



Annual Report and Financial Statements 2016

Annual Report of the Directors/Trustees and financial statements for the year ending 31 March 2016



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

<u>CONTENTS</u>	PAGE
Reference and Administrative Details of the Charity, its Directors/Trustees and Advisors	1
Structure, Governance and Management	2
<ul style="list-style-type: none">- Introduction- Director/Trustee structure- Decision making- Risk management- Charitable objectives- Mission statement	
Activities, Achievements and Performance	4
<ul style="list-style-type: none">- Activities- Finances- Priorities- Helpline- Website/Social Media- Media work- Training/Seminars- Conferences- Membership- Project work- Social policy	
Financial Review	18
<ul style="list-style-type: none">- Overview- Fundraising income- Self generated income- Expenditure- Overall financial position- Reserves policy- Investment policy- Statement of Directors/Trustees responsibility	
Auditor's Report	22
Financial Statements	25
<ul style="list-style-type: none">- Statement of financial activities- Balance sheet- Accounting policies- Notes	

Chief Executive's introduction

This has been a transformational year for the year. The five-year funding provided by the Big Lottery, coupled to the continued support of key funders such as Comic Relief and all those other funders who have maintained their support for what we do, has meant that we have been able to develop a long-term plan to address the abuse of older people, in a way that we have never been able to do so previously.

During the year, we laid major foundations in all four nations of the UK to move our work to an increasingly influential level. We invested in our media work, our development of our helpline and abuse recovery services, and our policy work in England, Scotland, Wales and Northern Ireland. We increased our staffing levels from five to twenty-five people, and we began the process of raising awareness of the charity and our key messages.

For the first time since the charity was formed we are in a position to significantly influence the way in which people think about elder abuse, encourage and facilitate practitioners from all four UK nations to collaborate and work together, and change the political environment in terms of safeguarding and protection.

We need the continued support of everyone – funders, policy makers, politicians and the public – to follow through and make change happen. There are at least 800,000 older people who experience abuse in our communities, often isolated and abused by the people they trust. Theirs is a silent scream of despair and pain and it's our job – all of us - to make their voices heard.

Together we are stronger. Together we can make change happen.

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

Chair's introduction

In many respects, it has been a very good year for AEA. Supported by the Big Lottery and by other generous donors we have now filled all the posts laid out in our expansion programme. At last we are able to respond to the many issues of concern about the abuse of older people which in the past we had to let go.

Our impact in Scotland, Wales and Northern Ireland, driven by our very able national Directors, has made a major and well received impact on the protection of older people in those countries. Our Elder Abuse Recovery Service has established a model that many areas now want to have in their community. Our fundraising and marketing go from strength and our Helpline provides an ever-better service.

However, these are all milestones on our journey to reduce and ameliorate elder abuse. And there are some big rocks in the road.

A frightening rise in financial abuse and a criminal justice system that currently refuses to take elder abuse seriously.

Massive cuts in Social Care budgets and a refusal by the Government to accept this has an impact on Adult Protection and the quality of commissioned residential care.

Hospitals returning to housing geriatric wards by another name because the Government refuses to fund the needs of our totally predicted increasing older population.

And finally, much of our funding is time limited and we need more long term donors and legacies and dear readers, you can help to change that!

On behalf of the Board of Trustees I want to thank our amazing Chief Executive, Gary FitzGerald, and our Director of Operations, Maggie Evans, who are the core of the organisation; to thank all our superb staff and so many volunteers, all our supporters and my colleagues on the Board. I commend this Annual Report to you and request your continued engagement with the work of AEA

John Beer. OBE., Chair AEA

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 2015/16)

Dr John Beer OBE., Chair	(5/5)
Martin Herd, Hon Treasurer	(3/5)
Keith Lewin	(3/5)
Peter Westland CBE	(5/5)
Ronnie Barnes	(5/5)
Miranda Wixon	(3/5)
Stephen James	(4/5)
Nicola Hill	(3/5)
David Congdon	(4/5)
Caroline Cox	(2/5)
Steve Clay	(2/5)
Lesley McDowell	(4/5)
Lawrence Tudin	(4/5)

New trustees in post:

Denzil Lush (appointed 12 May 2016)
John Williams (appointed 15 June 2016)

Previous Trustees in post during this period were:

Robert Orchard (appt: 18 Sept 2014; resigned 2 July 2015) (2/2)

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 2016. 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.

DIRECTOR/TRUSTEE STRUCTURE:

There is a maximum of fifteen Directors/Trustees (increased to twenty at the AGM on 15 June 2016). Our intention is to ensure that there is at least one serving Director/Trustee from England, Scotland, Wales and Northern Ireland, with a future target of two trustees for Scotland, Wales and Northern Ireland. 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, and interim sub-groups additionally meet to address specific issues. Responsibility for the management of day-to-day operations is delegated to the Chief Executive.

STAFF PAY

The Board annually 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

Action on Elder Abuse

Directors/Trustees' Report

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.

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 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

Action on Elder Abuse

Directors/Trustees' Report

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. 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.

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

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.

Income Generation:

The financial situation facing all charities of our size has been challenging over the

Action on Elder Abuse

Directors/Trustees' Report

last few years – primarily due to the recession - and this has meant often finding new approaches to sustaining our activities. With the appointment of a Director of Fundraising we were able to develop a comprehensive fundraising strategy and this, coupled to five-year funding from the Big Lottery, has assisted us in achieving our goals during this year.

For 2015/16 we said we would:

- expand our fundraising team so that we could address individual donor giving, legacy income, corporate fundraising and marketing;
- establish a fundraising plan that ensured continuation of our developed activities beyond the five-year life of the new Big Lottery funding;
- Investigate options for improving our marketing approach in order to improve income from self-generated activities;
- With the aid of the new fundraising strategy and staff resources, work towards increasing our fundraising income from all identified income streams.

During the year, we successfully appointed new marketing and income generation staff, to concentrate on promoting our products and services and increasing the number of people who make regular donations to the charity. We invested in the development of corporate relationships but suspended any in-depth work around legacies at this point in order to concentrate on the other income aspects. Developing these new approaches will take time and we anticipate continuing these initiatives throughout next year.

We have also updated and developed our fundraising plans in order to ensure that we build our income streams over the course of the next five years, taking account of the Big Lottery timeframes. We are keen to ensure that any gains we make during the course of the Lottery funding are continued beyond the lifetime of this grant.

We considered that we had successfully achieved the goals we had set for this year, although we acknowledge that there is further work to be undertaken.

For this coming year:

- **we will continue to develop our work around improving the marketing of our products and services;**
- **we will continue to pursue the diversification of our income streams in order to reduce any over-dependence on any single stream;**
- **we will seek to expand the range of funding available to our nations work and two primary services (helpline and the Elder Abuse Recovery Service – EARS).**

Action on Elder Abuse

Directors/Trustees' Report

Our priorities:

Following the failure of the Westminster Government in 2014 to enact legislation to provide legal powers to intervene and protect adults at risk of abuse, the situation across the UK became starkly different. In Scotland there has been comprehensive legislation since 2007 – the Adult Support and Protection Act – which covered systems, process as well as laws to intervene. This remains aspirational for the other nations. At the same time as England brought forward the Care Act, Wales introduced the Social Services and Wellbeing Act, which again went further in providing legislation to protect adults. Northern Ireland is still working through the development of policy, although the Commissioner for Older People has called for legislation. All of which means that the level of protection afforded to adults at risk of abuse is very dependent upon where people live in the UK.

For 2015/16 we said we would:

- appoint staff in all the UK nations so that we could begin work to contrast and compare, and enable the sharing of good practice and information;
- begin identifying key statutory adult protection agencies across the UK and begin the process of establishing their effectiveness in safeguarding and protection;
- establish advisory groups in each nation to assist us in evaluating the adult protection situation, and begin to identify practitioners to work with us to clarify and improve good practice.

During the year, we appointed Directors for the charity in Scotland, Wales and Northern Ireland and we commenced a series of regular meetings to begin sharing knowledge and information internally. We also began to map the differences between the nations to better understand what priorities were being given to the protection of older people. By the end of the year we had established advisory groups in Scotland and Northern Ireland, and had established a Safeguarding Alliance in England. We were delayed in establishing an advisory group in Wales by difficulties in finding a suitable trustee to lead this development.

We considered that we had successfully achieved the goals we had set for this year, although we acknowledge that there is further work to be undertaken.

For next year, we want to begin influencing the issues that we identify as key across the four nations, and this includes looking in some detail at financial abuse and highlighting it in conferences, as well as focusing on the failures of the criminal justice system to deter perpetrators of abuse. We also want to begin the process of encouraging nations to share knowledge, challenges and experiences so that we can begin to produce quality guides on how to tackle some of the endemic abuse issues.

Action on Elder Abuse

Directors/Trustees' Report

For this coming year:

- **we will identify one key abuse theme (financial abuse) that is consistent across the four nations and undertake analysis as a means of highlighting the key issues;**
- **hold a conference in each of the four nations;**
- **produce a discussion paper on the agreed theme, based on the experiences of the four nations;**
- **co-ordinate a UK discussion on that theme in order to develop practice guidance;**
- **launch at least one main campaign that is relevant to all four nations;**
- **appoint a Director for England to complete our senior management team.**

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.

By the end of 2015 we had received 21,267 calls to the helpline, a doubling from the previous year, and this prompted us to evaluate the content of those calls and the overall benefit/impact. While the nature of many calls was increasingly complex, and in a number of cases our Helpline Operators were undertaking levels of casework to ensure victims received the support to which they are often entitled, there were also a large number that we felt could have received information better through enhancing our website and social media services. We therefore began a process of diverting calls away from the helpline where they did not require specialist advice and guidance. This is a long term plan as it will take time to change the current situation. By the end of March 2016, we had taken 10,534 calls on the helpline, indicating that we had successfully begun this strategy.

People approach the helpline for several reasons; they just want information to enable them to understand the nature of abuse; they are unhappy with the response they have received from a regulator or safeguarding service and just want to know their rights; they are concerned about abuse but feel powerless to intervene; they live far away and want to know what and how to take action in response to suspected abuse; they are concerned about neighbours but are reluctant to intervene; or they are being abused but afraid to take action. They can also be unhappy with the actions of a local agency, or they are poorly paid care staff who

Action on Elder Abuse

Directors/Trustees' Report

are fearful of the consequences of taking action, or the situation is highly complex and the solutions are not obvious.

For 2015/16 we said we would:

- appoint a Helpline Coordinator, and focus upon developing the internal systems and processes of the Helpline;
- establish a casework system that supports at least 10% of callers;
- explore ways of extending the work of the helpline in Wales, Scotland and Northern Ireland, including through the recruitment of locally based volunteer operatives.

We explored several options throughout the course of the year to recruit a helpline coordinator but without finding a suitable person. As a consequence, we completely reviewed the overall situation and decided to re-develop the role into a fourth nation Director, to work with colleagues in the other nations but to also oversee and develop the helpline. At the end of March, we made an appointment to that post and began to scope out what priorities and developments were needed to re-focus and re-structure the helpline services.

While we were waiting to appoint a suitable candidate we engaged a consultant to begin working on developing new recording systems for the helpline, and to explore the issues involved in establishing a more formal casework approach to complex cases. This work was ongoing at the end of the financial year and will be continued.

We also began to lay the foundations for extending the operation of the helpline in Wales, Scotland and Northern Ireland. While we have always provided a service in those nations we were conscious that we were unable to adequately reflect the cultural and legal differences that exist and which are so crucial when addressing issues of abuse. By the end of the year we had developed a strategy for launching nation specific services in the new financial year, including recruiting five locally-based Helpline volunteers in Scotland and training our existing Helpline operators on the Scottish support framework.

We considered that we had successfully achieved the goals we had set for this year, although we acknowledge that there is further work to be undertaken.

We plan to further explore in the coming year how best to meet the varying needs of callers, with an increased focus on casework support for those needing direct help, and information available through means other than the helpline for those who may not need direct contact with a staff member. We plan to invest significantly in the training and support given to helpline staff/volunteers and introduce a supervisory level within the team to provide day to day support. We also plan to ensure that the helpline has a greater 'nation specific focus' in order to enhance its

Action on Elder Abuse

Directors/Trustees' Report

relevance to callers from across the UK.

For this coming year:

- **we will develop new training and guidance materials to reflect the nation differences and train current staff and volunteers accordingly;**
- **actively recruit helpline volunteers in each of the nations including Welsh speaking volunteers in Wales to take helpline calls and begin to bring these new approaches on stream;**
- **continue to reduce the reliance on the helpline for the provision of routine information, and increase our involvement in more complex cases through the casework approach;**
- **develop a Customer Relations database to better capture data and information on the nature of helpline calls.**

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

For the year 2015/16 we said we would

- **develop our use of social media so that it becomes a high-profile tool in raising public and practitioner awareness of key issues;**
- **continue to increase the number of people following the charity on Facebook and Twitter, and re-launch the Practitioners Support network;**
- **complete the re-design of the website and launch it with additional information pages for Scotland, Northern Ireland, and Wales (including in the Welsh language);**
- **move our Email system to a cloud version to reduce the frequency of 'down time', and we will introduce a new computer server for the office.**

During the year, we explored ways of better using Facebook and Twitter, introducing a more structured approach to posting information and generating discussion,

Action on Elder Abuse

Directors/Trustees' Report

including the use of pre-programmed material to ensure regular interaction. We also set up separate social media accounts in each of the nations. As a result, we saw an increase in the use of such media by the public and practitioners. By the end of the year we had an average Facebook post reach of 19,946 (average of 113 in 2014/15) and 2,300 Twitter followers (2,000: 2014/15).

We also completely re-designed our website, both to modernise it and make it easier to access. We had some difficulties with the programming of these new developments however and we were still continuing to work on its re-design by the end of the year. We had however achieved our primary objectives, and had introduced nation specific pages and the use of the Welsh language for key activities (such as recruitment etc). During the year, the website had 131,820 page views from 38,734 users.

We also successfully moved our email system from an internal server that was causing major difficulties to the Google services and in doing so both improved reliability as well as the security of this facility. We switched our computer filing systems to a more reliable onsite server, with offsite backup.

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

We plan to continue this development process as we recognise that social media can have a tremendous impact in educating and mobilising people's concern and opposition to elder abuse. We plan to better integrate our use of the differing media platforms so that they are consistent in messaging and deliver appropriate messages to the differing audiences that access Facebook and Twitter. We also want to continue the improvements that we are making to our website so it is more user friendly and accessible.

For this coming year:

- **We will develop a social media strategy that integrates our activities and establishes unified objectives in terms of consistent messaging and information across all platforms;**
- **We will continue to re-design and develop our website throughout the year to make it more responsive and easier to use.**

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

Action on Elder Abuse

Directors/Trustees' Report

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 2015/16 we said we would

- appoint a Communications Officer to take responsibility for all our media activity;
- Develop and implement a Communications strategy for the coming years;
- Design internal systems to record and log all media reports of elder abuse, including ones triggered by or quoting AEA;
- Develop a reactive response to all reports of elder abuse across the UK, to ensure an AEA comment is recorded;
- Produce a least one News Release per month on issues chosen by AEA;
- Develop a case study library, together with pictures, quotes etc;
- Extend our social media presence into Flickr etc.

During the year, we appointed a Communications Officer who immediately began to evaluate our communications models and systems and structure them so that we could generate information on a timed and regular basis. This work involved the development of a strategy that covered the whole of the organization, both internally and externally, and the establishment of systems to log media activity around elder abuse and respond appropriately. This approach quickly began to increase our media presence, although we continued to find it challenging to identify suitable case studies. As a consequence, we focused on improving the guidance and training to helpline staff to enable them to better identify potential candidates for this purpose. This is a medium-term strategy that will continue into the new year.

We assessed this target as successfully achieved, although we recognised that there was more that we needed to do.

For the next year, we plan to separate communications work into several distinct fields and look at the workload and objectives involved (e.g. internal and external communications, social media work, etc). We want to increase our media presence, but we also recognise that, with a growing and dispersed workforce, there is a need for us to ensure that everyone is up to date with key actions and objectives. We also recognise that social media activity could easily become a role in its own right.

For this coming year

- **explore the various options for achieving our external communications objectives and look at how they may be achieved differently;**
- **continue to develop our communications strategy, and also develop a separate social media strategy;**

Action on Elder Abuse

Directors/Trustees' Report

- **set clear goals and measurements for media activity so that we can understand and assess levels of success.**

TRAINING and SEMINARS

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.

For 2015/16 we said we would:

- continue to provide the full range of products and training that is currently available;
- explore the recruitment of a marketing post for the charity, to address the current knowledge and skills gap that we have identified.

During the year, we appointed a new Marketing post to concentrate on the promotion of our products and services. We recognise that it will take time to achieve an improvement in our levels of sales as we want to completely redesign our promotional materials and our marketing systems, and also get a better understanding of the potential markets for our products.

We have also recognised the need for some of our activities (e.g. conferences) to be less an income stream and more of an influencing tool. Consequently, we need to ensure that any costing reflects the financial realities facing some of our customers i.e. that money is in short supply. Overall, our products, seminars and training generated nearly £11,000 again this year (a similar level to the previous year).

We judged this to be successful in that we had maintained a good position in the market.

For this coming year

- **We will continue to provide the full range of products and training that is currently available;**
- **We will focus on the development of our marketing systems, with a view to ensuring that they are based on good promotional practices.**

Action on Elder Abuse

Directors/Trustees' Report

CONFERENCES

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

For 2015/16 we said we would

- host at least two conferences during the course of the year;
- Recruit a staff member to focus on the development and delivery of marketing plans and strategies.

This year, we held two conferences. One in May and one in January (in conjunction with Solicitors for the Elderly). Topics covered included the NHS and abuse, the emerging role of Social Work across the four nations, the role of advocacy, the Care Act and Health, safeguarding and self-neglect, the impact of the Scottish adult protection legislation, the use of Safeguarding Adults reviews, the reality of the Human Rights Act, and the use of overt cameras in care homes.

We also appointed to a new Marketing post (reported elsewhere).

During the year, we spoke at eighteen separate events throughout the UK, hosted by Third sector groups, solicitors, universities, pensioner's groups, care providers, hospitals, political organisations and trades union.

Nearly 7,000 people heard our messages through these means.

We judged this to have been successful in that we achieved the objectives that we had set.

We intend to continue with our strategy throughout next year, and explore further how we might best increase the reach and influence of our conferences. We also want to coordinate them so that there is an emerging pattern from the topics and messages that we impart.

For this coming year

- **we will hold four conferences, one in each nation of the UK;**
- **hold one of the four conferences on or near to World Elder Abuse Awareness Day (15th June);**

Action on Elder Abuse

Directors/Trustees' Report

- **Look at the delegate fee for conferences to ensure that it strikes the right balance between income generation and policy influencing.**

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.

The benefits for members are significant. By providing the 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. They also have the opportunity to pose questions on safeguarding topics that can be put to the wider experienced membership for consideration and response. And they feed into our policy work, helping us shape our responses to Government consultations and also to formulate our strategies in terms of lobbying etc.

For 2015/16 we said we would:

- begin to explore how we can grow our membership, particularly in Scotland, Wales and Northern Ireland;
- issue at least four editions of Action Points in the year.

During the year, we began to re-design our membership materials to make them nation specific, including pages on our website, and we introduced Welsh translation (wherever it was appropriate – arguably it is whenever possible as we do not have the finances to translate everything). We also began to plan and deliver publicity across the four nations for our helpline, including promotion of AEA membership. Our strategy has been to lay the foundations for a membership drive during 2016/17.

We also established a process for producing our Action Points newsletter every two months, planning editions in advance so that we could guarantee publication. We also produced our first electronic newsletter in Scotland.

We judged this to have been partially successful in that we established a programme for the production of Action Points, and made some progress in recruiting members in the Celtic nations.

Action on Elder Abuse

Directors/Trustees' Report

We recognise that it will take time to build a larger membership base but we plan to increase promotion of the charity across the four nations, using media and conferences and news bulletins to do so.

For this coming year:

- **We will develop specific email news bulletins for Wales and Northern Ireland;**
- **Use conferences in the nations to promote membership of the charity;**
- **Undertake a survey of members to ascertain their interests and how we might best interact with them.**

DEVELOPMENT WORK

Development work is an effective method of focusing attention on areas of social policy or practice that are not receiving an appropriate level of attention or are not being appropriately addressed by Government, regulators or care providers. It can also be used as a lever for change, and as a means of equipping workers or volunteers with skills that can help them in their work with older people. And it can fill gaps in provision that are not otherwise available.

Peer Support services (Elder Abuse Recovery Service)

This developed from a Comic Relief project intended to establish a support network for people, or their relatives or friends, who had experienced abuse. The objective of the scheme was to enable survivors to achieve full recovery from the effects of their abuse and put the trauma behind them. 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 2015/16 we said we would

- **appoint a Local and a National Coordinator for the Peer Support service;**
- **develop services in three local authority areas in immediate proximity to the AEA office, with each of these groups supporting up to 50 victims each year;**
- **additionally develop the service in at least one and potentially two other areas.**

During the year, we appointed a local coordinator to concentrate on developing the service in three local authority areas in proximity to our office (Lambeth, Southwark and Croydon), and we also appointed a National Coordinator to cascade the service throughout the UK.

Action on Elder Abuse

Directors/Trustees' Report

Work began on developing systems, procedures, training and support mechanisms for the new service, and publicity was designed and circulated among the three target boroughs. Recruitment was also commenced for volunteer support workers. The process was of necessity slow because of the balance involved in developing the service, training the volunteers, and also seeking appropriate victims of elder abuse that could be effectively supported.

We also began discussions in Sussex to develop a service on the South Coast and by the end of the year had secured funding for the project from the Police and Crime Commissioner's office. We additionally began exploration for new services in two other county areas.

On the whole we judged this to be reasonably successful, as we were pleased with the work undertaken, but we acknowledged that there was much more work to be undertaken.

We plan to continue the development of the peer service as we see it as a critical means by which we can practically support victims of elder abuse. However, we recognise the need to balance the demand for this service with the need to develop it at a sufficiently slow pace to ensure its effectiveness for individual abuse victims.

For this coming year:

- **We will appoint a second Local Coordinator, and develop and deliver the new service in Sussex;**
- **plan develop a third service in a second County in proximity to London;**
- **Look for options to begin developing the service in at least one of the Celtic nations.**

SOCIAL POLICY

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

General Policy Work:

Positively influencing the development of policy and the work of statutory

Action on Elder Abuse

Directors/Trustees' Report

organisations across the four nations continues to be an important objective. However, our strategy involves not only commenting upon proposals but also actively engaging in making processes work.

During the year, we interacted with a wide variety of organisations, including the Metropolitan Police, the International Network for the Prevention of Elder Abuse, the Care Quality Commission, Solicitors for the Elderly, the National Pensioners Convention, care providers, the Law Commission, Age UK, the Alzheimer's Society, Independent Age, the Department of Health in London, the Association of Directors of Adult Social Services, and the British Association of Social Workers.

The Silver Line:

During the year, we continued to actively support The Silver Line to address loneliness in older people. Esther Rantzen, formerly of Childline, has publicly promoted the development of the service and is its public face, and AEA is providing the necessary elder abuse expertise. Our CEO is a trustee of The Silver Line. We are proud of this partnership as it directly addresses one of the factors that contributes to older people becoming victim of elder abuse: isolation and loneliness.

ACKNOWLEDGEMENTS

Action on Elder Abuse would like to thank all our supporters who helped us tackle elder abuse and support it's victims in 2015/16. Without this invaluable support our achievements would not have been possible.

Trust & Foundation Funders

Albert Hunt Trust
Awards for All - Training
Bernard Sunley Charitable Foundation
Big Lottery
City Bridge Trust
Comic Relief
Dischma Charitable Trust
Dunhill Medical Trust
Elise Pilkington Charitable Trust
Ericson Trust
Esmee Fairbairn
Evelyn May Trust
Goldsmiths Company
Halifax Foundation for Northern Ireland
John Ellerman

Action on Elder Abuse

Directors/Trustees' Report

John Swire 1989 Charitable Trust
Mary Heap Charitable Trust
Mrs Maud Van Norden's Charitable Foundation
Murphy-Neumann Charity Company Limited
Pamela Barlow Charitable Trust
Porticus UK
Postcode Community Trust
Provide Foundation managed by Essex Community Foundation
Schroder Charity Trust
Sir James Roll Charitable Trust
Skipton Building Society Charitable Foundation
Sylvia Aitken Charitable Trust

As well as those trusts wishing to remain anonymous

Other

Sussex Police and Crime Commissioner

Corporate partners

Simplyhealth
SureSafe

As well as all volunteers and those raising vital funds for Action on Elder Abuse through sponsored events and by other means.

FINANCIAL REVIEW

Overview:

There were two issues that had a major impact on our income situation for this year; the first was the successful five-year funding from the Big Lottery that has allowed the charity to undertake a major expansion in staffing and activities. The second was a significantly large legacy left to the charity.

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. We have therefore been exploring how we might increase our self-generated income – throughout the appointment of a marketing staff member – and

Action on Elder Abuse

Directors/Trustees' Report

also how we may begin to develop corporate relationships.

Our income from the sale of products and services this year was consistent with the previous year, but we expect to improve this as we develop our marketing strategies. We also successfully began a 'care provider' campaign, whereby care providers demonstrate their commitment to challenging abuse and make a regular contribution to the charity, and we further developed our relationship with Suresafe who provide a range of alarms for older people.

Our closing balance is £677,124 of which £504,760 is unrestricted.

Although the economy continues to be challenging for charities of our size, 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, most notably Comic Relief. 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 and grants was £1,204,648 of which £655,956 was unrestricted income (i.e. income that was not limited by the donor to identified activities or functions). This portrays a £962,645 increase in donations and grants from 2014/15 (although a sizeable proportion of this was a single legacy).

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 **£16,962** (which was a decrease on the previous year's figure of **£28,327**). This reflects our activities in training, conferences, sales of publications and consultancy work, and highlights the 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 £628,494.

Action on Elder Abuse

Directors/Trustees' Report

Overall financial position

The closing balance carried forward for the year ending 31 March 2016 is £677,124 of which £504,760 is unrestricted compared with the previous years below:

Year	2016	2015	2014	2013	2012
Unrestricted	504,760	19,325	33,606	29,932	77,300

This primarily reflects the positive effect of the legacy income of £460,006

Reserves Policy

Our current reserves policy is to hold sufficient unrestricted funds to meet all staffing obligations, with a minimum of three months and 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 £477,803, and we require a minimum of **£119,451** to meet all staffing obligations over a three-month period. We therefore have this as a target to maintain against unrestricted funds.

Investment policy

We do not currently make long-term investments since funds are required on a short-term basis. We will however be reviewing this in the new financial year.

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:

- 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

Action on Elder Abuse

Directors/Trustees' Report

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:

Martin Herd
Honorary Treasurer

Action on Elder Abuse

AUDITORS REPORT TO THE DIRECTORS/TRUSTEES OF ACTION ON ELDER ABUSE

We have audited the financial statements on pages 25-34 of Action on Elder Abuse for the year ended 31 March 2016 which comprise the Statement of Financial Activities, the Balance Sheet, cash flow statement and the related notes. The financial reporting framework that has been applied in their preparation is 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".

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

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement set out on page 20, 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.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Report of the Directors and Trustees to identify material inconsistencies with the audited financial statements and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Action on Elder Abuse

AUDITORS REPORT TO THE DIRECTORS/TRUSTEES OF ACTION ON ELDER ABUSE

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2016, 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 (applicable to smaller entities) and;
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Report of the Directors and Trustees for the financial year for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

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

- 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 trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies exemption in preparing the directors' report and take advantage of the small companies exemption from the requirement to prepare a strategic report.

Action on Elder Abuse

AUDITORS REPORT TO THE DIRECTORS/TRUSTEES OF ACTION ON ELDER ABUSE

RICHARD DUNFORD
(Senior Statutory Auditor)

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

Date:

Action on Elder Abuse

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31 MARCH 2016

	Notes	Unrestricted funds	Restricted funds	Total 2016	Total 2015 as restated
INCOMING RESOURCES					
<i>Incoming resources from generated funds:</i>		£	£	£	£
INCOME					
Donations, legacies and grants	1	655956	548692	1204648	242003
Investment income	2	0	0	0	5
Charitable activities		16962	0	16962	28327
Other income		5852	0	5852	5897
TOTAL INCOMING RESOURCES		678770	548692	1227462	276232
EXPENDITURE					
Expenditure on raising funds	3	77011	24378	101389	53354
Expenditure on charitable activities	4	106338	408743	515081	201058
Governance costs	5	9986	2038	12024	6270
TOTAL EXPENDITURE		193335	435159	628494	260682
NET INCOMING RESOURCES		485435	113533	598968	15550
Total funds brought forward		19325	58831	78156	62606
TOTAL FUNDS CARRIED FORWARD		504760	172364	677124	78156

All activities relate to continuing operations.

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

Action on Elder Abuse

Balance Sheet

BALANCE SHEET

at 31 March 2016

	Notes	2016 £	2015 £
Fixed Assets			
Tangible Assets	6	4509	371
Investments		0	0
Current Assets			
Debtors	7	230945	31529
Cash at bank and in hand		482455	55898
Total current assets		713400	87427
Liabilities			
Creditors, falling due within one year	8	40785	9642
Net current assets		672615	77785
Total assets less current liabilities		677124	78156
FUNDS			
Unrestricted General Reserves		504760	19325
Restricted	9	172364	58831
TOTAL CHARITY FUNDS		677124	78156

The trustees have prepared the accounts in accordance with section 398 of the Companies Act 2006 and section 138 of the Charities Act 2011. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006.

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

Martin Herd (Honorary Treasurer)

Action on Elder Abuse

ACCOUNTING POLICIES

STATEMENT OF CASHFLOWS FOR THE YEAR ENDING 31 MARCH 2016

	2016 £	2015 £
Cash flows from operating activities:		
Net (expenditure)/income for the year as per SOFA	598968	15550
Depreciation charges	2521	1116
Interest from investments	0	-5
Decrease/(increase) in debtors	-199416	-16859
Increase/(Decrease) in creditors	31143	-1096
Net cash (used in)/provided by operating activities	433216	-1294
Cash flows from investing activities:		
Interest from investments	0	5
Capital Expenditure	-6659	-208
(Decrease)/increase in cash and cash equivalents for the year	426557	-1497
Cash and cash equivalents at the beginning of the year	55899	57396
Cash and cash equivalents at the end of the year	482456	55899

Action on Elder Abuse

ACCOUNTING POLICIES

ACCOUNTING CONVENTION

The financial statements are prepared under the historical cost convention and in accordance with applicable accounting standards. In preparing the financial statements the charity follows best practice as set out in the 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.

INCOMING RESOURCES

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

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

RESOURCES EXPENDED AND BASIS OF ALLOCATION OF COSTS

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

FUND-RAISING COSTS

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

GOVERNANCE COSTS

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

FUND ACCOUNTING

Funds held by the charity are:

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

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

Action on Elder Abuse

ACCOUNTING POLICIES

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.

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
-----------	------------------------

TRANSITION TO FRS102 ACCOUNTING

The data relating to the previous year (2015) has been collated to provide a direct comparison, where applicable, with that of this current year. The objective has been to allow consideration of financial progress between years. This relates to the current financial year.

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2016

Note

1 INCOME FROM DONATIONS, GRANTS AND LEGACIES

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	£	£	2016	2015
			£	£
Donations	60586	0	60586	177910
Grants	135364	548692	684056	64093
Legacies	460006	0	460006	0
	655956	548692	1204648	242003

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 INVESTMENT INCOME AND INTEREST

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	£	£	2016	2015
			£	£
Bank interest	0	0	0	5

3 RESOURCES EXPENDED: COST OF GENERATING FUNDS

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	£	£	2016	2015
			£	£
Staff costs	61162	0	61162	33721
Brochures, materials and postage	499	1750	2249	750
Office costs and other overheads	4092	1064	5156	2913
Membership services	11258	21564	32822	15970
	77011	24378	101389	53354

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2016

COST OF CHARITABLE ACTIVITIES

4

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	<i>£</i>	<i>£</i>	<i>2016</i>	<i>2015</i>
	<i>£</i>	<i>£</i>	<i>£</i>	<i>£</i>
Conference/Seminar expenditure	12182	26460	38642	22453
Provision of training	19435	6919	26354	13961
Helpline and web site	32367	66579	98946	58967
Social Policy development	22422	26894	49316	29442
Media Promotion	15873	44331	60204	17862
Special Projects	4059	237560	241619	58373
	-	-		
TOTAL CHARITABLE EXPENDITURE	106340	408743	515081	201058

5 GOVERNANCE COSTS

	<i>Unrestricted</i>	<i>Restricted</i>	<i>Total</i>	<i>Total</i>
	<i>£</i>	<i>£</i>	<i>2016</i>	<i>2015</i>
	<i>£</i>	<i>£</i>	<i>£</i>	<i>£</i>
Auditors fees	175	175	350	175
Trustee Expenses	3106	500	3606	378
Trustee meeting venue costs	1667	500	2167	677
Administration	5038	863	5901	5040
TOTAL	9986	2038	12024	6270

AUDITORS REMUNERATION	<i>Unrestricted</i>	<i>Restricted</i>	<i>2016</i>	<i>2015</i>
	<i>£</i>	<i>£</i>	<i>£</i>	<i>£</i>
Fee	2100	1500	3600	0

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 what we have done in previous years and spreads the cost of the audit among all services and activities proportionately. The 'Auditors remuneration' table shows the full cost of auditor's fees.

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2016

6 FIXED ASSETS

	Computer Equipment £
Cost	
At 1 April 2015	3347
Additions	6659
As at 31 March 2016	10006
Depreciation	
At 1 April 2015	2976
Charge for the year	2521
As at 31 March 2016	5497
Net book value at 31 March 2016	4509
Net book value at 31 March 2015	371

7 DEBTORS

	2016 £	2015 £
Other debtors includes accrued income of £220774	224424	3650
Conference/membership debtors etc	6521	28679
Provision for bad debt	0	-800
	230945	31529

8 CREDITORS falling due within one year

	2016 £	2015 £
Other Creditors include trade creditors of £9849 for 2016	37185	8139
Accruals and Deferred Income	3600	1503
	40785	9642

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 March 2016

9 ANALYSIS OF RESTRICTED FUNDS

	At 1 April 2015	Income	Expend	At 31 March 2016
	£	£	£	£
Big Lottery	0	399993	311885	88108
Comic Relief Helpline	14936	40000	37924	17012
Awards for All - England	0	7630	0	7630
Lloyds Foundation	17093	0	17093	0
Other restricted	2000	32509	17337	17172
Other helpline	7902	5500	12181	1221
Other Peer Support	0	5000	0	5000
Sussex PCC	0	32710	0	32710
City Bridge	16900	11900	28800	0
Dunhill	0	13450	9939	3511
TOTAL	58831	548692	435159	172364

10 EMPLOYEES AND STAFF COSTS

	2016	2015
	No	No
The average number of employees throughout the year, calculated on a full time equivalent basis	14	6
No. of Part time staff	11	3
No. of Full time staff	6	5

	2016	2015
	£	£
The costs of employing these staff were:		
Salaries and Wages	433892	168740
National Insurance	36871	12506
Pension Scheme contributions	6663	6663
Other costs	0	0
TOTAL	477426	187909

Trustees are not remunerated. £3,606 was reimbursed for travel and other expenses to 5 trustees. (2015: £1,948 to 5 trustees).

Action on Elder Abuse

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 31 March 2016

The key management of the charity comprises the Chief Executive, the Director of Operations, the Director of Development, and the three Directors for Scotland, Wales and Northern Ireland. The total employee benefits of key management personnel total £230,327.

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

11 ANALYSIS OF NET ASSETS BETWEEN FUNDS

Fund balances as at 31 March 2016 are represented by	Unrestricted £	Restricted £	Total 2016 £
Fixed assets	4509	0	4509
Current assets	541036	172364	713400
Current liabilities	-40785	0	-40785
Total net assets at 31 March 2016	504760	172364	677124

12 MOVEMENT ON FUNDS

	Unrestricted £	Restricted £	Total 2016 £
At 1 April 2015	19325	58831	78156
Incoming resources	678770	548692	1227462
Resources expended	-193335	-435159	-628494
At 31 March 2016	504760	172364	677124

13 FINANCIAL COMMITMENTS

As at 31 March 2016 the charity was committed to making the following annual payments under non-cancellable operating leases:

	Land and Buildings	
Operating leases which expire in:	2016 £	2015 £
less than one year	0	14000
Between two and five years	14000	0
In over five years	0	0
Total	14000	14000