

THE EYECARE TRUST

England & Wales · Charity number 1086146

Details

Other names	EYE HEALTH UK, EYECARE TRUST
Status	Registered
Legal form	Charitable company
Company number	04117495
Registered	2001-04-12
Register	View on the Charity Commission register

Contact

Address	The Countess of Huntingdon's Chapel Vineyards Bath BA1 5NA
Phone	08451285007
Email	info@eyecaretrust.org.uk
Website	www.eyecaretrust.org.uk

Activities

Objects: TO PROMOTE IMPROVED OCULAR HEALTH IN THE PUBLIC GENERALLY AND TO EDUCATE THE PUBLIC ABOUT OCULAR HEALTH AND GOOD VISION AND THE MEANS OF ACHIEVING THEM.

Activities: The charity's objectives are to promote improved ocular health in the primary care sector and to educate the public about ocular health and good vision, and the ways of achieving this.

Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Other Charitable Activities
- **What:** The Advancement Of Health Or Saving Of Lives, Other Charitable Purposes
- **Who:** Children/young People, Elderly/old People, People With Disabilities, Other Charities Or Voluntary Bodies, The General Public/mankind

Geography

- **Area of benefit:** NOT DEFINED. IN PRACTICE NATIONAL.
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£91,233	£98,586	-	-
2023-12-31	£117,859	£91,358	-	-
2022-12-31	£78,067	£96,869	-	-
2021-12-31	£59,339	£92,183	-	-
2020-12-31	£141,451	£108,314	-	-

Trustees

Name	Role	Appointed
David Cecil Cartwright	Chair	2015-10-14
Janice English		2025-02-10
Joanne Teresa Holmes		2022-11-16
Juliet Leach		2024-03-26
ROSEMARIE NAOMI GAVZEY		2000-11-30
STUART ALAN TINGER		2015-10-14

THE EYECARE TRUST

England & Wales - Charity number 1086146

Accounts

Charity registration number 1086146 (England and Wales)

Company registration number 04117495

EYEHEALTHUK

THE EYECARE TRUST

ANNUAL REPORT AND UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2024

THE EYECARE TRUST

LEGAL AND ADMINISTRATIVE INFORMATION

Trustees	Mr R Stoner Ms J Holmes Mr D C Cartwright Ms R N Gavzey Mr S A Tinger Mrs J Leach R K Plahay	(Resigned 28 January 2025) (Appointed 26 March 2024) (Resigned 8 April 2024)
Charity number (England and Wales)	1086146	
Company number	04117495	
Independent examiner	Haines Watts Swindon Limited Old Station House Station Approach Swindon Wiltshire SN1 3DU	

THE EYECARE TRUST

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THE EYECARE TRUST

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) FOR THE YEAR ENDED 31 DECEMBER 2024

The trustees present their report and the financial statements for the year ended 31 December 2024. This is a directors' report required by s417 of the Companies Act 2006 and all trustees are directors. The financial statements comply with current statutory requirements and the requirements of the Memorandum and Articles of Association.

This report covers a 12-month period from 1 January 2024 to 31 December 2024.

STRUCTURE, GOVERNANCE AND MANAGEMENT

a. Constitution

The charity was established by its Memorandum (amended by Special Resolution on 5 March 2011) and Articles of Association on 30 November 2000 and is a company limited by guarantee.

The charity's objects, as set out in the Memorandum of Association, are to promote improved ocular health to the public generally; to educate the public about ocular health and good vision and the means of achieving this; and to promote the advancement and improvement of the ophthalmic profession and its suppliers for the public benefit in a generic manner without favouring or promoting any individual supplier of services or appliances.

The trustees are responsible for the governance of the charity; however, the day-to-day running of the charity is delegated to an administrator.

b. Method of appointment or election of trustees

As set out in the Articles of Association, the board of trustees has the right, from time to time, to appoint a person as a trustee.

The charity has a requirement for a minimum number of six trustees at any one time, up to a maximum of nine.

A potential trustee will be offered for consideration at any time that the board deems appropriate. The appointment of the potential trustee is formally discussed at the next scheduled board meeting.

Trustees are considered on the basis of relevant skills, experience, and willingness to take an active part in the running of the charity. Following a majority vote of the existing board of trustees, a potential trustee will be appointed to the board. There is no minimum period of service, and a trustee can retire at any time.

The official appointment requires a quorum to agree the appointment, and, following completion of appropriate Companies House documentation, the new trustee is formally welcomed to the board at the following board meeting.

c. Policies adopted for the induction and training of trustees

New trustees are briefed on the charity's activities prior to their appointment. They are also provided with the minutes of the last board meeting and agenda of the next meeting as well as the previous year's annual report. All trustees are informed of their obligations under charity and company law, the content of the Articles of Association and the procedures that govern the trustees' actions and nature of the resources of the charity.

d. Organisational structure and decision making

The trustees who served the charity during the period were as follows:

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TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

DC Cartwright (chairman)
RK Plahay (interim vice chair) Resigned on 8 April 2024
RN Gavzey (interim secretary)
J Leach (College of Optometrists) Appointed on 26 March 2024
JT Holmes (ABDO)
R Stoner (OSA formerly FMO) Resigned on 28 January 2025
SA Tinger (FODO)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute up to £10 in the event of a winding up.

All the trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed are set out in note 7 of the accounts.

The subscribers to the Memorandum and Articles of Association of the charity are recorded in these documents and will remain for the lifetime of the charity.

Article 2 states that subscribers are admitted to membership and article 2.3 provides for a member retiring providing that the number of members does not fall below two. The Articles of Association are not changed to reflect subsequent changes in membership; these are reflected in the annual accounts and AGM minutes.

Article 29 provides for each member as a subscriber to the charity, to appoint one person as a trustee and to remove such person as a trustee. On retiring as a member this right is terminated and the trustee appointed by this member must also retire.

OBJECTIVES AND ACTIVITIES

a. Principal activity

In setting objectives and planning for activities, the trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The charity's purpose is to promote ocular health in the primary care sector and to educate the public about ocular health and good vision, and the ways of achieving this.

As a champion for 'prevention' Eye Health UK occupies a unique space within optics and the tertiary sector. It creates resources and runs public health campaigns designed to educate and motivate people to take better care of their eyes.

It also provides valuable tools to eye care practitioners, and, its advocacy work ensures government, policy-makers, commissioners, influencers and others are briefed on important eye care issues.

These activities aim to prevent avoidable sight loss – currently half of sight loss in the UK is avoidable – and help more people live well for longer.

THE EYECARE TRUST

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

b. Activities for achieving objectives

Multi-channel eye care

Digital communications are the cornerstone of the charity's health promotion work. We provide relevant, interactive and engaging eye care information where and when people need it to help individuals actively manage their own eye health.

Around half a million people accessed our online advice and information in 2024.

Popular digital resources included our fact sheets on drivers' eyesight, blepharitis, cataracts, squint, eye care for screen users, sight tests and buying sunglasses.

The charity also provides a public information service which responds to people's eye care queries via email over the phone.

Our Instagram, Facebook and Twitter feeds also helped keep the profession and the public up-to-date with the latest eye care news and provided valuable channels for sharing important and timely eye care advice.

Public health promotion

During 2024 the charity addressed a wide-range of eye care topics including, dry eye, the importance of knowing your family's eye health history to prevent future sight loss, top tips for travellers, how poor vision increases your risk of loneliness, UV protection, sight tests for all, the rise in cases of myopia and how to stop it plus smoking and sight loss and lifestyle hacks to support your eye health.

These activities generated press coverage in national & local media, and, across on- and off-line communication channels.

Two major campaigns run by the charity were: Is Your Vision Roadworthy? and National Eye Health Week.

Is Your Vision Roadworthy?

Ensuring motorists meet the legal standards for driving every time they get behind the wheel is a public health and road safety issue.

Seven people lost their lives on UK roads in 2023 and around 3,000 are seriously injured every year due to drivers or riders with uncorrected or defective eyesight.

Our 2024 Is Your Vision Roadworthy? campaign, conducted in association with the Older Drivers Forum, University of Warwick and National Police Chiefs Council, saw us undertake the UK's largest ever roadside vision screening survey, publish a research report, launch a media campaign and run a community engagement programme to raise awareness about the importance of good vision for driving.

A dedicated campaign website also provided essential advice and information about drivers' eyesight rules.

National press coverage included BBC Morning Live, BBC News at Ten, ITV Tonight, BBC Radios 2,4 and 5.

THE EYECARE TRUST

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024



Fig 1. Is Your Vision Roadworthy? campaign in action

National Eye Health Week (NEHW)

NEHW (23–29 September 2024) provided a unique platform that brought together government, health and social care, business, charities, community groups and others to shine a light on the importance of good eye care.

The campaign aimed to increase uptake of routine eye tests and educate people about how to look after their eyes.

More than 3,500 individuals and organisations used our resources to connect with their local communities, including organisations serving some of the UK’s most deprived areas where eye health inequalities are magnified and communities comprise some of society’s most hard-to-reach groups. Resources were available in 30+ languages ensuring essential eye care advice was accessible for the 4.2 million people living in the UK whose first language is not English.



Fig 2. NEHW supporter event

THE EYECARE TRUST

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

Each day of the Week focused on a different aspect of eye care to keep messaging fresh and ensure broad appeal. Themes included: Children's eye health, NHS eye care services and live well to see well.

The social conversation around NEHW had a reach of more than 85 million and saw the Week trending on X (formerly Twitter) on day one of the campaign.

We published Vista, a lifestyle magazine featuring handy lifestyle tips & eye care advice to help people keep their eyes and vision healthy. This was distributed in digital and hard copy to more than ¼ million readers.

PR activity included blanket coverage across UK media outlets (2,000 pieces of coverage including BBC/ITV/Sky News, national and regional print publications and online news channels). These featured stories about the prevalence of myopia in children and how 19 million Brits are putting their physical and mental health at risk by failing to have regular eye tests.

A special 8-page Vision and Eye Health supplement was published in *The Guardian* to support the Week.

A campaign podcast featured radio host Adam Cox chatting to David Cartwright about why vision matters and the simple steps we should all be taking to help keep our eyes and vision healthy. The Podcast was a free download on Apple, Spotify or visionmatters.org.uk.

Queen of colour and interiors guru Sophie Robinson helped educate the public about colour vision deficiency, whilst our case study featuring brain tumour survivor Hugo shared sobering advice about the importance of routine sight tests.

Through the Vision Matters website, 100K+ visitors experienced life through the eyes of someone suffering vision impairment, used an online eye health calculator to assess their risk of future avoidable sight loss, checked their vision using the online screening tool and accessed important advice and information on caring for their eyes.

To target teens the charity launched the 20:20 screen amnesty to educate youngsters about the effects of prolonged screen use and encourage them to press pause on their digital devices at 20:20 every evening during the Week. Resources were sent to more than 1,000 secondary schools for them to take part in this innovative initiative.

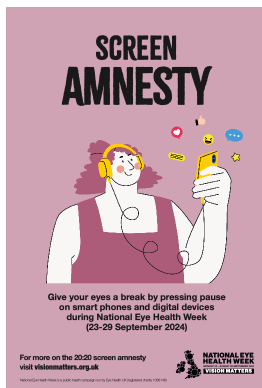


Fig 3. Screen Amnesty poster

THE EYECARE TRUST

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

Following the campaign there was a clear up-tick in the number of sight tests conducted post NEHW up c. 12%*. Whilst, online search and interest in eye health peaks in NEHW. Searches about myopia soared during the Week – up 6,400% week-on-week**.

**Calculated using month-on-month sight test levy data.*

***Analysis using online trends report.*

Practitioner resources

The charity also continued its commitment to provide eye care practitioners (ECPs), healthcare professionals and educators with tools and resources to assist them in the promotion of engaging eye care messages to their local communities. This included a new set of resources highlighting the importance of good vision for driving.

Eye health within a wider public health context

To highlight the link between eye health and wider public health issues the charity supported a number of other relevant and high-profile public health campaigns during 2024. These included Diabetes Awareness Week and National No Smoking Day.

Advocacy work

Raising awareness of eye health by creating 'better public health messaging' was at the heart of briefings to MPs and public health teams during the year.

Social connections

This year the charity's social conversation on eye health – across Instagram, X and Facebook – had a reach of more than 30 million.

Third party partnerships

The charity continued to build upon the foundations it has established over recent years, working with its supporters as well as third and public sector organisations to extend the reach and impact of its public health promotions.

In particular, the trustees would like to thank and acknowledge the vital support of the official partners of National Eye Health Week: Asda Opticians, Central Optical Fund and Specsavers.

FINANCIAL REVIEW

a. Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to three months expenditure (approximately £18,000 at current levels).

The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Reserves at the end of this reporting period amount to £43,136. This is surplus to the required minimum set out above.

THE EYECARE TRUST

TRUSTEES' REPORT (INCLUDING DIRECTORS' REPORT) (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

b. Financial position

The present level of funding is adequate to support the continuation of the charity's activities in the short-term. In these challenging times the trustees consider the financial position to be satisfactory.

c. Risk review

The trustees recognise their responsibility to manage the risks facing the charity and have implemented a risk management system which includes the maintenance of a risk register.

Risk levels are monitored regularly as part of a wider risk strategy.

The trustees currently consider the maintenance of a sustainable unrestricted / non-commercial income stream to be the biggest risk facing the charity.

d. Fundraising

Eye Health UK is registered with the Fundraising Regulator, an independent body who set and maintain the standards for charitable fundraising. Public fundraising forms a very small part of the charity's income and is mostly made-up of funds raised by NEHW supporters at charity bake sales.

The number of complaints received by the charity about its fundraising activity is nil.

e. Principle funding sources

Charity income streams include levy payments from eye care practitioners, charitable donations and sponsorship. This income is used to fund the administration of the charity and its public health promotions.

f. VAT

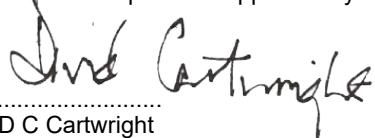
In line with Charity Taxation Regulations the charity adopts a practice of partial exemption on goods and services which promulgate the charity's objects.

PLANS FOR THE FUTURE

Main activities and achievements planned for 2025 include:

- Publish Our Children's Eye Health report
- Roll-out the is Your Vision Roadworthy? campaign
- Champion prevention messages and share relevant resources across the health and social care sector.
- Manage a series of topical public health campaigns, including National Eye Health Week 22-28 September.
- Retain existing, and introduce new, funding streams.

The trustees' report was approved by the Board of Trustees.



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Mr D C Cartwright
Trustee

29 September 2025
Date:

THE EYECARE TRUST

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE EYECARE TRUST

I report to the trustees on my examination of the financial statements of The Eyecare Trust (the charitable company) for the year ended 31 December 2024.

Responsibilities and basis of report

As the trustees of the charitable company (and also its directors for the purposes of company law), you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006.

Having satisfied myself that the financial statements of the charitable company are not required to be audited under Part 16 of the Companies Act 2006 and are eligible for independent examination, I report in respect of my examination of the charitable company's financial statements carried out under section 145 of the Charities Act 2011. In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Charities Act 2011.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- 1 accounting records were not kept in respect of the charitable company as required by section 386 of the Companies Act 2006.
- 2 the financial statements do not accord with those records; or
- 3 the financial statements do not comply with the accounting requirements of section 396 of the Companies Act 2006 other than any requirement that the financial statements give a true and fair view, which is not a matter considered as part of an independent examination; or
- 4 the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the financial statements to be reached.



Haines Watts Swindon Limited

Old Station House

Station Approach

Swindon

Wiltshire

SN1 3DU

Date: *29 September 2025*

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THE EYECARE TRUST

STATEMENT OF FINANCIAL ACTIVITIES INCLUDING INCOME AND EXPENDITURE ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2024

		Unrestricted funds	Restricted funds	Total	Unrestricted funds	Restricted funds	Total
	Notes	2024	2024	2024	2023	2023	2023
		£	£	£	£	£	£
Income from:							
Donations and legacies	2	-	-	-	38,400	-	38,400
Charitable activities	3	60,428	30,000	90,428	45,492	33,398	78,890
Investments	4	805	-	805	569	-	569
Total income		<u>61,233</u>	<u>30,000</u>	<u>91,233</u>	<u>84,461</u>	<u>33,398</u>	<u>117,859</u>
Expenditure on:							
Charitable activities	5	69,254	29,332	98,586	57,087	34,271	91,358
Total expenditure		<u>69,254</u>	<u>29,332</u>	<u>98,586</u>	<u>57,087</u>	<u>34,271</u>	<u>91,358</u>
Net income/(expenditure) and movement in funds		(8,021)	668	(7,353)	27,374	(873)	26,501
Reconciliation of funds:							
Fund balances at 1 January 2024		51,157	6,427	57,584	23,783	7,300	31,083
Fund balances at 31 December 2024		<u>43,136</u>	<u>7,095</u>	<u>50,231</u>	<u>51,157</u>	<u>6,427</u>	<u>57,584</u>

The statement of financial activities includes all gains and losses recognised in the year. All income and expenditure derive from continuing activities.

THE EYECARE TRUST

STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2024

	Notes	2024 £	£	2023 £	£
Current assets					
Debtors	9	12,616		3,607	
Cash at bank and in hand		41,616		57,181	
		<u>54,232</u>		<u>60,788</u>	
Creditors: amounts falling due within one year	10	(4,001)		(3,204)	
Net current assets			<u>50,231</u>		<u>57,584</u>
The funds of the charitable company					
Restricted income funds	11		7,095		6,427
Unrestricted funds	12		43,136		51,157
			<u>50,231</u>		<u>57,584</u>

The company is entitled to the exemption from the audit requirement contained in section 477 of the Companies Act 2006, for the year ended 31 December 2024.

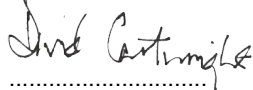
The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of financial statements.

The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476.

These financial statements have been prepared in accordance with the provisions applicable to companies subject to the small companies regime.

29 September 2025

The financial statements were approved by the trustees on



Mr D C Cartwright

Trustee

Company registration number 04117495 (England and Wales)

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies

Charity information

The Eyecare Trust is a private company limited by guarantee incorporated in England and Wales. The registered office is .

1.1 Basis of preparation

The financial statements have been prepared in accordance with the charitable company's governing document, the Companies Act 2006, FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" and the Charities SORP "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 and Republic of Ireland (FRS 102)". The charitable company is a Public Benefit Entity as defined by FRS 102.

The charitable company has taken advantage of the provisions in the SORP for charities not to prepare a statement of cash flows.

The financial statements are prepared in sterling, which is the functional currency of the charitable company. Monetary amounts in these financial statements are rounded to the nearest £.

The financial statements have been prepared under the historical cost convention. The principal accounting policies adopted are set out below.

1.2 Going concern

At the time of approving the financial statements, the trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting in preparing the financial statements.

1.3 Charitable funds

Unrestricted funds are available for use at the discretion of the trustees in furtherance of their charitable objectives.

Restricted funds are subject to specific conditions by donors or grantors as to how they may be used. The purposes and uses of the restricted funds are set out in the notes to the financial statements.

1.4 Income

Income is recognised when the charitable company is legally entitled to it after any performance conditions have been met, the amounts can be measured reliably, and it is probable that income will be received.

Cash donations are recognised on receipt. Other donations are recognised once the charitable company has been notified of the donation, unless performance conditions require deferral of the amount. Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Legacies are recognised on receipt or otherwise if the charitable company has been notified of an impending distribution, the amount is known, and receipt is expected. If the amount is not known, the legacy is treated as a contingent asset.

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies (Continued)

1.5 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement, and the amount of the obligation can be measured reliably.

Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources.

1.6 Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with banks, other short-term liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within borrowings in current liabilities.

1.7 Financial instruments

The charitable company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the charitable company's balance sheet when the charitable company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets

Basic financial assets, which include debtors and cash and bank balances, are initially measured at transaction price including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at the present value of the future receipts discounted at a market rate of interest. Financial assets classified as receivable within one year are not amortised.

Basic financial liabilities

Basic financial liabilities, including creditors and bank loans are initially recognised at transaction price unless the arrangement constitutes a financing transaction, where the debt instrument is measured at the present value of the future payments discounted at a market rate of interest. Financial liabilities classified as payable within one year are not amortised.

Debt instruments are subsequently carried at amortised cost, using the effective interest rate method.

Trade creditors are obligations to pay for goods or services that have been acquired in the ordinary course of operations from suppliers. Amounts payable are classified as current liabilities if payment is due within one year or less. If not, they are presented as non-current liabilities. Trade creditors are recognised initially at transaction price and subsequently measured at amortised cost using the effective interest method.

Derecognition of financial liabilities

Financial liabilities are derecognised when the charitable company's contractual obligations expire or are discharged or cancelled.

1.8 Taxation

The charity is exempt from corporation tax on its charitable activities.

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

1 Accounting policies (Continued)

1.9 Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

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

2 Income from donations and legacies

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Donations and gifts	-	1,125
Legacies	-	37,275
	<u>-</u>	<u>38,400</u>

3 Income from charitable activities

	Unrestricted funds 2024 £	Restricted funds 2024 £	Total 2024 £	Unrestricted funds 2023 £	Restricted funds 2023 £	Total 2023 £
Promoting Ocular Health						
Seed funding	14,000	-	14,000	14,750	-	14,750
Membership fees	16,428	-	16,428	18,138	-	18,138
National Eye Health Week Sponsorship	30,000	20,000	50,000	12,500	15,000	27,500
Road Vision Project	-	-	-	-	18,398	18,398
GEM charity grant	-	10,000	10,000	104	-	104
	<u>60,428</u>	<u>30,000</u>	<u>90,428</u>	<u>45,492</u>	<u>33,398</u>	<u>78,890</u>

4 Income from investments

	Unrestricted funds 2024 £	Unrestricted funds 2023 £
Interest receivable	805	569
	<u>805</u>	<u>569</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

5 Expenditure on charitable activities

	Promoting Ocular Health 2024 £	Promoting Ocular Health 2023 £
Direct costs		
Media Line	145	149
National Eye Health Week	35,994	24,788
Roadworthy Project	174	11,039
Marketing and Business Support	55,642	48,576
Website Development Costs	57	68
Postage and Stationery	-	31
Office Phone and Broadband	-	138
Fees	2,019	1,944
Insurance	370	419
Rent	1,860	1,705
Office Computer Expenses	15	37
Bank Charges	60	60
Independent Examination	2,200	2,100
Sundries	50	304
	<u>98,586</u>	<u>91,358</u>
Analysis by fund		
Unrestricted funds	69,254	57,087
Restricted funds	29,332	34,271
	<u>98,586</u>	<u>91,358</u>
6 Net movement in funds	2024	2023
	£	£
The net movement in funds is stated after charging/(crediting):		
Fees payable for the independent examination of the charity's financial statements	2,200	2,100
	<u>2,200</u>	<u>2,100</u>

7 Trustees

None of the trustees (or any persons connected with them) received any remuneration or benefits from the charitable company during the year.

8 Taxation

The charity is exempt from taxation on its activities because all its income is applied for charitable purposes.

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

9 Debtors

	2024	2023
Amounts falling due within one year:	£	£
Trade debtors	12,000	3,000
Other debtors	9	-
Prepayments and accrued income	607	607
	<u>12,616</u>	<u>3,607</u>

10 Creditors: amounts falling due within one year

	2024	2023
	£	£
Other taxation and social security	1,577	755
Trade creditors	538	563
Accruals and deferred income	1,886	1,886
	<u>4,001</u>	<u>3,204</u>

11 Restricted funds

The restricted funds of the charity comprise the unexpended balances of donations and grants held on trust subject to specific conditions by donors as to how they may be used.

	At 1 January 2024	Incoming resources	Resources expended	At 31 December 2024
	£	£	£	£
National Eye Health Week	188	20,000	(20,188)	-
Optician First Campaign	5,940	-	(4,680)	1,260
Is Your Vision Roadworthy?	299	-	(174)	125
GEM Motoring Assist	-	10,000	(4,290)	5,710
	<u>6,427</u>	<u>30,000</u>	<u>(29,332)</u>	<u>7,095</u>

Previous year:

	At 1 January 2023	Incoming resources	Resources expended	At 31 December 2023
	£	£	£	£
National Eye Health Week	188	15,000	(15,000)	188
Optician First Campaign	7,112	-	(1,172)	5,940
Is Your Vision Roadworthy?	-	18,398	(18,099)	299
	<u>7,300</u>	<u>33,398</u>	<u>(34,271)</u>	<u>6,427</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED) FOR THE YEAR ENDED 31 DECEMBER 2024

12 Unrestricted funds

The unrestricted funds of the charity comprise the unexpended balances of donations and grants which are not subject to specific conditions by donors and grantors as to how they may be used. These include designated funds which have been set aside out of unrestricted funds by the trustees for specific purposes.

	At 1 January 2024	Incoming resources	Resources expended	At 31 December 2024
	£	£	£	£
General funds	51,157	61,233	(69,254)	43,136
	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Previous year:	At 1 January 2023	Incoming resources	Resources expended	At 31 December 2023
	£	£	£	£
General funds	23,783	84,461	(57,087)	51,157
	<u> </u>	<u> </u>	<u> </u>	<u> </u>

13 Related party transactions

There were no disclosable related party transactions during the year (2023 - none).

THE EYECARE TRUST

England & Wales - Charity number 1086146

Accounts

REGISTERED COMPANY NUMBER: 04117495 (England and Wales)
REGISTERED CHARITY NUMBER: 1086146

EYEHEALTHUK

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2023
FOR
THE EYECARE TRUST
(A COMPANY LIMITED BY GUARANTEE)**

Haines Watts
Chartered Accountants
Old Station House
Station Approach
Swindon
Wiltshire
SN1 3DU

THE EYECARE TRUST

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FOR THE YEAR ENDED 31 DECEMBER 2023**

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THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2023

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2023. The trustees have adopted the provisions 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

During the year the charity continued its recovery from the challenges presented by the COVID-19 pandemic.

a. Principal activity

In setting objectives and planning for activities, the trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The charity's purpose is to promote ocular health in the primary care sector and to educate the public about ocular health and good vision, and the ways of achieving this.

It aims to encourage increased uptake of routine eye tests and vision screening; support people to make informed choices about their eye care; and, inspire healthy lifestyle choices to benefit eye (and general) health.

b. Activities for achieving objectives

As a champion for 'prevention' the charity creates resources and runs public health campaigns designed to educate and motivate people to actively look after their eyes.

The charity's primary public health campaign is National Eye Health Week.

Multi-channel eye care

Digital health information is a key tool for all our eye health promotions. **Did you know Google receives more than 1 billion health-related questions every day?**

Our multi-channel approach to public health promotion ensures a diverse range of eye care advice and information is available whenever and wherever people need it.

More than a quarter of a million people access our online advice and information every year. Whilst our public information service, which can be accessed via email or phone, provides a unique and direct response to individuals with concerns about their, or a loved-ones, eye health.

Popular digital resources included our fact sheets on retinal detachment, blepharitis, cataracts, squint, eye care for screen users, sight tests and buying sunglasses.

Our Instagram, Facebook and Twitter feeds also helped keep the profession and the public up-to-date with the latest eye care news and provided valuable channels for sharing important and timely eye care advice.

Public health promotion

During 2023 the charity addressed a wide-range of eye care topics including, dry eye; eyesight standards for motorists; the importance of spending time outdoors for the prevention and control of myopia; how the menopause can affect eye health; wearing and caring for your contact lenses; the importance of wearing sunglasses; and, eye care in the work place.

These initiatives generated press coverage in national and local media, and, across online and offline communication channels.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2023

Practitioner resources

The charity also continued its commitment to provide eyecare practitioners (ECPs), healthcare professionals and educators with tools and resources to assist them in the promotion of engaging eye care messages to their local communities. This included a new set of resources highlighting the importance of good vision for driving.

Eye health within a wider public health context

To highlight the link between eye health and wider public health issues the charity supported a number of other relevant and high-profile public health campaigns during 2023. These included Diabetes Awareness Week and National No Smoking Day.

National Eye Health Week (18 – 24 September 2023)

Across seven days of intense public health promotion, we shared essential advice about looking after your eyes – from the importance of having regular sight tests and keeping up-to-date with vision screening, to explaining why making healthy lifestyle choices can benefit your vision.

During the Week we published a map which illustrated areas of the UK at increased risk of ‘future eye disease’ – a useful tool for public health teams and commissioners.

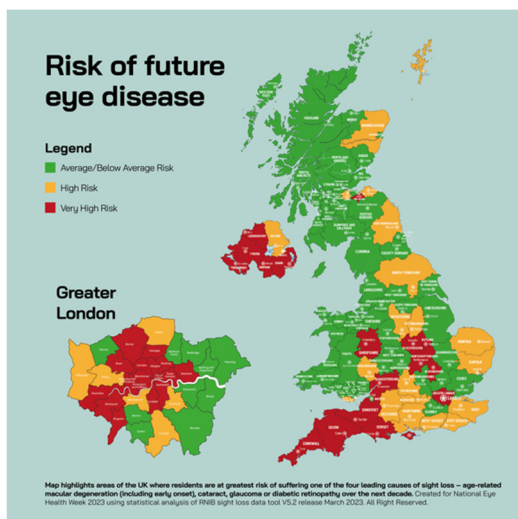


Fig 1. Future Risk of Sight Loss Map

Three and a half thousand individuals and organisations used resources created by the charity to spread the word on eye health and together generated 610 million ‘opportunities to see’ in traditional and online media and secured a reach of 20 million+ on social media, not to mention many more conversations on eye health in workplaces, on high streets and in the community.

Contributions from key opinion leaders, including Health Minister Neil O’Brien, Katie Piper OBE and celebrity chef Marcus Wareing, helped extend the campaign reach and resonance.

Internet searches around eye health rose 36% during the Week and there was a clear up-tick in the number of sight tests conducted.

An executive summary of National Eye Health Week 2023 can be found here:

<https://www.visionmatters.org.uk/downloads/nehw-executive-summary-nov-23.pdf>

Read the online edition of Vista, the official magazine for National Eye Health Week here:

<https://www.vistamagazine.co.uk/imag/vista2023/>

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2023

Is Your Vision Roadworthy?

Together with the Older Drivers Forum, the charity led a multi-agency vision and driving campaign to raise awareness of the importance of ensuring your vision is fit to drive.

Activity included road-side vision screening conducted by police forces across the country, the production of a campaign report, publication of a dedicated website, out of home advertising and media relations.

Powerful data and compelling human stories helped create strong public engagement and wide-spread press and social media coverage – including stories featured on ITV, Daily Telegraph and Autocar.

Public Affairs

Raising awareness of eye health by creating ‘better public health messaging’ was at the heart of briefings to Ministers and public health teams during the year.

Social connections

This year the charity’s social conversation on eye health – across Instagram, X and Facebook – had a reach of more than 30 million.

Third party partnerships

The charity continued to build upon the foundations it has established over recent years, working with its supporters as well as third and public sector organisations to extend the reach and impact of its public health promotions.

In particular, the trustees would like to thank and acknowledge the vital support of the official partners of National Eye Health Week – Asda Opticians, Central Optical Fund and Specsavers – And, our supporting organisations Association of British Dispensing Opticians (ABDO), College of Optometrists, Federation of Optometrists and Dispensing Opticians(FODO) and the Optical Suppliers Association (OSA).

FINANCIAL REVIEW

a. Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to three months expenditure (approximately £18,000 at current levels).

The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity’s current activities while consideration is given to ways in which additional funds may be raised. Free reserves at the end of this reporting period amount to £51,157. This is surplus to the required minimum set out above.

b. Financial position

The year-end position of the charity is set out on page 9. Total reserves at the year-end amounted to £57,584 of which £6,427 represented restricted reserves. The present level of funding is adequate to support the continuation of the charity’s activities in the short-term. In these challenging times the trustees consider the financial position to be satisfactory.

The negative financial impact COVID-19 brought to the charity has been stemmed and revenue is building back to pre-pandemic levels.

During this year the charity also benefited from a generous bequest from the estate of Sean Nickels. The trustees would like to extend their sincere gratitude and appreciation for this legacy.

c. Risk review

The trustees recognise their responsibility to manage the risks facing the charity and have implemented a risk management system which includes the maintenance of a risk register.

Risk levels are monitored regularly as part of a wider risk strategy.

The trustees currently consider the maintenance of a sustainable unrestricted / non-commercial income stream to the biggest risk facing the charity.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2023

d. Fundraising

Eye Health UK is registered with the Fundraising Regulator, an independent body who set and maintain the standards for charitable fundraising. Public fundraising forms a very small part of the charity's income and is mostly made-up of funds raised by National Eye Health Week supporters at charity bake sales.

The number of complaints received by the charity about its fundraising activity is nil.

e. Principle funding sources

Charity income streams include levy payments from eyecare practitioners, charitable donations and sponsorship. This income is used to fund the administration of the charity and its public health promotions.

f. VAT

In line with Charity Taxation Regulations the charity adopts a practice of partial exemption on goods and services which promulgate the charity's objects.

FUTURE PLANS

Main activities and achievements planned for 2024 include:

- Increase the charity's digital promotions.
- Launch a new children's eye health report.
- Roll-out the 'Vision & Driving' campaign with new tools for practitioners and a focus on driving after dark.
- Champion prevention messaging and resources across the health and social care sector.
- Manage a series of topical public health campaigns, including National Eye Health Week 23-29 September.
- Retain existing, and introduce new, funding streams.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Charity constitution

a. Constitution

The charity was established by its Memorandum (amended by Special Resolution on 5 March 2011) and Articles of Association on 30 November 2000 and is a company limited by guarantee.

The charity's objects, as set out in the Memorandum of Association, are to promote improved ocular health to the public generally; to educate the public about ocular health and good vision and the means of achieving this; and to promote the advancement and improvement of the ophthalmic profession and its suppliers for the public benefit in a generic manner without favouring or promoting any individual supplier of services or appliances.

The trustees are responsible for the governance of the charity; however, the day-to-day running of the charity is delegated to an administrator.

b. Method of appointment or election of trustees

As set out in the Articles of Association, the board of trustees has the right, from time to time, to appoint a person as a trustee.

The charity has a requirement for a minimum number of six trustees at any one time, up to a maximum of nine.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2023

A potential trustee will be offered for consideration at any time that the board deems appropriate. The appointment of the potential trustee is formally discussed at the next scheduled board meeting.

Trustees are considered on the basis of relevant skills, experience, and willingness to take an active part in the running of the charity. Following a majority vote of the existing board of trustees, a potential trustee will be appointed to the board. There is no minimum period of service, and a trustee can retire at any time.

The official appointment requires a quorum to agree the appointment, and, following completion of appropriate Companies House documentation, the new trustee is formally welcomed to the board at the following board meeting.

c. Policies adopted for the induction and training of trustees

New trustees are briefed on the charity's activities prior to their appointment. They are also provided with the minutes of the last board meeting and agenda of the next meeting as well as the previous year's annual report. All trustees are informed of their obligations under charity and company law, the content of the Articles of Association and the procedures that govern the trustees' actions and nature of the resources of the charity.

d. Organisational structure and decision making

The trustees who served the charity during the period were as follows:

DC Cartwright (chairman)
RK Plahay (interim vice chair)
RN Gavzey (interim secretary)
AC Bithell (College of Optometrists) (Resigned on 30 November 2023)
JT Holmes (ABDO)
R Stoner (OSA formerly FMO)
SA Tinger (FODO)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute up to £10 in the event of a winding up.

All the trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed are set out in note 7 of the accounts.

The subscribers to the Memorandum and Articles of Association of the charity are recorded in these documents and will remain for the lifetime of the charity.

Article 2 states that subscribers are admitted to membership and article 2.3 provides for a member retiring providing that the number of members does not fall below two. The Articles of Association are not changed to reflect subsequent changes in membership; these are reflected in the annual accounts and AGM minutes.

Article 29 provides for each member as a subscriber to the charity, to appoint one person as a trustee and to remove such person as a trustee. On retiring as a member this right is terminated and the trustee appointed by this member must also retire.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2023

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
04117495 (England and Wales)

Registered Charity number
1086146

Registered office
The Countess of Huntingdon's Chapel
Vineyards
Bath
BA1 5NA

Independent Examiner
Haines Watts
Chartered Accountants
Old Station House
Station Approach
Swindon
Wiltshire
SN1 3DU

27 September 2024

Approved by order of the board of trustees on and signed on its behalf by:



.....
Mr D C Cartwright - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE EYECARE TRUST

Independent examiner's report to the trustees of The Eyecare Trust ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2023.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Susan Plumb ACA
Haines Watts
Chartered Accountants
Old Station House
Station Approach
Swindon
Wiltshire
SN1 3DU

Date: 27 September 2024

THE EYECARE TRUST

**STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2023**

	Notes	Unrestricted fund £	Restricted funds £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	38,400	-	38,400	235
Charitable activities	4				
Promoting ocular health		45,492	33,398	78,890	77,760
Investment income	3	<u>569</u>	-	<u>569</u>	<u>72</u>
Total		<u>84,461</u>	<u>33,398</u>	<u>117,859</u>	<u>78,067</u>
 EXPENDITURE ON					
Charitable activities	5				
Promoting ocular health		<u>57,087</u>	<u>34,271</u>	<u>91,358</u>	<u>96,869</u>
NET INCOME/(EXPENDITURE)		27,374	(873)	26,501	(18,802)
 RECONCILIATION OF FUNDS					
Total funds brought forward		<u>23,783</u>	<u>7,300</u>	<u>31,083</u>	<u>49,885</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>51,157</u></u>	<u><u>6,427</u></u>	<u><u>57,584</u></u>	<u><u>31,083</u></u>

The notes form part of these financial statements

THE EYECARE TRUST
STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2023

	Notes	2023 £	2022 £
CURRENT ASSETS			
Debtors	8	3,607	872
Cash at bank		<u>57,181</u>	<u>44,737</u>
		60,788	45,609
CREDITORS			
Amounts falling due within one year	9	(3,204)	(14,526)
		<u>57,584</u>	<u>31,083</u>
NET CURRENT ASSETS			
		<u>57,584</u>	<u>31,083</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		57,584	31,083
NET ASSETS			
		<u>57,584</u>	<u>31,083</u>
FUNDS	11		
Unrestricted funds		51,157	23,783
Restricted funds		<u>6,427</u>	<u>7,300</u>
TOTAL FUNDS			
		<u>57,584</u>	<u>31,083</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on

27 September 2024

..... and were signed on its behalf by:



.....
Mr D C Cartwright - Trustee

The notes form part of these financial statements

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The financial statements are prepared in sterling, which is the functional currency of the entity and rounded to the nearest £.

Going Concern

The charity is dependent on continues supports from its sponsors/partners. The trustees see no reason why this support would be withdrawn. The financial statements are therefore prepared on a going concern basis.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

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

Cash

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Debtors and Creditors

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2023**

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
Donations	1,125	-	1,125	235
Legacies	<u>37,275</u>	<u>-</u>	<u>37,275</u>	<u>-</u>
	<u>38,400</u>	<u>-</u>	<u>38,400</u>	<u>235</u>

3. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2023 Total funds £	2022 Total funds £
Deposit account interest	<u>569</u>	<u>-</u>	<u>569</u>	<u>72</u>

4. INCOME FROM CHARITABLE ACTIVITIES

	2023 Promoting ocular health £	2022 Total activities £
Membership fees	18,138	18,656
Leaflet and other merchandise sales	104	104
National Eye Health Week Sponsorship	27,500	40,000
Seed Fundraising	14,750	19,000
Road Vision Project	<u>18,398</u>	<u>-</u>
	<u>78,890</u>	<u>77,760</u>

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2023**

5. CHARITABLE ACTIVITIES COSTS

	Restricted Funds £	Unrestricted Funds £	Total Funds 2023 £	Total Funds 2022 £
Promoting ocular health:				
National Eye Health Week	14,000	10,788	24,788	40,825
Roadworthy project	11,039	-	11,039	100
Media line	-	149	149	-
Other				
Marketing and business support	9,110	39,466	48,576	-
Website development costs	68	-	68	5,536
Postage and stationery	-	31	31	23
Office phone and broadband	-	138	138	72
Bookkeeping and professional fees	-	1,944	1,944	2,286
Insurance	-	419	419	489
Rent	-	1,705	1,705	2,411
Office computer expenses	-	37	37	
Bank charges	-	60	60	60
Independent examination	-	2,100	2,100	1,800
Sundries	-	304	304	283
	<u>34,217</u>	<u>57,141</u>	<u>91,358</u>	<u>98,869</u>

6. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2023 £	2022 £
Independent examination	<u>2,100</u>	<u>1,800</u>

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2023 nor for the year ended 31 December 2022.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2023 nor for the year ended 31 December 2022.

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2023

8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR			2023	2022
			£	£
Trade debtors			3,000	12
VAT			-	144
Prepayments and accrued income			<u>607</u>	<u>716</u>
			<u>3,607</u>	<u>872</u>
9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR			2023	2022
			£	£
Trade creditors			563	12,409
VAT			755	-
Accruals and deferred income			<u>1,886</u>	<u>2,117</u>
			<u>3,204</u>	<u>14,526</u>
10. ANALYSIS OF NET ASSETS BETWEEN FUNDS			2023	2022
	Unrestricted	Restricted	Total	Total
	fund	funds	funds	funds
	£	£	£	£
Current assets	54,361	6,427	60,788	45,609
Current liabilities	<u>(3,204)</u>	<u>-</u>	<u>(3,204)</u>	<u>(14,526)</u>
	<u>51,157</u>	<u>6,427</u>	<u>57,584</u>	<u>31,083</u>
11. MOVEMENT IN FUNDS			Net	At
		At 1/1/23	movement	31/12/23
		£	in funds	£
Unrestricted funds				
General fund		23,783	27,374	51,157
Restricted funds				
National Eye Health Week		188	-	188
Optician First Campaign		7,112	(1,172)	5,940
Is Your Vision Roadworthy?		<u>-</u>	<u>299</u>	<u>299</u>
		<u>7,300</u>	<u>(873)</u>	<u>6,427</u>
TOTAL FUNDS		<u>31,083</u>	<u>26,501</u>	<u>57,584</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2023

11. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	84,461	(57,087)	27,374
Restricted funds			
National Eye Health Week	15,000	(15,000)	-
Optician First Campaign	-	(1,172)	(1,172)
Is Your Vision Roadworthy?	<u>18,398</u>	<u>(18,099)</u>	<u>299</u>
	<u>33,398</u>	<u>(34,271)</u>	<u>(873)</u>
TOTAL FUNDS	<u>117,859</u>	<u>(91,358)</u>	<u>26,501</u>

Comparatives for movement in funds

	At 1/1/22 £	Net movement in funds £	At 31/12/22 £
Unrestricted funds			
General fund	41,853	(18,070)	23,783
Restricted funds			
National Eye Health Week	-	188	188
Optician First Campaign	<u>8,032</u>	<u>(920)</u>	<u>7,112</u>
	<u>8,032</u>	<u>(732)</u>	<u>7,300</u>
TOTAL FUNDS	<u>49,885</u>	<u>(18,802)</u>	<u>31,083</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	48,067	(66,137)	(18,070)
Restricted funds			
National Eye Health Week	30,000	(29,812)	188
Optician First Campaign	-	(920)	(920)
	<u>30,000</u>	<u>(30,732)</u>	<u>(732)</u>
TOTAL FUNDS	<u>78,067</u>	<u>(96,869)</u>	<u>(18,802)</u>

National Eye Health Week - funds to be used for the sole purpose of implementing the National Eye Health Week (NEHW) campaign.

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2023**

11. MOVEMENT IN FUNDS - continued

Optician First Campaign - A public health campaign with advice and information for the treatment of minor / urgent eye conditions.

Is Your Vision Roadworthy? – A vision and driving campaign to raise awareness of the importance of ensuring your vision is fit to drive.

12. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2023.

THE EYECARE TRUST

England & Wales - Charity number 1086146

Accounts

REGISTERED COMPANY NUMBER: 04117495 (England and Wales)
REGISTERED CHARITY NUMBER: 1086146

EYEHEALTHUK

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2022
FOR
THE EYECARE TRUST
(TRADING AS EYE HEALTH UK)
(A COMPANY LIMITED BY GUARANTEE)

Haines Watts
Chartered Accountants
Old Station House
Station Approach
Swindon
Wiltshire
SN1 3DU

THE EYECARE TRUST

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THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2022

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2022. The trustees have adopted the provisions 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2022

OBJECTIVES AND ACTIVITIES

Objectives and aims

During the year the charity demonstrated its resilience and adaptability in dealing with tough challenges faced by third sector organisations in the wake of the COVID-19 pandemic.

The trustees have had due regard to the Charity Commission guidance on public benefit.

a. Principal activity

In setting objectives and planning for activities, the trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The charity's purpose is to promote ocular health in the primary care sector and to educate the public about ocular health and good vision, and the ways of achieving this.

Specifically, it aims to encourage more people to have regular eye tests, inspire them to make informed decisions about eye care and adopt healthier lifestyles to benefit their eye health (and general well-being).

Its actions will improve the UK's eye health, contribute towards a reduction in avoidable blindness - according to RNIB half of all sight loss in the UK is avoidable - and enhance people's everyday lives.

<< case study >>

Sharing personal stories can be a really effective way to inspire a behaviour change. We worked with The Brain Tumour Charity during National Eye Health Week 2022 to tell Jane's story.

Jane, 46, from Kilmalcom near Glasgow had a brain tumour detected during a routine eye test at her high street optician. This essential health check not only prevented avoidable sight loss but was also a potential life-saver!

b. Activities for achieving objectives

Eye Health UK is the only charity in the UK offering public information on all aspects of eye care.

It provides free, high quality eye health information to the public and to healthcare professionals.

In-line with its objectives for the year the charity managed a series of niche and high-profile public health initiatives, including National Eye Health Week which ran 19 - 25 September 2022.

Multi-channel eye care

The charity continued its multi-channel approach to public health promotion ensuring a diverse range of eye care advice and information was available whenever and wherever people needed it.

The charity considers digital health info to be a key tool for future eye health promotion - 73% of UK Adults use the internet to search for health-related advice. We play a vital role in sharing reliable information on eye care.

More than a quarter of a million people benefited from accessing our online advice and information in 2022.

Popular digital resources included our fact sheets on retinal detachment, blepharitis, cataracts, squint, eyecare for screen users, sight tests and buying sunglasses.

Eye Health UK's public information service also continued to provide a unique and direct response to individuals with concerns about their, or a loved-ones, eye health. The public could access this service via phone or email.

Our Instagram, Facebook and Twitter feeds also helped keep the profession and the public up-to-date with the latest eye care news and provided valuable channels for sharing important and timely eye care advice.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2022

Public health promotion

During 2022 we addressed a wide-range of eye care issues including, dry eye, the effects of excessive alcohol consumption on eye health; eyesight standards for motorists; caring for kids' eyes; smoking and sight loss; the importance of protective eyewear when doing DIY; how air pollution can affect eye health; wearing and caring for your contact lenses and the importance of wearing sunglasses to protect your eyes from sun damage.

These initiatives generated press coverage across the national and local media and helped promote the importance of having regular eye tests as well as educating people about how to maximise their vision and keep their eyes healthy.

Practitioner resources

The charity also continued its commitment to provide eye care practitioners (ECPs), healthcare professionals and educators with tools and resources to assist them in the promotion of engaging eye care messages to their local communities. This includes fact sheets in 30+ alternative languages. See examples below.



Eye health within a wider public health context

To highlight the link between eye health and wider public health issues the charity supported a number of other relevant and high-profile public health campaigns during 2022. These included Diabetes Awareness Week National No Smoking Day and World Menopause Day.

<< case study >>

World Menopause Day on 18 October 2022 saw the launch of the charity's Vision and Menopause campaign. The campaign enjoyed good coverage in the press and was supported by Menopause Queen, Davina McCall who liked and shared our social posts with her 2.7 million social media followers. The campaign also included the publication of a 'Your Eyes & the Menopause' blog written by trustee Rosie Gavzey.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2022

National Eye Health Week (19 - 25 September 2022)

Programme changed to pay our respects

Following the death of Her Majesty Queen Elizabeth II on 8 September, plans for National Eye Health Week 2022 were revised so the charity and NEHW supporters could observe the period of national mourning and pay their respects to the remarkable life and service of Her Majesty.

After careful consideration it was decided that the Week should go ahead, but on a significantly reduced scale and in-keeping with the national mood.

A major multi-agency campaign on 'Vision and Driving' was cut from the schedule and planned media coverage for the start of the Week was cancelled.

The campaign paid tribute to the late Monarch and fell silent during the period of national mourning before gently launching on Tuesday 20th September.

Leading a national conversation on eye health

From global brands (ExxonMobil) and healthcare champions (NHS 111 call centres) to schools (Fairfield School) and charities (TPT) more than 3,500 individuals and organisations used our resources to help spread the word on eye health during the Week.

50+ supporter assets were published including leaflets, flyers, posters, social posts, recipe cards featuring recipes from TV chef Ainsley Harriott and a Kids' Activity Guide for under 8s

Lifestyle advice for improved eye health

Vista (the official NEHW magazine) was published as both print and digital editions.

This year's issue featured cover star Michaela Strachan talking her experience of living with keratoconus, as well as, handy lifestyle tips & eye care advice to help people keep their eyes and vision healthy.

E-Vista used screen pop-ups to remind readers to 'give their eyes a break' to prevent screen fatigue.

Read the online edition here vistamagazine.co.uk/imag/vista2022/

The magazine has an estimated readership of 1/4 million.

Putting the nation's eye q to the test

Together with Thomas Pocklington Trust we put the nation's 'eye q' to the test to understand how 'smart' we are when it comes to looking after our vision and eye health.

Sadly, our research revealed many Brits lack even the most basic 'know how' when it comes to looking after their eye health.

We published a report on our findings [www.visionmatters.org.uk/eye-q-report/eye-q-report] and shared five key recommendations on how to give our 'eye q' a boost.

Learn about eye tests. What they entail, when you should have them and why they are essential for your eye health and general wellbeing.

Understand how your family's medical history could affect your own eye health and risk of future sight loss. Conditions such as myopia (short-sightedness) and glaucoma have strong genetic links.

Be aware of red flag symptom associated with sight-threatening eye conditions. Conditions like retinal detachment need urgent, often same-day, treatment to prevent or arrest vision impairment.

Appreciate how your lifestyle could be putting you at risk of future sight loss. Consider your diet, exercise regime, smoking status, drinking habits and the amount of time spent outdoors. These can all impact your vision and eye health.

Be screen smart. Prevent screen fatigue by following the 20-20-20 rule [look up from your screen every 20 minutes and focus on an object 20 feet away for 20 seconds]. to looking after our vision and eye health.

The report was shared with the media, KOLs including DOHSC, APPG members and optical bodies, as well as, the public.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2022

Social connections

Social media presents a powerful tool for reaching, engaging, and connecting individuals for public health and health promotion. This year's social conversation had a reach of more than 30 million. Accounts joining the social conversation included: Scottish Government, We are Primary Care, Marsha de Cordova MP, NHS area teams, Patients Association.

Instagram enjoyed strong engagement during the Week whilst the charity's Facebook had a reach of around 21.5K.

Optics in the news

During the Week there were more than 600 million 'opportunities to see' eye health messages in the media. Coverage included national and local broadcast, print and internet. Steve Wright chatted about eye health on his Radio 2 show; whilst, My Weekly magazine highlighted top eye care tips; ITV local news covered vision and driving and NI Health Minister Robin Swann called for people to make eye health a priority during eye week in the Belfast Telegraph.

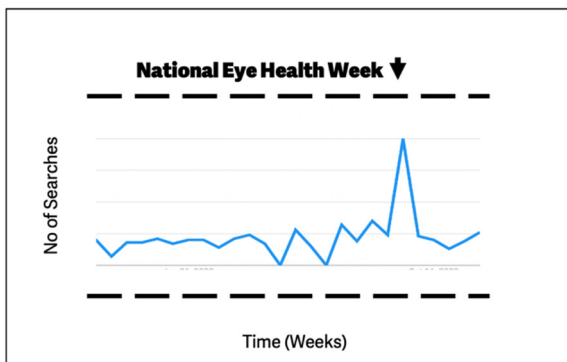
A Vision and Eye Health supplement was published with The Guardian on Fr-eye-day 23 September, featuring eight pages of helpful information and advice about looking after your eyes.

Digital tools

100K+ website visitors experienced life through the eyes of someone suffering vision impairment, used the online eye health calculator to assess their risk of future avoidable sight loss, and accessed important advice and information on caring for their eyes.

Public reaction

Online search and interest in eye health peaks in NEHW. Fig 2. (below) illustrates how the normal operating range for Google searches around eye health is smashed during NEHW - indicating a clear uptick in public interest.



Third party partnerships

The charity continued to build upon the foundations it has established over recent years, working with its supporters as well as third and public sector organisations to extend the reach and impact of its public health promotions.

In particular, the trustees would like to thank and acknowledge the vital support of the official partners of National Eye Health Week: Central Optical Fund, Specsavers, and Thomas Pocklington Trust.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2022

FINANCIAL REVIEW

Financial position

a. Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to three months expenditure (approximately £18,000 at current levels).

The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Reserves at the end of this reporting period amount to £31,083 of which £23,783 were unrestricted reserves and £7,300 restricted reserves. This is surplus to the required minimum set out above.

Free reserves at 31 December 2022 amounted to £23,783 (2021 £41,853).

b. Financial position

The present level of funding is adequate to support the continuation of the charity's activities in the short-term. In these challenging times the trustees consider the financial position to be satisfactory.

The trustees are cognisant of the negative financial impact the pandemic is having on the charity sector and will continue to moderate activity accordingly.

c. Risk review

The trustees recognise their responsibility to manage the risks facing the charity and have implemented a risk management system which includes the maintenance of a risk register.

Risk levels are monitored regularly as part of a wider risk strategy.

The trustees currently consider the maintenance of a sustainable unrestricted / non-commercial income stream to be the biggest risk facing the charity.

d. Fundraising

Eye Health UK is registered with the Fundraising Regulator, an independent body who set and maintain the standards for charitable fundraising. Public fundraising forms a very small part of the charity's income and is mostly made-up of funds raised by NEHW supporters at charity bake sales.

The number of complaints received by the charity about its fundraising activity is nil.

e. Principal funding sources

Charity income streams include levy payments from eye care practitioners, charitable donations and sponsorship. This income is used to fund the administration of the charity and its public health promotions.

f. VAT

In line with Charity Taxation Regulations the charity adopts a practice of partial exemption on goods and services which promulgate the charity's objects.

FUTURE PLANS

Main activities and achievements planned for 2023 include:

- Update Charity website
- Champion prevention message and resources across the health and social care sector
- Lead on a multi-agency Vision and Driving campaign
- Manage a series of public health campaigns, including National Eye Health Week 18 - 24 September
- Retain existing, and introduce new, funding streams.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2022

STRUCTURE, GOVERNANCE AND MANAGEMENT

Charity constitution

The charity was established by its Memorandum (amended by Special Resolution on 5 March 2011) and Articles of Association on 30 November 2000 and is a company limited by guarantee.

The charity's objects, as set out in the Memorandum of Association, are to promote improved ocular health to the public generally; to educate the public about ocular health and good vision and the means of achieving this; and to promote the advancement and improvement of the ophthalmic profession and its suppliers for the public benefit in a generic manner without favouring or promoting any individual supplier of services or appliances.

The trustees are responsible for the governance of the charity; however, the day-to-day running of the charity is delegated to an administrator.

Recruitment and appointment of new trustees

As set out in the Articles of Association, the board of trustees has the right, from time to time, to appoint a person as a trustee.

The charity has a requirement for a minimum number of six trustees at any one time, up to a maximum of nine.

A potential trustee will be offered for consideration at any time that the board deems appropriate. The appointment of the potential trustee is formally discussed at the next scheduled board meeting. Trustees are considered on the basis of relevant skills, experience, and willingness to take an active part in the running of the charity. Following a majority vote of the existing board of trustees, a potential trustee will be appointed to the board. There is no minimum period of service, and a trustee can retire at any time.

The official appointment requires a quorum to agree the appointment, and, following completion of appropriate Companies House documentation, the new trustee is formally welcomed to the board at the following board meeting.

Organisational structure

The trustees who served the charity during the period were as follows:

DC Cartwright (chairman)
RK Plahay (interim vice chair)
RN Gavzey (interim secretary)
IJG Anderson (ABDO) (Resigned as a director on 16 November 2022)
AC Bithell (College of Optometrists)
JT Holmes (ABDO) (Appointed as a director on 16 November 2022)
R Stoner (OSA formerly FMO) (Appointed as a director on 1 January 2022)
SA Tinger (FODO)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute up to £10 in the event of a winding up.

All the trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed are set out in note 7 of the accounts.

The subscribers to the Memorandum and Articles of Association of the charity are recorded in these documents and will remain for the lifetime of the charity.

Article 2 states that subscribers are admitted to membership and article 2.3 provides for a member retiring providing that the number of members does not fall below two. The Articles of Association are not changed to reflect subsequent changes in membership; these are reflected in the annual accounts and AGM minutes.

Article 29 provides for each member as a subscriber to the charity, to appoint one person as a trustee and to remove such person as a trustee. On retiring as a member this right is terminated and the trustee appointed by this member must also retire.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2022

STRUCTURE, GOVERNANCE AND MANAGEMENT

Induction and training of new trustees

New trustees are briefed on the charity's activities prior to their appointment. They are also provided with the minutes of the last board meeting and agenda of the next meeting as well as the previous year's annual report. All trustees are informed of their obligations under charity and company law, the content of the Articles of Association and the procedures that govern the trustees' actions and nature of the resources of the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

04117495 (England and Wales)

Registered Charity number

1086146

Registered office


The Countess of Huntingdon's Chapel
Vineyards
Bath
BA1 5NA

Independent Examiner

Haines Watts
Chartered Accountants
Old Station House
Station Approach
Swindon
Wiltshire
SN1 3DU

26 September 2023

Approved by order of the board of trustees on and signed on its behalf by:



.....
Mr D C Cartwright - Trustee

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE EYECARE TRUST

Independent examiner's report to the trustees of The Eyecare Trust ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2022.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Susan Plumb ACA
Haines Watts
Chartered Accountants
Old Station House
Station Approach
Swindon
Wiltshire
SN1 3DU

Date: 27 September 2023

THE EYECARE TRUST
STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	Unrestricted fund £	Restricted funds £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	235	-	235	50
Charitable activities					
Promoting ocular health	4	47,760	30,000	77,760	59,283
Investment income	3	<u>72</u>	-	<u>72</u>	<u>6</u>
Total		<u>48,067</u>	<u>30,000</u>	<u>78,067</u>	<u>59,339</u>
 EXPENDITURE ON					
Charitable activities					
Promoting ocular health	5	<u>66,137</u>	<u>30,732</u>	<u>96,869</u>	<u>92,183</u>
NET INCOME/(EXPENDITURE)		(18,070)	(732)	(18,802)	(32,844)
 RECONCILIATION OF FUNDS					
Total funds brought forward		41,853	8,032	49,885	82,729
TOTAL FUNDS CARRIED FORWARD		<u><u>23,783</u></u>	<u><u>7,300</u></u>	<u><u>31,083</u></u>	<u><u>49,885</u></u>

The notes form part of these financial statements

THE EYECARE TRUST
STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2022

	Notes	2022 £	2021 £
CURRENT ASSETS			
Debtors	8	872	716
Cash at bank		<u>44,737</u>	<u>58,257</u>
		45,609	58,973
CREDITORS			
Amounts falling due within one year	9	(14,526)	(9,088)
		<u>31,083</u>	<u>49,885</u>
NET CURRENT ASSETS			
		<u>31,083</u>	<u>49,885</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>31,083</u>	<u>49,885</u>
		<u>31,083</u>	<u>49,885</u>
NET ASSETS		<u>31,083</u>	<u>49,885</u>
FUNDS	11		
Unrestricted funds		23,783	41,853
Restricted funds		<u>7,300</u>	<u>8,032</u>
TOTAL FUNDS		<u>31,083</u>	<u>49,885</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on

26 September 2023 and were signed on its behalf by:



.....
Mr D C Cartwright - Trustee

The notes form part of these financial statements

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The financial statements are prepared in sterling, which is the functional currency of the entity and rounded to the nearest £.

Going Concern

The charity is dependent on continues supports from its sponsors/partners. The trustees see no reason why this support would be withdrawn. The financial statements are therefore prepared on a going concern basis.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

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

Cash

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Debtors and Creditors

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2022**

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Donations	<u>235</u>	<u>-</u>	<u>235</u>	<u>50</u>

3. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	2022 Total funds £	2021 Total funds £
Deposit account interest	<u>72</u>	<u>-</u>	<u>72</u>	<u>6</u>

4. INCOME FROM CHARITABLE ACTIVITIES

	2022 Promoting ocular health £	2021 Total activities £
Membership fees	18,656	20,131
Leaflet and other merchandise sales	104	152
National Eye Health Week Sponsorship	40,000	25,000
Seed Fundraising	<u>19,000</u>	<u>14,000</u>
	<u>77,760</u>	<u>59,283</u>

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2022**

5. CHARITABLE ACTIVITIES COSTS

	Restricted Funds	Unrestricted Funds	Total Funds 2022	Total Funds 2021
	£	£	£	£
Promoting ocular health:				
National Eye Health Week	21,716	19,109	40,825	24,508
Media Line	-	100	100	80
Marketing & Support Services	9,016	33,968	42,984	52,992
PR expenses	-	-	-	-
Website development and costs	-	5,536	5,536	4,908
Postage and stationery	-	23	23	-
Office phone and broadband	-	72	72	-
Bookkeeping and professional fees	-	2,286	2,286	4,193
Bad debts	-	-	-	455
Insurance	-	489	489	464
Rent	-	2,411	2,411	2,695
Office computer expenses	-	-	-	-
Bank charges	-	60	60	88
Independent examination	-	1,800	1,800	1,800
Board meeting expenses	-	-	-	-
Sundries	-	283	283	-
	<u>30,732</u>	<u>66,137</u>	<u>96,869</u>	<u>92,183</u>

6. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2022 £	2021 £
Independent examination	<u>1,800</u>	<u>1,800</u>

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2022 nor for the year ended 31 December 2021.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2022 nor for the year ended 31 December 2021.

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2022**

8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade debtors	12	-
VAT	144	-
Prepayments and accrued income	<u>716</u>	<u>716</u>
	<u>872</u>	<u>716</u>

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	12,409	834
VAT	-	188
Accruals and deferred income	<u>2,117</u>	<u>8,066</u>
	<u>14,526</u>	<u>9,088</u>

10. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted fund	Restricted funds	2022 Total funds	2021 Total funds
	£	£	£	£
Current assets	38,309	7,300	45,609	58,973
Current liabilities	<u>(14,526)</u>	<u>-</u>	<u>(14,526)</u>	<u>(9,088)</u>
	<u>23,783</u>	<u>7,300</u>	<u>31,083</u>	<u>49,885</u>

11. MOVEMENT IN FUNDS

	At 1/1/22	Net movement in funds	At 31/12/22
	£	£	£
Unrestricted funds			
General fund	41,853	(18,070)	23,783
Restricted funds			
National Eye Health Week	-	188	188
Optician First Campaign	<u>8,032</u>	<u>(920)</u>	<u>7,112</u>
	<u>8,032</u>	<u>(732)</u>	<u>7,300</u>
TOTAL FUNDS	<u>49,885</u>	<u>(18,802)</u>	<u>31,083</u>

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2022**

11. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	48,067	(66,137)	(18,070)
Restricted funds			
National Eye Health Week	30,000	(29,812)	188
Optician First Campaign	-	(920)	(920)
	<u>30,000</u>	<u>(30,732)</u>	<u>(732)</u>
TOTAL FUNDS	<u>78,067</u>	<u>(96,869)</u>	<u>(18,802)</u>

Comparatives for movement in funds

	At 1/1/21 £	Net movement in funds £	Transfers between funds £	At 31/12/21 £
Unrestricted funds				
General fund	68,111	(27,876)	1,618	41,853
Restricted funds				
Eye Doctor Campaign	1,618	-	(1,618)	-
Optician First Campaign	<u>13,000</u>	<u>(4,968)</u>	<u>-</u>	<u>8,032</u>
	<u>14,618</u>	<u>(4,968)</u>	<u>(1,618)</u>	<u>8,032</u>
TOTAL FUNDS	<u>82,729</u>	<u>(32,844)</u>	<u>-</u>	<u>49,885</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	44,339	(72,215)	(27,876)
Restricted funds			
National Eye Health Week	15,000	(15,000)	-
Optician First Campaign	-	(4,968)	(4,968)
	<u>15,000</u>	<u>(19,968)</u>	<u>(4,968)</u>
TOTAL FUNDS	<u>59,339</u>	<u>(92,183)</u>	<u>(32,844)</u>

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2022**

11. MOVEMENT IN FUNDS - continued

A current year 12 months and prior year 12 months combined position is as follows:

	At 1/1/21 £	Net movement in funds £	Transfers between funds £	At 31/12/22 £
Unrestricted funds				
General fund	68,111	(45,946)	1,618	23,783
Restricted funds				
National Eye Health Week	-	188	-	188
Eye Doctor Campaign	1,618	-	(1,618)	-
Optician First Campaign	<u>13,000</u>	<u>(5,888)</u>	<u>-</u>	<u>7,112</u>
	<u>14,618</u>	<u>(5,700)</u>	<u>(1,618)</u>	<u>7,300</u>
TOTAL FUNDS	<u><u>82,729</u></u>	<u><u>(51,646)</u></u>	<u><u>-</u></u>	<u><u>31,083</u></u>

A current year 12 months and prior year 12 months combined net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	92,406	(138,352)	(45,946)
Restricted funds			
National Eye Health Week	45,000	(44,812)	188
Optician First Campaign	<u>-</u>	<u>(5,888)</u>	<u>(5,888)</u>
	<u>45,000</u>	<u>(50,700)</u>	<u>(5,700)</u>
TOTAL FUNDS	<u><u>137,406</u></u>	<u><u>(189,052)</u></u>	<u><u>(51,646)</u></u>

National Eye Health Week - funds to be used for the sole purpose of implementing the National Eye Health Week (NEHW) campaign.

Eye Doctor – funds for a public eye campaigning to promote the importance of regular sight tests to groups at increased risk of sight loss. These include the over 60's, those affected by obesity, smokers and diabetics.

Optician First Campaign - A public health campaign with advice and information for the treatment of minor / urgent eye conditions. Made possible with financial support from Reckitt.

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2022**

12. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2022.

THE EYECARE TRUST

England & Wales - Charity number 1086146

Accounts

REGISTERED COMPANY NUMBER: 04117495 (England and Wales)
REGISTERED CHARITY NUMBER: 1086146

EYEHEALTHUK

**REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021
FOR
THE EYECARE TRUST
(TRADING AS EYE HEALTH UK)
(A COMPANY LIMITED BY GUARANTEE)**

Haines Watts
Chartered Accountants
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire
SN1 3DU

THE EYECARE TRUST

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**

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THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 31 December 2021. The trustees have adopted the provisions 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

This report covers a 12-month period from 1 January 2021 to 31 December 2021. The previous financial year ending 31 December 2020 ran for 15 months following a successful application to amend the charity's financial year from 1 October – 30 September to 1 January – 31 December, made to Companies House in 2020.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

OBJECTIVES AND ACTIVITIES

Objectives and aims

During the year the charity continued to demonstrate its resilience and adaptability in dealing with tough challenges that the COVID pandemic inevitably brought to its operations, fundraising and service delivery.

a. Principal activity

In setting objectives and planning for activities, the trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The charity's purpose is to promote ocular health in the primary care sector and to educate the public about ocular health and good vision, and the ways of achieving this.

Specifically, it aims to encourage more people to have regular eye tests, inspire them to make informed decisions about eye care and adopt healthier lifestyles to benefit their eye health (and general well-being).

Its actions will improve the UK's eye health, contribute towards a reduction in avoidable blindness - according to RNIB half of all sight loss in the UK is avoidable - and enhance people's everyday lives.

CASE STUDY

Using real-life stories can be highly effective in helping people understand & accept health issues that may affect them or loved ones, as well as, inspire a change in health behaviour.

During National Eye Health Week 2021 we featured *Aimie Strachan who spoke about her daughter's experience of wearing an eye patch and how to make treatment for amblyopia* a positive and enriching experience for youngsters and their families.*

**Amblyopia, also known as "lazy eye", is a childhood condition where vision doesn't develop properly – usually in one eye. The condition affects around one in 50 children in the UK. Early diagnosis and treatment is vital to remedy the condition.*

b. Activities for achieving objectives

Eye Health UK is the only charity in the UK offering public information on all aspects of eye care.

It provides free, high quality eye health information to the public and to healthcare professionals.

In-line with its objectives for the year the charity managed a series of niche and high-profile public health campaigns, including National Eye Health Week which ran 20–26 September 2021.

COVID eye care

Throughout 2021 the pandemic continued to affect all aspects of our lives, including our eye health. The charity provided important information on keeping our eyes healthy, such as, how and when to access eye care services during lockdowns; strategies for preventing dry eye when wearing a face mask, and, tips to minimise screen fatigue.

This public information on COVID eye care was shared across national and local media, as well as, on the charity's digital platforms and social media channels.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

Multi-channel eye care

The charity continued its multi-channel approach to public health promotion ensuring a diverse range of eye care advice and information was available whenever and wherever people needed it.

The charity considers digital health info to be a key tool for future eye health promotion – according to the Office of National Statistics (ONS) 60% of UK Adults looked for health-related information on the internet during 2020.¹

More than a quarter of a million people accessed our online advice and information in 2021.

Views of the charity's 'your eyes and VDUs' fact sheet rose 30% year-on-year, highlighting the need for eye care advice for screen users. Other popular digital resources included our fact sheets on retinal detachment, red eyes, contact lenses, cataracts and nystagmus.

Eye Health UK's public information service continued to provide a unique and direct response to individuals with concerns about their eye health. The public accessed this service via phone or email.

Our Instagram, Facebook and Twitter feeds also helped keep the profession and the public up-to-date with the latest eye care news and provided valuable channels for sharing eye care advice.

Public health promotion

During 2021 we addressed a wide-range of eye care issues including, dry eye, eye health and the menopause; viewing a solar eclipse; glaucoma; firework eye safety and the dangers of UV.

These initiatives generated press coverage across the national and local media and helped promote the importance of having regular eye tests as well as educating people about how to maximise their vision and keep their eyes healthy.

Practitioner resources

The charity also continued its commitment to provide eye care practitioners (ECPs), healthcare professionals and educators with tools and resources to assist them in the promotion of engaging eye care messages to their local communities. In 2021 this included the publication of an updated and redesigned series of core patient leaflets, the release of an online vision screening tool, access to posters in 30 + alternative languages and the development of a range of social media assets.

CASE STUDY

The charity teamed up with The Brain Tumour Charity to run a CET accredited webinar for ECPs. 74 ECPs registered for the online event which was designed to assist practitioners in the detection and urgent referral of suspect brain tumour patients.

Brain tumours can cause papilloedema (raised intracranial pressure). This raised pressure can be detected by optometrists during routine eye tests. Urgent referral to secondary care can lead to early diagnosis and improved prognosis, saving sight - 30% of brain tumour patients experience visual problems - as well as lives.

1. *Office for National Statistics – Internet Access Households and Individuals Aug 2020*

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

Eye health within a wider public health context

To highlight the link between eye health and wider public health issues the charity supported a number of other relevant and high-profile public health campaigns during 2021. These included Diabetes Awareness Week and National No Smoking Day.

National Eye Health Week (20 - 26 September 2021)

National Eye Health Week (NEHW) 2021 played a vital role in helping raise the profile of optics and encouraging millions of us to take better care of our eyes as we shone a light on vision and eye health for seven days during September.

From social media shout-outs and hosting community events to tv sofa chats and professional webinars more than 6,000 individuals and organisations helped spread the word on eye health.

Almost 3.5K unique users downloaded promotional materials from the NEHW online hubs whilst financial support from Central Optical Fund helped make it possible to produce hard copy resource packs. The resource packs and electronic materials helped create a national conversation with community campaigns all speaking with a common voice.

Posters in alternative languages were also updated for 2021.

Social media presents a powerful tool for reaching, engaging, and connecting individuals for public health and health promotion.² This year's social conversation had a reach of more than 81 million and saw the conversation on eye health trending on Twitter on day one of the Week.

Accounts joining the social conversation included: the Department of Health and Social Care, We Are Primary Care, Welsh Government Health and Care, Public Health Agency, Dr Sarah Jarvis, BBC Bitesize and the DVLA.

Instagram enjoyed strong engagement during the Week whilst the charity's Facebook had a reach of c. 22K.

A digital-only edition of the charity's popular consumer lifestyle magazine, Vista, featured an interview with cover star Myleene Klass, as well as, handy lifestyle tips & eye care advice to help people keep their eyes and vision healthy.

The digital publication, which was distributed to more than ¼ million readers used screen pop-ups to remind readers to 'give their eyes a break' to prevent screen fatigue.

A special podcast featuring radio host Adam Cox chatting to David Cartwright about why vision matters and the simple steps we should all be taking to help keep our eyes and vision healthy was launched during the Week and was available on a number of podcast platforms.

During the Week there were more than 200 million 'opportunities to see' positive eye health messages in the media, with coverage across national and local print and broadcast media. A special eye health supplement was also published with The Guardian newspaper.

More than one hundred thousand visitors to the vision matters website experienced life through the eyes of someone suffering vision impairment, used the online eye health calculator to assess their risk of future avoidable sight loss and accessed important advice and information on caring for their eyes.

² Neiger BL, Thackeray R, Van WSA, Hanson CL, West JH, Barnes MD, FagenMC. Use of social media in health promotion: purposes, key performance indicators, and evaluation metrics. *Health PromotPract.* 2012 Mar;13(2):159–64. doi: 10.1177/1524839911433467

THE EYECARE TRUST

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021

CASE STUDY

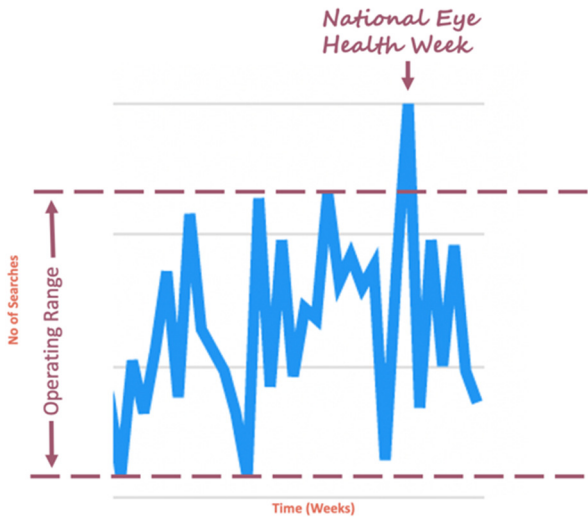
Good eyesight in children can have a huge effect on literacy and academic attainment.

To mark NEHW the Department for Education announced an extension to its 'Glasses in Classes' initiative. The roll-out of the initiative was launched by the Education Secretary, the Rt Hon Nadim Zahawi MP., and included advice about the importance of good vision and regular sight tests with links to visionmatters.org.uk on gov.uk, press coverage and social media.

The results of a poll of the Nation's Favourite (Eye) Sights were released on Fr-eye-day in a light-hearted look at why 'vision matters'.

Seeing our children play topped the poll but watching our pets beat looking at our partners! Other favourites included scenic views such as the rolling countryside and the sunset, whilst sports fans voted seeing their team score and frazzled home workers admitted they couldn't wait to see the clock strike 5pm on a Friday.

Public Reaction - Online searches and interest in eye health peaks in NEHW. Fig 1. (below) illustrates how the normal operating range for Google searches around eye health is smashed during NEHW – indicating a clear uptick in public interest.



(fig 1.) Google trends in 'eye health' searches over time 2021

Third party partnerships

The charity continued to build upon the foundations it has established over recent years, working with its supporters as well as third and public sector organisations to extend the reach and impact of its eye health promotions for public benefit. One such partnership is a collaboration the charity has formed with Central Optical Fund.

In particular, the trustees would like to thank and acknowledge the vital support of the official partners of National Eye Health Week: Central Optical Fund, Optrex, Specsavers, and Thomson Software Solutions.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

FINANCIAL REVIEW

a. Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to three months expenditure (approximately £18,000 at current levels).

The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Total reserves at 31 December 2021 were £49,885 of which £8,032 were held in restricted funds. Free reserves at the end of this reporting period amount to £41,853. This is surplus to the required minimum set out above.

b. Financial position

The financial position of the charity is set out on page 12. The present level of funding is adequate to support the continuation of the charity's activities in the short-term. In these challenging times the trustees consider the financial position to be satisfactory.

The trustees are cognisant of the negative financial impact the pandemic is having on the charity sector and will continue to moderate activity accordingly.

c. Risk review

The trustees recognise their responsibility to manage the risks facing the charity and have implemented a risk management system which includes the maintenance of a risk register.

Risk levels are monitored regularly as part of a wider risk strategy.

The trustees currently consider the maintenance of a sustainable unrestricted / non-commercial income stream to be the biggest risk facing the charity.

d. Fundraising

Eye Health UK is registered with the Fundraising Regulator, an independent body who set and maintain the standards for charitable fundraising. Public fundraising forms a very small part of the charity's income and is mostly made-up of funds raised by NEHW supporters at charity bake sales.

The number of complaints received by the charity about its fundraising activity is nil.

e. Principle funding sources

Charity income streams include levy payments from eye care practitioners, charitable donations and sponsorship. This income is used to fund the administration of the charity and its public health promotions.

f. VAT

In line with Charity Taxation Regulations the charity adopts a practice of partial exemption on goods and services which promulgate the charity's objects.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE YEAR ENDED 31 DECEMBER 2021

FUTURE PLANS

Main activities and achievements planned for 2022 include:

- Update Charity website
- Champion prevention message and resources across the health and social care sector
- Highlight the role of social prescribing in managing eye health
- Manage a series of public health campaigns, including National Eye Health Week 19 - 25 September
- Retain existing, and introduce new, funding streams.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Charity constitution

The charity was established by its Memorandum (amended by Special Resolution on 5 March 2011) and Articles of Association on 30 November 2000 and is a company limited by guarantee.

The charity's objects, as set out in the Memorandum of Association, are to promote improved ocular health to the public generally; to educate the public about ocular health and good vision and the means of achieving this; and to promote the advancement and improvement of the ophthalmic profession and its suppliers for the public benefit in a generic manner without favouring or promoting any individual supplier of services or appliances.

The trustees are responsible for the governance of the charity; however, the day-to-day running of the charity is delegated to the charity administrator.

Recruitment and appointment of new trustees

As set out in the Articles of Association, the board of trustees has the right, from time to time, to appoint a person as a trustee.

The charity has a requirement for a minimum number of six trustees at any one time, up to a maximum of nine.

A potential trustee will be offered for consideration at any time that the board deems appropriate. The appointment of the potential trustee is formally discussed at the next scheduled board meeting.

Trustees are considered on the basis of relevant skills, experience, and willingness to take an active part in the running of the charity. Following a majority vote of the existing board of trustees, a potential trustee will be appointed to the board. There is no minimum period of service, and a trustee can retire at any time.

The official appointment requires a quorum to agree the appointment, and, following completion of appropriate Companies House documentation, the new trustee is formally welcomed to the board at the following board meeting.

THE EYECARE TRUST
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021

STRUCTURE, GOVERNANCE AND MANAGEMENT

The trustees who served the charity during the period were as follows:

DC Cartwright (chairman)
RK Plahay (interim vice chair)
RN Gavzey (interim secretary)
IJG Anderson (ABDO)
AC Bithell (College of Optometrists)
SA Tinger (FODO)
VJL Vine (AOP) (Resigned as a director on 30 November 2021)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute up to £10 in the event of a winding up.

All the trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed are set out in note 7 of the accounts.

The subscribers to the Memorandum and Articles of Association of the charity are recorded in these documents and will remain for the lifetime of the charity.

Article 2 states that subscribers are admitted to membership and article 2.3 provides for a member retiring providing that the number of members does not fall below two. The Articles of Association are not changed to reflect subsequent changes in membership; these are reflected in the annual accounts and AGM minutes.

Article 29 provides for each member as a subscriber to the charity, to appoint one person as a trustee and to remove such person as a trustee. On retiring as a member this right is terminated and the trustee appointed by this member must also retire.

Induction and training of new trustees

New trustees are briefed on the charity's activities prior to their appointment. They are also provided with the minutes of the last board meeting and agenda of the next meeting as well as the previous year's annual report. All trustees are informed of their obligations under charity and company law, the content of the Articles of Association and the procedures that govern the trustees' actions and nature of the resources of the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

04117495 (England and Wales)

Registered Charity number

1086146

Registered office

The Countess of Huntingdon's Chapel
Vineyards
Bath
BA1 5NA

THE EYECARE TRUST

**REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31 DECEMBER 2021**

Independent Examiner

Haines Watts
Chartered Accountants
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire
SN1 3DU

Approved by order of the board of trustees on 8 June 2022 and signed on its behalf by:



.....
Mr D C Cartwright - Trustee

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
THE EYECARE TRUST**

Independent examiner's report to the trustees of The Eyecare Trust ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 31 December 2021.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Susan Plumb
Haines Watts
Chartered Accountants
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire
SN1 3DU

Date: 20 June 2022

THE EYECARE TRUST

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 DECEMBER 2021

				Year Ended 31/12/21	Period 1/10/19 to 31/12/20
	Notes	Unrestricted fund £	Restricted funds £	Total funds £	Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	50	-	50	20,363
Charitable activities					
Promoting ocular health	4	44,283	15,000	59,283	121,019
Investment income	3	<u>6</u>	<u>-</u>	<u>6</u>	<u>69</u>
Total		44,339	15,000	59,339	141,451
EXPENDITURE ON					
Charitable activities					
Promoting ocular health	5	72,215	19,968	92,183	108,314
NET INCOME/(EXPENDITURE)		(27,876)	(4,968)	(32,844)	33,137
Transfers between funds	12	<u>1,618</u>	<u>(1,618)</u>	<u>-</u>	<u>-</u>
Net movement in funds		(26,258)	(6,586)	(32,844)	33,137
RECONCILIATION OF FUNDS					
Total funds brought forward		68,111	14,618	82,729	49,592
TOTAL FUNDS CARRIED FORWARD		<u>41,853</u>	<u>8,032</u>	<u>49,885</u>	<u>82,729</u>

The notes form part of these financial statements

THE EYECARE TRUST

**STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2021**

	Notes	2021 £	2020 £
CURRENT ASSETS			
Debtors	9	716	14,236
Cash at bank		<u>58,257</u>	<u>78,282</u>
		58,973	92,518
CREDITORS			
Amounts falling due within one year	10	(9,088)	(9,789)
		<u>49,885</u>	<u>82,729</u>
NET CURRENT ASSETS			
		49,885	82,729
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>49,885</u>	<u>82,729</u>
NET ASSETS			
		<u>49,885</u>	<u>82,729</u>
FUNDS			
	12		
Unrestricted funds		41,853	68,111
Restricted funds		<u>8,032</u>	<u>14,618</u>
TOTAL FUNDS			
		<u>49,885</u>	<u>82,729</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 December 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 December 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

THE EYECARE TRUST

STATEMENT OF FINANCIAL POSITION - continued
31 DECEMBER 2021

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 8 June 2022 and were signed on its behalf by:



.....
Mr D C Cartwright - Trustee

The notes form part of these financial statements

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The financial statements are prepared in sterling, which is the functional currency of the entity and rounded to the nearest £.

Going concern

The COVID-19 viral pandemic is one of the most significant economic events for the UK with unprecedented levels of uncertainty of outcomes. It is therefore difficult to evaluate all of the potential implications on the charity's operations, funding, suppliers and wider economy. The Trustees' view on the impact of COVID-19 is that, given the measures that could be undertaken to mitigate the current adverse conditions and the current resources available, they can continue to adopt the going concern basis in preparing the financial statements.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

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

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021**

1. ACCOUNTING POLICIES - continued

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Cash

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Debtors and Creditors

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	Year Ended 31/12/21 Total funds £	Period 1/10/19 to 31/12/20 Total funds £
Donations	<u>50</u>	<u>-</u>	<u>50</u>	<u>20,363</u>

3. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	Year Ended 31/12/21 Total funds £	Period 1/10/19 to 31/12/20 Total funds £
Deposit account interest	<u>6</u>	<u>-</u>	<u>6</u>	<u>69</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021

4. INCOME FROM CHARITABLE ACTIVITIES

	Year Ended 31/12/21	Period 1/10/19 to 31/12/20
	Promoting ocular health £	Total activities £
Membership fees	20,131	25,232
Leaflet and other merchandise sales	152	1,210
National Eye Health Week Sponsorship	25,000	77,077
Seed Fundraising	14,000	17,500
	<u>59,283</u>	<u>121,019</u>

5. CHARITABLE ACTIVITIES COSTS

	Restricted Funds £	Unrestricted Funds £	Total Funds 2021 £	Total Funds 2020 £
Promoting ocular health:				
National Eye Health Week	15,000	9,508	24,508	33,149
Media Line	-	80	80	-
PR fees	4,968	48,024	52,992	54,868
PR expenses	-	-	-	754
Website development and costs	-	4,908	4,908	4,096
Postage and stationery	-	-	-	287
Travel and subsistence	-	-	-	274
Office phone and broadband	-	-	-	196
Wages and salaries	-	-	-	5,330
Bookkeeping and professional fees	-	4,193	4,193	4,006
Insurance	-	455	455	455
Rent	-	2,695	2,695	2,685
Office computer expenses	-	464	464	117
Bank charges	-	88	88	97
Independent examination	-	1,800	1,800	2,000
Board meeting expenses	-	-	-	-
	<u>19,968</u>	<u>72,215</u>	<u>92,183</u>	<u>108,314</u>

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021**

6. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	Year Ended 31/12/21 £	Period 1/10/19 to 31/12/20 £
Independent examination	<u>1,800</u>	<u>1,800</u>

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 31 December 2021 nor for the period ended 31 December 2020.

Trustees' expenses

There were no trustees' expenses paid for the year ended 31 December 2021 nor for the period ended 31 December 2020.

8. STAFF COSTS

	Year Ended 31/12/21 £	Period 1/10/19 to 31/12/20 £
Wages and salaries	-	5,249
Other pension costs	<u>-</u>	<u>81</u>
	<u>-</u>	<u>5,330</u>

Key management remuneration

Key management personnel include all persons that have authority and responsibility for planning, directing and controlling the activities of the charity. The total compensation paid to key management personnel for services provided to the charity was £nil (2020: £5,330).

The average monthly number of employees during the year was as follows:

	Year Ended <u>31/12/21</u>	Period 1/10/19 to <u>31/12/20</u>
	Nil	0.25

No employees received emoluments in excess of £60,000 in either year.

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade debtors	-	13,798
Prepayments and accrued income	716	438
	<u>716</u>	<u>14,236</u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade creditors	834	6,943
VAT	188	200
Accruals and deferred income	8,066	2,646
	<u>9,088</u>	<u>9,789</u>

11. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted fund	Restricted funds	2021 Total funds	2020 Total funds
	£	£	£	£
Current assets	50,941	8,032	58,973	92,518
Current liabilities	<u>(9,088)</u>	<u>-</u>	<u>(9,088)</u>	<u>(9,789)</u>
	<u>41,853</u>	<u>8,032</u>	<u>49,885</u>	<u>82,729</u>

12. MOVEMENT IN FUNDS

	At 1/1/21	Net movement in funds	Transfers between funds	At 31/12/21
	£	£	£	£
Unrestricted funds				
General fund	68,111	(27,876)	1,618	41,853
Restricted funds				
Eye Doctor Campaign	1,618	-	(1,618)	-
Optician First Campaign	<u>13,000</u>	<u>(4,968)</u>	<u>-</u>	<u>8,032</u>
	<u>14,618</u>	<u>(4,968)</u>	<u>(1,618)</u>	<u>8,032</u>
TOTAL FUNDS	<u>82,729</u>	<u>(32,844)</u>	<u>-</u>	<u>49,885</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021

12. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	44,339	(72,215)	(27,876)
Restricted funds			
National Eye Health Week	15,000	(15,000)	-
Optician First Campaign	-	(4,968)	(4,968)
	<u>15,000</u>	<u>(19,968)</u>	<u>(4,968)</u>
TOTAL FUNDS	<u>59,339</u>	<u>(92,183)</u>	<u>(32,844)</u>

Comparatives for movement in funds

	At 1/10/19 £	Net movement in funds £	Transfers between funds £	At 31/12/20 £
Unrestricted funds				
General fund	33,639	34,096	376	68,111
Restricted funds				
National Eye Health Week	13,635	(13,259)	(376)	-
Eye Doctor Campaign	2,318	(700)	-	1,618
Optician First Campaign	-	13,000	-	13,000
	<u>15,953</u>	<u>(959)</u>	<u>(376)</u>	<u>14,618</u>
TOTAL FUNDS	<u>49,592</u>	<u>33,137</u>	<u>-</u>	<u>82,729</u>

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE YEAR ENDED 31 DECEMBER 2021**

12. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	111,701	(77,605)	34,096
Restricted funds			
National Eye Health Week	16,750	(30,009)	(13,259)
Eye Doctor Campaign	-	(700)	(700)
Optician First Campaign	<u>13,000</u>	<u>-</u>	<u>13,000</u>
	<u>29,750</u>	<u>(30,709)</u>	<u>(959)</u>
TOTAL FUNDS	<u>141,451</u>	<u>(108,314)</u>	<u>33,137</u>

National Eye Health Week - funds to be used for the sole purpose of implementing the National Eye Health Week (NEHW) campaign.

Eye Doctor - a public eye health campaign promoting the importance of regular sight tests to groups at increased risk of sight loss. These include the over 60's, those affected by obesity, smokers and diabetics.

Optician First Campaign - A public health campaign with advice and information for the treatment of minor / urgent eye conditions. Made possible with financial support from Reckitt.

13. RELATED PARTY DISCLOSURES

There were no related party transactions for the year ended 31 December 2021.

THE EYECARE TRUST

England & Wales - Charity number 1086146

Accounts

REGISTERED COMPANY NUMBER: 04117495 (England and Wales)
REGISTERED CHARITY NUMBER: 1086146

EYEHEALTHUK

REPORT OF THE TRUSTEES AND
UNAUDITED FINANCIAL STATEMENTS
FOR THE PERIOD
1 OCTOBER 2019 TO 31 DECEMBER 2020

FOR

THE EYECARE TRUST
(TRADING AS EYE HEALTH UK)
(A COMPANY LIMITED BY GUARANTEE)

Haines Watts
Chartered Accountants
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire
SN1 3DU

THE EYECARE TRUST

**CONTENTS OF THE FINANCIAL STATEMENTS
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020**

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Statement of Financial Activities	11
Statement of Financial Position	12 to 13
Notes to the Financial Statements	14 to 21

THE EYECARE TRUST

**REPORT OF THE TRUSTEES
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020**

The trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the period 1 October 2019 to 31 December 2020. The trustees have adopted the provisions 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 and Republic of Ireland (FRS 102) (effective 1 January 2019).

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

OBJECTIVES AND ACTIVITIES

Objectives and aims

a. Principal activity

In setting objectives and planning for activities, the trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The charity's purpose is to promote ocular health in the primary care sector and to educate the public about ocular health and good vision, and the ways of achieving this.

Specifically, it aims to encourage more people to have regular eye tests and inspire them to make healthier lifestyle choices that benefit their eye health.

It does this by working in partnership with others, as together it can achieve more.

Its actions will improve the UK's eye health, contribute towards a reduction in avoidable blindness and enhance people's everyday lives.

b. Activities for achieving objectives

Eye Health UK is the only charity in the UK offering public information on all aspects of eye care.

It provides free, high quality eye health advice and information to both the public and healthcare professionals.

In-line with its objectives for the year it managed and supported a series of high-profile public health initiatives, including National Eye Health Week which ran 21 - 27 September 2020.

The charity also demonstrated its resilience, implementing an effective and rapid response to the coronavirus pandemic. Careful and flexible management of the charity's operations and output helped it successfully navigate the challenges of COVID-19.

COVID Eye Care

The charity led the way in providing public information on looking after your eyes during the pandemic. We launched a covid eye care hub on our website, published a series of electronic guides and ran social and traditional media campaigns covering everything from advice on accessing essential eye care services to minimising the effects of prolonged screen use to highlighting the importance of kids spending time outdoors during lockdown and tips for keeping your vision clear and eyes healthy when wearing a face mask.

Multi-Channel Eye Care

The charity continued its multi-channel approach to public health promotion ensuring a diverse range of eye care advice and information was available whenever and wherever people needed it.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

The charity considers digital health info to be a key tool for future eye health promotion - according to the Office of National Statistics (ONS) 60% of UK Adults looked for health-related information on the internet during 2020.⁽ⁱ⁾

Around 250,000 people benefited from accessing our online advice and information in 2020.

Visits to our library of eye condition guides doubled year-on-year whilst popular searches include 'red eyes', 'hay fever', 'eye tests' 'floaters', and 'screen use'.

Eye Health UK's public information line also continued to provide a unique and direct response to individuals with concerns about their, or a loved-ones, eye health.

Our Instagram, Facebook and Twitter feeds also helped keep the profession and the public up-to-date with the latest eye care news and provided valuable channels for sharing eye care advice.

(i) Office for National Statistics - Internet Access Households and Individuals Aug 2020

Public Health Promotions in the Media

During the last year the charity's media relations activity tackled issues including, the link between smoking and sight loss; vision and falls; the importance of routine sight tests; screen fatigue and COVID-19 eye care.

These initiatives generated press coverage across the national and local media and helped promote the importance of looking after your vision as well as educating people about essential eye care during the pandemic.

Practitioner Resources

The charity has created a resource library with listings of its public eye health promotion resources.

The listing includes materials produced for National Eye Health Week as well as the charity's portfolio of leaflets and fact sheets.

New resources for 2020 included a 10 best eye health habits series with posters, leaflets and social assets; COVID-19 eye care materials and resources encouraging people to contact their local optical practice if they notice and change in their vision or have concerns about their eye health.

According to ONS data more than 4.2 Million people in England and Wales have a main language other than English. In collaboration with COVID-19 Infographics we also produced a series of posters / infographics with eye care advice for minority audiences.

Titles in the series include:

- * Eye health during COVID-19
- * Eye test myth busters
- * Eye health awareness parts 1 & 2

The resources are translated into 30+ languages including Hindi, Arabic & Polish and are available to download from our vision matters website.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

Eye Health within a wider Public Health Context

To highlight the link between eye health and wider public health issues the charity supported a number of other relevant and high-profile public health campaigns during 2020. These included Diabetes Awareness Week and National No Smoking Day.

National Eye Health Week (21- 27 September 2020)

National Eye Health Week 2020 played a vital role in helping raise the profile of optics and encouraging millions of us to take better care of our eyes as we shone a light on vision and eye health for seven days during September.

More than **4,000 organisations** - large and small - came together to use our English and foreign language (inc. Hindi, Arabic and Polish) resources to share important eye health information.

A special digital-only edition of **Vista magazine**, featuring an interview with Match of the Day host Gary Lineker, plus handy lifestyle tips & eye care advice, was read by more than 1/4 million people.

Whilst our **podcast** hosted by DJ Dan Gasser with guests Minister for Prevention, Public Health and Primary Care, Jo Churchill; Eye Health UK's David Cartwright and Dr Louise Gow from RNIB provided a great opportunity for people to hear detailed, inspiring and accessible guidance on how to keep your eyes and vision healthy.

During the Week there were more than **300 million 'opportunities to see' positive eye health messages in the media**, with coverage across national and local print and broadcast media. A special eye health supplement was also published with **The Guardian** newspaper.

The National Eye Health Week **social conversation reached more than 27 million**. Top KOL tweeters incl. the Department of Health and Social Care, NHS UK, We Are Primary Care, Welsh Government Health and Care, and, NI's Public Health Agency.

More than **one hundred thousand** visitors to our websites experienced life through the eyes of someone suffering vision impairment, used the online eye health calculator to assess their risk of future avoidable sight loss and accessed important advice and information on caring for their eyes.

Despite a media landscape and public health agenda filled with COVID this year's low-key campaign achieved excellent cut-through with more than **one in ten UK Adults** recalling NEHW messaging.

These messages were effective in prompting behaviour change with **three quarters (74%) of those who saw our advice about eye health saying it had prompted them to act** when it comes to looking after their vision and eye health ⁽ⁱⁱ⁾

(ii) .Yonder UK Representative Consumer Survery.2000 online sample of GB adults 18+. Conducted between 29 & 30 September 2020

THE EYECARE TRUST

**REPORT OF THE TRUSTEES
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020**

Third Party Partnerships

The charity continued to build upon the foundations it has established over recent years, working with existing supporters and patrons to extend the reach and impact of its public health promotions.

In particular, the trustees would like to thank and acknowledge the vital support of the official partners of National Eye Health Week; Central Optical Fund, Optrex, and Vision Express.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

FINANCIAL REVIEW

Financial position

The financial position of the charity at the year-end is set out on page 12.

a. Reserves policy

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to three months expenditure (approximately £18,000 at current levels).

The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Reserves at the end of this reporting period amount to £82,729 (2019: £49,592). Of these £14,618 (2019: £15,953) were restricted funds.

Free reserves at the year-end amounted to £68,111 (2019: £33,639). This is surplus to the required minimum set out above.

b. Financial position

The present level of funding is adequate to support the continuation of the charity's activities in the short term. In these challenging times the trustees consider the financial position to be satisfactory.

c. Risk review

The trustees recognise their responsibility to manage the risks facing the charity and have implemented a risk management system which includes the maintenance of a new risk register.

Risk levels will be monitored regularly as part of a wider risk strategy.

The trustees currently consider the maintenance of a sustainable unrestricted / non-commercial income stream to be the biggest risk facing the charity.

d. Fundraising

Eye Health UK is registered with the Fundraising Regulator, an independent body who set and maintain the standards for charitable fundraising. Public fundraising forms a very small part of the charity's income and is mostly made up funds raised by NEHW supporters at charity bake sales.

The number of complaints received by the charity about its fundraising activity is nil.

e. Principle funding sources

Charity income streams include levy payments from eye care practitioners, charitable donations and sponsorship. This income is used to fund the administration of the charity and its public health promotions.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

f. VAT

Further to a HMRC inspection, the charity has adopted a new VAT protocol. In line with Charity Taxation Regulations, it has implemented a practice of partial exemption on goods and services which promulgate the charity's objects.

FUTURE PLANS

Main activities and achievements planned for 2021 include:

- New / updated Charity website
- Wider Public Health support for NEHW 21
- Review of research into the influence lifestyle factors have on eye health
- Launch Optician First campaign
- Bite-sized podcast series published
- 70 years of eye care programme launch
- Retain existing, and introduce new, funding streams.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Charity constitution

The charity was established by its Memorandum (amended by Special Resolution on 5 March 2011) and Articles of Association on 30 November 2000 and is a company limited by guarantee.

The charity's objects, as set out in the Memorandum of Association, are to promote improved ocular health to the public generally; to educate the public about ocular health and good vision and the means of achieving this; and to promote the advancement and improvement of the ophthalmic profession and its suppliers for the public benefit in a generic manner without favouring or promoting any individual supplier of services or appliances.

The trustees are responsible for the governance of the charity; however, the day-to-day running of the charity is delegated to the charity administrator.

Recruitment and appointment of new trustees

As set out in the Articles of Association, the board of trustees has the right, from time to time, to appoint a person as a trustee. The charity has a requirement for a minimum number of six trustees at any one time, up to a maximum of nine.

A potential trustee will be offered for consideration at any time that the board deems appropriate. The appointment of the potential trustee is formally discussed at the next scheduled board meeting.

Trustees are considered on the basis of relevant skills, experience, and willingness to take an active part in the running of the charity. Following a majority vote of the existing board of trustees, a potential trustee will be appointed to the board. There is no minimum period of service, and a trustee can retire at any time.

The official appointment requires a quorum to agree the appointment, and, following completion of appropriate Companies House documentation, the new trustee is formally welcomed to the board at the following board meeting.

THE EYECARE TRUST

REPORT OF THE TRUSTEES FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

STRUCTURE, GOVERNANCE AND MANAGEMENT

Organisational structure

The trustees who served the charity during the period were as follows:

DC Cartwright (chairman)
RK Plahay (interim vice chair)
RN Gavzey (interim secretary)
IJG Anderson (ABDO)
AC Bithell (College of Optometrists)
CE Donnelly (on behalf of ACLM) Resigned 28 February 2020
SA Tinger (FODO)
VJL Vine (AOP)

None of the trustees has any beneficial interest in the company. All of the trustees are members of the company and guarantee to contribute up to £10 in the event of a winding up.

All the trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed are set out in note 7 of the accounts.

The subscribers to the Memorandum and Articles of Association of the charity are recorded in these documents and will remain for the lifetime of the charity.

Article 2 states that subscribers are admitted to membership and article 2.3 provides for a member retiring providing that the number of members does not fall below two. The Articles of Association are not changed to reflect subsequent changes in membership; these are reflected in the annual accounts and AGM minutes.

Article 29 provides for each member as a subscriber to the charity, to appoint one person as a trustee and to remove such person as a trustee. On retiring as a member this right is terminated and the trustee appointed by this member must also retire.

Induction and training of new trustees

New trustees are briefed on the charity's activities prior to their appointment. They are also provided with the minutes of the last board meeting and agenda of the next meeting as well as the previous year's annual report. All trustees are informed of their obligations under charity and company law, the content of the Articles of Association and the procedures that govern the trustees' actions and nature of the resources of the charity.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

04117495 (England and Wales)

Registered Charity number

1086146

THE EYECARE TRUST

**REPORT OF THE TRUSTEES
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020**

Registered office

The Countess of Huntingdon's Chapel
Vineyards
Bath
BA1 5NA

Independent Examiner

Haines Watts
Chartered Accountants
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire
SN1 3DU

Small company provisions

This report has been prepared in accordance with the provisions applicable to companies entitled to the small companies' exemption.

Approved by order of the board of trustees on 24 May 2021 and signed on its behalf by:



.....
DC Cartwright (chairman)

**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF
THE EYECARE TRUST**

Independent examiner's report to the trustees of The Eyecare Trust ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the period 1 October 2019 to 31 December 2020.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Susan Plumb
Haines Watts
Chartered Accountants
Old Station House
Station Approach
Newport Street
Swindon
Wiltshire
SN1 3DU

Date: 26 May 2021

THE EYECARE TRUST

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

	Notes	Unrestricted fund £	Restricted funds £	Period 1/10/19 to 31/12/20 Total funds £	Year Ended 30/9/19 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	2	20,363	-	20,363	4,486
Charitable activities					
Promoting ocular health	4	91,269	29,750	121,019	160,110
Investment income	3	<u>69</u>	<u>-</u>	<u>69</u>	<u>52</u>
Total		111,701	29,750	141,451	164,648
EXPENDITURE ON					
Charitable activities					
Promoting ocular health	5	<u>77,605</u>	<u>30,709</u>	<u>108,314</u>	<u>118,158</u>
NET INCOME/(EXPENDITURE)		34,096	(959)	33,137	46,490
Transfers between funds	12	<u>376</u>	<u>(376)</u>	<u>-</u>	<u>-</u>
Net movement in funds		34,472	(1,335)	33,137	46,490
RECONCILIATION OF FUNDS					
Total funds brought forward		<u>33,639</u>	<u>15,953</u>	<u>49,592</u>	<u>3,102</u>
TOTAL FUNDS CARRIED FORWARD		<u><u>68,111</u></u>	<u><u>14,618</u></u>	<u><u>82,729</u></u>	<u><u>49,592</u></u>

The notes form part of these financial statements

THE EYECARE TRUST

**STATEMENT OF FINANCIAL POSITION
31 DECEMBER 2020**

	Notes	2020 £	2019 £
CURRENT ASSETS			
Debtors	9	14,236	64,308
Cash at bank		<u>78,282</u>	<u>18,885</u>
		92,518	83,193
CREDITORS			
Amounts falling due within one year	10	(9,789)	(33,601)
		<u>82,729</u>	<u>49,592</u>
NET CURRENT ASSETS			
		<u>82,729</u>	<u>49,592</u>
TOTAL ASSETS LESS CURRENT LIABILITIES			
		<u>82,729</u>	<u>49,592</u>
NET ASSETS/(LIABILITIES)			
		<u>82,729</u>	<u>49,592</u>
FUNDS			
	12		
Unrestricted funds		68,111	33,639
Restricted funds		<u>14,618</u>	<u>15,953</u>
TOTAL FUNDS			
		<u>82,729</u>	<u>49,592</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the period ended 31 December 2020.

The members have not required the company to obtain an audit of its financial statements for the period ended 31 December 2020 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

THE EYECARE TRUST

STATEMENT OF FINANCIAL POSITION - continued
31 DECEMBER 2020

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies' regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 24 May 2021 and were signed on its behalf by:

A handwritten signature in black ink, appearing to read "David Cartwright", is written on a light-colored rectangular background.

.....
DC Cartwright (chairman)

The notes form part of these financial statements

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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 and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

The financial statements are prepared in sterling, which is the functional currency of the entity and rounded to the nearest £.

Going concern

The COVID-19 viral pandemic is one of the most significant economic events for the UK with unprecedented levels of uncertainty of outcomes. It is therefore difficult to evaluate all of the potential implications on the charity's operations, funding, suppliers and wider economy. The trustees' view on the impact of COVID-19 is that, given the measures that could be undertaken to mitigate the current adverse conditions and the current resources available, they can continue to adopt the going concern basis in preparing the financial statements.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds 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.

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

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020**

1. ACCOUNTING POLICIES - continued

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Cash

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Debtors and Creditors

Debtors and creditors with no stated interest rate and receivable or payable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

2. DONATIONS AND LEGACIES

	Unrestricted funds £	Restricted funds £	Period 1/10/19 to 31/12/20 Total funds £	Year Ended 30/9/19 Total funds £
Donations	<u>20,363</u>	<u>-</u>	<u>20,363</u>	<u>4,486</u>

3. INVESTMENT INCOME

	Unrestricted funds £	Restricted funds £	Period 1/10/19 to 31/12/20 Total funds £	Year Ended 30/9/19 Total funds £
Deposit account interest	<u>69</u>	<u>-</u>	<u>69</u>	<u>52</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

4. INCOME FROM CHARITABLE ACTIVITIES

	Period 1/10/19 to 31/12/20	Year Ended 30/9/19
	Promoting ocular health £	Total activities £
Membership fees	25,232	28,035
Leaflet and other merchandise sales	1,210	348
National Eye Health Week Sponsorship	77,077	113,227
Seed Fundraising	17,500	18,500
	<u>121,019</u>	<u>160,110</u>

5. CHARITABLE ACTIVITIES COSTS

	Restricted Funds £	Unrestricted Funds £	Total Funds 2020 £	Total Funds 2019 £
Promoting ocular health:				
National Eye Health Week	30,009	3,140	33,149	27,736
Media Line	-	-	-	72
PR fees	700	54,168	54,868	51,389
PR expenses	-	754	754	253
Website development and costs	-	4,096	4,096	5,719
Postage and stationery	-	287	287	285
Travel and subsistence	-	274	274	784
Office phone and broadband	-	196	196	89
Wages and salaries	-	5,330	5,330	12,439
Bookkeeping and professional fees	-	4,006	4,006	2,410
Insurance	-	455	455	493
Rent	-	2,685	2,685	3,285
Bank charges	-	97	97	66
Office computer expenses	-	117	117	35
Vat Inspection adjustment	-	-	-	10,550
Independent examination	-	2,000	2,000	1,750
Sundries	-	-	-	803
	<u>30,709</u>	<u>77,605</u>	<u>108,314</u>	<u>118,158</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

6. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	Period 1/10/19 to 31/12/20	Year Ended 30/9/19
	£	£
Independent examination	<u>1,800</u>	<u>1,750</u>

7. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the period ended 31 December 2020 nor for the year ended 30 September 2019.

Trustees' expenses

There were no trustees' expenses paid for the period ended 31 December 2020 nor for the year ended 30 September 2019.

8. STAFF COSTS

	Period 1/10/19 to 31/12/20	Year Ended 30/9/19
	£	£
Wages and salaries	5,249	12,284
Other pension costs	<u>81</u>	<u>155</u>
	<u>5,330</u>	<u>12,439</u>

Key management remuneration

Key management personnel include all persons that have authority and responsibility for planning, directing and controlling the activities of the charity. The total compensation paid to key management personnel for services provided to the charity was £5,330 (2019: £12,439).

The average monthly number of employees during the period was as follows:

	Period 1/10/19 to 31/12/20	Year Ended 30/9/19
	<u>0.25</u>	<u>0.54</u>

No employees received emoluments in excess of £60,000.

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

9. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Trade debtors	13,798	51,997
VAT	-	88
Prepayments and accrued income	<u>438</u>	<u>12,223</u>
	<u>14,236</u>	<u>64,308</u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Trade creditors	6,943	20,011
Social security and other taxes	-	58
VAT	200	-
Accruals and deferred income	<u>2,646</u>	<u>13,532</u>
	<u>9,789</u>	<u>33,601</u>

Included above is £nil of deferred income (2019: £10,000). This income has been received but relates to activity to be undertaken in the subsequent year.

11. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Unrestricted fund	Restricted funds	2020 Total funds	2019 Total funds
	£	£	£	£
Current assets	77,900	14,618	92,518	83,193
Current liabilities	<u>(9,789)</u>	<u>-</u>	<u>(9,789)</u>	<u>(33,601)</u>
	<u>68,111</u>	<u>14,618</u>	<u>82,729</u>	<u>49,592</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

12. MOVEMENT IN FUNDS

	At 1/10/19 £	Net movement in funds £	Transfers between funds £	At 31/12/20 £
Unrestricted funds				
General fund	33,639	34,096	376	68,111
Restricted funds				
National Eye Health Week	13,635	(13,259)	(376)	-
Eye Doctor Campaign	2,318	(700)	-	1,618
Optician First Campaign	-	13,000	-	13,000
	<u>15,953</u>	<u>(959)</u>	<u>(376)</u>	<u>14,618</u>
TOTAL FUNDS	<u>49,592</u>	<u>33,137</u>	<u>-</u>	<u>82,729</u>

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	111,701	(77,605)	34,096
Restricted funds			
National Eye Health Week	16,750	(30,009)	(13,259)
Eye Doctor Campaign	-	(700)	(700)
Optician First Campaign	13,000	-	13,000
	<u>29,750</u>	<u>(30,709)</u>	<u>(959)</u>
TOTAL FUNDS	<u>141,451</u>	<u>(108,314)</u>	<u>33,137</u>

THE EYECARE TRUST

NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020

12. MOVEMENT IN FUNDS - continued

Comparatives for movement in funds

	At 1/10/18 £	Net movement in funds £	Transfers between funds £	At 30/9/19 £
Unrestricted funds				
General fund	(812)	32,667	1,784	33,639
Restricted funds				
Westfield Health Drive campaign	1,784	-	(1,784)	-
National Eye Health Week	(1,986)	15,621	-	13,635
Eye Doctor Campaign	<u>4,116</u>	<u>(1,798)</u>	<u>-</u>	<u>2,318</u>
	<u>3,914</u>	<u>13,823</u>	<u>(1,784)</u>	<u>15,953</u>
TOTAL FUNDS	<u>3,102</u>	<u>46,490</u>	<u>-</u>	<u>49,592</u>

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	122,560	(89,893)	32,667
Restricted funds			
National Eye Health Week	42,088	(26,467)	15,621
Eye Doctor Campaign	<u>-</u>	<u>(1,798)</u>	<u>(1,798)</u>
	<u>42,088</u>	<u>(28,265)</u>	<u>13,823</u>
TOTAL FUNDS	<u>164,648</u>	<u>(118,158)</u>	<u>46,490</u>

Westfield Health Drive campaign - received from Westfield Health as part of a joint public eye health campaign designed to highlight motorists' legal obligation to ensure their vision is roadworthy and to raise awareness of new eyesight driving standards.

National Eye Health Week - funds to be used for the sole purpose of implementing the National Eye Health Week (NEHW) campaign.

Eye Doctor - received from the Central Optical Fund for a joint public eye health campaign promoting the importance of regular sight tests to groups at increased risk of sight loss.

THE EYECARE TRUST

**NOTES TO THE FINANCIAL STATEMENTS - continued
FOR THE PERIOD 1 OCTOBER 2019 TO 31 DECEMBER 2020**

12. MOVEMENT IN FUNDS - continued

Optician First Campaign – A public health campaign with advice and information for the treatment of minor / urgent eye conditions. Made possible with financial support from Reckitt.

13. RELATED PARTY DISCLOSURES

There were no related party transactions for the period ended 31 December 2020.