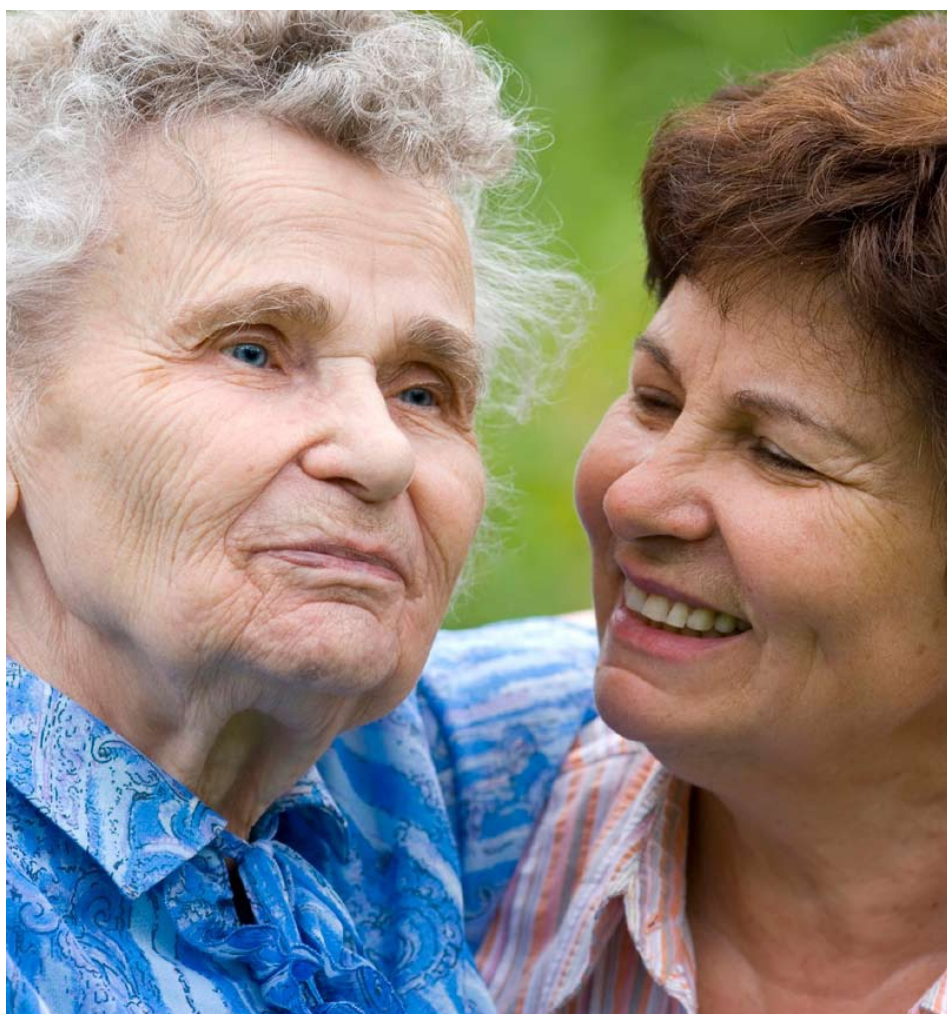




# Annual Report and Financial Statements 2013

**Annual Report of the Directors/Trustees  
and financial statements for the year  
ending 31 March 2013**



Action on Elder Abuse  
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Charity No: 1140543  
Company No: 07290092

## **ACTION ON ELDER ABUSE**

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## Some highlights of our year:



AEA were responsible for successfully obtaining a review of the No Secrets guidance on adult protection in England, which then triggered a review of similar guidance in Wales, called In Safe Hands. Throughout the year we actively participated in the Government's advisory board on the review, briefed peers on the content of the draft Care Bill, and highlighted shortcomings in the proposals. Because of our work there will be adult safeguarding legislation in England and Wales.

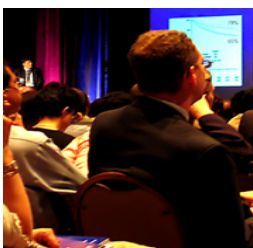


Our unique helpline gives emotional support, information and guidance to older people and anyone concerned about abuse. We undertook a major review of our helpline. Up to 5,800 calls are made to us each year. The vast majority of people who call (86%) are better informed about abuse and safeguarding options at the conclusion. At least 20% received very comprehensive advice on the options available to them and the consequence of choices. In a significant number of cases people are able to validate their intended actions.



In conjunction with other organisations and Esther Rantzen, we established a new helpline, the Silver line, to address loneliness in older people. This is currently being piloted in the North of England and the Isle of Man, with a live launch scheduled for late 2013.

We are doing this as isolation and loneliness is often found as a factor in elder abuse.



We held our one day national conference in March (with over 250 people in attendance). Speakers at the event included David Brindle, the Guardian's Public Services Editor, a representative of the Department of Health, the British Institute of Human rights, various solicitors and medical doctors, domestic violence experts, Care Quality Commission, Association of Directors of Adult services, experts on learning disabilities and on dementia, and the Law Commission.



During the last year we delivered ten seminars on financial abuse, four training sessions on elder abuse, and addressed twenty-three separate events throughout the UK, hosted by Third sector groups, solicitors, universities, pensioner's groups, care providers, hospitals, political organisations and trades union. More than 6,000 people heard our messages through these means.



We established three community groups of the charity, one in Lancing, East Sussex, one in March, Cambridgeshire, and one in Streatham, in London Borough of Lambeth. We encouraged older people to get involved in challenging elder abuse, and we trained volunteers to act as buddies for survivors of elder abuse. Localism and empowerment in action.



We developed our digital presence, with 1,643 people following us on Facebook, 1,228 receiving information through Twitter, and nearly 400,000 viewing our webpages. And 791 people joined our new, free Practitioners Support Network.

We're getting the message out there.

***Each year*** the work of Action on Elder Abuse affects thousands of older people; people who may not know we exist, but who are protected from abuse because of our work in highlighting, challenging, training, educating and influencing politicians and others.

Our best estimate is that less than 10% of older victims of abuse currently receive support from adult safeguarding, with at least 500,000 affected each year. We must do better.

The only thing stopping us from doing more is money. With increased funding comes increased activity. And, to quote one of our Facebook followers, "We need to replicate AEA throughout the length and breadth of the UK."

Gary FitzGerald D.SC., M.A.  
CEO Action on Elder Abuse

## Chair's introduction

Welcome to this Annual Report of the Trustee/Directors of AEA for the year ending 31 March 2013.

It has been as ever a full and busy year and you will read inside another long list of actions carried out and of outcomes achieved. The Board join me in thanking our Chief Executive, Gary FitzGerald, and all his staff for their tireless efforts to promote the work of this charity.

We have seen the validation of our helpline, draft legislation to better protect older people initiated by our campaigning, and further development of our Branch structure. We have built the strength of our Board by the addition of several active and experienced members but continue to value the contribution of our "old hands" who, despite in some cases severe health problems, have played their part in promoting our mission.

We continue to build alliances with other players in this field and seek to improve our influence on the work of Department of Health and CQC. We are a campaigning organisation and, using our experience and our research, we make forceful statements about how better to protect older people. These are not always well received but the enquiries into Mid Staffs Hospitals and Winterbourne View demonstrate that those who care for older people and those who regulate that care need to be less arrogant and to listen better.

We have put on a number of well attended conferences and customer feedback demonstrates the value of this work. Look on our website regularly, or follow us on Twitter, and join our Practitioners Network to be part of our world.

Finance continues to be a major challenge for AEA as for many charities but as the only UK wide organisation concentrating on preventing the abuse of older people, it is vital that our work not only continues but expands. We are currently unable to pick up all the issues that come to our attention and with 500,000 incidents of abuse of older people each year there is no room for complacency. Please become a member of AEA, and add your voice (and some of your money) to our vital work.

John Beer.  
Chair AEA

# Action on Elder Abuse

Reference and Administrative Details of the Charity, its Directors/Trustees and Advisors

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## Registered Office:

Action on Elder Abuse  
23 Mitcham Lane  
Streatham  
SW16 6LQ

Telephone: 020 8835 9280  
Fax: 020 8696 9328  
Web: [www.elderabuse.org.uk](http://www.elderabuse.org.uk) and [www.elderabuse.ie](http://www.elderabuse.ie)  
Email: [enquiries@elderabuse.org.uk](mailto:enquiries@elderabuse.org.uk)

## Current Directors/Trustees are:

Dr John Beer OBE., Chair  
John Curry Vice Chair  
Martin Herd, Hon Treasurer  
Toni Oelrich, Vice Chair

Keith Lewin	Peter Westland CBE
Ronnie Barnes	Miranda Wixon
Randal McHugh	Stephen James
Lawrence Tudin (appointed 25 March 2013)	
Nicola Hill (appointed 25 March 2013)	
David Congdon (appointed 25 March 2013)	

## Advisor to the Board is:

Val DeSouza

The Chief Executive, Gary FitzGerald, is also the Company Secretary

Our Independent Reviewer is: Janet Pressland FCA., 18 St John's Church Road,  
London, E9 6EJ

Registered charity No: 1140543  
Company Registration No: 07290092



# Action on Elder Abuse

## Directors/Trustees' Report

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### **STRUCTURE, GOVERNANCE AND MANAGEMENT**

This is the annual report of the Directors who are Trustees of the charity, Action on Elder Abuse (which is sometimes abbreviated to 'AEA'). It is a charitable company, limited by guarantee, and was incorporated as a company on 21st June 2010. The charity was originally established in 1993.

### **INTRODUCTION**

Within this document the Directors/Trustees present their report and financial statements for the year ended 31 March 2013. The financial statements have been prepared under the accounting policies detailed in the relevant section and comply with the charity's governing documents, applicable law and the requirements of the Statement of Recommended Practice, "Accounting and Reporting by Charities" issued in March 2005 (SORP 2005). It contains an analysis of our current activities, explanations of our thinking and intent in choosing those activities, and statements of what we intend to achieve during the next year.

### **CHARITABLE OBJECTIVES**

Action on Elder Abuse is a specialist organisation that focuses exclusively on issues relating to the abuse of older people. We do not undertake work of a more generic nature (e.g. pensions representation, general information and advice, in relation to older people) but instead concentrate on those situations where an older person has been abused by someone they should have been able to trust. Our definition of abuse reflects this objective and has been adopted by the World Health Organisation and other nations (e.g. Ireland):

'Elder abuse is a single or repeated act or lack of appropriate action occurring within any relationship where there is an expectation of trust which causes harm or distress to an older person.'

Our charitable object states that we shall promote the relief of elderly people and prevent elder abuse through raising awareness, education, research and the dissemination of information, and we seek to undertake this work across the United Kingdom. Our Directors/Trustees periodically review our objectives and activities to ensure they continue to reflect our aims. In carrying out this review the Directors/Trustees consider the Charity Commission's general guidance on public benefit. The governing documents are the Memorandum and Articles of Association.

The Directors/Trustees have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Commission. In setting objectives and planning the activities outlined in this report, the Directors/Trustees have given careful consideration to the public benefit of the

# Action on Elder Abuse

## Directors/Trustees' Report

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charity's work. AEA is committed to enabling as many vulnerable older people as possible to benefit from our services and actions, in furtherance of our objectives in preventing and challenging elder abuse. In undertaking our work we also benefit other adults who may be at risk of abuse.

### **MISSION STATEMENT**

In furtherance of our charitable objectives we are seeking to create an environment in which the abuse of older people is no longer tolerated and we are doing this through increasing the awareness of the public and practitioners about the nature and extent of elder abuse and by facilitating the development of policies, procedures and cultures that both abhor and challenge such abuse.

### **DIRECTOR/TRUSTEE STRUCTURE:**

In accordance with our Articles of Association, there is a maximum of fifteen Directors/Trustees. To the extent that it is practical to do so, the Board endeavours to ensure that at all times there is at least one serving Director/Trustee from each of the four home countries, namely England, Scotland, Wales and Northern Ireland. The Board maintains a skills audit of Director/Trustees and uses this to either advertise for, or directly recruit, suitable new members of the Board.

Additionally, the Board appoints advisors, who can attend but not vote at its meetings. At each Annual General Meeting one-third of the Directors/Trustees (or the number nearest to one-third) retire from office, and may stand for re-election.

The Board meets up to six times per year with the Chief Executive and managers of the charity, and interim meetings of sub-groups additionally occur to review activities and make further decisions as necessary. Responsibility for the management of day-to-day operations is delegated to the Chief Executive.

### **DECISION MAKING**

The Directors/Trustees are responsible for deciding the strategic direction of the charity, establishing policy, business planning and ensuring financial stability. Budgets are agreed annually, with reports received and approved by each Board meeting.

The Chief Executive is responsible for ensuring that activities are in keeping with the strategic plan, any legislative requirements, charity policy and the stated objectives of the charity. Within those parameters the Chief Executive takes action as appropriate, and liaises with Directors/Trustees as necessary. This includes financial decisions, media activity, social policy development, and service delivery.



# Action on Elder Abuse

## Directors/Trustees' Report

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### **RISK MANAGEMENT**

On an annual basis the Board formally reviews the risks involved in maintaining and operating the charity, using a risk assessment matrix to ensure all key areas are identified and considered. This matrix identifies ways in which the charity may reduce the impact of identified risks.

### **ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE**

#### **ACTIVITIES**

To achieve our objectives we combine publicity, with the provision of information, and with practical help for older people, care providers and government/other statutory bodies.

This work includes:

- the provision of a unique, dedicated helpline. There is nothing of its type anywhere else in the UK;
- the provision of a website, with social media activity. The website is the most 'popular' in both google and yahoo, in terms of elder abuse;
- work with the media, writing articles, assisting 'undercover' work, and commenting upon abuse cases;
- providing training, conferences, and seminars. These services are unique, with our conferences highly valued and always fully booked by practitioners and others;
- supporting a membership base, and undertaking project work, and social policy activity. Our activities have resulted in a major focus by Government on adult safeguarding, with a commitment to legislation to protect older people;
- Establishing and supporting local community groups of the charity, to bring together older people to challenge elder abuse and support each other.

Without our activities and the work of AEA, the voice of vulnerable older people would not be heard and the progress made in terms of regulation and adult safeguarding would not have been achieved. Our work makes a real difference.

Within each year we seek to strike a balance between actions intended to influence or effect change in legislation, policy or statutory activity, actions that may raise general public awareness of abuse (and thus stimulate appropriate responses), and actions that directly assist older people themselves.

# Action on Elder Abuse

## Directors/Trustees' Report

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### **REVIEW OF ACTIVITIES**

The financial situation facing the charity has been challenging for the last few years, and this year was particularly difficult. Our income is derived from three primary sources; trusts and foundations, statutory funding, and self-generated income. In all three areas it has become more difficult to maintain income levels and we had to work particularly hard this year to achieve sufficient income to maintain the charity effectively.

Despite this, we have continued to undertake our core activities and deliver on projects commenced in previous years, but this has involved drawing significantly on our reserves to maintain our work.

For 2012/13 we said we would:

- seek more stable financial partnerships with trusts and foundations to ensure the future of the charity.

We have focused considerably on our fundraising during this year, and have strengthened our relationship with a number of key grant giving bodies to enable us to continue our work. To that extent we deemed this to be successful. Despite this however, we need to do more to increase the number of funding bodies supporting our work in order to ensure stability and growth in crucial areas.

**For this coming year:**

- **We will maintain our relationship with existing funders, while seeking to achieve at least one new significant funding stream.**

We have continued to work with various partners on issues related to safeguarding, including participating in the Department of Health's working group on reviewing adult safeguarding guidance and introducing legislation, maintained our Helpline support, hosted a number of conferences and also provided training and seminars on appropriate topics.

For 2012/13 we said we would

- Review our interactions to ensure that we maximize their impact and influence, and obtain the best response in terms of challenging elder abuse.

During the year we held three evaluation sessions, looking at the complete range of activities undertaken by the charity and prioritising them into short, medium and long term objectives. Our immediate priority areas have been to enable older people to come together at a local level around the issue of elder abuse, to develop a

# Action on Elder Abuse

## Directors/Trustees' Report

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network of safeguarding and care practitioners who are supportive of our objectives, and to keep the development of protective legislation on the political agenda.

### For this coming year:

- **We will maintain our focus on these three key areas, but seek to expand the number of organisations who have an interest in, or who will taken action in response to issues of, abuse.**
- **We will seek to ensure that any safeguarding legislation reflects the needs of victims and effective outcomes**

### HELPLINE

Elder Abuse Response is the only helpline operating across the UK that is dedicated exclusively to the issue of elder abuse. It gives emotional support, information and guidance to older people and anyone concerned about abusive practices or experiences. It is unique and requires a great deal of time and effort to ensure it provides adequate support and accurate information. We have noted a steady increase in the complexity of calls, and this is also increasing the length of time calls are taking to address. However, once again, more people attempted to call our Helpline than we were able to answer and assist.

### For the year 2012/13 we said we would

- **appoint full time staff to the Helpline, and undertake a comprehensive review of its systems, staffing, activities and impact.**

We judged this as successful in that we commissioned an external consultant to undertake a detailed review of the helpline, together with recommendations for improvement, and we appointed a full time helpline operator.

Between 5,200 and 5,800 calls are made to the helpline each year. Calls answered were up by 33% in the first half of 2012 and this trend has continued. 10% of callers receive active intervention by AEA to ensure they receive a correct safeguarding response. This is an increase on very limited previous activity in this regard. Changes to the call management system have significantly reduced calls lost before an operator or voice mail picks them up. And call monitoring records and reporting are improving. Data suggests that the majority of callers get at least some useful information from their contact with the helpline – and some get an excellent service. Analysis of call sheets is being used to identify knowledge gaps in Third sector organisations. As a result we have provided specialist seminars on financial abuse for Third Sector groups throughout the last two years to increase their awareness and capacity. And improved training programmes have been provided to

# Action on Elder Abuse

## Directors/Trustees' Report

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helpline staff and volunteers.

Most calls to the helpline are appropriate, with very few willfully inappropriate or nuisance calls. There are however a number of calls from people who are lonely or worried about issues of vulnerability which do not appear to be connected to any form of abuse. The helpline seeks to connect such people to local services, and will formally link such callers to the new Silverline 'loneliness' helpline when this goes nationwide later this year.

People approach the helpline for several reasons; they are concerned about abuse but powerless to intervene, they live far away and want to know what and how to take action in response to suspected abuse, they are concerned about neighbours but are reluctant to intervene, they are being abused but afraid to take action, they are unhappy with the actions of a local agency, they are poorly paid care staff who are fearful of the consequences of taking action, or the situation is highly complex and the solutions are not obvious.

The vast majority of people who call the helpline (86%) are better informed about abuse and safeguarding options at the conclusion of their call. At least 20% received very comprehensive advice on the options available to them and the consequence of choices. In a significant number of cases people are able to validate their intended actions.

### **For this coming year:**

- **We will implement the recommendations of the helpline review, evaluate the success of the full time post, and make changes as necessary.**

### **WEBSITE/SOCIAL MEDIA**

The website is used as a means of providing up to date news on adult safeguarding and elder abuse, and for providing general guidance and information on the subject. Pages give information on the charity's services, downloads of all key documentation relating to safeguarding, conference presentations, details of current relevant news events, and information on the nature of elder abuse. It is often the first point of call for the public, journalists, and academics, and is the primary elder abuse site identified by both Google and Yahoo search engines.

### **For the year 2012/13 we said we would**

- **continue to develop the website and other social media options, and seek to increase take-up as a means of awareness raising.**

# Action on Elder Abuse

## Directors/Trustees' Report

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During the year we introduced video streaming onto the website, established a practitioners support network accessed through the site, and introduced the opportunity of online payment for products and services through the use of Paypal.

Additionally, our use of Facebook and Twitter continued to develop, with over 1,643 people following our Facebook publicity and a further 1,228 people receiving our information through Twitter.

### **For this coming year:**

- **We will continue to use and expand our use of social media, further integrating it into our core activities.**

### **MEDIA WORK**

Getting our message across in newspapers and on broadcast media is integral to our overall strategy, both to raise awareness of elder abuse and to make sure as many people as possible know we are here to help. It is also a significant method by which we seek to influence social policy.

Because of workload issues we had to switch our media activities toward reacting to media requests rather than initiating media stories. Despite this we were regularly quoted in a range of newspapers and magazines, including specialist periodicals such as community care, and we gave interviews to programmes such as 'Inside Out'. Additionally we continued to undertake radio and television work and commented on issues ranging from the role and activities of the regulator of care and health services, through to issues associated with the use of 'Do not attempt resuscitation' notices in hospitals. We also held discussions with a number of current affairs programmes to explore future broadcasting possibilities, and engaged in discussions with David Brindle, Public Services Editor of the Guardian, to develop our media strategy. We also produced an elder abuse podcast for Brunel University.

### **For 2012/13 we said we would**

- **continue to maintain a media presence, seeking to develop and exploit opportunities whenever possible.**

Although our work was predominantly reactive we judged this to be successful as we maintained a media focus on abuse and related issues.

### **For this coming year we will**

- **Again continue to maintain a media presence, but seek to increase this by achieving funding for a media post to promote our services**

# Action on Elder Abuse

## Directors/Trustees' Report

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### **and activities.**

### **TRAINING and SEMINARS**

#### Training

We provide a range of training products and services, including DVD's on general elder abuse awareness (hosted by Sir Tony Robinson who is one of our patrons), a DVD called 'Consequences' that is focused on domiciliary care, a fifteen minute film about financial abuse, and a DVD and information booklet for people who were considering directly employing a Personal Assistant.

#### **For 2012/13 we said we would:**

- **continue to actively promote our products, and seek to recommence training events.**

Sales of our products continued to be good with nearly £9,000 of training and information materials sold during the year. Additionally, we updated our training courses and re-commenced marketing them toward the end of the year, holding two test events to establish levels of interest. These were well-received and confirmed that there was a market for us to re-establish a series of training programmes. We also provided specialist training to care provider organisations and other helplines.

We judged this to be successful in that developed our training content and strategy and re-gained a market area that we had previously lost.

#### **For this coming year we will**

- **continue to actively promote our products, and integrate a training programme into our range of pre-booked services on offer,**

#### Seminars

Because of the financial climate we assessed that it would be more effective to hold a series of seminars on relevant topics rather than maintain the number of conference events as is in previous years. These were smaller in number and in cost to participants, but achieve the same objectives over a longer period of time.

#### **For 2011/12 we said we would**

- **continue to host seminars as alternatives to conferences, on topics relevant to the time.**



# Action on Elder Abuse

## Directors/Trustees' Report

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We looked at the cost benefits of delivering seminars and concluded that they needed to be better targeted and structured to make them financially worthwhile. Consequently, we delivered ten seminars on Financial Abuse based upon a training package we had developed. These were well-attended and well-received, and we were grateful to Age UK who allowed us to use their London premises free of charge. We judged this to be highly successful.

### **For this coming year we will:**

- **continue to host a number of financial abuse seminars, and additionally research other topics that would benefit from this approach.**

## **CONFERENCES**

Conferences are integral to our strategy of enabling learning and development by practitioners and providers, and thereby influencing the quality of life of older people and other vulnerable adults. There are two aspects to this, conferences that we host, and talks that we give to other organisations. Additionally, our conferences can be levers for change, in that they can focus attention on areas of social policy or practice that are not receiving due attention or are not being appropriately addressed by government, regulators or care providers.

During the year we spoke at twenty-three separate events throughout England and Wales, hosted by Third sector groups, solicitors, universities, pensioners' groups, care providers, hospitals, political organisations and trades union. More than 6,000 people heard our messages through these means.

In the year ending March 2013 we held:

### **AEA's National Conference**

#### **For 2012/13 we said we would**

- **repeat the one-day approach to running these conferences as this proved highly popular, and allowed us to cover over 15 topics.**

We held another one day event at the end of March which proved highly popular and was sold out very quickly (with over 250 people in attendance). Speakers at the event included David Brindle, the Guardian's Public Services Editor, a representative of the Department of Health, the British Institute of Human rights, various solicitors and medical doctors, domestic violence experts, Care Quality Commission, Association of Directors of Adult services, experts on learning disabilities and on dementia, and the Law Commission.

# Action on Elder Abuse

## Directors/Trustees' Report

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This event increased our influence over the adult safeguarding agenda, and also contributed significantly to our income. We consequently judged this to be successful. In that regard we were very grateful to Herbert Smith solicitors who provided the venue to us at limited cost.

### **For next year we will**

- **continue with this approach but seek to increase the number of conference events that we hold to at least three in a year.**

### **MEMBERSHIP**

Through our membership scheme we offer practitioners, voluntary groups and the public the opportunity to become part of a like-minded network working to eliminate elder abuse. Members receive our bulletin, Action Points, containing the latest information on policy, legislation and research relevant to the prevention of elder abuse. They also receive discounts on conferences.

### **For 2012/13 we said we would:**

- **continue to explore new methods of attracting members, including a targeted approach toward developing a membership base with older people.**

During the year we focused on promoting membership of the charity as widely as possible, including offering free membership to older people. We also introduced a free 'Practitioner's network' to improve the flow of information to people working in the area of adult safeguarding.

We judged this to have been successful as we sustained our membership, with 430 members at the end of the year. Our Practitioners Support Network had 791 members.

### **For this coming year:**

- **we will continue the approach we have established, as it is sustaining our membership base and our influence over safeguarding practice.**

### **PROJECT WORK**

Project work is an effective method of focusing attention on areas of social policy or practice that are not receiving an appropriate level of attention or are not being appropriately addressed by government, regulators or care providers. It can also be used as a lever for change, and as a means of equipping workers or volunteers with

# Action on Elder Abuse

## Directors/Trustees' Report

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skills that can help them in their work with older people.

We choose project work carefully to ensure that it meets one or more of our primary objectives, as it can be very attractive to seek project funding as an alternate way of achieving core funding. Consequently we carefully consider the benefits of a proposed project to ensure that it is justified and relevant to

### **The Department of Health local community groups project**

This developed from a Comic Relief project intended to establish a support network for people, or their relatives or friends, who had experienced abuse. The objective of the Scheme was to enable survivors to achieve full recovery from the effects of their abuse and put the trauma behind them, living a life that was full, satisfying, and happy – a life where they were no longer just 'safe and sad' but truly 'safe and sound.'

Following the conclusion of the Comic Relief project we successfully sought three year funding from the Department of Health to establish local groups of older people who could provide buddying support to older victims of elder abuse. This built upon the work of the Comic Relief project. A steering group was formed comprising Jackie Pritchard (well known safeguarding author), Di Galpin from Bournemouth University, Steve James of Manchester City Safeguarding, Gloria Eveleigh (our consultant) and our CEO. The first of the groups was established in Lancing on the South Coast, with three more planned for the next financial year.

#### **For 2012/13 we said we would**

- **continue to develop the community groups, establishing at least three more (in Cambridgeshire, the London Borough of Lambeth, and Manchester City)**

During the year we were successful in establishing groups in Cambridgeshire and the London Borough of Lambeth, but we had to delay the formation of the third group as the workload involved in establishing and sustaining these new groups was greater than anticipated. The groups are developing well, and volunteers are being recruited and trained to be self-sustaining and to act as 'buddies' for victims of elder abuse. On the whole we judged this to be reasonably successful, as we were pleased with the work undertaken but would have wished to establish the final group. We held eight steering group and public meetings during the year, managing and promoting the development of the groups.

#### **For this coming year:**

- **we will establish a fourth community group, while developing them to be self-perpetuating beyond the life of the project.**

# Action on Elder Abuse

## Directors/Trustees' Report

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### Care Home Briefings

This is an ongoing project with the Relatives and Residents Association, looking at working with care home staff to tackle issues of abuse. The project is producing a series of simple guides to improve care worker practice and positively affect the quality of care to residents.

For 2012/13 we said we would

- continue to work with our partners and seek to bring this project to a successful conclusion.

This proved more difficult to achieve than anticipated, due to major changes and re-structuring within our partner organisation that is undertaking the work. Timescales had to be re-negotiated with Comic Relief as a consequence with dates re-set for the new financial year. Consequently we deemed this to be unsuccessful.

For this coming year we will

- continue to work with our partners and bring this project to a successful conclusion.

### Department of Health Advocacy and Financial Abuse project

This is a DH funded partnership project with Action 4 Advocacy, looking at possible advocacy interventions in cases of financial abuse. In addition to contributing to the management and development of the project we have a small amount of funding for part time administrative support to the project.

The primary work of this project is undertaken by our partners, and we provide specialist advice and guidance as necessary as well as administrative support.

### SOCIAL POLICY

As the primary adult safeguarding Third Sector organisation in the UK our policy work seeks to influence the development of Governmental strategies and initiatives intended to provide support to older adults at risk of abuse. By liaising, questioning and at times challenging the work of regulators and adult protection systems we provide an impetus that seeks to ensure continued development, often in the face of a changing financial environment that can have a major influence on the prioritisation the needs of such adults. Usually, our voice is the only Third Sector one speaking out on the issue of safeguarding vulnerable older people.

# Action on Elder Abuse

## Directors/Trustees' Report

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### General Policy Work:

Positively influencing the development of Government policy and the work of statutory organisations across the four nations – including regulators of care services - continues to be an important objective for the charity. However, our strategy involves not only commenting upon proposals but also actively engaging in making processes work. We do this by addressing conferences of practitioners, by commenting upon governmental consultative documents, by convening groups to advise governments, by meeting with and also corresponding with regulators and care providers on general and specific policy issues, and by working with other partners to ensure a powerful and informed voice is heard on behalf of older people.

During the year we interacted with the Metropolitan Police, the International Network for the Prevention of Elder Abuse, the Care Quality Commission, the English Community Care Association, Solicitors for the Elderly, UNISON, SAS Daniels LLP, Herbert Smith solicitors, the National Pensioners Convention, the Equality and Human Rights Commission, Brunel University, senior care providers, the Social Care Institute for Excellence, the Big Lottery policy team, the Centre for Housing Studies, the Joseph Rowntree Foundation, Skills for Care, the National Skills Academy, the National Institute for Clinical Excellence, the Law Commission, Age UK, Age Concern Cardiff, the Relatives and Resident's Association, the Alzheimer's Society, the British Geriatrics Society, Independent Age, the United Kingdom Homecare Association, the Department of Health in London, the Association of Chief Police Officers, the Association of Directors of Adult Social Services, Action for Advocacy, and Paul Burstow Minister for care. We also spoke to a delegation from Australia and another from Seoul.

### Care Quality Commission

We attended the CQC working groups on dignity and nutrition in hospitals and in social care, and additionally met with the Chair of CQC, Jo Williams, to discuss ways in which the charity and the regulator might best collaborate on areas of mutual interest. We agreed to meet regularly, and that we would visit the CQC helpline and shadow a CQC inspection.

The issue of the effectiveness of the CQC has been a matter we have been addressing for several years, with some success, and we recently met directly with the Minister for Social Care to discuss this and other issues. More recently, we successfully intervened to stop the unnecessary closure of a care home in the Midlands which was being affected by the unintended consequences of another regulatory matter, and we have persuaded CQC to develop a protocol to avoid such situations in the future

# Action on Elder Abuse

## Directors/Trustees' Report

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### Review of Adult Safeguarding systems:

AEA were responsible for successfully obtaining a review of the No Secrets guidance on adult protection in England, which then triggered a review of similar guidance in Wales called In Safe Hands. Throughout the year we have actively participated in the Government's advisory board on the review, briefed peers in the House of Lords on the safeguarding elements of the draft Care and Support Bill, and attended and spoke at the London Safeguarding Adults network.

This is a major strategy for AEA as it will lead to safeguarding legislation, as a direct consequence of our work.

### Silverline:

A major initiative this year has been to establish, in conjunction with other organisations and individuals, a new helpline (Silver line) to address loneliness in older people. Esther Rantzen, formerly of Childline, is acting as the public face of the service which is being piloted in the North East. We are doing this as isolation and loneliness is often found as a factor in elder abuse. As part of this process we have provided training to Silver line helpline operators on the nature of elder abuse and victims.

### Statutory Agencies

Part of our policy strategy is to influence larger organisations to either engage in adult protection work, or improve their understanding and activities.

During this period we have met with the Chief Executive of the Social Care Institute for Excellence (SCIE) to discuss the development of safeguarding training and resources, and have joined a SCIE working group focused on the role of Personal Assistants (who provide domiciliary care outside of the regulatory system). We have also met with Skills for Care to develop a similar approach for basic care staff.

We were invited to act as expert witnesses to a programme board for the National Institute for Clinical Excellence (NICE) who are seeking to establish standards in relation to domestic abuse and older people. And we have continued our relationship with the Metropolitan Police, acting as advisors on the nature of vulnerability and key police strategies.

Finally, we have been advising the Direct Payments Council as they consider safe options for vulnerable people to replace the current cheque system, and we have held discussions with the Northern Irish Older People's Commissioner on her work priorities for the coming year.



# Action on Elder Abuse

## Directors/Trustees' Report

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### **FINANCIAL REVIEW**

#### **Overview:**

The financial situation facing the charity has improved but was particularly challenging during this year. Our income is derived from three primary sources; trusts and foundations, statutory funding, and self-generated income. In all three areas it has become more difficult to maintain income levels.

Our income this year was reduced by £38,033, mainly through reductions in donations and grants, while expenditure was decreased by just over £67,000. However, we stabilised the situation with regard to self generated income, which had been reducing with the tightening of the financial situation. We plan to grow this area during the coming year. Our closing unrestricted reserves were £29,932.

The next few years will continue to prove challenging for AEA. We will continue to highlight the unique and valuable nature of what we do, and make a clear distinction between our activities in comparison with more generic organisations. However, we need to establish long term funding relationships with Trusts and Foundations in order to ensure we are able to continue our work.

#### **Fundraising income**

Income from donations and grants was £214,921 of which £68,157 was unrestricted income (i.e. income that was not limited by the donor to identified activities or functions).

#### **Self generated income**

This year our self-generated income (monies received as a consequence of our own services, products or activities) gave us a return of **£59,872** (which was less than the previous year's figure of **£61,488**). This reflects our activities in training, conferences, sales of publications and consultancy work.

#### **Expenditure**

Some of our expenditure is linked to commitments within restricted activities that we cannot influence, but in other cases (and particularly in terms of conferences, and social policy) we controlled our expenditure. Our overall expenditure was £302,570.

#### **Overall financial position**

The closing balance carried forward for the year ending 31 March 2012 is £58,932 of which £29,932 is unrestricted compared with the previous years below:

# Action on Elder Abuse

## Directors/Trustees' Report

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Year	2013	2012	2011	2010	2009
Unrestricted	29,932	77,300	£73,721	£61,302	£58,996

This reflects the very challenging situation that faced the charity during the year. Staff had to work hard to ensure that sufficient income was achieved, and this is reflected in the content of the work undertaken. Directors/Trustees continue to monitor this situation closely.

### RESERVES POLICY

Our current reserves policy is to hold sufficient unrestricted funds to meet all staffing obligations, up to a maximum of three months, and other financial obligations as necessary. Annual staff costs are £201,635, and we require a minimum of **£42,000** to meet all obligations over a three month period. We therefore have this as a target to maintain against unrestricted funds and are working towards achieving this.

### INVESTMENT POLICY

We do not currently make long-term investments since funds are required on a short-term basis. Funds are held in a high interest account to maximise interest receivable.

### Statement of Directors/Trustees' responsibilities

The Directors/Trustees are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). The law applicable to charities in England and Wales requires the Directors/Trustees to prepare financial statements for each financial year, which give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources of the charity for that period. In preparing these financial statements, the Directors/Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material 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 charity will continue in business.

The Directors/Trustees are responsible for keeping proper accounting records that

## Action on Elder Abuse

### Directors/Trustees' Report

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disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 1993, the Charity (Accounts and Reports) Regulations 2008. 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.

The Directors/Trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Approved by the Directors/Trustees on 19 September 2013 and signed on their behalf by:

A handwritten signature in dark ink, appearing to read 'John Beer'.

John Beer (Chair)

I report on the accounts of Action on Elder Abuse for the year ended 31 March 2013, which are set out on pages 21 to 28.

### **Respective responsibilities of Directors/Trustees and Independent Examiner:**

The Trustees (who are also the Directors of the company for the purposes of company law) are responsible for the preparation of the accounts. The Trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed. The charity's gross income exceeded £250,000 and I am qualified to undertake this examination by being a qualified member of the Institute of Chartered Accountants for England and Wales.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- Examine the accounts under section 145 of the 2011 Act;
- To follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act; and
- To state whether particular matters have come to my attention.

### **Basis of the Independent examiner's report:**

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

### **Independent Examiner's statement**

In connection with my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect the requirements:
  - to keep accounting records in accordance with section 386 of the Companies Act 2006; and

- to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities.

have not been met; or

- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

*Janet Pressland*

Janet Pressland FCA  
18 St John's Church Road,  
London, E9 6EJ

Date 19 September 2013

# Action on Elder Abuse

## STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2013

		Unrestricted funds £	Restricted funds £	Total 2013 £	Total 2012 £
<b>INCOMING RESOURCES</b>					
<i>Incoming resources from generated funds:</i>					
<i>Voluntary Income:</i>					
Donations, legacies and grants	1	68157	146764	214921	247466
Gift aid tax reclaims		832	0	832	2287
Sponsorship		0	0	0	400
<i>Activities for generating funds</i>					
Membership subscriptions		5865	0	5865	7809
<i>Investment Income</i>					
Fees earned		8225	0	8225	7638
Investment income	2	63	0	63	136
<i>Incoming resources from charitable activities</i>					
Conferences and seminars income		40529	0	40529	40767
Training		1140	0	1140	5760
Sales		9978	0	9978	7323
<b>TOTAL INCOMING RESOURCES</b>		<b>134789</b>	<b>146764</b>	<b>281553</b>	<b>319586</b>
<b>RESOURCES EXPENDED: COST OF GENERATING FUNDS</b>					
Staff costs		23659	0	23659	25166
Brochures, materials and postage		1547	0	1547	2651
Office costs and other overheads		2261	119	2380	2725
Membership services		19128	980	20108	18250
		46595	1099	47694	48792
<b>COST OF CHARITABLE ACTIVITIES</b>					
Conference/Seminar expenditure		25125	790	25915	30602
Provision of training		14955	841	15796	15447
Helpline and web site		17208	56075	73283	62442
Social Policy development		35553	8839	44392	56585
Media Promotion		21521	744	22265	20805
Special Projects		13817	51905	65722	128141
<b>TOTAL CHARITABLE EXPENDITURE</b>		<b>128179</b>	<b>119194</b>	<b>247373</b>	<b>314022</b>
<b>GOVERNANCE COSTS</b>	5	<b>7384</b>	<b>120</b>	<b>7504</b>	<b>6856</b>
<b>TOTAL RESOURCES EXPENDED</b>	3	<b>182157</b>	<b>120413</b>	<b>302570</b>	<b>369670</b>
<b>NET INCOMING RESOURCES</b>		<b>-47368</b>	<b>26351</b>	<b>-21017</b>	<b>-50085</b>
<b>Total funds brought forward</b>		<b>77300</b>	<b>2649</b>	<b>79949</b>	<b>130033</b>
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>29932</b>	<b>29000</b>	<b>58932</b>	<b>79949</b>

The statement of financial activities includes all gains and losses recognised in the year. All incoming resources and resources expended derive from continuing activities.



# Action on Elder Abuse

## BALANCE SHEET as at 31 March 2013

### BALANCE SHEET at 31 March 2013

	Notes	2013 £	2012 £
<b>Fixed Assets</b>			
Tangible Assets	6	1627	2441
<b>Current Assets</b>			
Debtors	7	14998	10226
Cash at bank and in hand		53714	81879
		68712	92105
<b>Liabilities</b>			
Creditors, falling due within one year	8	11407	14597
Net current assets		57305	77508
TOTAL less current liabilities		58932	79949
<b>FUNDS</b>			
Unrestricted General Reserves	9	29932	77300
Restricted	9	29000	2649
	10	58932	79949

The members have not required the company to obtain an audit of its accounts for the year in question, in accordance with section 476 of the Companies Act 2006.

The Directors acknowledge their responsibilities for complying with the requirements of this Act with respect to accounting records and the preparation of accounts.

Approved by the Directors/Trustees on 19 September 2013 and signed on their behalf by:



Dr John Beer (Chair)

# Action on Elder Abuse

## ACCOUNTING POLICIES

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### ACCOUNTING CONVENTION

The financial statements are prepared under the historical cost convention and in accordance with applicable accounting standards. In preparing the financial statements the charity follows best practice as set out in the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP) issued in March 2005 and complies with the Companies Act 2006.

### INCOMING RESOURCES

Income is recognised in the period in which the charity is entitled to receipt and the amount can be measured with reasonable certainty. Income is deferred only when the charity has to fulfil conditions before becoming entitled to it or where the donor has specified that the income is to be expended in a future period.

In accordance with this policy, legacies are included when the charity is advised by the personal representative of an estate that payment will be made or property transferred and the amount involved can be quantified.

### RESOURCES EXPENDED AND BASIS OF ALLOCATION OF COSTS

Expenditure is included when incurred. The majority of costs are directly attributable to specific activities. Certain shared costs are apportioned to activities in furtherance of the objects of the charity. Office costs and property related costs are apportioned in accordance with activities undertaken, and responsibilities of staff engaged in particular activities. Staff costs and office costs are allocated in accordance with work activities.

### FUND-RAISING COSTS

These include the salaries, direct expenditure and overhead costs of the staff who promote fund-raising, including events.

### GOVERNANCE COSTS

These represent costs of the independent review and holding Directors/Trustee meetings to comply with constitutional and statutory requirements.

### FUND ACCOUNTING

Funds held by the charity are:

*Unrestricted general funds* – these are funds that can be used in accordance with the charitable objects at the discretion of the Trustees.

*Restricted funds* – these are funds that can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

# Action on Elder Abuse

## ACCOUNTING POLICIES

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Further explanation of the nature and purpose of each fund is included in the notes to the accounts.

### PENSION SCHEME CONTRIBUTIONS

The Charity makes payments to defined contribution pension schemes on behalf of qualifying employees. Such contributions are charged in the Statement of Financial Activities when made. The contributions are invested separately from the Charity's assets.

### TANGIBLE FIXED ASSETS

Fixed assets other than donated assets are stated at historical cost.

Depreciation is provided on all tangible fixed assets calculated to write each asset down to its estimated residual value evenly over its expected useful life, as follows:-

Computers	33 $\frac{1}{3}$ % per annum on cost
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# Action on Elder Abuse

## NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2013

### Note

1	DONATIONS, LEGACIES AND SIMILAR INCOMING RESOURCES	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total</i> 2013 £	<i>Total</i> 2012 £
	DONATIONS				
	Trusts	37250	42000	79250	46451
	Corporate	0	0	0	20000
	General	27656	0	27656	36333
	Fundraising events	3251	0	3251	2843
	Legacy	0	0	0	0
		68157	42000	110157	105627
	OTHER GRANTS				
	Comic Relief	0	50000	50000	86775
	Department of Health	0	54764	54764	55064
		0	104764	104764	141839
	Total	68157	146764	214921	247466
2	INVESTMENT INCOME AND INTEREST	<i>Unrestricted</i> £	<i>Restricted</i> £	<i>Total</i> 2013 £	<i>Total</i> 2012 £
	Bank interest	63	0	63	136
3	RESOURCES EXPENDED	<i>Staff costs</i> £	<i>Other costs</i> £	<i>Total</i> 2013 £	<i>Total</i> 2012 £
	Costs of generating funds	20675	6911	27586	30542
	Membership services	13852	6256	20108	18250
	Conference expenditure	18275	7640	25915	30602
	Provision of training	12432	3364	15796	15447
	Helpline and website	62566	10717	73283	62442
	Social Policy development	35879	8513	44392	56585
	Media Promotion	18491	3774	22265	20805
	Special Projects	20882	44840	65722	128141
	Governance	4502	3002	7504	6856
	Total	207553	95017	302570	369670

Conference facilities are kindly donated by Herbert Smith solicitors to facilitate a number of our events. We are grateful for this support, the value of which is impossible to quantify

# Action on Elder Abuse

## NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2013

### 4 EMPLOYEES AND STAFF COSTS

The average number of employees throughout the year, calculated on a full time equivalent basis

2013	2012
No	No
6	7

The costs of employing these staff were:

Salaries and Wages

National Insurance

Pension Scheme contributions

2013	2012
£	£
177679	185525
17294	16616
6663	6663

201636	208804
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In addition a great amount of time, the value of which it is impossible to reflect in these financial statements is donated by 5 volunteers

Trustees are not remunerated. £2,144 was reimbursed for travel and other expenses to 6 trustees (2012: £3,844 to 6 Trustees)

### 5 GOVERNANCE COSTS

Independent Examination fees  
Trustee Expenses  
Trustee meeting venue costs  
Administration  
TOTAL

Unrestricted £	Restricted £	2013 £	2012 £
75	120	195	310
2144	0	2144	3844
173	0	173	795
4992	0	4992	1907
7384	120	7504	6856

Office facilities are kindly donated to us by Legal and General to facilitate meetings of our Directors/Trustees. We are grateful for this support, the value of which is impossible for us to quantify.

### INDEPENDENT REVIEWERS REMUNERATION

Fee

Unrestricted £	Restricted £	2013 £	2012 £
430	1090	1520	2200

In line with other overheads costs, professional fees have been allocated to the various charitable activities undertaken

# Action on Elder Abuse

## NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2013

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### 6 FIXED ASSETS

Cost	Computer Equipment £
At 1 April 2012	2441
Additions	0
As at 31 March 2013	2441
Depreciation	
At 1 April 2012	0
Charge for the year	814
As at 31 March 2013	814
Net book value at 31 March 2013	1627
Net book value at 31 March 2012	2441

### 7 DEBTORS

	2013 £	2012 £
Other debtors	0	675
Conference/membership debtors etc	14998	9551
	14998	10226

### 8 CREDITORS, falling due within one year

	2013 £	2012 £
Other Creditors	9907	12597
Accruals and Deferred Income	1500	2000
	11407	14597

# Action on Elder Abuse

## NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2013

### 9 MOVEMENT ON FUNDS

	Unrestricted £	Restricted £	Total 2013 £
At 1 April 2012	77300	2649	79949
Incoming resources	134789	146764	281553
Resources expended	-182157	-120413	-302570
At 31 March 2013	29932	29000	58932

### 10 ANALYSIS OF NET ASSETS BETWEEN FUNDS

Fund balances as at 31 March 2013 are represented by	Unrestricted £	Restricted £	Total 2013 £
Fixed assets	1627	0	1627
Current assets	39712	29000	68712
Current liabilities	-11407	0	11407
Total net assets at 31 March 2013	29932	29000	58932

### 11 ANALYSIS OF RESTRICTED FUNDS

Comic Relief Helpline  
Persula  
Mercers  
Headley  
DH Facilitated Groups  
DH Financial Advocacy  
Other restricted

At 1 April 2012	Income	Managing fee	Expend	At 31 March 2013
£	£	£	£	£
0	50000		50000	0
0	5000		5000	0
1648	0		1648	0
0	29000		0	29000
0	44764		44764	0
0	10000		10000	0
1001	8000		9001	0
2649	146764	0	120413	29000

### 12 FINANCIAL COMMITMENTS

As at 31 March 2013 the charity was committed to making the following payments under non-cancellable operating leases in the year to 31 March 2014

	Land and Buildings	
Operating leases which expire in:	2013 £	2012 £
less than one year	0	3500
Between two and five years	14000	0
In over five years	0	0
TOTAL	14000	3500