds TSB Foundation);
- Providing support and training for 8 local information & advice service pilots, with Care & Repair England;
- Production of a Directory of Housing Advice & Information Services with Help the Aged;
- Jointly organising a conference for housing advice and information providers, with the aim of establishing a coalition of agencies committed to improving services to older people;
- Completing a 2 year project to develop practical ways of working with 8 Age Concern Organisations in London, and identify models that could be applicable on a larger scale.

Delivering on our contract with the Department of Health's Extra Care Housing Learning & Improvement Network (LIN) made us many new contacts amongst housing, care and support providers and commissioning authorities, enhanced the charity's profile, and brought practical benefits including a lot of good quality information to add to our Housing Options database.

We maintained our involvement in a number of forums, including:

- The Continuing Care Conference - a coalition of commercial, charitable and public service organisations with mutual interest in improving care provision for older people;
- The Fair Rate for Care coalition - a broad group of organisations comprising charities, care home providers and experts in the field of residential care, looking for a consensus on how to ensure adequate funding for the care of older people;
- HOPDEV (the Housing for Older People Development Group), an inter-departmental group set up by Government to assist in implementing its Older People's Housing Strategy.

Our popular annual competition Art Awards for the Over 60s culminated in a very successful exhibition in July, and thanks to a huge amount of work contributed by its volunteer organiser Meri Benham and her family and friends, produced a profit for the first time.

We continued to distribute copies of the magazine-style Review of EAC activities^(*) that we had published in December 2002, and followed this with a series of promotional 'flyers' for www.HousingCare.org, tailored to its several different audiences.

In summary, this was another year in which, thanks to the confidence shown in us by a range of funders, supporters and partners, EAC was able to move forward on a broad front towards achieving the objectives set out in its Business Plan, and as a result, enhance its reputation as the leading national organisation in its field.

^(*) The Review includes information about all of EAC's activities, and is available on request.



Financial out-turn

The year was a satisfactory one, repaying the groundwork we had laid in earlier years to secure sufficient income to properly address the ambitious targets set out in our Business Plan. Both income and expenditure rose substantially, and the balance between restricted and unrestricted income appears to us satisfactory.

Unrestricted income - income which we are free to spend in furtherance of the charity's overall objectives - included continuing, substantial grant contributions to core costs from the Office of the Deputy Prime Minister (ODPM) and the Department of Health (DH). These were intended to assist in implementing our 3 year Business Plan, including building sustainable earned income streams to meet a substantial part of our operating costs beyond the lifetime of the grants. The ODPM grant ran to March 2004; the DH one runs to March 2005. Whilst applications have subsequently been made to both Departments for further grant support, this cannot be guaranteed.

It is encouraging therefore to be able to report that we were able to increase earnings from our charitable activities - substantially in gross terms, and significantly even after deducting the costs of delivering contracted services. As noted already, the deployment of resources to meet these new contractual commitments had an impact on our earnings from research and sales of data, but this is a setback we are working hard to overcome during 2004.

Restricted income, largely project funding, remained at an historically high level for the second year running. Housing Corporation funding to develop www.HousingCare.org, and Help the Aged's support for Care Options, both provided resources on a scale that we could hardly have dreamed of in the past - to create tools that will stand us in good stead for years to come. By their nature, however, all project funds are time-limited, and in fact each of those available during 2003 (and detailed at Note 2 to the Financial Statements) reached their end either during the year or shortly afterwards. We may well not match in future years the level of project funding we enjoyed during 2003. But each of the funded projects has produced the

tangible outputs intended, and thereby substantially enhanced the potential for growing our earned income streams in future years.

Overall, income and expenditure were in balance over the year, and the level of unrestricted funds held at year end increased a little over 2002. The charity's reserves can therefore be maintained at the level considered appropriate by Trustees (see Reserves policy below).

Presentation of Financial Statements

Because of the growing complexity, and ambition, of the work we are engaged in, we made changes in 2002 to the presentation of our Financial Statements to provide more detailed information about spending on the various elements. Although no further changes have been made for 2003, we feel it would be helpful to summarise the main changes adopted in 2002:

- The Statement of Financial Activities now shows separately our spending on each of the three principal activities listed at the beginning of this report. As well as highlighting the importance we attach to all three, this has enabled us to distinguish between spending on publicity intended to help our fundraising and spending on promoting our mission and work to other agencies that we aim to recruit as partners. The latter is included in costs allocated to 'Developing Partnerships'.
- The agreed work programmes associated with four of our six sources of restricted grant funding include activities and therefore expenditure aimed at promoting the work and securing longer term income to maintain or expand its impact beyond the grant period. We therefore felt it appropriate to reflect this in the presentation of restricted fund expenditure.



Governance and internal control

Trustees

EAC's Trustees are appointed by invitation of the Board, informed by a skills audit first undertaken in 2000 and reviewed during 2003. Since the appointment of new Trustees in 2000 and 2001, no further appointments have been made.

Dr Michael McCarthy, a Trustee since 1996, was appointed Chair in August. His predecessor Noel Shuttleworth continues to serve as a Trustee.

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.
- A contract with Charity Business Ltd for the provision of accountancy services was terminated at mid-year, and the work brought back in house as a temporary measure pending a review. Towards year end proposals were invited from three companies to undertake this work, and in January 2004 haysmacintyre were appointed.

Staff

The collapse in July of plans to deliver a larger scale care advisory service in partnership with another major charity forced a review of staffing requirements, and a decision not to make permanent the post of Operations Manager to which we had recruited early in the year. Instead:

- The more specific role of Advice Services Manager was reinstated;
- Recruitment was started to a temporary post to help ensure we maintained momentum towards accreditation for our services;
- Our Auditors haysmacintyre were engaged to provide a financial management service.

Risk

Following the completion of a risk mapping exercise in 2002, we have continued to work to minimise the risks which that identified, and simultaneously to develop a comprehensive risk management strategy. Key areas in which we have made progress are:

- Protection of our database assets - we have recognised that these cannot be fully protected through enforcement of copyright law. Instead we have explicitly 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 - we have recognised the importance to the continuity of the charity's work of two longstanding members of staff (in addition to the Director) and two external Consultants. We have aimed to increase the likelihood of retaining their services by approving delegation to each of them of responsibility for substantial areas of work.
- Financial controls & compliance - the retention of our Auditors, haysmacintyre, to provide a comprehensive reporting and financial overview service is designed to provide Trustees and Director with both detailed and strategic information, and is a response to the increasing complexity of our operations.

Reserves policy

In 2001, Trustees adopted a policy which sought to maintain reserves equivalent to approximately 6 months' overall operating costs. This policy was reviewed regularly during 2002, in light of Charity Commission recommendations, and in the context of a substantially increased proportion of 'restricted' or project funding received in 2002 and 2003.

In January 2003 we agreed a revised policy of aiming to achieve, by the end of 2003, reserves of £125,000. This is, in our judgement and that of our

professional advisors, sufficient to ensure continuity of the charity's 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 actually exceeded this figure at the end of 2003.

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.



Conclusion and prospects for 2004

The Business Plan we adopted in 2001 was, and remains, an ambitious and outward-looking agenda. It aims to build on EAC's 19 years experience in its field by a combination of consolidating and expanding its own work, and working with others who share similar missions. During 2003, as we hope this report shows, we took huge strides towards meeting each of the objectives we had set for ourselves.

Progress is never without its setbacks:

- The Care Options database has proved far harder (and more expensive) to complete than we ever imagined, and much work remains to be done to create mechanisms to deliver a Care Options Service on the scale we anticipated would be achieved through the partnership plan that collapsed last year.
- Earlier this year, the Housing Corporation was obliged by cuts to its Innovation & Good Practice grants programme to halt support for development of our www.HousingCare.org service. This has forced our hand in terms of trying to attract commercial sponsorship for it and introduce subscription services much earlier than planned.

But to set against these obstacles we have success stories:

- Our Advice Line service remains the benchmark for other organisations that want to deliver housing advice to older people. We are also well advanced in preparing for our application for Community Legal Service Quality Mark accreditation.
- Our involvement with the DH Extra Care LIN has continued into a second year, and in April we were awarded a contract to provide similar support to a similar Better Commissioning network.
- We have high hopes we may have found the right major sponsor to work with on Art Awards for the Over 60s, and enable us to expand and re-shape it into a solid income-earner for the charity.

2004 is well underway at the time of writing, and we can therefore predict a satisfactory out-turn financially. Equally, however, we continue to be held back on several fronts by a lack of sufficient funding to do all that we believe we could do towards improving access to good quality housing information and advice for all older people. Trustees and staff have therefore recently completed a thorough appraisal of our funding strategy, as part of a process of reviewing and updating our Business Plan. We aim to have the new Plan completed by April 2005.



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 2003, and made possible the leap forward the charity has made. We particularly wish to acknowledge:

The Baring Foundation

The Foundation offered funding for 2 years, through its 'strengthening the voluntary sector' programme, to support work with local Age Concern Organisations to help them develop housing advice services to older people.

The Department of Health

The Department made available funding under its Section 64 Grants Programme to support the entire work programme (for England) contained in our Business Plan. This was especially welcome and reflects a growing awareness within the Department and elsewhere 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.

Help the Aged

EAC and Help the Aged's Seniorline service work together on a daily basis, and the two Charities have a long history of collaboration in specific areas of work. In July 2002, Help the Aged made a huge commitment to provide financial support for, and bring promotional and business skills to bear on, the completion of developmental work on Care Options and its translation into a jointly run, national service to the public.

Although the partnership to deliver a national service did not materialise in the way initially envisaged, Help the Aged's financial support over 18 months made possible a huge leap forward in data collection, and in refining our care homes lifestyle classification methodology.

The Housing Corporation

The Corporation's strategic view of how services for older people can be shaped and delivered by and with their involvement is enlightened, and supported by investment in exploratory projects through its Innovation &

Good Practice Programme. After providing support for a number of key elements of EAC's research and developmental work over the years, it is now an enthusiastic supporter of increasing the impact and reach of these various elements through www.HousingCare.org.

The John Ellerman Foundation

In March 2002, the Foundation committed grant funding towards our core costs for a period of two years. In its willingness to support the core activities of charities, rather than time-limited project work, the Foundation is unusual. However, as EAC knows well, it is precisely this kind of funding - for those activities a charity regards as its reason for being - that can be hardest to attract. We are very grateful to the Foundation, not only for its grant, but also for the interest it has taken in our work.

The Lloyds TSB Foundation for England and Wales

The Foundation contributed through its *collaborative programme* for partnership work with allied charities Counsel & Care and Relatives & Residents Association to develop and promote a joint service to people from minority communities. We gained an enormous amount of experience of what partnership working can mean in practice; we also gained some confidence from learning that we are no further behind than others in really engaging with minorities, and the only way is onwards with a willingness to take risks and keep learning.

The Office of the Deputy Prime Minister (ODPM, formerly DTLR)

Until March 2003, ODPM continued to contribute 'strategic funding' through its Special Grants Programme towards the entire work programme (for England) contained in our Business Plan. Over the final 6 months, it also provided an additional grant of nearly £40,000 towards our ongoing work on Care Options.

All of the following whose financial support during 2003, and in many cases over many years, is greatly appreciated:

Age Concern Enterprises	Housing 21
Arthur James Paterson Ch. Trust	Inman Charity Trustees
Beatrice Laing Trust	Laing's Charitable Trust
Bisgood Trust	Joseph Strong Frazer Trust
British Alcan Charitable Trust	Kreitman Foundation
Bulldog Trust	Lynn Foundation
Care Village Group	Mars UK Ltd
Close Brothers Investments Ltd	P F Charitable Trust
Croudace	Reed Charity
DeLazslo Foundation	Retirement Security Ltd
The Dorus Trust	Sir James Knott Trust
Dowager Countess Eleanor Peel Trust	Sobell Foundation
Dyers Charity	Stock Exchange Benevolent Fund
Economic Lifestyle	Tomkins plc
English Courtyard Association	Trees A Winn Charitable Trust
Girlings Retirement Options	Trust
Hewlett Packard	Wales & West Hsg. Assocn.

Subscribers to our Caring Company Service

This service supports the personnel and welfare departments of 12 large employers in advising their retired staff about housing, support and care issues. It also works in partnership with 3 subscribing Employee Assistance Programme provider companies. We are grateful to all of these for their loyalty to us:

BBC	Marks & Spencer	GlaxoSmithKline
BAT Industries	Open Line	Standard Chartered Bank
Ceridian	Exel plc	Sun Life
Centrefile	P & O	Tesco
John Lewis	Royal Bank of Scotland	
Partnership	Sainsbury	

Special acknowledgements

A very special acknowledgement is due to those people whose contribution to our work has to remain invisible in Financial Statements - our volunteers. We are fortunate in having several, some having served the charity for many years. Each brings an expertise we need, as well as their freely given time.

Although some might find it distasteful, we have had to put a price on their work in our reporting to one statutory funder that takes a keen interest in volunteering. That figure in 2003, conservatively estimated, was £30,000. This really is an enormous resource, for which we, and all users of EAC's services, have reason to be very grateful.

Last, but certainly not least, the Trustees wish to record their continuing appreciation of the commitment, skills and expertise invested by the Director and staff of EAC in sustaining both the spirit and substance of the charity - regularly exceeding the expectations we have of them.

Under the leadership of its previous and longstanding Chairman, Noel Shuttleworth, and with the support 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.



Statement of 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;

Report of the Trustees

- 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.

Dr Michael McCarthy
Chairman

26th August 2004



Independent Auditors' Report

for the year ended 31 December 2003

We have audited the financial statements of Elderly Accommodation Counsel for the year ended 31 December 2003 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 preparation of the financial statements in accordance with applicable law and United Kingdom Accounting Standards. 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 United Kingdom Auditing Standards.

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 transactions with the charitable company is not disclosed.

We read the other information contained in the Trustees' Report and consider whether it is consistent with the audited financial statements. We consider the implications for our report if we become aware of any apparent misstatements or apparent material inconsistencies with the financial statements.

Basis of audit opinion

We conducted our audit in accordance with United Kingdom Auditing Standards 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 of the state of the charity's affairs as at 31 December 2003 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended and have been properly prepared in accordance with the Companies Act 1985.

haysmacintyre

Chartered Accountants / Registered Auditors

Fairfax House
15 Fulwood Place
London
WC1V 6AY

28th October 2004

Statement of Financial Activities

for the year ended 31 December 2003

	Notes	Unrestricted Funds £	Restricted Funds £	Total 2003 £	Total 2002 £
Incoming resources					
<i>From activities in furtherance of the charity's objects:</i>					
Research & data sales		26,545	-	26,545	40,591
Advice services income		33,954	-	33,954	33,246
Contracted services		70,716	-	70,716	3,863
<i>From activities to generate funds:</i>					
Grants & donations	1, 2, 3	137,415	203,873	341,288	304,588
Rental income		-	-	-	3,963
Bank interest		1,930	-	1,930	1,989
Total incoming resources		270,560	203,873	474,433	388,240
<i>Less: Cost of generating funds</i>					
Fundraising and related publicity	5	20,818	23,979	44,797	37,348
Purchase of publications for sale		-	-	-	1,889
		20,818	23,979	44,797	39,237
Net incoming resources available for charitable application		249,742	179,894	429,636	349,003
Charitable expenditure					
<i>Costs of activities in furtherance of the charity's objects:</i>					
Delivering an information & advice service		91,027	49,535	140,562	100,003
Research & information gathering		32,514	84,445	116,959	131,884
Developing partnerships		13,885	59,261	73,146	29,549
Delivering contracted services		45,621	-	45,621	-
Management and administration		52,557	-	52,557	44,701
Total charitable expenditure		235,604	193,241	428,845	306,137
Total resources expended	4	256,422	217,220	473,642	345,374
Net movement in funds		14,138	-13,347	791	42,866
Fund balances brought forward at 1st January 2003		131,908	15,299	147,207	104,341
Fund balances carried forward at 31st December 2003		146,046	1,952	147,998	147,207

- All transactions are derived from continuing activities.
- All recognised gains and losses are included in the statement of financial activities.

Balance Sheet

at 31 December 2003

	Notes	2003		2002	
		£	£	£	£
FIXED ASSETS					
Intangible fixed assets	1(f)		1		1
Tangible fixed assets	8		17,329		21,848
CURRENT ASSETS					
Debtors	9	71,445		108,735	
Cash at bank and in hand		110,264		53,229	
		<u>181,709</u>		<u>161,964</u>	
CREDITORS:					
amounts falling due within one year	10	(51,041)		(36,606)	
NET CURRENT ASSETS					
			130,668		125,358
NET ASSETS					
			<u>147,998</u>		<u>£147,207</u>
FUNDS					
	11				
Unrestricted funds			146,046		131,908
Restricted funds			1,952		15,299
			<u>147,998</u>		<u>£147,207</u>

Approved by the Board of Trustees on 26th August 2004 and signed on its behalf by:

M. McCarthy
Chairman

N. Shuttleworth
Vice-Chairman

Notes to the Financial Statements

For the year ending 31 December 2003

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 October 2000, and with applicable accounting standards.

(b) Fund accounting

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

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

(c) Incoming resources

Grant income is recognised when the conditions for receipt have been complied with. Donations and other voluntary income are recognised on a receipts basis.

(d) Resources expended

Charitable expenditure and expenditure relating to the administration and management of the charity is recognised on an accruals basis.

Central overheads are allocated to operation and fundraising functions on the basis of their use of central support services with the aim of ensuring that those costs remaining within administration relate to the management of the charity's assets, organisation administration and compliance 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

(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) Stocks

Stocks are valued at the lower of cost and net realisable value.

(h) 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

Notes to the Financial Statements

For the year ending 31 December 2003

2. RESTRICTED FUNDS	Balance at 1.1.03 £	Incoming Resources £	Outgoing Resources £	Balance at 31.12.03 £
Community Fund	2,970	25,556	26,574	1,952
Help The Aged	12,329	42,711	55,040	-
The Lloyds TSB Foundation	-	30,146	30,146	-
The Housing Corporation	-	78,617	78,617	-
ODPM	-	19,343	19,343	-
Baring Foundation	-	7,500	7,500	-
	<u>15,299</u>	<u>203,873</u>	<u>217,220</u>	<u>1,952</u>

3. UNRESTRICTED GRANTS & DONATIONS	Balance at 1.1.03 £	Incoming Resources £	Outgoing Resources £	Balance at 31.12.03 £
DTLR / ODPM (Strategic funding)	-	49,550	49,550	-
Dept. Of Health (Core Funding)	-	43,200	43,200	-
Ellerman Foundation (Core Funding)	-	15,000	15,000	-
Others (Core Funding)	-	29,665	29,665	-
	<u>-</u>	<u>137,415</u>	<u>137,415</u>	<u>-</u>

4. ANALYSIS OF TOTAL RESOURCES EXPENDED

	Staff Costs £	Other £	Depreciation £	Total 2003 £	%
Charitable expenditure:					
Delivering an information & advice service	99,677	37,941	2,944	140,562	29.7
Research & information gathering	82,940	31,568	2,451	116,959	24.7
Developing partnerships	44,693	27,132	1,321	73,146	15.4
Delivering contracted services	32,352	12,313	956	45,621	9.6
Management and administration of the Charity	37,270	14,186	1,101	52,557	11.1
					90.5
Other expenditure:					
Fundraising and related publicity	24,589	19,481	727	44,797	9.5
Total	<u>321,521</u>	<u>142,621</u>	<u>9,500</u>	<u>473,642</u>	100

	2003 £	2002 £
Included in Management and administration are the following costs:		
Auditors Remuneration	3,250	3,000

Notes to the Financial Statements

For the year ending 31 December 2003

5. FUNDRAISING AND RELATED PUBLICITY	2003	2002
	£	£
Income		
Art Awards	27,694	5,750
Other grants and donations	313,594	298,838
	<u>341,288</u>	<u>304,588</u>
Expenditure		
Art Awards	20,243	3,391
Other	24,554	33,957
	<u>44,797</u>	<u>37,348</u>
Total	<u>296,491</u>	<u>267,240</u>
6. HUMAN RESOURCES	2003	2002
	£	£
Regular payroll staff		
Gross Salary	172,720	95,615
Employers NIC	16,023	8,547
	<u>188,743</u>	<u>104,162</u>
Consultants and occasional staff	<u>132,778</u>	<u>119,218</u>
	<u>321,521</u>	<u>223,380</u>

At the end of the year, the company employed 4 full time and 2 part time salaried staff, 3 regular consultants and 3 occasional / casual staff.

7. TRUSTEES' REMUNERATION AND REIMBURSED EXPENSES

No trustee received reimbursed expenses or remuneration for their services during the year (2002: Nil).

Notes to the Financial Statements

For the year ending 31 December 2003

8. TANGIBLE FIXED ASSETS

	Office Equipment £	Total £
Cost or valuation		
At 1st January 2003	70,685	70,685
Additions	4,981	4,981
	<hr/>	<hr/>
At 31st December 2003	75,666	75,666
	<hr/>	<hr/>
Depreciation		
At 1st January 2003	48,837	48,837
Charge for the year	9,500	9,500
	<hr/>	<hr/>
At 31st December 2003	58,337	58,337
	<hr/>	<hr/>
Net Book Value		
At 31st December 2003	17,329	17,329
	<hr/>	<hr/>
At 31st December 2002	21,848	21,848
	<hr/>	<hr/>

9. DEBTORS

	2003 £	2002 £
Trade debtors	28,715	73,906
Prepayments and accrued income	37,030	29,252
Other debtors	1,268	1,159
VAT debtor	4,432	4,418
	<hr/>	<hr/>
	71,445	108,735
	<hr/>	<hr/>

10. CREDITORS: Amounts falling due after one year

	2003 £	2002 £
Other taxes and social security costs	3,447	3,506
Other creditors and accruals	47,594	33,100
	<hr/>	<hr/>
	51,041	36,606
	<hr/>	<hr/>

Notes to the Financial Statements

For the year ending 31 December 2003

11. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Fixed Assets £	Net current Assets £	Long-term Creditors £	Total £
Restricted funds	-	1,952	-	1,952
Unrestricted funds	17,329	128,717	-	146,046
	<u>17,329</u>	<u>130,669</u>	<u>-</u>	<u>147,998</u>

12. OPERATING LEASE COMMITMENTS

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

	Land and buildings £	Office equipment £	Total £
Leases expiring:			
Within 2-5 years	<u>26,960</u>	<u>-</u>	<u>26,960</u>

The figure for land and buildings is the remaining contractual commitment to rent payments on the leases we hold at our main office address to March 2005. This is higher than in the previous year because we acquired additional temporary space during 2003.

Legal 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. 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 2001.

Honorary positions

President	The Countess of Mar
Vice President	The Baroness Brigstocke (deceased 07/05/04)
Founder Members	Michael Farnell, James Dreaper

Board of trustees

Dr Michael McCarthy (Charirman)
Mr Bob Bessell
Mr Gay Gardner
Ms Helena Herklots (resigned 28/08/03)
Mr Mervyn Kohler OBE
Mr Ian McNeill (Treasurer)
Ms Jane Minter
Mrs Jenifer Rosenberg OBE
Mr Noel Shuttleworth
Mr Ron Sutton

Director & Secretary

John Galvin

Registered Office

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

Operational address

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

Auditors

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

Bankers

National Westminster Bank, 55 Kensington High Street, London W8 5ZG

Solicitors

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

EAC in a nutshell

Elderly Accommodation Counsel

is an independent charity, founded in 1985

Which provides:

- ⦿ 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

The information covers:

- ⦿ Remaining at home
- ⦿ Sheltered & retirement housing for sale, rent or part-purchase
- ⦿ Residential care homes
- ⦿ Close care accommodation
- ⦿ Abbeyfield sheltered and 'extra care' 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



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

Tel: 020 7820 1343.

Email: enquiries@e-a-c.demon.co.uk

**Websites: eac.org.uk &
www.HousingCare.org**

Charity No. 292552

