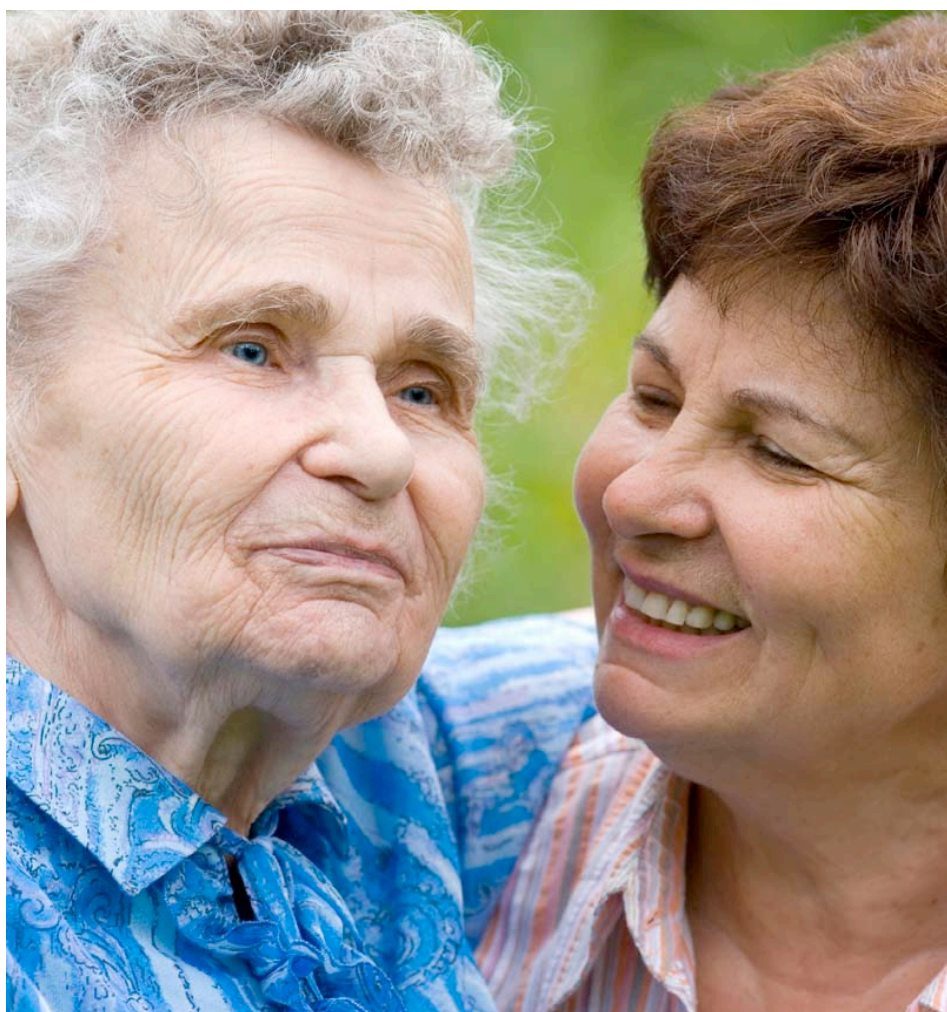




**Annual Report of the Directors/Trustees
and financial statements for the year
ending 31 March 2018**



Annual Report and Financial Statements 2018

Action on Elder Abuse
Registered Address: 23 Mitcham Lane, London SW16 6LQ
tel: 020 8835 9280 fax: 020 8696 9328
e-mail: enquiries@elderabuse.org.uk
web site: www.elderabuse.org.uk

Charity No England and Wales: 1140543
Charity No Scotland: SC046278
Company No: 07290092

ACTION ON ELDER ABUSE

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Chief Executive's introduction

Action on Elder Abuse is the only charity that focusses exclusively on the abuse of older people and, consequently, we have a special responsibility to be as effective as possible and to maintain the needs and experiences of victims as central to everything we do. Our subject is never going to be comfortable for people – no-one wants to believe that very old people can be treated so appallingly – but it is critical that we keep bringing it back to public and political attention. Victims too often don't have a voice, and that's one of the reasons we exist.

The figures on elder abuse are staggering. More than a million older people face neglect and abuse in the UK each year, and yet no more than one in ten of those cases come to the attention of adult protection systems. Less than half of one per cent of abuse ever gets prosecuted, despite the fact that we are often talking about physical assault, coercion and intimidation, rape and sexual assault, theft, fraud and often horrendous neglect. There can be no justification for this total lack of consequences, and deterrence, for these crimes. And our criminalisation campaign very much centres on that.

To understand why we exist, just consider the realities of elder abuse:

Mervyn and Beryl Bevan were 86 years of age and had lived together for sixty-three years until their 'carer' (Frankie Yeoman) tricked them out of their savings. The old couple had to leave their home of 45 years and enter different care homes because the system couldn't accommodate them both under the same roof. He died without ever seeing his wife again. And the 'carer' got a suspended sentence.

We will never accept that as justice. And we will never accept that criminals should get away with such crimes without facing life changing consequences. That is why we exist.

I hope you value reading about all the work we have done over the past year, and all the successes we have achieved. But please remember that we have over one million reasons why we do this work. And please never forget Mervyn and Beryl Bevan. Because they didn't deserve to end their lives in that way.

Gary FitzGerald D.Sc (h.c)., M.A.
CEO Action on Elder Abuse

Chair's introduction

For the last eighteen years, the work to challenge Elder Abuse has been synonymous with Gary FitzGerald and so it seems both strange and unsettling that this core of our reality is about to be broken when Gary takes his well-deserved retirement at the end of March 2019.

The impact and achievement under Gary's leadership have been outstanding and this, his final Annual Report attests to that. His clarity of vision and his drive reveal themselves on every page and he leaves AEA secure in its position as the undoubted champion of vulnerable older people in England, Scotland, Wales and Northern Ireland.

If the success of a charity is measured in column inches in the national press or tv screen time then there can be no doubt AEA and Gary is the voice people want to hear. But we measure ourselves in outcomes and we always pose the question, "do we make a difference" does our "Action" ameliorate Elder Abuse?

We know that it does, through our Help Line, through our EARS recovery service, through the improvements we are achieving in the criminal justice system and in Inspection and Regulation

Sadly, we know that many people are reluctant to hear about Elder Abuse and most are more concerned about the safety of children and of dogs than of older people, but we are changing that. With one million victims experiencing elder abuse each year, there is an inevitability that people and politicians will come to understand that this is about them!

As ever I want to thank my wise and hardworking Trustee colleagues and our wonderful staff and volunteers, but most of all at this time, I want to thank Gary FitzGerald for the 18 years he has given to making our countries safer places in which to grow old. We wish him a long and healthy retirement. He will be a hard act to follow but his final gift to AEA has been to leave a job that many good people wish to take on.

**John Beer. OBE.,
Chair Action on Elder Abuse**

Action on Elder Abuse

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

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
Email: enquiries@elderabuse.org.uk

Current Directors/Trustees are (with attendance at meetings 2017/18)

Dr John Beer OBE., Chair (3/5)
Martin Herd, Hon Treasurer (2/5)

Keith M. Lewin (4/5) Glenda Watt (3/5)
Ronnie Barnes (5/5) Miranda Wixon (3/5)
Stephen James (5/5) Nicola Hill (3/5)
David Congdon (2/5) Caroline Cox (2/5)
Lesley McDowell (4/5) Denzil Lush (5/5)
Maria Gray (2/3) John Williams (3/5)

New trustees in post:

Andrea Nicholas-Jones (1/1)
Sarah Browne (0/0)
Mary Harrington (0/0)

We extend our thanks to the previous Trustees in post during this period. Those who retired were:

Peter Westland (resigned 15 June 2018) (2/5)

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

Our Auditor is: Richard Dunford & Co
Chartered Accountants
26 High Trees Avenue
Bournemouth, Dorset, BH8 9JX

Registered Charity No (England and Wales): 1140543
Registered Charity No (Scotland): SC046278
Company Registration No: 07290092

Action on Elder Abuse

Directors/Trustees' Report

STRUCTURE, GOVERNANCE AND MANAGEMENT

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

INTRODUCTION

The report and financial statements cover the year ended 31 March 2018. The financial statements have been prepared in accordance with applicable accounting standards, current statutory requirements, the requirements of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK (FRS 102) (effective 1 January 2015) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charity's memorandum and articles of association. The accounts comply with legal requirements, including both the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

DIRECTOR/TRUSTEE STRUCTURE:

The Company constitutional document provides for a maximum of twenty Directors/Trustees. The Board of Directors has established two Director/Trustees from each of England, Scotland, Wales and Northern Ireland. During this year the Board considered and agreed revised governance arrangements to better reflect the 'four nations' dimension of our work.

The Board maintains a skills audit of Director/Trustees and uses this to advertise for, or directly recruit, suitable new members. Additionally, the Board appoints advisors, who can attend but not vote at Board 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. Each new trustee receives an induction pack that includes all necessary documentation and information, and is supported in their first year by contact with the Board Chair.

The Board meets up to six times per year, Honorary Officers meet between those Board meetings (with the CEO) and sub-groups additionally meet to address specific issues.

Action on Elder Abuse

Directors/Trustees' Report

STAFF PAY

The Board reviews the pay of all staff and considers information derived from bodies such as ACEVO, NCVO and published data to benchmark salaries.

DECISION MAKING

Responsibility for the management of day-to-day operations is delegated to the Chief Executive. The Directors/Trustees are responsible for deciding the strategic direction of the charity, establishing policy, business planning and ensuring financial stability. 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.

RISK MANAGEMENT

The Board annually reviews the risks to the charity, using an assessment matrix to ensure all key areas are identified, including how the charity may reduce the impact of any identified risks.

FUNDRAISING POLICY

The charity employs a full-time fundraiser who solely undertakes this activity. No professional fundraisers or commercial participators have been used during the year. Currently we have not joined any voluntary regulatory fundraising schemes or standards, although we are exploring these options. We fulfil all of the obligations laid down by the Charity Commission.

The charity has not yet signed up to the regulation scheme established by the Fundraising Regulator but will be exploring this during the course of next year. In the meantime we have developed our policies to be compliant with the Code of Fundraising Practice in order to facilitate our engagement with the regulation scheme.

Our fundraiser is directly accountable to the Chief Executive who has overall responsibility for approving fundraising activities, in accordance with the strategy agreed by the Trustee Board. Regular reports are supplied to the Board on fundraising, and changes of policy must be approved by the Board before implementation.

No complaints have been received by the charity about its fundraising activities.

Action on Elder Abuse

Directors/Trustees' Report

The charity does not purchase or sell information in order to pursue fundraising activities, and it has established a robust privacy policy in order to ensure the protection of vulnerable people and others from unreasonable intrusion on their privacy, or undue pressure to give to charitable funds.

CHARITABLE OBJECTIVES

Action on Elder Abuse is a specialist organisation that focuses exclusively on elder abuse. We do not undertake more generic work but instead concentrate on situations where an older person has been or is at risk of being abused by someone they should have been able to trust. The World Health Organisation and other nations have adopted our definition of abuse:

'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 objectives are to promote the relief of elderly people and prevent elder abuse through raising awareness, education, research and the dissemination of information, and we do this across the United Kingdom. Our Directors/Trustees periodically review our objectives and activities to ensure they continue to reflect our aims. The governing documents of the company 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 Charity Commission. In setting objectives and activities, the Directors/Trustees have given careful consideration to the public benefit of the charity's work. AEA is committed to enabling as many vulnerable older people as possible to benefit from our work in preventing and challenging elder abuse. This also benefits other adults who may be at risk of abuse.

MISSION STATEMENT

We are seeking to create an environment in which the abuse of older people is no longer tolerated, by increasing public and practitioner awareness about the nature and extent of elder abuse and by facilitating the development of policies, procedures and cultures that challenge such abuse.

ACTIVITIES, ACHIEVEMENTS AND PERFORMANCE

ACTIVITIES

To achieve our objectives, we combine publicity, with the provision of information, and with practical help for older people, their families and friends, care providers and Government/other statutory bodies and people with an interest in the issues concerning the abuse of older people. This allows us to influence the environment in which abuse may occur, and to also provide practical intervention to support victims. All of our activities are aligned with our objectives.

This work includes:

- a unique, dedicated helpline that is increasingly in demand. There is nothing of its type anywhere else in the UK;
- the development of Recovery Services (EARS) to assist victims of elder abuse;
- 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 bespoke training, conferences, and seminars. These services are unique, with our conferences highly valued and always fully booked;
- supporting our members, and undertaking project work and social policy activity. Our activities have resulted in a major focus by Governments on adult safeguarding; and
- providing a periodic newsletter, Action Points, to all members and to interested persons and bodies whose work can assist the aims and objectives of the charity.

We are supported by volunteers in the provision of our helpline and recovery services, and within our office activities. Volunteers provide a unique role and are often able to relate directly to the experiences of older victims and provide an 'acceptability' of our services because of the similar ages and backgrounds of volunteers and victims.

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. We are providing people with practical advice and support at a time in their lives when they are particularly vulnerable, and we are improving the understanding of society about the nature of elder abuse and what needs to be done to challenge it. Our work makes a real difference.

Action on Elder Abuse

Directors/Trustees' Report

CHARITY WIDE ACTIVITIES:

Income Generation:

We are very conscious that the five-year funding from the Big Lottery will end in 2020 and we are consequently developing a three-year strategy to address our funding needs at the end of that period, and to additionally focus on diversifying our income streams in order to reduce our reliance on Trusts and Foundations.

For 2017/18 we said we would:

- *further develop our website in order to increase the potential for marketing and sales*
- *update our fundraising policy, and write a marketing policy*
- *continue to invest in a four nations approach, with the expectation that this will benefit older people who are abuse victims and to increase the potential for local funding.*

During this period, we achieved funding for a complete re-design of our website, which allowed us to develop sections for each of the four nations of the UK, together with new fundraising and marketing facilities. This has made the site more flexible to our needs and allows us to better portray our activities and objectives.

We re-wrote our fundraising strategy during the course of the year, and developed a marketing strategy too. These will both need constant review and development to ensure they are effective and relevant.

We continue to invest in our four nations approach, building upon the groundwork commenced in previous years, and this is beginning to provide additional income in Scotland where local funders are interested in our work. We will pursue this approach over the coming years as we believe it is hugely beneficial to older victims.

We assessed this as successful as we had achieved our key targets in this area.

For this coming year we will:

- **review and further develop our fundraising strategy**
- **increase the number of fundraising staff so that we can diversify our approach**
- **seek ways to develop medium and long term fundraising approaches, as well as our successful fundraising.**

Action on Elder Abuse

Directors/Trustees' Report

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 web site identified by both Google and Yahoo search engines.

Facebook and Twitter are used to keep people informed of abuse issues, stimulate discussion and debate, and to focus attention on areas that need improvement.

For the year 2017/18 we said we would

- *continue and complete the implementation of the social media strategy*
- *investigate further re-development of the website*

During the year we devolved our social media activities so that each nation took responsibility for promoting and highlighting activities, events and comments, and we also maintained a central approach to drive issues of concern to all four nations.

We obtained funding and significantly re-developed our website, ensuring it had a 'four nations' approach (including welsh language dimensions), and that it made fundraising and promotion much easier. We contracted with a hosting company to ensure the website could be protected from hacking and regularly maintained in accordance with legislation.

By the end of the year we had a total Facebook reach of 127,683 and 3,271 Twitter followers (2,941: 2016/17). During the year, the website had 183,309 page views (164,127: 2016/17) from 49,000 users (46,000: 2016/17).

We assessed this as successful as we had achieved our key targets in this area.

For this coming year we will:

- **maintain our social media and website presence.**

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 ensure that as many people as possible know we are here and available to help them. It is also a significant method by which we seek to influence social policy as politicians and

Action on Elder Abuse

Directors/Trustees' Report

policy makers can be sensitive to the information promoted by the media. Throughout the year, we continued to be quoted in newspapers across the four nations, and magazines, and we gave interviews to a range of both radio and TV programmes.

For the year 2017/18 we said we would

- continue our relationship with Journalista;
- update our communications strategy to take account of any changes arising from what we did this year.

We have continued our highly successful relationship with Journalista. During the year our media reach was just under 49 million people and our message was covered in 450 articles.

Key national outlets which carried AEA coverage over this period included the BBC, ITV, the Daily Express, the Mirror, and the Daily Mail, as well as in multiple news outlets in Scotland, Wales and Northern Ireland.

We updated our Communications strategy, with an emphasis on promoting our campaign for a criminal charge of elder abuse, similar to hate crime.

We assessed this as successful as we had achieved our key targets in this area.

For this coming year we will:

- maintain our relationship with Journalista and our full range of media activities.

TRAINING and SEMINARS

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' focused on domiciliary care, a fifteen-minute film about financial abuse, and a DVD and information booklet for people who are considering directly employing a Personal Assistant.

We also provide seminars on specific subjects (e.g. financial abuse), and training on elder abuse and adult safeguarding, but all of these are currently only provided in England.

For 2017/18 we said we would:

- continue to provide the full range of products and training that is currently available;

Action on Elder Abuse

Directors/Trustees' Report

- explore ways of improving the sales modules on our website;
- develop a marketing strategy for the organisation

We continued to provide our full range of products and training, but we have yet to identify a model of promotion that effectively increases sales as a percentage of our overall income generation. The new sales model on our website made some impact during the year, including making it easier to book conferences, but overall continue to explore a marketing approach that works best for a charity of our size.

We recognise that some of our activities (e.g. conferences) are less of an income stream and more of an influencing tool, but we still seek to recover sufficient funds from these events to make them cost-effective. Overall, our products, conferences, seminars and training generated over £17,762, which was an improvement on the previous year's figure of £16,000

We judged this to be partially successful in that, while we had maintained a good position in the market, we had not achieved the outcome we wanted.

For this coming year we will:

- **continue to provide the full range of products and training that is currently available**
- **keep our marketing approach under review and seek ways on improving our return on this investment.**

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 are also entitled to receive discounts on our conferences. Most importantly they indicate their support for what we do and contribute an amount to the charity's income.

The benefits for members are significant. By providing them with the Action Points bulletin we can keep them up to date on the very latest thinking around Best Practice and adult protection and we can expose them to different ideas and approaches, and this is equally true for our conferences where they pay a reduced fee to attend. Members also have the opportunity to pose questions on safeguarding topics that can be put to the wider experienced membership for consideration and response. Members also feed into our policy work, helping us shape our responses to Government consultations and also to formulate our strategies in terms of lobbying etc.

Action on Elder Abuse

Directors/Trustees' Report

For 2017/18 we said we would:

- continue to provide the Action Points newsletter
- undertake a second survey after twelve months to ensure we continue to be responsive to member needs

During the year, we completed all of the tasks that we had set, with news bulletins going out in Scotland, Wales and Northern Ireland as well as in England, and conferences used to promote the charity and its services. We conducted a second member survey which told us that there was a high level of satisfaction with our interaction with members.

We assessed this as successful as we had achieved our key targets in this area.

Action on Elder Abuse

Directors/Trustees' Report

Our work in England:

The charity has continued to be highly influential in the field of adult safeguarding in England, operating at multiple levels.

Our media work has brought a clear focus on elder abuse and, linked to our criminalisation campaign, has almost certainly influenced the thinking of statutory agencies. Our conferences and training have reached out to practitioners and others and better equipped them to challenge and address issues of elder abuse. And our website and social media has helped the public to understand the issue, but also to understand their options for self-protection and the protection of others.

Coupled to our policy work, which has followed through with practical contributions, our overall impact in England has been strong and positive. And, as the charity becomes more 'four nations' interactive, we will begin to encourage the sharing of knowledge and information to the advantage of elder abuse victims.

We have done a lot, but we know we have much more to do.

Maggie Evans

Director

Action on Elder Abuse England.

Public Policy

Devoting time to policy issues allows the charity to increase its potential to influence organisations and strategies that either directly or indirectly affect older victims of elder abuse. This includes statutory, third sector and care provider organisations.

For 2017/18 we said we would:

- Continue to seek and use opportunities to influence public policy as it relates to safeguarding and protecting older people
- Continue to engage relevant partnerships and networks to influence the adult safeguarding and protection agenda

We built on the work we had undertaken in the previous year in relation to the Home Office work around crimes and older people, had regular meetings with their Older People Advisory Group focusing extensively on our Criminalisation Campaign and how it relates to hate crime and similar issues. Most importantly, the Home Office have agreed to Her Majesty's Inspectorate Constabulary carrying out a review of older people's experiences of the criminal justice system.

Action on Elder Abuse

Directors/Trustees' Report

We began work on a pan-London awareness raising campaign about elder abuse with the Metropolitan Police. This will help us mainstream the issue in public thinking, but also within police activity. For this, we produced a document setting out risk factors, indicators and more which was due to be sent to all Met Police officers on World Elder Abuse Awareness Day, also on 15th June.

We significantly contributed to consultation by the Crown Prosecution Service on reviewing and potentially updating their policy on prosecuting crimes against older people, which was produced ten years ago with our active involvement. This work will eventually result in a public consultation on changes to the policy.

We responded to the Care Quality Commission consultation on developing their inspection process, and also to the Law Commission consultation on changes to the law concerning Wills, and we attended the All-Party Parliamentary Group on Older People, and also met with Human Rights Watch to discuss issues associated with elder abuse.

We applied to be a Super-Complainant body for concerns about policing. A decision on our status will be taken next year.

During the year we analysed the Care Quality Commission Annual Report and drew attention to the limitations of the Inspection and Regulation system and how it was failing to ensure consistent quality. We also analysed the Annual Adult Protection statistics and produced a report (A patchwork of practice) that identified major questions over what the statistics were showing. This generated a lot of publicity and will almost certainly result in major changes to the quality of next year's statistics.

We continued to convene the Adult Safeguarding Alliance, a group of third sector organisations concerned with the safeguarding of vulnerable adults, including AEA, Mencap, National Autistic Society, Sense, and Jewish Care.

The England Advisory Group was established during this period and acts as a 'sounding board' on our plans, strategies and priorities. Members include barristers, solicitors, academics and social workers.

We assessed this as successful as we had achieved our key targets in this area.

For this coming year we will:

- **Continue to seek and use opportunities to influence public policy as it relates to safeguarding and protecting older people**
- **Continue to engage relevant partnerships and networks to**

influence the adult safeguarding and protection agenda

Awareness Raising

Public perception is critical to elder abuse, primarily because there is a lack of understanding about the causes and extent of elder abuse, which in turn has an influence on how statutory agencies address the issue. This is particularly the case with the criminal justice system, where AEA research indicates that no more than 0.3% of abuse cases actually lead to prosecutions.

For 2017/18 we said we would:

- Progress the UK-wide practitioners guidance on financial abuse
- Progress the campaign to criminalise elder abuse with a focus on buy-in from politicians
- Identify an England-specific campaign to pursue in the second half of the year and beyond

We continued to develop the practitioner's guide on financial abuse, although progress was much slower than we anticipated and this work will continue in the new financial year.

Our criminalisation campaign received increased publicity throughout the year, with numerous examples of poor sentencing being highlighted by us in local media. The campaign is clearly having an impact, with the Crown Prosecution Service reviewing their policy on prosecuting crimes against older people, the Home Office showing increased interest in the issue of crimes against older people, and Her Majesty's Inspectorate of Constabulary committed to undertaking a review of policy activity and crimes against older people. We also began to achieve a greater degree of interest in the issue from peers and some MP's.

Unfortunately, we did not identify a specific England based campaign to pursue throughout this year as the criminalisation campaign generated a great deal of work.

In of the above we assessed this as only partially successful as we had not achieved our target on an England campaign.

For this coming year we will:

- **Continue our work on the UK-wide practitioner's guidance on financial abuse**
- **Progress our campaign to criminalise elder abuse and seek at least one media partner to promote the issue.**
- **Seek to develop political interest in the issue.**

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Directors/Trustees' Report

Helpline

Elder Abuse Response is the only helpline operating in 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 and potentially abusive experiences. It also takes action to help callers who cannot get justice without support. The nature of many calls is increasingly complex, and in a number of cases our Helpline Operators are undertaking levels of casework to help ensure victims received the support to which they are often entitled

For 2017/18 we said we would:

- **Integrate the new helplines in Wales, Scotland and Northern Ireland into the overall helpline set up.**
- **Launch the CRM for use across all four nations.**
- **Develop and populate the knowledge base component.**

During the year we devoted a considerable amount of time to developing our helpline, and brought all the nations into operation using volunteers in Wales, Scotland and Northern Ireland. We also introduced a Welsh language option.

We devised a specification for a new helpline database to more easily capture information on callers and their circumstances, and to extract better intelligence on the nature of calls. This was developed for use across the four nations.

By the end of the year we had been unable to complete this work and therefore could not bring the knowledge base component – which was to hold reports, information and other useful material – online. This will be done in the new financial year.

In of the above we assessed this as only partially successful as we had not achieved our target on the knowledge component.

For this coming year we will:

- **Continue the development and integration of the helpline across the four nations**
- **Review the helpline policy and procedures to ensure they are 'four nations' compliant.**
- **Continue the work on the CRM database**

Elder Abuse Recovery Service

This developed from a Comic Relief project intended to establish a support network

Action on Elder Abuse

Directors/Trustees' Report

for people who had experienced abuse, and/or their relatives, and/or friends. 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. We additionally previously received funding from the Department of Health to further refine the concept. Overall, we spent seven years testing and developing effective models of support.

For 2017/18 we said we would:

- Plan and develop the service in two other areas; one in the south and one in the north;
- Make plans and begin to develop the service in one of the other nations

The Elder Abuse Recovery Service (EARS) has continued to develop and expand over the last 12 months. Clients continue to be supported in Brighton and East Sussex, with a recent extension to the West Sussex region also in place.

We continue to raise the profile of the service in Essex and have launched the service to begin to accept clients in Chelmsford (face-to-face) and telephone support to cover the wider community.

We have begun plans for the next service, which will be launched in Greater Manchester (Salford), with an aim to launch by February 2019.

In addition, the first service to become active in another nation is now live. Fife in Scotland successfully launched during summer 2018 with a Recovery Coordinator now in place to manage the service in the area.

In the past six months we have been reviewing the service and, based on the various referrals we have received, we made the decision to extend the service to include victims of scams, as we recognised the prevalence of this issue across the UK. In addition, we have begun to accept victims who are still experiencing psychological or financial abuse. This support will only be provided over the telephone to maintain the safety of both the volunteer and the client. Both extensions are being piloted across Sussex to monitor the activity.

This year also saw the closure of our London service. Our new London Volunteer Coordinator did an excellent job whilst she was with us; raising awareness of elder abuse and the service, as well as recruiting and training a significant number of volunteers. Unfortunately, referrals were not coming through as per previous years. We feel this had a lot to do with local adult safeguarding teams and the Care Act 2014 coming into full force. It has had a substantial impact on the variation in the extent to which local authorities are now willing to investigate reports of abuse. From our perspective, we have seen a significant decrease in willingness in some areas to take actions beyond the initial investigation and addressing the prevention

Action on Elder Abuse

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of abuse. Cases are therefore being closed as soon as possible with no obvious consideration for the aftermath or impact that the abuse has had on the individual. This led to a substantial decrease in referrals throughout the three London boroughs.

Despite the closure, we are pleased with the progress we have made in the last 12 months. We are seeing an increase in the number of referrals across Sussex and hope to see the same across Essex in the coming financial year.

We assessed this as successful as we had achieved our key targets in this area.

For this coming year we will:

- **begin planning to launch in Manchester**
- **Seek to develop the service in the Midlands (following the Manchester launch)**
- **appoint at least one additional Volunteer Coordinator**
- **begin supporting older victims of domestic abuse (as we are seeing a lot of this across the service already).**

Media

As mentioned earlier in this Report AEA contracted with the PR and communications agency Journalista this year. Journalista has helped us boost our public and media profile considerably, particularly around our criminalisation campaign and it has ensured a lot of media appearances for our spokespeople.

The Director of England has carried out a wide range of national and regional interviews in print, on radio and on television, including the Times, BBC and Sky News. These interviews enabled AEA to push the criminalisation campaign as well as providing timely reactions to specific 'breaking news' stories of abuse of older people.

For 2017/18 we said we would:

- **Continue to work with Journalista within the UK wide media strategy**

As can be seen in the charity wide section on the media, we have been highly successful in using the media to promote our work and issues. A key success in England related to the Patchwork of Practice Report that identified and highlighted inconsistencies and messages from the national adult safeguarding statistics. The report achieved extensive coverage and generated significant debate, both publicly as well as among statutory agencies and local government, and will certainly have

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influenced the content and improved the accuracy of the next report (due November 2018).

We assessed this as successful as we had achieved our key target in this area.

For this coming year we will:

- **Continue to work with Journalista within the UK wide media strategy**

Conferences

Conferences are an important way in which we highlight areas of concern or draw attention to good practice, and influence the perception of practitioners and others with regard to elder abuse. AEA has a strong track record of hosting these events, and they have traditionally been a strong source of income. More recently however these events have been seen as primarily influencing tools.

For 2016/17 we said we would:

- **Deliver an annual national safeguarding conference in England.**

Our Conference was held on 13 September 2017, with over 100 people in attendance. The day was a great success with 97% feedback as Excellent/Good. Some key topics discussed were Law Commission's Review on Deprivation of Liberty Safeguards, Self-Neglect, the use of Cameras in Care Homes, Financial Abuse and the GP's role in safeguarding.

We assessed this as successful as we had achieved our key target in this area.

For this coming year we will:

- **deliver a National Safeguarding Conference in England on Domestic Abuse and Older People.**

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Our work in Scotland:

Building on the depth of developmental work we embarked on in our first two years of operation, we've moved out of 'new charity mode' in Scotland, to the 'go to' organisation for expertise in elder abuse in our third year. Thanks to the hard work of our dedicated staff and volunteers, we've been able to increase our reach and overachieve many of our original targets.

One of the most significant developments was securing funding for the first Elder Abuse Recovery Project in Scotland, and starting work to set up the project in Fife. Our Helpline continues to perform well, receiving excellent feedback and increasing call numbers. We now have a team of 8 Helpline volunteers, allowing us to answer all calls from Scotland locally five days per week. We've also experienced monthly increases in social media followers and newsletter followers, as well as extensive media coverage via various media outlets throughout the year.

In terms of policy and campaigning work, we were delighted that the Scottish Government took account of our recommendations around criminalisation by including our proposals in their legislative review of hate crime in Scotland. Our work in this area has gained a lot of support from both the public and practitioners, as well as cross-party political support. Our second national conference, a key tool for influencing policy, helped to raise the profile of elder abuse even further, and helped cement our position as the foremost source of expertise in this area.

We know there's still a lot to do in Scotland, particularly in terms of assessing the current policy and legislative environment, but AEA Scotland has now firmly placed itself as a key player in this agenda, and we're determined to keep pushing until we can deliver the best possible outcomes for elder abuse victims across Scotland.

**Lesley Carcary,
Director,
Action on Elder Abuse Scotland**

Our Priorities

Raising awareness of elder abuse is critical, both in terms of letting those experiencing it know that help is available, as well as raising the profile of the problem among those agencies with a role in addressing it. A key aim for AEA is therefore to raise the profile of elder abuse at both local and national levels on a daily basis, as well as facilitating platforms and environments to address, debate and take action to address specific issues and trends.

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For 2017/18 we said we would:

- Hold a second national conference on a key elder abuse issue
- Seek funding to set up the first EARS project in Scotland.
- Take forward one new campaign which is relevant to all 4 nations.
- Commence UK-wide financial abuse project to identify trends, share good practice between the nations & produce a series of recommendations.

What we've achieved in Scotland:

Building on the success of our first national conference, our second national conference (in association with our conference partner, Scottish Care) was equally successful, generating excellent delegate feedback. 135 participants took part (a 22% increase from the previous year) from various sectors and parts of the country, and we also generated wide-ranging media coverage around the event.

We secured the balance of funding required to set up the first EARS project in Scotland (renamed Elder Abuse Recovery Project in Scotland) and started development work to commence our one-year pilot in Fife. We've been working closely with our EARS colleagues in England to ensure consistency, as well as tailoring materials and plans to fit within the unique Scottish context.

In policy and campaigning terms, we've been doing a lot of work around trying to extend the definition of domestic abuse perpetrators to cover more than just partners (as the case in Wales and Northern Ireland). We've heard from a number of older people who are being abused by their children but do not qualify for support via domestic abuse, and some also do not qualify for adult support and protection support if they do not meet the criteria. We provided written and oral briefings to the Scottish Parliament Justice Committee on this issue, and pushed our campaign throughout meetings, events and other communications. We also started work on our UK-wide financial abuse project, including a literature review, seeking advice and input from practitioners, and preparing a development plan. The intention is to share learning between the 4 countries of the UK, identify and address barriers to tackling the problems, and produce country-specific as well as UK-wide recommendations. Progress on this project is in hand, but has fallen behind due to other priorities.

We assessed this as partially successful as we had achieved all but one (the development of our financial abuse project) of our key targets

For this coming year we will:

- **Hold a third national conference on a key elder abuse issue**

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- **Deliver a successful Elder Abuse Recovery Project in Fife, with appropriate monitoring and evaluation processes**
- **Complete our UK-wide financial abuse project by producing a practitioners' guidance document**
- **Progress our criminalisation campaign, including developments around the current legislative framework in Scotland**
- **Seek continuation funding to prepare for the end of our Big Lottery grant**

Helpline

Elder Abuse Response is the only helpline operating in 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 and potentially abusive experiences. It also takes action to help callers who cannot get justice without support.

For 2017/18 we said we would:

- Continue promotional work to increase calls to the Scottish Helpline
- Further develop our management, monitoring & evaluation processes
- Recruit and support new volunteers
- Further develop casework and media case studies from the Helpline

Calls from our Helpline were transferred to Scotland in November 2016. This year is therefore our first full year of operation, and we answered 259 calls throughout the year from across Scotland (an average of 22 calls per month). Before calls were transferred to Scotland, there were an average of 4 calls per month from Scotland, and 20 in the last half of the previous year.

We've continued to develop and improve our management, monitoring and evaluation processes, collecting detailed information about calls through our Customer Relationship Management (CRM) system and our own recording systems. This has allowed us analyse call trends and focus our promotion and training accordingly to provide the best possible service to callers. Feedback has included:

"I am very glad that you are prepared to help people who find themselves in such difficult circumstances. You have really listened and have been prepared to follow through what you say"

"You're the only person who's actually listening to me and offering to help It's so refreshing."

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"I have learned more in the last few minutes from speaking to you than from all the past mornings I have spent on the phone"

We've also recruited a further 3 Helpline volunteers (giving us a total of 8), allowing us to continue answering all calls in Scotland 5 days a week, from 9am – 5pm. We provide regular one-to-one, group support, and top-up training to our volunteers throughout the year (including input from guest trainer), as well as opportunities to support the charity in other ways (e.g. helping with conferences and administration). We continue to offer more in-depth case work support to some callers (6 over the year), as well as working with 2 callers as media case studies.

We assessed this as successful as we had achieved our key targets in this area.

For this coming year we will:

- **Streamline our data recording and evaluation processes into a single recording system**
- **Continue promotional work to increase calls to the Scottish Helpline, including a targeted campaign to encourage more calls from older people directly (the majority of calls currently come from family/others)**
- **Support the English, Welsh and Northern Ireland Helplines during periods of staff/volunteer absence**

Income Generation

One of the potential advantages of having an established base in Scotland is that the charity is potentially more attractive to Scottish funding organisations. This is possibly a long-term strategy as we are still comparatively new to the nation and we are competing with many other Scottish organisations for a finite resource, money.

For 2017/18 we said we would:

- **Seek funding towards our next national conference via sponsorship, exhibitor fees and partnerships with other agencies**
- **Seek funding to set up the first EARS project in Scotland.**
- **Continue to develop and diversify fundraising activities**

Although we did not secure a corporate sponsor for our national conference, we instead secured funding from our conference sponsor (Scottish Care) to help cover conference costs, as well as fees from organisations hosting stalls at the conference.

We also secured funding for the first EARS project in Scotland, and have started development work for a one-year pilot in Fife. If successful, we plan to secure

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further funding to both extend the project in Fife as well as roll the project out to another area in Scotland.

We generated funding from a range of different sources to help diversify our fundraising activities, including trusts and foundations (Robertson Trust, Souter Trust, Gloag Foundation, Gannett Foundation, Awards for All), a charity bag-packing day at a local supermarket, and sponsorship for a running event at the Great Scottish Run. We also supported the Fundraising Manager with applications to various other trusts and foundations.

We assessed this as successful as we had achieved our key targets in this area.

For this coming year:

- **Support the Fundraising Team with seeking sources of long-term funding to replace our Big Lottery funding**
- **Identify diverse sources of income generation for both existing and new work in Scotland, including via our national conference, training and other opportunities as they arise**
- **Seek continuation funding for our Elder Abuse Recovery Project as well as funding to set up a project in a second area.**

Website, social media and information materials

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 website identified by both Google and Yahoo search engines.

For 2017/18 we said we would:

- **Continue to expand our suite of information materials for older people re various aspects of elder abuse and how to access support**
- **Continue to produce professional information to for practitioners via our newsletter, website blogs and policy briefings**
- **Create new content for the Scottish pages of the new website.**

We sent out 4 newsletters throughout the year (recording a 29% increase in subscribers throughout the year), wrote 7 blogs on a variety of topics for our website, and produced articles and blogs for a range of other agencies' newsletters and websites. We have also continued to add new content to the Scottish pages of

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our website aimed at both the public and practitioners, aiming to add regular new content at least weekly. This includes news items (from both AEA and externally), blogs, information on our events and projects, consultation responses, and fundraising activities.

We post on social media on a daily basis, and recorded a 41% increase in Facebook followers and 47% increase in Twitter follower throughout the year.

We assessed this as successful as we had achieved our key targets in this area.

For this coming year we will:

- **Produce one new information booklet aimed at older people (or anyone concerned about an older person) on a key elder abuse topic**
- **Continue to produce regular new content for our website, and begin to record statistical data on website analytics**
- **Continue to increase our newsletter and social media followers.**

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 ensure 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 as politicians and policy makers can be sensitive to the information promoted by the media. Throughout the year we continued to be quoted in newspapers across the four nations, and magazines, and we gave interviews to a range of both radio and TV programmes.

For 2017/18 we said we would:

- **Continue to engage in both reactive media work in response to breaking stories, and proactively planning ahead to generate our own news**
- **Create a calendar of awareness days to link with regional themes/activities**
- **Identify callers suitable for media case studies**

We achieved a great deal of media coverage throughout the year, including one TV interview, 2 radio interviews, 2 full page newspaper features, one front page story, and 40 other newspaper mentions. Our engagement with the media has been driven by our own press releases, responding to breaking stories, and the media proactively contacting us for comments. We also worked with 2 callers throughout the year as media case studies.

We also used a calendar of awareness days to plan our promotional activities around

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specified themes, including hosting information stalls, sending leaflets and posters to other agencies, and tailored social media and website updates. We coordinated a dedicated 'Week of Action' around World Elder Abuse Awareness Day, which included a themed blog on each day of the week (with associated social media posts), a press release, hosting information stalls, and distributing promotional materials to other groups.

We assessed this as successful as we had achieved our key targets in this area.

For this coming year we will:

- **Continue to engage in both proactive and reactive media work, ensuring we are seen as the 'go to' agency for comments and expertise around elder abuse**
- **Aim to generate focused media coverage around our criminalisation campaign**
- **Continue to monitor media coverage to ensure we are covering a wide range of relevant issues, and achieving a good balance between national, local and specialised media outlets**

Conferences and events

Conferences are an important way in which we highlight areas of concern or of good practice, and influence the perception of practitioners and others with regard to elder abuse. AEA has a strong track record of hosting these events, and they have traditionally been a strong source of income. More recently however they have been seen by us as primarily an influencing tool.

For 2017/18 we said we would:

- **Deliver a second national conference, and consider the option of a partnership with another agency**
- **Host an event to mark WEAAD, with the aim of increasing awareness of elder abuse, our work, and developing relationships with policy-makers**

Our second national conference (in association with our conference partner, Scottish Care) was very successful, with around 150 participants from various sectors and parts of the country (a 22% increase from the previous year), and the event generated excellent delegate feedback. The theme of the conference was a human rights-based approach to supporting, empowering and protecting older people, and our partnership with a well-established care sector agency allowed us to engage with new audiences across Scotland.

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We also started planning for our third national conference which will take place in September, including arranging a partnership with another agency (SACRO). We also took the lead on preparing a UK-wide conference sponsorship package as a means of helping to cover the conference costs. This gives agencies the option of sponsoring all 4 conferences, a single conference, and/or hosting an exhibition stall.

Although we didn't host our own event to mark WEAAD this year, we contributed to other agencies' events and activities, and coordinated a 'week of action' to mark the event in Scotland (see above). We also secured sponsorship from an MSP to host an event the day before WEAAD next year.

We also provided presentations at other agencies' conferences across Scotland, as well as at an international conference in Prague.

We assessed this as partially successful as we did not hold our own event to mark WEAAD, but plan to do so in the next year.

For this coming year we will:

- **Deliver a third national conference, and consider the option of a partnership with another agency**
- **Host an event to mark WEAAD, with the aim of increasing awareness of elder abuse, our work, and developing relationships with policy-makers**

Development work

We know that while some people really value the support they receive through our Helpline, some inevitably require more in-depth support. We therefore continually evaluate the services we provide and identify the need for new services and developments, including face-to-face support, practical support and longer-term relationships. We also need to be confident that our services and activities are supported by appropriate strategic planning and high quality infrastructures, and we therefore invest heavily in robust planning and support processes.

For 2017/18 we said we would:

- **Try to secure the balance of funding to set up the first EARS project in Scotland, and if successful, begin work to commence the project**
- **Recruit one more member to our advisory group**

We secured the balance of funding required to set up the first EARS project in Scotland (renamed Elder Abuse Recovery Project in Scotland) and started

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development work to commence our one-year pilot in Fife. We created a project plan, recruited 11 volunteers, started initial promotion for clients, designed a training programme for our volunteers, met with a range of referral agencies, and commenced recruitment for the Project Coordinator.

We lost two members from our advisory group, but gained two more: Scotland's former public guardian, and a representative from NHS Fife. We held 4 meetings throughout the year, gaining invaluable support, expertise and guidance from members. Although external factors have held back plans for longer-term federalisation of the charity, our advisory group is in good position to take forward work in this area when it progresses.

We also produced a comprehensive operational plan for AEA Scotland to guide the direction of our work and priorities in Scotland, as well as taking part in a UK-wide external evaluation of our activities and impact.

We have been allocated call-blocking equipment from Trading Standards Scotland to allocate to older people free of charge as a means of preventing nuisance/scam calls. To date we have allocated 7 devices, and we are working with Trading Standards to assess the impact of the project.

We assessed this as successful as we had achieved our key targets in this area.

For this coming year we will:

- **Seek continuation funding for our Elder Abuse Recovery Project in Fife, as well as funding to set up a project in a second area in Scotland.**
- **Consider the development of providing chargeable training to practitioners on key elder abuse / adult protection issues.**

Policy Work

Policy and campaigning work is a vital part of our strategy to effectively influence and inform policy developments, both on a reactive basis in response to ongoing developments, as well as proactively making new recommendations and holding statutory agencies to account. We engage in a number of cross-cutting areas, as well as ensuring that elder abuse is given high priority in its own right.

For 2017/18 we said we would:

- **Continue to develop a sound evidence base for our policy work, including Helpline data and FOI requests**
- **Continue to influence the development of policy and practice via**

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consultation responses, evidence to inquiries and developing effective relationships with policy makers

- Take forward one new campaign which is relevant to all four nations.

We regularly attended a range of meetings, forums and seminars, as well as using data from our Helpline and both our own and external research to inform our policy and campaigning work. We also carried out a Scotland-wide survey into older people's awareness of the support framework in Scotland for victims of elder abuse, gathering their views on reporting mechanisms, awareness of support, and who they would report to. We used the results to highlight older people's limited awareness of the support framework and reluctance to report to inform our policy work, particularly in relation to the Adult Support and Protection Act.

We also submitted a range of Freedom of Information requests to local authorities to gather data on key trends in adult support and protection relation to older people. Although the data we received was limited and difficult to compare between local authorities, we used this as evidence to push the Scottish Government for improved guidance and reporting requirements for local authorities to improve data quality and consistency.

We responded to a range of consultations and calls for evidence, and regularly contributed to a range of national policy groups and forums. This included key consultations on hate crime legislation, the new Domestic Abuse Bill and new measure for vulnerable witnesses providing evidence in court. We also met with a number of MPs, MSPs and local councilors as a means of raising awareness of elder abuse, garnering support for our work and supporting local constituents.

We also engaged in ongoing promotion of our criminalisation campaign in a Scottish context, including ongoing media coverage, presentations at external conferences, and meeting with key Scottish Government officials. Our recommendations were subsequently included in a national review of hate crime legislation in Scotland, and are now being taken forward as part of a wider review of criminal prosecutions. If adopted (which is looking increasingly likely), Scotland will be the first country in the UK with a statutory aggravation in criminal cases involving vulnerable people (including older people).

We've been doing a lot of work around trying to extend the definition of domestic abuse perpetrators to cover more than just partners (as the case in Wales and Northern) Ireland. We provided written and oral briefings to the Scottish Parliament Justice Committee on this issue, and pushed our campaign throughout meetings, events and other communications

We assessed this as successful as we had achieved our key targets in this area.

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For this coming year we will:

- **Push for legislative change to introduce a new statutory aggravation in criminal cases involving older / vulnerable people**
- **Continue to influence the development of policy and practice via consultation responses, evidence to inquiries and developing effective relationships with policy makers**
- **Continue to develop a sound evidence base for our policy work, including Helpline data and FOI requests**
- **Take forward our campaign on improving support for older victims of domestic abuse.**

Acknowledgements

Our staff and volunteers, our advisory group and Trustees, Big Lottery, Gloag Foundation, Hugh Fraser Foundation, FMC Technologies, Awards for All, Gannett Foundation, Robertson Trust, Souter Trust and the Gloag Foundation.

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Our work in Wales:

Our third year operating as AEA Cymru has seen us travelling further around the country to continue to raise awareness of elder abuse and establish strong working relationships with other organisations in Wales, in both the third and public sector. Our work has involved us challenging the misconceptions of those that think that abuse only happens in institutions, and shining the spotlight on the levels of abuse experienced by older people, as we continued to push the agenda of the criminalisation campaign, examining the parallels with hate crime.

Working in partnership has been a key aspect of our work this year. Our work with Victim Support focusing on hate crime enabled us to work with groups from across Wales, to explore their perceptions of crimes committed against older people. Our second national conference involved another partnership, working with Welsh Women's Aid to examine the two pieces of legislation, unique to Wales, which together should protect and support older people experiencing domestic abuse. The successful conference brought together individuals and organisations across Wales to examine their practice and their role in safeguarding adults at risk of abuse. We are now established as the charity with the expertise on elder abuse as well as the passion to move forward to campaign, affect policy and raise awareness in the general population to ensure that every older person in Wales lives a life free from abuse and that they receive the support to enable them to live the quality of life they deserve.

Rachael Nicholson-Wright
Director,
Action on Elder Abuse Cymru

Public Policy

Action on Elder Abuse Cymru continues to push for change, and to be the voice for older people experiencing abuse so that systems are robust and safeguarding older people is a priority. Action on Elder Abuse Cymru has continued to link with organisations in order to use our specialised expertise to influence those decision makers.

For 2017/18 we said we would:

- Continue to seek and use opportunities to influence public policy as it relates to safeguarding and protecting older people
- Continue to engage relevant partnerships and networks to influence the adult safeguarding and protection agenda.

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This year we worked in partnership with Victim Support on a project funded by Welsh Government looking at people's experiences of hate crime in Wales. The one-year project involved organising focus groups with older people across Wales, examining their experiences of crime and reporting crime. Our findings and recommendations formed part of the report to Welsh Government and there will be an opportunity next year for continued involvement work on this policy area.

We delivered a presentation to the North Wales Public Sector Equality Network who were setting their priorities for the current year, and we examined how the different organisations could improve their services to better protect older people. We have a continued relationship with the office for the North Wales Police & Crime Commissioner to discuss their work on crimes against older people, their involvement in research that we are developing and their engagement with our conference in North Wales in 2019. We have been asked to sit on the Cardiff & Vale Regional Safeguarding Board as the third sector board member and will take up this position next year. We have also been asked to sit on the North Wales Safeguarding Board's Communications, Engagement and Consultation Group and we continued to sit on the Cardiff & Vale and the Cwm Taf Safeguarding boards task groups organising events for National Safeguarding Week in November. We pushed forward with the criminalisation campaign across all areas of our work and participated in the Crown Prosecution Service's Scrutiny Panel examining their policy on crimes against older people.

This year has been successful in establishing partnerships and engaging with networks and we have used these opportunities for influence, on elder abuse and the criminalisation campaign.

For this coming year we will:

- **Continue the work on the criminalisation campaign, focusing specifically on our research in North Wales in collaboration with the Crown Prosecution Services and the office of the North Wales Police & Crime Commissioner.**
- **Produce an initial finding report on responding to crimes against older people in North Wales.**
- **Continue to engage relevant partnerships and networks to influence the adult safeguarding and protection agenda**
- **Continue to seek and use opportunities to influence public policy as it relates to safeguarding and protecting older people**

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Awareness Raising

Alongside our policy work it is key that the public awareness of elder abuse is raised to ensure that all those who might be experiencing abuse are aware of their rights as well as engaging public support around our campaigns. Our polling data uncovered that older people themselves are not recognising abuse when it happens to them. AEA Cymru continues to highlight abuse when it happens and ensure that older people, their families and friends and those who work with older people are aware of the signs of abuse and how to report it. The criminalisation campaign remains a powerful method of raising awareness about abuse more generally but also highlighting the responses of criminal justice agencies. Our challenge is to positively affect the system to ensure that crimes against older people are investigated and prosecuted and that sentencing reflects the seriousness of the offending behaviour.

For 2017/18 we said we would:

- Progress the UK-wide practitioners guidance on financial abuse
- Progress the campaign to criminalise elder abuse
- Produce a guide on older people and domestic abuse to be launched at conference

AEA Cymru continued to collaborate with the other three nations to develop guidance on financial abuse for practitioners. A consultation document will be circulated and this project remains in progress.

The criminalisation campaign remained a top priority, the work that we undertook with Victim Support allowed us to raise awareness of our campaign across Wales as well as examine older people's experiences of crime. The project also gave us an opportunity to work with Victim Support, we provided training to their case workers, and it has opened a further link to Welsh Government. This year we have been laying the groundwork for a piece of research that we will undertake in North Wales next year. We have approached the Crown Prosecution Service, the office of the North Wales Police & Crime Commissioner and the office of the Older People's Commissioner for Wales and will be examining attrition rates from reports of crimes to the police, through the criminal justice process up until prosecutions. The work in North Wales will be a pilot and we hope to develop this into work that will be replicated across the other force areas in Wales through 2019-2020. We were unable to produce the guide to older people and domestic abuse for the conference.

We attended a variety of events throughout the year and we used these opportunities to not only raise awareness of abuse but also our helpline and volunteering opportunities. These ranged from a 'Keep in Touch' event organised by

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the Cardiff & Vale University Health Board with 200 health professionals to an Ageing Well in Wales event, organised by the Older People's Commissioner's office, to exhibition stands in G.P surgeries. We delivered presentations to a variety of organisations including the North Wales Financial Capability Forum, Gwynedd Older People Council and Gwynedd Council Adults Health and Wellbeing Department. We met with the policy lead at Citizen's Advice to discuss how their frontline staff are well placed to identify potential abuse and can refer to our helpline. For National Safeguarding week we delivered training to social workers, police, third sector representatives and health professionals on elder abuse and domestic abuse as part of Cwm Taf Safeguarding Board's programme of events and we hosted a stand and provided information as part of Hywel Dda University Health Board's event at Glangwili General Hospital and we provided materials for the North Wales Safeguarding Board's events.

It is our assessment that we have been successful in the majority of our aims for this year and we shall consider the areas where we were not successful in the workplan for 2018-2019

For this coming year we will:

- **Continue the work on the criminalisation campaign, focusing specifically on our research in North Wales in collaboration with the Crown Prosecution Services and the office of the North Wales Police & Crime Commissioner.**
- **Along with Journalista devise a media and public awareness campaign around the criminalization campaign research in North Wales.**
- **Following the consultation with practitioners produce guidance on financial abuse alongside AEA England, AEA Northern Ireland and AEA Scotland.**
- **Review the current AEA Cymru guides and the option of a standalone domestic abuse guide.**

Helpline

Elder Abuse Response is the only helpline operating in 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 and potentially abusive experiences. It also takes action to help callers who cannot get justice without support.

For 2017/18 we said we would:

- **Recruit further to a volunteer team in South East Wales and identify a**

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- senior volunteer to become involved in training.
- Roll out the model to other areas in Wales commencing with North Wales.
- Deliver the service from Wales, with back up cover from England staff as and when required
- Ensure that any callers have the opportunity to speak to someone (live or from a call back until we have sufficient cover) in Welsh should they wish.
- Hold a helpline launch.
- Ensure widespread and targeted promotion of the helpline in Wales bilingually.
- Implement the CRM to ensure helpline staff and volunteers capture and build nation specific and UK wide knowledge and gather quality information on calls

We held the launch of the bilingual helpline in Wales this year. This was supported by an Assembly Member and was held at the Senedd in Cardiff. 80 people attended including AM's from several parties who highlighted the event on social media. 9 organisations/projects from across Wales hosted stalls. At the time of the launch we had three volunteers trained, who along with staff members had been trained in using the CRM system.

Despite further recruitment drives we did not progress further with attracting individuals to volunteer for the service. Additionally, none of the trained volunteers were able to take up positions on the helpline. As such we were unable to provide the service directly from Wales and the London office continued to take the majority of calls from Wales. We were able to provide the bilingual service due to the Services Coordinator being a Welsh speaker.

We continued to promote the helpline in Wales in both English and Welsh via social media, events, conference, speaking engagements, media opportunities, via networks and partnerships. We also strengthened links with Camarthenshire Trading Standards and the Live Fear Free helpline to encourage signposting between our helpline and their services.

Our aim to establish a helpline fully staffed by volunteers in Wales has not been successful and we will review our strategy in 2018-2019.

For this coming year we will:

- **Recruit, train and engage a minimum of 5 new helpline volunteers.**
- **Continue to ensure that any callers have the opportunity to speak to someone (live or from a call back until we have sufficient cover) in Welsh.**
- **Continue to ensure widespread and targeted promotion of the**

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- helpline in Wales bilingually.**
- Further promote the helpline with organisations operating in Wales to encourage formal and informal links between our services.**
- Develop our casework capability.**

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 ensure 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 as politicians and policy makers can be sensitive to the information promoted by the media. Throughout the year we continued to be quoted in newspapers across the four nations, and magazines, and we gave interviews to a range of both radio and TV programmes.

For 2017/18 we said we would:

- Continue to work within the UK wide media strategy to ensure implementation within Wales.**

We have continued to raise the profile of AEA Cymru and in particular AEA's criminalisation campaign. Following the release of the polling data we undertook interviews for two national television programmes on BBC Wales and ITV Wales as well as BBC Radio Wales. We also appeared on two local television stations discussing the campaign. This media work extended to quotes on the corresponding news web pages.

Later in the year we participated in a radio interview with BBC Radio Wales alongside Welsh Women's Aid following our conference on Domestic Abuse and Coercive Control.

We continue to use social media to promote events and campaigns, as well as comment on relevant media stories, raising awareness of abuse and sentencing. Although there has been an increase in engagement with the media there is still more to be done, in particular proactively with newspaper articles and other publications.

For this coming year we will:

- Revise the strategy for AEA Cymru to increase media opportunities as well to measure the impact.**
- Proactively seek opportunities within print media to promote the criminalization campaign as well as responding to relevant**

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stories.

- **Continue to use social media to highlight cases of abuse and promote the campaign and helpline.**

Conferences

Conferences are an important way in which we highlight areas of concern or of good practice, and influence the perception of practitioners and others with regard to elder abuse. AEA has a strong track record of hosting these events, and they have traditionally been a strong source of income. However, more recently such events have been regarded by AEA as primarily an influencing tool.

For 2017/18 we said we would:

- Deliver a regional conference on an identified theme relevant to safeguarding older people
- Seek opportunities to work in partnership with other organisations, input to their events and share our expertise and experiences on elder abuse in Wales.

Our second annual conference was organised in partnership with Welsh Women's Aid to focus on Older People and Domestic Abuse – specifically Coercive Control. The conference received support from Welsh Government as it was sponsored by the Leader of the House and Chief Whip. Our agenda was designed to provide delegates with the opportunity to examine their practice following the recent legislation changes and determine how the third sector specialising in domestic abuse and safeguarding professionals work together to ensure the well-being of older people experiencing abuse at the hands of a family member. We engaged contributors to the conference including the Leader of the House, a member of the National Independent Safeguarding Board, the Safeguarding Lead for the Older People's Commissioner for Wales, a Professor of Criminology, an Adult Safeguarding Service Manager and the Deputy Chief Crown Prosecutor for Wales, alongside representatives from specialist domestic abuse services.

We filled all 100 places with delegates from a range of backgrounds including police, social services, health, public and third sector. Information delivered by the speakers and workshop leaders will have a direct impact on service delivery to older people and we reached the general public via a radio interview with BBC Radio Wales. Feedback from the conference was very positive and 95% of the delegates ranked it as Excellent or Good.

We were invited to contribute to a number of events during the course of the year, particularly around National Safeguarding Week, moving into next year we will look to increase these opportunities.

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For this coming year we will:

- **Deliver a conference in North Wales on an identified theme relevant to safeguarding older people**
- **Produce an initial finding report on our crime campaign research to launch at the conference.**
- **Seek opportunities to work in partnership with other organisations, input to their events and share our expertise and experiences on elder abuse in Wales.**

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 are also entitled to receive discounts on our conferences. Most importantly they indicate their support for what we do and contribute an amount to the charity's income.

For 2017/18 we said we would:

- **Disseminate quarterly AEA Cymru newsletters**
- **Promote membership at conferences, events and through website and social media**

We continued to promote membership via the newsletters, via the website and at conferences and events. We produced 4 newsletters throughout the year. We utilised all public opportunities to grow our subscriber list and engage with individuals. We were not successful in attracting new members and due to the GDPR we naturally saw our subscriber numbers fall.

For this coming year we will:

- **Continued circulation of regular AEA Cymru newsletters.**
- **Promote membership at conferences, events and through website and social media**
- **Increase the number of social media followers and subscribers to the newsletter.**
- **Use the AEA Cymru sub-site to promote events, volunteering opportunities and updates on our work.**

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Our work in Northern Ireland

AEA Northern Ireland has continued to grow and evolve in the past year firmly establishing itself as the 'one stop shop' on issues of elder abuse. Building on the foundational work of previous years we have moved into dedicated operational delivery of the Northern Ireland based Helpline, dealing with complex and challenging calls and delivering case work to support families.

We continue to work to influence public attitudes about elder abuse and neglect, generating media coverage to raise awareness and delivering our messages through social media, our website and via regular newsletters to practitioners.

We have held a second successful national conference highlight older people as the hidden victims of domestic abuse and in doing so secured representation on strategic boards and local fora.

Working against a backdrop of political inertia has posed challenges and we are mindful there is much more needed to be done in Northern Ireland to end elder abuse, but we maintain our determination to make Northern Ireland a safer place to age.

Veronica Gray
Director,
AEA Northern Ireland

Public Policy

As the only charity in Northern Ireland working exclusively on the issue of abuse of older people, our public policy and influencing work is crucial and we have a unique and specialized contribution to make. This is acknowledged by the invitation for the charity to retain membership of current fora as well as receiving new requests to support regional and local initiatives.

For 2017/18 we said we would:

- Continue to seek and use opportunities to influence public policy as it relates to safeguarding and protecting older people
- Continue to engage relevant partnerships and networks to influence the adult safeguarding and protection agenda

Throughout this year we continued our involvement with the Department of Justice 'task and finish' group which was set up to develop both the offence of domestic abuse and subsequent domestic abuse disclosure scheme for Northern Ireland. The

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group was ended once the draft Bill was developed and the disclosure scheme launched. We believe AEA Northern Ireland provided a unique perspective on the issue of elder domestic abuse and were pleased to see the draft Bill recognises that perpetrators of domestic abuse, especially of older victims, includes a far wider group than the traditional view of partners and former partners which legislation in other jurisdictions is limited to.

Following successful awareness raising on the issue of domestic abuse of older people we were invited to join the PSNI-led Independent Domestic Abuse Advisory Group. The group is the only independent advisory forum operating within the PSNI, reflecting the need for cross sectoral partnership working from a range of stakeholder organisations all of which reflect and contribute from expert positions in the overall issue of domestic abuse.

We maintain our membership of the Northern Ireland Adult Safeguarding Partnership (NIASP) which is the overarching strategic forum to develop and implement adult safeguarding and protection in Northern Ireland. As a member of NIASP we also Chair the regional Prevention Workstream, which is responsible for the development and dissemination of a regional work plan of prevention activity. In addition, we supported a NIASP Financial Abuse 'task and finish' group to develop a 'recognise and respond' document for frontline staff.

While maintaining our support to the Older People's Partnership, Befriending Network we have also been requested to join the Northern Ireland Scamwise Initiative.

It is our view that we have been successful in influencing the wider public policy agenda and it remains crucial for the charity to continue to build on these foundations and maintain the visibility and influence of the charity on relevant fora in order to keep the issues high on the agenda.

For this coming year we will:

- **Continue to seek and use opportunities to influence public policy as it relates to safeguarding and protecting older people**
- **Continue to engage relevant partnerships and networks to influence the adult safeguarding and protection agenda**

Awareness Raising

A key priority in this year was to start the process of raising awareness of AEA Northern Ireland and influencing on the issues we had identified within the country but also across the four nations. This included a detailed exploration of financial abuse through delivery of conferences and briefing papers, and commencing joined

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up UK-wide practitioner led work.

For 2017/18 we said we would:

- Progress the UK-wide practitioner's guidance on financial abuse
- Progress the campaign to criminalize elder abuse

Throughout the year the 4 nations continued their collaboration on the development of practitioner's guidance on financial abuse occurring within a relationship of trust. This has involved significant research into various systems and processes available across the UK which would be beneficial as a UK-wide approach. This guidance remains work in progress.

We continue to work to influence practitioners and raise awareness of the charity and the nature and extent of elder abuse in Northern Ireland. We were invited to deliver a session on 'Collaborative Working' to social work practitioners as part of a module on the Post Qualified Social Work Award, accredited by Ulster University.

We have also delivered 4 information sessions to investigating officers and designated adult protection officers in 4 of the 5 Health and Social Care (HSC) Trusts, held meetings with hospital social workers and front line staff in Southern HSC Trust, made a presentation to Northern HSC Trust service users support group, and delivered an information session to practitioners in South Eastern HSC Trust.

Seeking to influence older people and the general public is also necessary to change public attitudes and opinion on the issue. Throughout this year we also hosted 10 information stands at external events and 5 information sessions attended by just under 200 people from housing associations and dedicated older people networks and fora. In addition to the 7000 information materials we disseminated ourselves, our charity information and Helpline number has been carried again in the Stay Safe booklet sponsored by the Department of Justice and in the Scamwise NI booklet and leaflet which is intended to be issued to all rate payers in the coming year alongside leaflets targeted at 87,000 housing executive tenants.

We assess our work as partially successful as we continue to develop the practitioner's guidance on financial abuse.

For this coming year we will:

- **Undertake consultation with a wide audience of practitioners on the systemic and institutional challenges of dealing with financial abuse of older people within a relationship of trust**

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- **In light of the consultation, produce a UK-wide practitioners guidance document on financial abuse within a relationship of trust**
- **Consider the implications of any additional issues arising from the consultation exercise**
- **Progress the campaign to criminalize elder abuse**
- **Continue to create and seek opportunities to influence the general public and older people**

Helpline

Elder Abuse Response is the only helpline operating in 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 and potentially abusive experiences. It also takes action to help callers who cannot get justice without support.

For 2017/18 we said we would:

- Launch the Northern Ireland arm of Elder Abuse Response
- Deliver the service from Northern Ireland, with back up cover from England staff as and when required
- Ensure widespread and targeted promotion of the helpline in Northern Ireland
- Implement the CRM to ensure helpline staff and volunteers capture and build nation specific and UK wide knowledge and gather quality information on calls
- Continue to develop information materials relevant to call themes and to support callers with further information

The Northern Ireland arm of the Elder Abuse Response Helpline was launched in April 2017 with 5 fully trained, home based, volunteers delivering the service, with additional cover provided by the Services Coordinator. All volunteers participated in 1:1 support and supervision sessions and peer support meetings which were aimed at ensuring ongoing quality service provision as well as support for volunteers who are dealing with difficult and distressing calls.

With a planned rota system in place, delivery of the service was well managed with additional ad hoc support provided by operators in England who had undertaken training delivered by the Northern Ireland team and which focused on those Northern Ireland adult safeguarding and protection systems and structures which would be different to those in England.

In year 1 of the Helpline delivery in Northern Ireland we took 170 calls covering a

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broad range of issues from neglect, emotional abuse, and physical abuse with the majority of calls (49%) relating to financial abuse. The complexity of calls is the significant feature of the first year of delivery, with many callers requiring referrals to adult safeguarding or information and support to self-refer, signposting to sources of legal advice, counselling and community-based support services. Of the calls we delivered case work on, particular case work successes include, with our involvement and through our support to the family and our communications with the relevant bank, an 86-year-old victim secured a refund from her bank of the £11,000 her niece had stolen from her, and an older man who with our advice and support reduced his risk of harm and secured his tenancy from possible eviction.

The Helpline was promoted through media engagement, social media, awareness raising talks and seminars, information stands in public areas and at all conference speaking events.

All staff and volunteers were trained in the use of the CRM and implemented the information recording system for all calls. At the end of the first year of implementation of the CRM there were user issues and additional training needs identified to improve the quality of information recorded which will be addressed in the coming year.

We assess our progress as successful as we have achieved the aims we set in relation to these objectives.

For this coming year we will:

- **Continue to work to promote the Helpline**
- **Deliver case work on 10% of calls**
- **Assess the current cohort of volunteer operators and recruit and train as necessary**
- **Deliver update/refresher training on the use of the CRM system**
- **Identify a senior volunteer to input to volunteer training and refresher/update training, and provide additional support in volunteer de-briefing**
- **Continue to support and manage volunteers through provision of support and supervision and volunteer-led peer support meetings.**

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 ensure 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 as politicians and policy makers can be sensitive to the information promoted by the media. Throughout the year we continued to be quoted in newspapers across the four nations, and magazines, and

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we gave interviews to a range of both radio and TV programmes.

For 2017/18 we said we would:

- Continue to work within the UK wide media strategy to ensure implementation within Northern Ireland

We have continued to work with Journalista to progress our media engagement and media opportunities. In the past year we have:

- Issued 6 press releases
- Given 4 radio interviews
- Wrote and submitted 6 articles for print in external publications
- Generated/mentioned/quoted in 7 print newspaper articles
- Scheduled tv interview cancelled at last minute by BBC due to breaking news
- Generated/mentioned/quoted in online news stories – no figure for this

We assess this target as successful and we continue to work closely with Journalista and local media outlets.

For this coming year we will:

- **Continue to work within the charity's media strategy, engaging with Journalista and responding to media requests**
- **Develop pro active media stories based on emerging trends**

Conferences

Conferences are an important way in which we highlight areas of concern or of good practice, and influence the perception of practitioners and others with regard to elder abuse. AEA has a strong track record of hosting these events, and they have traditionally been a strong source of income. However, more recently such events have been regarded by AEA as primarily an influencing tool.

For 2017/18 we said we would:

- Deliver a regional conference on an identified theme relevant to safeguarding older people
- Develop specific guidance/information related to the conference theme
- Seek opportunities to work in partnership with other organisations, input to their events and share our expertise and experiences on elder abuse in Northern Ireland

In this year we planned and delivered a second regional conference in partnership

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with Women's Aid ABCLN on the theme of domestic abuse of older people. MLA and former Justice Minister Claire Sugden opened the conference with Don Hennessy, author of "How He Gets Into Her Head" providing the key note input. Other contributions came from PSNI, Department of Justice and the Health and Social Care Board. The afternoon included the Ulster Orchestra delivering their performance of "My Story...Grown Old" which a performance piece telling the real stories of older women's experiences of domestic abuse set to an original script.

150 delegates from across the public, private, statutory and voluntary sectors attended, and evaluation demonstrated that the conference was rated highly with 80% rating the event as "excellent" and the remaining 20% rating the event as "good".

Running parallel with the conference we developed a publication on the theme "Recognising and Responding to Domestic Abuse of Older People" which provides information aimed at older people to identify the signs of domestic abuse and advice on how to share this information.

It is our assessment that we have been successful in achieving these aims in the past year.

In addition to our own conference planning and delivery we were invited to speak at or deliver a number of other events including:

- Key note presentation at 3 "Live Well Live Longer" older people's conferences organized by Armagh Banbridge and Craigavon Police and Community Safety Partnership which attracted a total of over 500 delegates, primarily older people but which also included practitioners from relevant organisations
- Delivery of a half day seminar to 80 older people and practitioners as part of South West Age Partnership
- Key note presentation at the regional Presbyterian Church Adult Safeguarding conference which was attended by up to 300 delegates
- Requested to be a delivery partner for the Southern Health and Social Care Trust annual adult safeguarding conference which was held on World Elder Abuse Awareness Day on the 15th June. Staff provided a key note address to the 200 delegates and facilitated 2 workshops to 65 people.
- Additionally we were invited to participate in the expert panel discussion at a Women's Aid seminar on domestic abuse with 30 attendees and at the Pensions Parliament which was attended by 200 older people

We continue to welcome opportunities to support other regional conferences and seminars as a key way to network, deliver our messages to a wider audience and demonstrate our ability and desire to work in partnership with other organisations.

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For this coming year we will:

- **Deliver a regional conference on a specific theme**
- **Consider the need for and resourcing of any specific guidance material relevant to the conference theme**
- **We will continue to seek opportunities to work in partnership with relevant organisations and support external conferences**

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 our conferences. Most importantly they indicate their support for what we do and contribute an amount to the charity's income.

For 2017/18 we said we would:

- **Disseminate quarterly Northern Ireland newsletters**
- **Promote membership at conferences and through website and social media**

Throughout the year we produced and issued quarterly newsletters to our distribution list and promoted membership at all events, and through newsletters and social media.

We assess this objective as successful.

For this coming year we will:

- **Review and consider any implications of GDPR on the number of subscribers**
- **Continue to issue quarterly newsletters**
- **Continue to promote membership at all events and through social media**

ACKNOWLEDGEMENTS

Action on Elder Abuse would like to thank all our supporters – individuals, Trusts, Foundations, and others - who helped us tackle elder abuse and support its victims in 2017/18. Without this support our achievements would not have been possible.

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FINANCIAL REVIEW

Overview:

The charity has continued in a good financial situation this year. The Big Lottery funding has provided us with a solid financial foundation, and the money from a legacy received in a previous year, has helped us to achieve a level of stability. However, as always, this masks a need for us to continue to seek alternative means of funding, both to support expenditure that falls outside the Big Lottery remit but also to prepare for the loss of that funding in 2020.

Traditionally, our income has been derived from two main sources e.g trusts/foundations and self-generated income (e.g. income from training events, sales, speaking engagements, etc), and we have been looking at how we might best diversify that approach to avoid being dependent upon a small number of funding options.

Our income from conferences, seminars, sales and fees earned this year matched that of the previous year, but this was disappointing as we are keen to grow this aspect of income generation. We will continue to work on this.

Our closing balance is £331,791 of which £290,941 is unrestricted.

Our current situation places us in a good position, although we are conscious of the need to hold adequate reserves and also plan for 'year six', when the Big Lottery funding will end. We also want to maintain our relationship with some of the funders that have supported us for a very long time. We 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. And we are demonstrating the tremendous value of our two growing services, the Helpline and the Peer Support approach, both of which are recognized by funders as extremely effective.

Fundraising income

Income from donations, legacies and grants was £701,618 of which £126,756 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 £20,058 (which was similar to the previous year's figure of £19,884). This reflects our activities in training, conferences, sales of publications and consultancy work, and highlights the

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challenging environment in which we are seeking to promote our products and services.

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 £887,638 - down on the previous year's figure of £956,503.

Our expenditure is, in part, associated with restricted monies carried forward from the previous year (£96,905 from the year ending 31 March 2017).

Overall financial position

The closing balance carried forward for the year ending 31 March 2018 is £331,791 of which £290,941 is unrestricted compared with the previous years below:

Year	2016/ 2017	2015/ 2016	2014/ 2015	2013/ 2014	2012/ 2013
Unrestricted	397,443	504,760	19,325	33,606	29,932

(This 2016 figure primarily reflects the positive effect of the legacy income of £460,006 which was received in that year).

Reserves Policy

Our current reserves policy is to hold sufficient unrestricted funds to meet all staffing obligations, with a target of six months. This is to ensure that the charity could overcome any unexpected loss of income and give time for recovery plans to be effective. Annual staff costs are £649,951, and we require a minimum of **£324,976** to meet all staffing obligations over a six-month period. We therefore have this as a target to maintain against unrestricted funds.

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). Company law 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 charitable company and of the incoming resources and application of resources of the charitable company for that period. In preparing these financial statements, the Directors/Trustees are required to:

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- 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 charitable company will continue in business.

The Directors/Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

Approved and signed on behalf of the Directors/Trustees by:



19 December 2018

Dr John Beer
Chair

ACTION ON ELDER ABUSE INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ACTION ON ELDER ABUSE

Opinion

We have audited the financial statements of Action on Elder Abuse (the 'charitable company') for the year ended 31 March 2018 which comprise the statement of financial activities, the balance sheet, the cash flow statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2018, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

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- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the trustees' annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

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Matters on which we are required to report by exception

In the light of our knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

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

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

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on pages 46 & 47, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or

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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ACTION ON ELDER ABUSE

error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the trustees.
- Conclude on the appropriateness of the trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

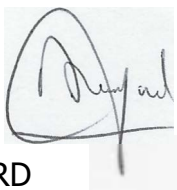
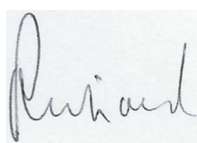
We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings,

ACTION ON ELDER ABUSE INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ACTION ON ELDER ABUSE

including any significant deficiencies in internal control that we identify during our audit.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and to the charitable company's trustees, as a body, in accordance with regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



RICHARD DUNFORD
(Senior Statutory Auditor)

For and on behalf of Richard Dunford & Co.
Chartered Accountants and Statutory Auditors

Date: 19th December 2018

Action on Elder Abuse

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2018

	Notes	Unrestricted funds £	Restricted funds £	Total 2018 £	Total 2017 £
INCOME					
Donations, legacies and grants	1	126756	574862	701618	746888
Bank Interest	2	0	0	0	0
Charitable activities		20058	0	20058	19884
Investments	7	1229	0	1229	0
Other income		4167	5463	9630	6955
TOTAL INCOME		152210	580325	732535	773727
EXPENDITURE					
Expenditure on raising funds	3	88134	61955	150089	160378
Expenditure on charitable activities	4	153675	566888	720563	777417
Governance costs	5	9449	7537	16986	18708
TOTAL EXPENDITURE		251258	636380	887638	956503
NET LOSSES ON INVESTMENTS		7454	0	7454	0
NET MOVEMENT IN FUNDS		-106502	-56055	-162557	-182776
Total funds brought forward		397443	96905	494348	677124
TOTAL FUNDS CARRIED FORWARD		290941	40850	331791	494348

All activities relate to continuing operations.

The Statement of Financial Activities includes all gains and losses recognised in the year.

BALANCE SHEET

at 31 March 2018

	Notes	2018 £	2017 £
Fixed Assets			
Tangible Assets	6	1295	3668
Current Assets			
Investments	7	212771	0
Debtors	8	35395	36171
Cash at bank and in hand		87298	467472
Total current assets		335464	503643
Liabilities			
Creditors, falling due within one year	9	4968	12963
Net current assets		330496	490680
Total Assets less current liabilities		331791	494348
FUNDS			
Unrestricted Funds		290941	397443
Restricted Funds	10	40850	96905
TOTAL CHARITY FUNDS	13	331791	494348

The financial statements were approved and signed on behalf of the Directors/Trustees on

Date



19 December 2018

Dr John Beer (Chair)

Action on Elder Abuse

Statement of Cashflows

STATEMENT OF CASHFLOWS FOR THE YEAR ENDING 31 MARCH 2018

	2018 £	2017 £
Cash flows from operating activities:		
Net (expenditure)/income for the year as per SOFA	-162557	-182776
Depreciation charges	3229	3013
Income from investments	-1229	0
Decrease/(increase) in debtors	776	194773
Increase/(decrease) in creditors	-7995	-27822
Net cash (used in)/provided by operating activities	-167776	-12812
Cash flows from investing activities:		
Income from investments	1229	0
Capital Expenditure	-856	-2172
(Decrease)/increase in cash and cash equivalents for the year	-167403	-14984
Cash and cash equivalents at the beginning of the year	467472	482456
Cash and cash equivalents at the end of the year	300069	467472

Action on Elder Abuse

Accounting Policies

BASIS OF ACCOUNTING

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 United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) including FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and complies with the Companies Act 2006.

Action on Elder Abuse meets the definition of a public benefit entity under FRS 102.

INCOME

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.

EXPENDITURE

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

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.

CURRENCY AND ROUNDING

The currency used by the charity is sterling. Amounts have been rounded up or down to the nearest pound.

INVESTMENT POLICY

We have this year made investments of £220,000 in order to reduce capital held in our bank account and maximise the potential for income generation. We have chosen an investment service that allows quick access to the funds in order to ensure we can utilise the money at short notice if needed.

Although the accounts at close of year show an revaluation loss of £7,454 on our investments, this is associated with the timing of our intervention into these markets and we anticipate an overall profit within the next financial year.

Our approach has been to restrict investments from any sectors where elder abuse might potentially be an issue, and to avoid investments that might be associated with the smoking industry. We will continue to consider investments where surplus allows.

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	33⅓% per annum on cost
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Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2018

Note

1 INCOME FROM DONATIONS, GRANTS AND LEGACIES

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	£	£	2018	2017
			£	£
Donations	126756	102850	229606	240112
Grants	0	472012	472012	501207
Legacies	0	0	0	5569
	126756	574862	701618	746888

The Charity benefits greatly from the involvement and enthusiastic support of its many volunteers, details of which are given in the Directors' Report. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the financial statements.

2 BANK INTEREST

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	£	£	2018	2017
			£	£
Bank interest	0	0	0	0

3 EXPENDITURE ON RAISING FUNDS

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	£	£	2018	2017
			£	£
Staff costs	85490	26234	111724	111450
Brochures, materials and postage	0	2401	2401	2659
Office costs and other overheads	392	1778	2170	3614
Membership services	2252	31542	33794	42655
	88134	61955	150089	160378

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2018

4 EXPENDITURE ON CHARITABLE ACTIVITIES

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	£	£	2018	2017
			£	£
Conference/Seminars	21322	41039	62361	75461
Provision of training	13074	18346	31420	36686
Helpline and web site	42268	151914	194182	188814
Social Policy development	21036	36826	57862	65652
Media Promotion	10956	44692	55648	66629
Special Projects	45019	274071	319090	344175
	153675	566888	720563	777417

5 GOVERNANCE COSTS

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	£	£	2018	2017
			£	£
Auditor fees	14	267	281	180
Trustee Expenses	2372	516	2888	2713
Trustee meeting venue costs	2220	484	2704	3545
Administration	4843	6270	11113	12270
	9449	7537	16986	18708

AUDITORS REMUNERATION

	<i>Unrestricted</i>	<i>Restricted</i>	<i>2018</i>	<i>2017</i>
	£	£	£	£
Fee	14	3986	4000	3364

Table 5 shows the apportionment of costs attributed to Governance. Not all of the auditor fee has been apportioned to governance. This is in keeping with previous years and spreads the cost of the audit among all services and activities proportionately.

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2018

6 TANGIBLE FIXED ASSETS

Cost	Computer Equipment £
At 1 April 2017	12178
Additions	856
As at 31 March 2018	13034
Depreciation	
At 1 April 2017	8510
Charge for the year	3229
As at 31 March 2018	11739
Net book value at 31 March 2018	1295
Net book value at 31 March 2017	3668

7 INVESTMENTS

	2018 £	2017 £
Cash held:		
Transfer of funds	220000	0
Purchase of investments	-204690	0
Investment income	1229	0
Investment charges	-1004	0
As at 31 March 2018	15535	0
Investments made		
Purchase of investments	204690	0
Loss on revaluation	-7454	0
As at 31 March 2018	197236	0
Total Value at 31 March 2018	212771	0

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2018

8 DEBTORS

	2018 £	2017 £
Other debtors	28435	27597
Conference/membership debtors etc	6960	8574
	35395	36171

9 CREDITORS, falling due within one year

	2018 £	2017 £
Other Creditors	968	9363
Accruals and Deferred Income	4000	3600
	4968	12963

10 ANALYSIS OF RESTRICTED FUNDS

	At 1 April 2017 £	Income £	Expenditure £	At 31 March 2018 £
Comic Relief Helpline	13262	4000	17262	0
Rausing Trust	40000	0	16250	23750
Big Lottery	401	406993	407394	0
Lockwood	0	25000	25000	0
Persula	0	5000	5000	0
Sussex PCC	13945	0	13945	0
Other EARS	4416	6000	10416	0
Essex EARS	0	1500	0	1500
Other helpline	1400	28250	29650	0
Helpline Northern Ireland	6123	0	6123	0
Helpline Wales	8808	2500	11308	0
Helpline Scotland	8000	5463	13463	0
Other Peer support - Scotland	550	16600	1550	15600
Lloyds Foundation	0	24799	24799	0
City Bridge	0	18220	18220	0
Porticus	0	18000	18000	0
Dunhill	0	18000	18000	0
TOTAL	96905	580325	636380	40850

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2018

11 EMPLOYEES AND STAFF COSTS

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

No of Part time staff

No of full time staff

2018	2017
No	No
21	28
11	11
22	22

The costs of employing these staff were:

Salaries and Wages

National Insurance

Pension Scheme contributions

2018	2017
£	£
554962	607685
49913	54457
45076	43390

TOTAL

649951	705532
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Trustees are not remunerated. £2,880 was reimbursed for travel and other expenses to 7 trustees (2017: £2,713 to 5 Trustees)

The key management of the charity comprise the Chief Executive, the Director of Operations the Director of Development, and the four Directors for Scotland, Wales, Northern Ireland and England. The total employee benefits of key management personnel total £325,917

In accordance with SORP we confirm that the fact that there are no employees who received employee benefits (excluding employer pension costs) of more than £60,000

12 ANALYSIS OF NET ASSETS BETWEEN FUNDS

Fund balances as at 31 March 2018 are represented by

Fixed assets

Current assets

Current liabilities

Total net assets at 31 March 2018

Unrestricted £	Restricted £	Total 2018 £
1295	0	1295
294614	40850	335464
-4968	0	-4968
290941	40850	331791

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2018

13 MOVEMENT ON FUNDS	Unrestrict ed £	Restricted £	Total 2018 £
At 1 April 2017	397443	96905	494348
Incoming resources	152210	580325	732535
Resources expended	-258712	-636380	-895092
At 31 March 2018	290941	40850	331791

14 FINANCIAL COMMITMENTS

As at 31 March 2018 the charity was committed to making the following payments under non-cancellable operating leases all of which expire within 5 years.

	2018 £	2017 £
Operating leases (includes office rental, franking machine and photocopier)	60851	28737
Total	60851	28737

15 POST BALANCE SHEET EVENTS

None