



Draft Annual Report 2020 - 2021

Annual Report of the Directors/Trustees &

Financial Statements 2020/2021

Hourglass (Safer Ageing)

Registered Address: Office 8 Unit 5 Stour Valley Business Centre, Brundon Lane

Sudbury, Suffolk, CO10 7GB

Tel: 020 8835 9280 Fax: 020 8696 9328

e-mail: enquiries@wearehourglass.org ; website: www.wearehourglass.org; Charity

No. England & Wales: 1140543 Charity No. Scotland: SC046278 Company No.

07290092

CONTENTS

Welcome from the Chair: Caroline Cox	4
Introduction from the Chief Executive Officer: Richard Robinson	5
Reference and Administrative Details of the charity, its Directors/Trustees and Advisors	6
Current Directors/Trustees	6
Executive Team	6
Auditor	6
Structure, Governance and Management	7
Introduction	7
Director/Trustee Structure:	7
Staff Pay	8
Decision Making	8
Risk Management	8
Fundraising	8
Charitable Objectives	9
Vision and Mission	9
Our Vision	9
Our Mission	10
Our Aims	10
Our Key messages	10
Our Seven Key Strategic Themes and Aims	11
Our Values	12
Activities and Achievements 2020/21	13
Helpline and Online Services	13
Demand for the Helpline	14
Demand for the Online Services (30th November - 31st March)	15
Insights	16
Enquirers relationship to Victim	17
Perpetrators	178
Location	18
Types of Abuse - Q4	189
Feedback to the Helpline & Online Services 2020/21	20
Community Response	22
Volunteers	25
Fundraising	28
Policy Work	30
Research	31
Knowledge Bank	32
Media profile	33
Safer Ageing Week	34
Social Media - UK	35
Hourglass in the nations: Highlights	37

England	37
Northern Ireland	37
Scotland	39
Wales	39
Financial Review	41
a. Financial Position	41
b. Reserves Policy	41
c. Statement of Directors/Trustees' responsibilities	41
Financial Statements	
Independent Auditor's Report	43
Statement of Financial Activities	47
Balance Sheet	46
Notes to the Accounts	50

Welcome from the Chair:

Hourglass in 2020/21: Coming of age in the most challenging of circumstances

During the financial year 2020/21 the charity's services and expertise were an essential pillar in the age sector's response to the pandemic. Our helpline took more diverse and challenging calls than ever before and we were invited to join the Government's Silver Command Team. This was a huge privilege but also the start of an immense learning curve for a small organisation in the grip of its own modernisation agenda. The charity pivoted to further develop its governance, service delivery, policy-making and income generation ambitions to remain sustainable throughout the pandemic. Whilst ensuring that it could take its place in the front line to deal with older people when they needed us most.

This necessary approach was successful due to the loyalty, commitment and innovation of our staff team, volunteers and Trustees. I am proud of every one of them. We saw the launch of our first-ever online services, an instant message and SMS capability as well as rolling out a Community Response agenda that aims to put Hourglass in the heart of the community for the first time. We are particularly grateful to the National Lottery Community Fund, the Home Office and a range of other small and medium-sized funders for their support in making these things happen but we cannot rest on our laurels.

We need to step up another gear and ensure that our community reach to all four nations and within the English regions is viable and funded. We need to innovate and be fleet of foot to adapt our services to create impact and outcomes where they are needed most. We need to collaborate and provide resources to the army of small charities and community interest companies launched during the pandemic that support our broadest aims. Hourglass needs to be able to lead, collaborate and follow – whilst remaining challenging and questioning across all four government's and assemblies.

Whilst 2020/21 was our first year as Hourglass, we are now 28 years old as a charity and we certainly came of age in the most challenging of circumstances. I would like to pay tribute to all of our colleagues and friends across the age sector, the third sector and the NHS/Care services for their unbelievable resilience and commitment during this pandemic. Hourglass, its Trustees, staff and volunteers are determined to work hand-in-hand with you all to build a safer ageing future for us all.

Caroline Cox



Chair, Hourglass

Introduction from the Chief Executive Officer:

With 2018/19 being a year of rebuilding; 2019/20 a period of growth and rebirth – it was planned that 2020/21 would be an essential year of stability and programme and policy innovation.

However, the global pandemic meant our plans took a different path. The innovation took place, with more services than ever launched, but in the face of significant and unabating turmoil.

We took a stand against the government's approach to PPE, to the shortcomings of CQC and played a significant supporting role in ensuring the abuse of older people was front and centre in the Domestic Abuse Bill in the UK Parliament. The charity also created 'Safer Ageing Week' which saw more cross-party political support than ever in promoting our key messages.

Hourglass has become a collaborative and listening charity in the third sector. We seek to develop our services to ensure older people, their families and practitioners know where to come for independent advice and support across all four nations. We launched our first Community Hub in Scotland and have built the UK's first-ever Knowledge Bank with a reliable and robust encyclopaedia of information from both our own archives and those of other experts across the sector. We have also provided geographic information of how and where to get support in your area/nation and now have a strong Instant Message service to complement that provision. All this was designed to ensure Hourglass can be a virtual and physical presence during these darkest of days.

We are blessed with an incredible staff and volunteer team. The unavoidable move from Streatham, plus the challenges of home-working (and home-schooling for some) as well as the constant changing advice and charity operational requirements has made 2020/21 a tough year. However, strong income generation, new programmes and initiatives and a real belief that Hourglass can make a real difference to the lives of our beneficiaries and callers has made this challenge possible and often inspirational.

I thank everyone for their ongoing support, belief and resilience and I look forward to a brighter but no less inspirational 2021/22.

Richard Robinson



Chief Executive Officer, Hourglass

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

Reg. Office: Hourglass (Safer Ageing), Mayflower Hall, Hall Street, Long Melford, Suffolk. CO10 9JT Telephone: 020 8835 9280

Web: www.wearehourglass.org Email: enquiries@wearehourglass.org

Current Directors/Trustees

(Attendance at meetings 2020/21)

Chair: Caroline Cox (5/5)

Hon Treasurer: Ali Cox, (5/5) From 3 December 2020

Dr John Beer OBE (1/5) Chair and Trustee until 20th May 2020

Keith M. Lewin (5/5); Glenda Watt (5/5); Ronnie Barnes (5/5); Miranda Wixon (4/5); David Congdon (5/5); Lesley McDowell (2/5)- until 1st October 2020

Denzil Lush (0/5) until 17 April 2020; Sarah Browne (4/5); Maria Gray (2/5) until 13 January 2021; Andrea Nicholas-Jones (5/5); Nicola Hill (1/5) until 1st October 2020; Dr Mary Harrington (4/5).

Advisor to the Board: Peter Westland (2/5)

Executive Team

Richard Robinson	Chief Executive Officer
Veronica Gray	Director of Policy & Deputy Chief Executive from 12/20
Lesley Carcary	Director of Programmes
Séamus Connolly	Director of Fundraising
Maggie Evans	Director of Operations
Rachael Nicholson	Director of Performance & Partnerships

Auditor

Gary Elson, FCCA, Statutory auditor, Chartered Certified Accountants

Registered Auditors

12 Haviland Road, Wimborne, Dorset, BH21 7RG

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

Structure, Governance and Management

This is the annual report of the Directors who are Trustees of Hourglass (Safer Ageing). It is a charitable company, limited by guarantee, and incorporated as a company on 21st June 2010. The charity was originally established in 1993.

Companies House registered our new Memorandum and Articles on 08/10/2020 and our name Hourglass (Safer Ageing) was accepted on 23/12/2020.

The Charity Commission of England and Wales registered our new Memorandum and Articles on 23/12/2020 and our name Hourglass (Safer Ageing) was accepted on 13/02/2021.

The Scottish Charity Regulator (OSCR) accepted our new articles and name change on 25.02.2021.

Introduction

The report and financial statements cover the year ended 31 March 2021. The financial statements have been prepared in accordance with applicable accounting standards, current statutory requirements, the requirements of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK (FRS 102) (effective 1 January 2015) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Charity's memorandum and articles of association. The accounts comply with legal requirements, including both the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

Director/Trustee Structure

The Company constitutional document provides for a maximum of twenty Directors/Trustees. The Board of Directors has established one Director/Trustee from each of England, Scotland, Wales and Northern Ireland as well as representation from a range of sector specific skills and

specialisms. The Board maintains a skills audit of Directors/Trustees and uses this to advertise for, or directly recruit, suitable new members. Additionally, the Board appoints advisors, who can attend but not vote at Board meetings. At each Annual General Meeting Directors/Trustees who have served three years retire from office, and may stand for re-election for a maximum of one further three-year term. Each new trustee receives an induction pack that includes all necessary documentation and information, and is supported in their first year by contact with the Board Chair. The Board meets up to six times per year, National Councils for England, Northern Ireland, Scotland and Wales meet between those Board meetings (with the CEO) and sub-groups additionally meet to address specific issues.

Staff Pay

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

Decision Making

Responsibility for the management of day-to-day operations is delegated to the Chief Executive Officer. The Directors/Trustees are responsible for deciding the strategic direction of the charity, the budget, establishing policy, business planning and ensuring ongoing financial stability. The Chief Executive Officer is responsible for ensuring that activities are in keeping with the strategic plan, any legislative requirements, charity policy and the stated objectives of the charity. Within those parameters the Chief Executive Officer acts as appropriate, and liaises with Directors/Trustees as necessary. This includes financial decisions, media activity, social policy development and service delivery.

Risk Management

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

Fundraising

The charity has a full-time Director of Fundraising who is responsible for all voluntary fundraising activity and manages all voluntary income streams. The charity has joined the Fundraising Regulator scheme and fulfils all of the obligations laid down by the Charity Commission. Hourglass has developed policies to be compliant with the Code of Fundraising Practice in order to facilitate appropriate engagement with the regulation scheme. The Director of Fundraising is directly accountable to the Chief Executive who has overall responsibility for approving fundraising activities, in accordance with the strategy agreed by the Trustee Board. Regular reports are

supplied to the Board on fundraising, and changes of policy must be approved by the Board before implementation. No complaints have been received by the charity about its fundraising activities. The charity does not purchase or sell information in order to pursue fundraising activities, and it has established a robust privacy policy in order to ensure the protection of vulnerable people and others from unreasonable intrusion on their privacy, or undue pressure to give to charitable funds.

Charitable Objectives

Hourglass is a specialist organisation that focuses exclusively on elder abuse. We do not undertake more generic work but instead concentrate on situations where an older person has been or is at risk of being abused by someone they should have been able to trust. Our definition of abuse:

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

Our charitable objectives are to promote the relief of elderly people and prevent elder abuse through raising awareness, education, research and the dissemination of information and we do this across the United Kingdom. Our Directors/Trustees periodically review our objectives and activities to ensure they continue to reflect our aims. The governing documents of the company are the Memorandum and Articles of Association.

The Directors/Trustees have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission. In setting objectives and activities, the Directors/Trustees have given careful consideration to the public benefit of the charity’s work. Hourglass is committed to enabling as many vulnerable older people as possible to benefit from our work in preventing and challenging elder abuse. This also benefits other adults who may be at risk of abuse.

Vision and Mission

We are the UK’s only charity dedicated to combating the abuse of older people. During 2019 we revised our focus and aims whilst continuing to work towards the prevention of abuse and supporting those when abuse has occurred.

Our Vision

The charity will support the creation of a society that truly values older people - where those at risk can live free from abuse perpetrated by those in whom they have an expectation of trust. When abuse occurs, we seek an environment in which it can be identified and addressed.

Our Mission

We undertake to:

- Influence the actions of those in a position to effect societal change for the benefit of vulnerable older people
- Challenge, confront and highlight abuse of older people in all its forms
- Create a comprehensive support system for victims of abuse and their families
- Work in partnership with others to achieve these objectives
- Become wholly sustainable and self-supporting so that we can focus on the vital work we do

Our Aims

The charity aims to:

- Prevent and challenge the abuse, harm and exploitation of older people
- Encourage timely and effective intervention to protect victims when abuse occurs
- Increase awareness of abuse at both an individual and societal level, particularly among those working with or having a responsibility for older people
- Raise the profile of abuse of older people, making it as socially unacceptable as child abuse or cruelty to animals
- Encourage the empowerment of older people through professional and peer support

Our key messages

1. We will end the harm, abuse and exploitation of older people
2. We will work to improve the criminal justice response to crimes against older people
3. We believe in tougher sanctions for those who harm or abuse older people
4. We will make the abuse of older people as socially unacceptable as child or animal abuse
5. We believe that older people deserve to be safe within any relationship where there is an expectation of trust
6. We will work to improve the statutory response to safeguarding older people experiencing or at risk of abuse.

Hourglass is committed to enabling as many vulnerable older people as possible to benefit from our work in preventing and challenging elder abuse. This also benefits other adults who may be at risk of abuse.

Our Seven Key Strategic Themes and Aims

INFLUENCE: Leading on influencing, advocacy and lobbying

GIVING: Diversifying the way people and organisations give to the charity

TRANSFORM: Building impactful and transformational programming and services

MONITOR: Ensuring a high performance and cost-effective charity

INNOVATE: Delivering a business-minded and entrepreneurial organisation

PEOPLE: Establishing a healthy and people-focused charity

REACH: Broaden the charity's audience and communicate with them effectively

Our Values

Passion, care & compassion

Courage to care.

Our passion to make a difference is born out of difficult personal stories. So, we listen, support and help. These stories are the driving force that makes us go above and beyond. We care for ourselves and each other, which also helps us care for others – across nations and teams, with an encouraging and helpful attitude that delivers positive outcomes.

Investing & being invested

Investing and invested.

We're building a sustainable legacy, based on shared progress and engagement, making individual and collective commitments to each other's wellbeing, development and diversity. We build strong, resilient and inclusive connections across our nations, teams and stakeholders that support our purpose and vision for safer ageing.

Experience & expertise

Experience and expertise shared.

We believe in building leading knowledge from multiple perspectives. This creates a deeper understanding of the issues and makes us an accessible, go-to organisation with real influence.

Honesty & transparency

Honesty matters.

Our actions and communications are accurate and transparent. We know our strengths and limitations so when we need help, we ask for it. This builds trust in each other, as well as in our ability to achieve our goals.

Confidence & determination

Deliver with confident determination.

We're not afraid to speak out and we don't let go easily. This means we follow through and work hard to overcome all of our challenges. Our data is robust and comprehensive which gives us the confidence to carry out our roles and deliver a service with the quality that people want and value that supports our purpose and vision for safer ageing.

Activities and Achievements 2020/21

Throughout 2021/21 the charity continued to operate within the context of the global COVID-19 pandemic, living with restrictions to daily life, and responding to a 'new normal'. The charity took swift and decisive action to revise and reshape our approach to meet the urgent needs of the vulnerable older population and their communities of support during such challenging times. We revolutionised our operating model to ensure the charity could continue to act as a vital catalyst during the pandemic and provide an immediate response where it matters most. This new model will ensure Hourglass is embedded in local communities as we move out of the pandemic.

We expect that in the aftermath of isolation, lockdown and the 'pressure cooker' environment for abuse and neglect that we are currently living through, we will see an upsurge in calls and enquiries where alcoholism, addiction, mental health, bereavement and neglect concerns will come to the fore. We will seek to build robust strategic partnerships across the social care, third sector and community settings to ensure a comprehensive community and urgent care response. After lockdown and this period of isolation, the UK will be a different place for everyone. Hourglass wants to ensure that the COVID19 hangover is short-lived but that the organisation is ready, willing and able to support virtually, remotely and in person those older people who need its services most.

Helpline and Online Services

The helpline is the only one in the UK focusing exclusively on the abuse of older people, and is delivered by a team of staff and volunteers from Monday to Friday, 9am to 5pm.

The helpline provides a range of support options, which include:

- Providing information about the range of options available to abuse victims;
- Someone to listen to the caller's concerns.
- Information and advice on reporting abuse, e.g. to local safeguarding teams, the police, trading standards, regulatory bodies, etc;
- Information and advice about adult safeguarding;
- Information and signposting on legal matters, e.g. power of attorney, deputyship/guardianship, wills, etc;
- Emotional support;

During 2020/21, we continued to invest in the helpline by recruiting more staff members to answer calls with staff now based across England, Scotland and Wales. We continued to develop our processes to improve our call answering rate and the quality of support provided. We invested in our staff by providing internal and external training allowing them to improve their knowledge and skills. We introduced a new Case Recording Management system which has been used since

January 2021; this provides us with more detailed information about our callers and will enable us to understand who we are working with, and whether we are struggling to reach certain communities.

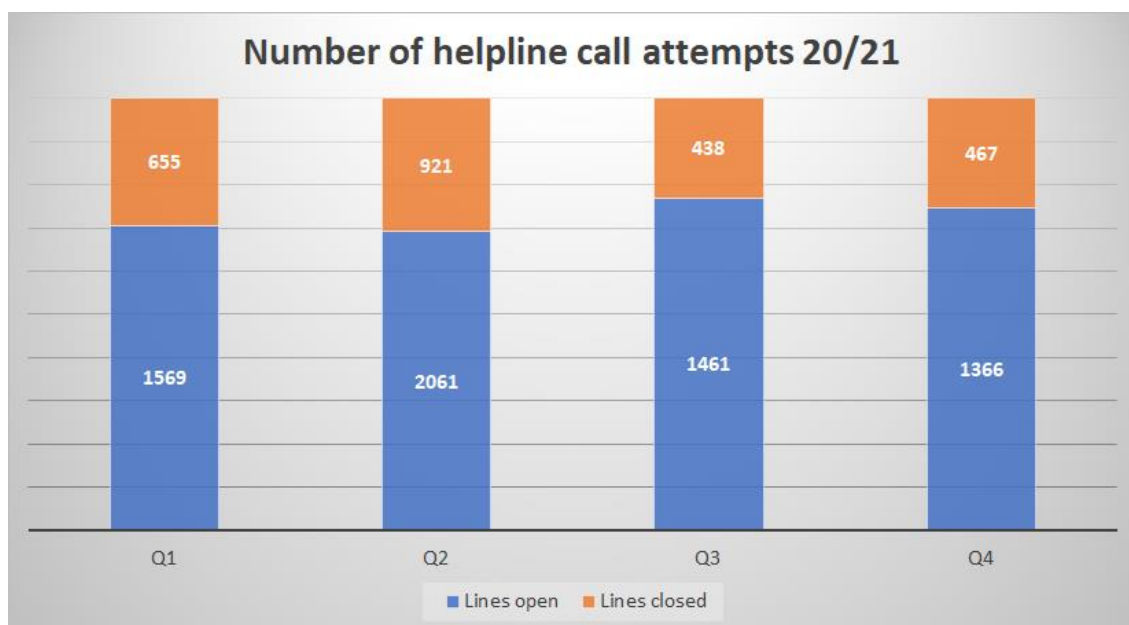
During Safer Ageing Week (w/c 30 November) we launched our Online services providing new entry points into the charity via Instant Messenger and Text / SMS. We have seen a steady interest in the Instant Messenger service. We recruited a Full-Time Online Information Officer who took up post at the start of March 2021.

Demand for the Helpline

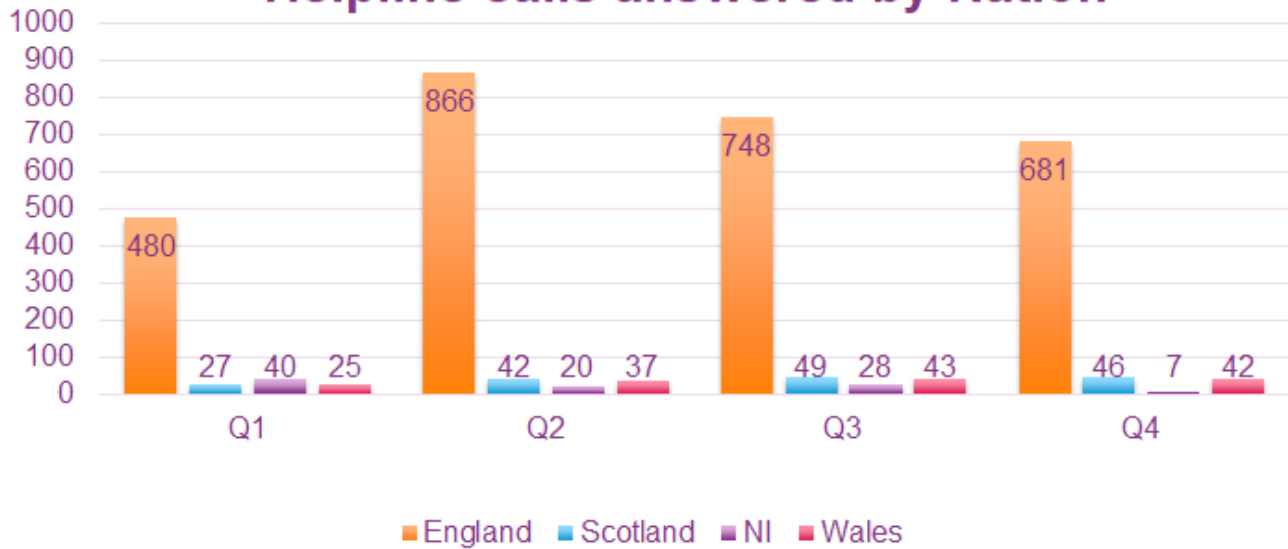
In 2020/21 we saw

- 8,938 call attempts to the helpline
- 6,457 calls when the lines were open and 2,481 when the lines were closed

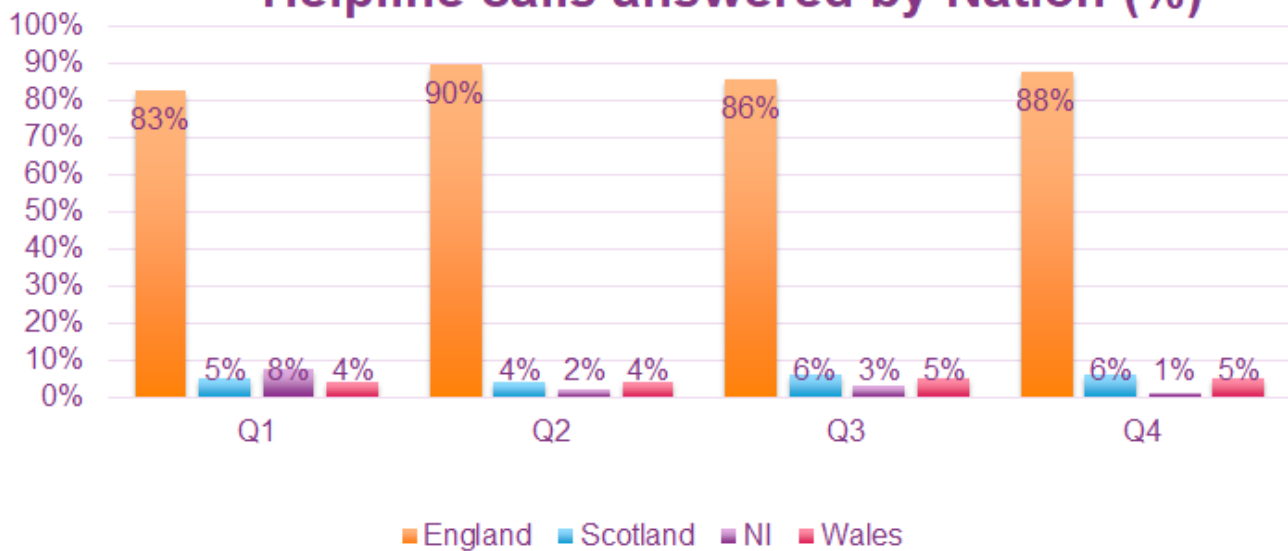
During Q2 we saw the highest demand for the service, with July recording the highest number of monthly calls.



Helpline calls answered by Nation

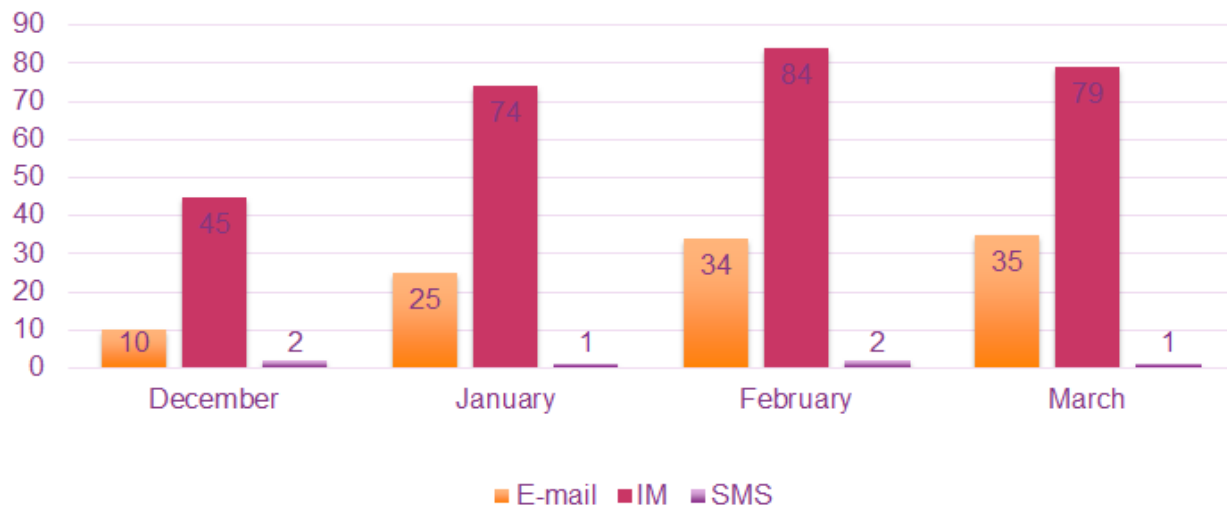


Helpline calls answered by Nation (%)



Demand for the Online Services (30th November - 31st March)

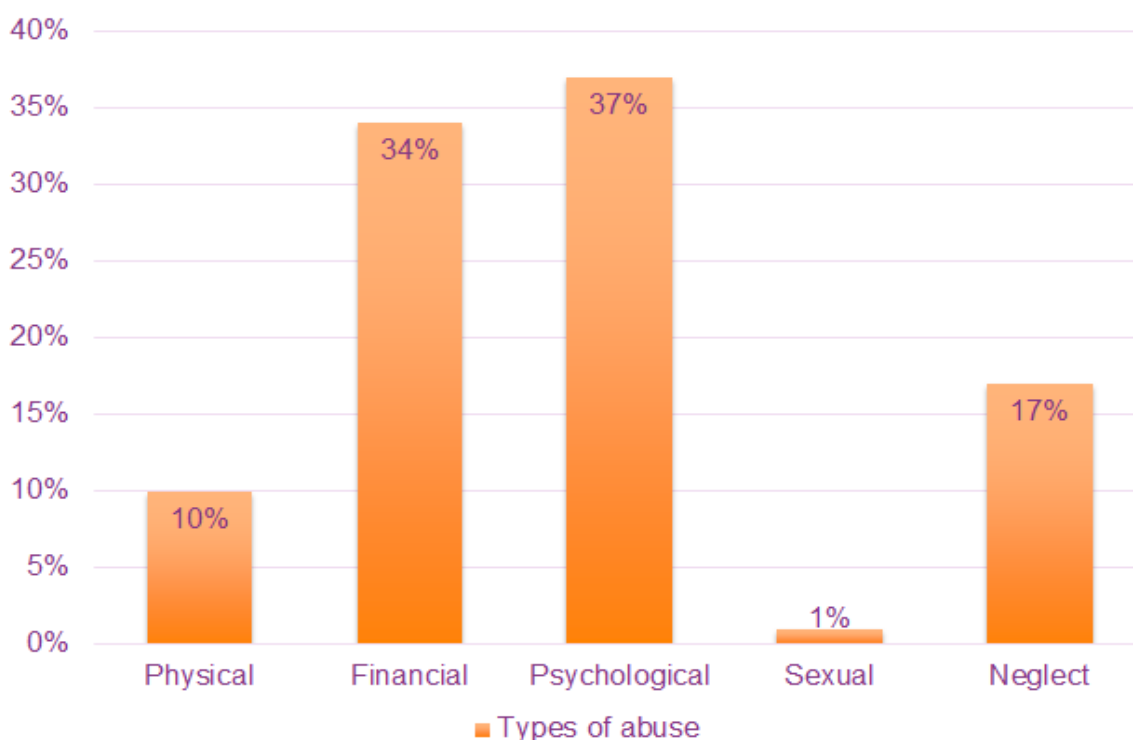
Online Interactions



Insights

Data from the Customer Relationship Management (CRM) system during this period confirms again that the most prevalent forms of abuse are psychological and financial. This year however, the most reported form of abuse is psychological, compared to financial abuse in 2019/ 20. Often there are more than one type of abuse which coexist.

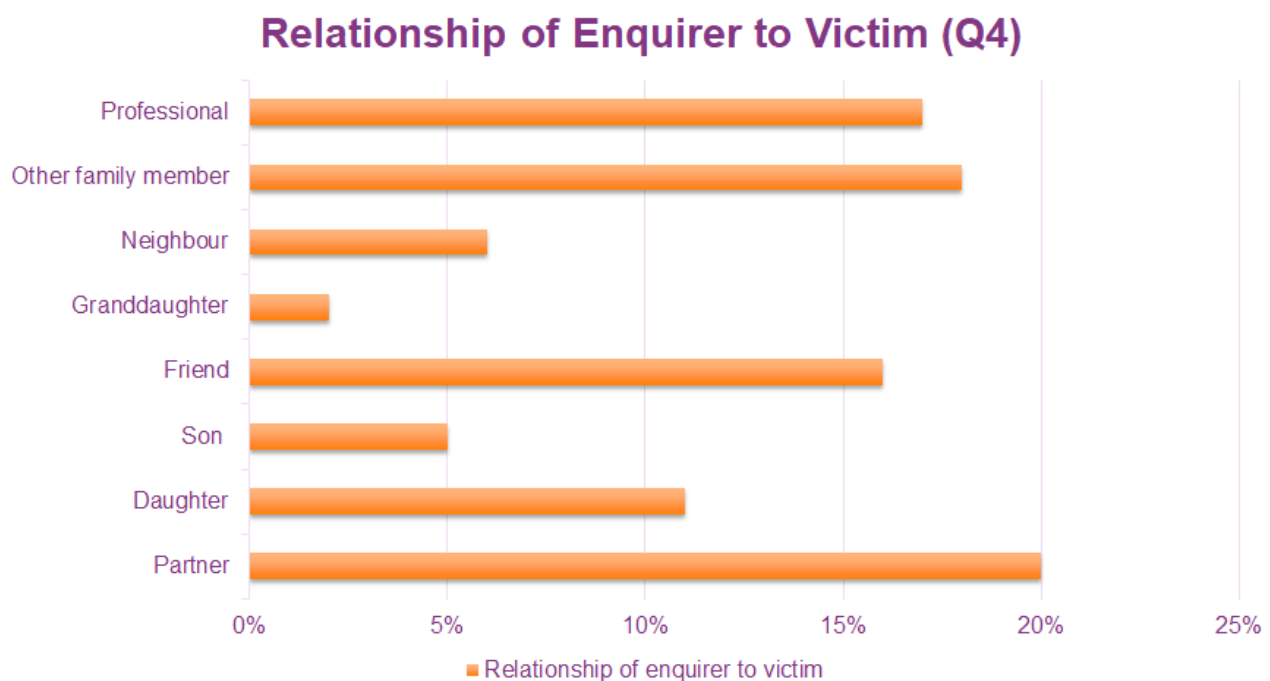
Abuse prevalence 20/ 21



Since the implementation of the new CRM in Quarter 4 (January 2021) we have been able to capture a breadth of demographic information about our enquirers. This will enable us to understand more about the victims of abuse, who the perpetrators are, who is reporting the abuse and where the abuse is taking place. We will also be able to start to identify which communities we are reaching and not reaching so that we can target our marketing and campaigns more strategically.

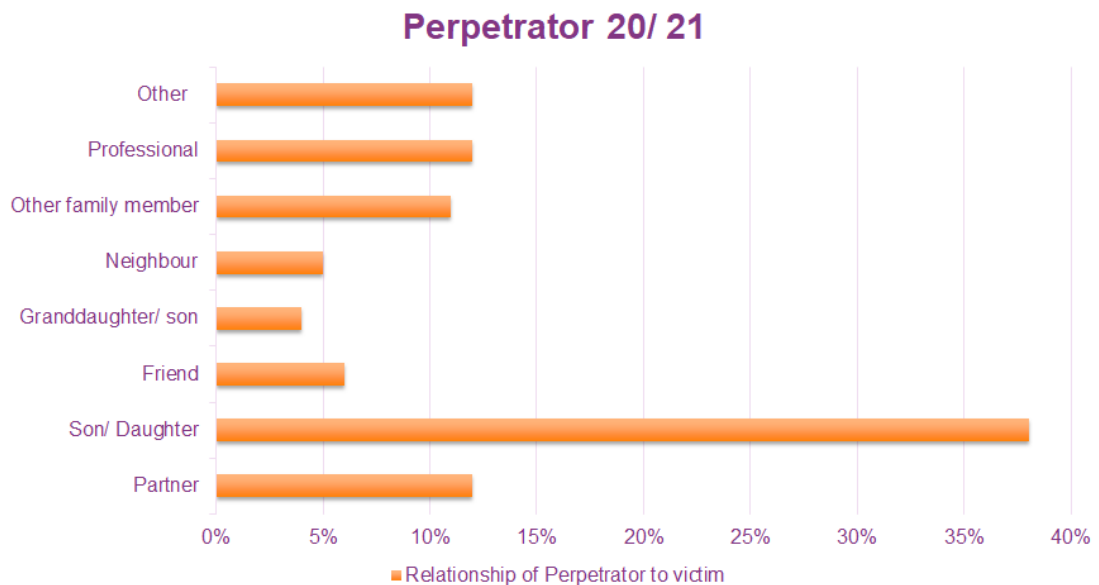
Enquirers relationship to Victim

We have identified that only 4% of the calls we received were made by the victims themselves. We have seen that during this period, abuse was most likely to be reported by a partner (20%), followed by a professional (17%), friend (16%), daughter (11%), neighbour (6%) and son (5%).



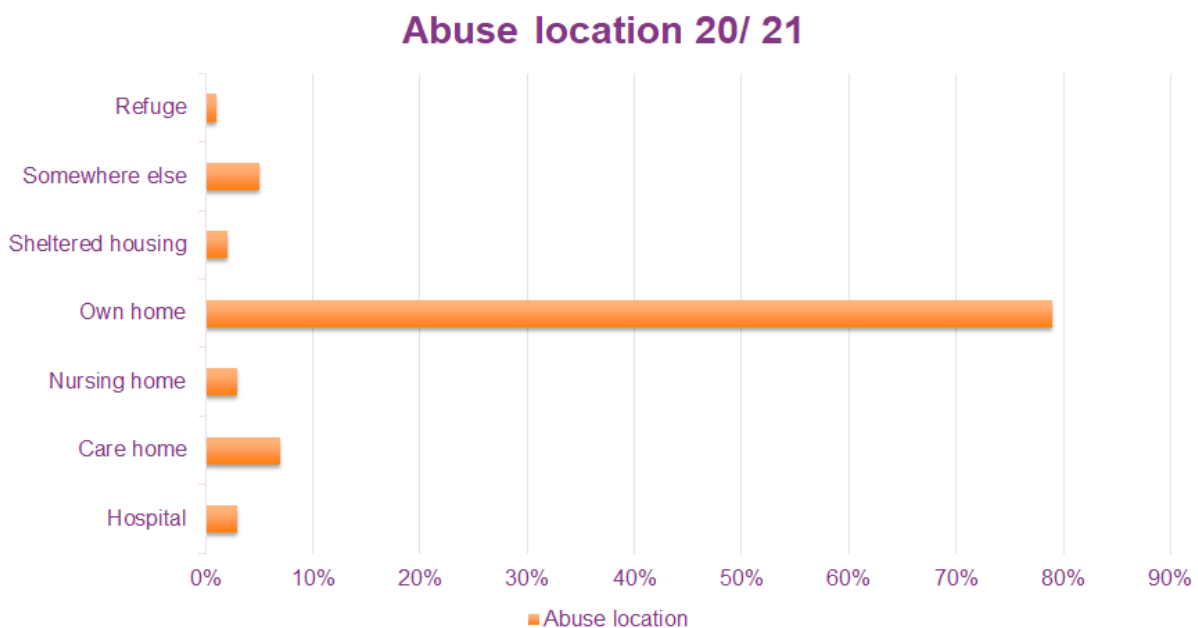
Perpetrators

The helpline does not only receive calls about abuse that has taken place between partners; in 38% of calls the perpetrator was an adult son or daughter. This remains the highest perpetrator percentage recorded and demonstrates the helpline's unique role supporting older victims who experience abuse at the hands of wider family members as well as intimate partners.



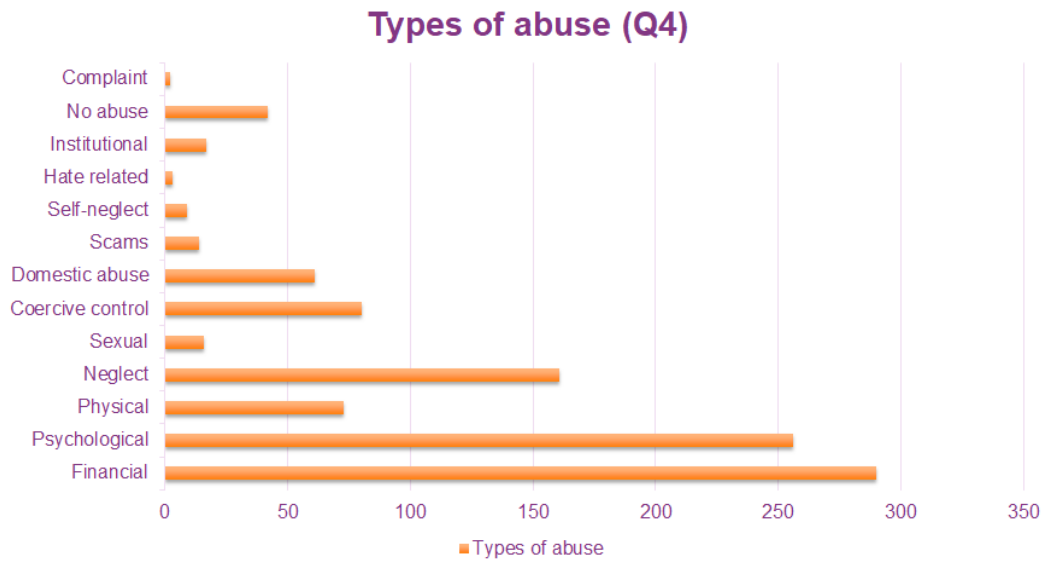
Location

The data around the location of abuse aligns with the data around perpetrators as it shows, overwhelmingly, the abuse that is experienced, by both men and women, takes place in the victim's own home.



Types of Abuse - Q4

Since Quarter 4 we are now able to capture more nuanced information around types of abuse including domestic abuse, coercive control and also whether calls are about safer ageing. Financial and psychological abuse remain the predominant types of abuse.



Feedback to the Helpline & Online Services 2020/21

Thank you so much for the info you were able to pass on and for a different view on this issue....it was really helpful so, Thank you.

Just a quick note to thank you so much for your time earlier. Obviously, this is a very stressful time and I really appreciated the friendly ear and the support offered by you and your team (thanks also to Chris on the phonenumber who was so lovely when I initially contacted you).

Thank you so much for your support. It was so helpful speaking with you. Just being listened to was a real relief. You were very understanding and kind.

"It's only when you speak to someone like you, you know there's hope."

"So, I just wanted to say thank you from our family, without the help of John I am not sure that I would have gone back to the bank or the police, and my Grandma would not have had her entire life savings back. It goes without saying that your organisation and the help and support that John gave us will be remembered by our family for a long time to come, and I am sure that my Grandma would appreciate your input in helping her to have her own money in her final years".

"This is the first time I've felt I've got someone I can talk to. It's good to feel supported. That's been lovely. Thank you so much. You've had marvellous training."

"You've been very helpful. You're the first people who've known what to say."

"What a great help you have been, and what a wonderful service your Helpline has provided. You are a very proactive organisation and I'd love to support you in the future."

Community Response

We launched our Community Response Hub in Scotland during Safer Ageing Week (week commencing 30th November 2020). The Hub is a one-stop-shop for anyone concerned about the abuse of older people or requiring advice about safer ageing. With a strong community presence, our focus is to provide an immediate and localised response to the abuse of older people – building on our own expertise, as well as working with a range of partner agencies in local communities across Scotland.

Based in Fife, but with the eventual aim to offer services across the whole of Scotland, the team can currently provide support with casework, advocacy, follow-up support, and a range of information materials. Service users can also access our online Knowledge Bank, giving access to a range of information materials and resources around the abuse of older people and safer ageing relevant to Scotland.

While we are still experiencing lockdown restrictions, all services are currently being delivered over the phone or online. When the current restrictions end, we will also be able to reach out to communities across Scotland via pop-up clinics, community-based events and support groups, and specialist input from partner agencies across Scotland. For those within easy reach of the Hub in Fife (once a suitable premise is located), we will also offer a drop-in centre, one-to-one support from volunteers to support with their recovery from abuse, and group-based support from older people.

At the start of the pandemic we supported older people by delivering food parcels. Our current priority has been centred around casework and safer ageing check-ins (regular telephone support).

Scottish Government iPad scheme

We were successful in a Scottish Government scheme to provide iPads (with MiFi) to our service users to help combat digital exclusion and loneliness. All iPads have been distributed, and our volunteers have been trained in how to provide appropriate digital support to our service users. This allows our volunteers to complement existing support, by providing tips and guidance around keeping safe from online scams and financial abuse, and tackling loneliness (a risk factor for abuse). Although this was a very new initiative, initial feedback from service users has included:

- reduced feelings of loneliness and isolation due to being able to take part in video calls, social media and emails for the first time
- improved access to online information regarding support frameworks and agencies
- improved digital literacy (including ability to manage finances online).

Delivery of Awareness raising presentations to Community Councils

Our Development Manager successfully delivered presentations to 11 local (to Fife) Community Councils (virtual during the pandemic). These generated interest in the hub and featured in local newsletters. Two also resulted in a financial donation.

Safer Ageing Check-Ins

Due to the pandemic and lockdown we were not able to open a physical hub, but we responded by working with vulnerable older people via our Safer Ageing check-ins. This involved volunteers linking with older people at risk of or having experienced abuse to provide weekly calls, focusing on preventative work.

Hosting of Information Webinars

Our Development Manager in Scotland arranged and hosted 7 different information webinar events as part of Safer Ageing week 2020. Over 200 (mostly professional) people signed up for these online events which were aimed at providing information on many aspects of Safer Ageing such as Power of Attorney and Fraud and Scams etc. Two of the events were aimed specifically at older people but they both had very low numbers of sign ups as it is widely known that digital exclusion significantly affects older people. These events, overall, were very well received, and resulted in further raising the profile of Hourglass and newsletter sign ups. It was also an excellent catalyst to partner engagement and it is hoped that more can be delivered in the future.

Community Response Cases

Since the launch we have engaged with 31 people via the Hub who are receiving a range of support from initial signposting, case work and Safer Ageing check-ins.

Margaret

Hourglass made a huge difference to me during lockdown, my family couldn't visit. I got food parcels and telephone calls from Hourglass, I was also given an iPad which benefited me greatly. I went from not knowing anything about an iPad to using recipes, reading books, playing games, even facetimeing my family, which all helped greatly during lockdown.

Development Work in Northern Ireland

The Development Manager for Northern Ireland took up post at the end of 2020 and began the process of linking with partners and scoping opportunities. We have given deputations to a number of councils and had good success in work with Danske Bank sending out our information to all older customers via newsletter. The Police Service of Northern Ireland sent out our information to their entire staff team and we sit on a number of their committees. We also linked in with Victim Support to discuss training for criminal justice agencies. We are recruiting for a Community Response Coordinator and will be launching the hub in 2021.

Volunteers

During 2020/21 the charity worked with 40 volunteers across the UK who supported the UK helpline and formed our Community Response team in Scotland. During 2020/21 we recruited the largest number of volunteers in one year than ever before, and we could not provide our helpline or deliver the work of the Hub without their invaluable time, dedication and passion to support older people. We would also like to thank the other volunteers who donated their time last year whilst on furlough, before returning to their paid employment.

Below some of our volunteers share their experience.

Rachel

“I love volunteering for Hourglass. My contributions are really valued. The team support and encourage what I do and the extra training has been invaluable. To anyone thinking about becoming a volunteer, I'd say, just do it. Making a positive difference to the lives of others is one of the most satisfying things anyone can do.”

Maisie - Welsh speaking helpline volunteer

“I enjoy volunteering with Hourglass Cymru because I feel part of a community that is supporting older people and giving them a voice.”

Debbie

I first came into contact with Hourglass in 2016 when I was trying to get into voluntary work as a stepping stone back into employment. I started as a volunteer with Hourglass, firstly doing admin work and then I progressed on to working on the helpline, then the Recovery Project and now as a Community Response volunteer. Hourglass has had a significant impact on my life. One of my goals in life is to be supporting people and making a difference, which I am now doing and the work I do is so rewarding. Volunteering has given me so much confidence and the chance to meet new people, including my partner, a former volunteer who is now a staff member.

We are so proud that volunteering with us is seen as a rewarding experience. Volunteers tell us that they have developed their skills and confidence and that their time with us is not only valuable because of the work they do to support older people but that it has led to paid employment opportunities, including with Hourglass.

Andy

"In November 2016, I embarked on my journey with Hourglass as a volunteer on the Scottish helpline, giving support to older people who had suffered abuse. I very much enjoyed that role, supporting callers, as well as sharing my skills, knowledge, and experiences with my fellow volunteers and management, as well as them sharing theirs with me.

On 15 July 2020, I started my post as a paid member of staff with Hourglass as a Helpline Information Officer. All throughout my life, I have supported people both in my personal and professional life, so it is so good to be doing a job that I loved as a volunteer, and now one I am doing as a profession.

Little did I know that when I became a volunteer with Hourglass, that it would lead to a paid job with the charity! I'm so glad it did!

I feel supported and valued as an Hourglass member of staff, and very much look forward too many more years with the charity, doing the job I love!"

Elliot

"Starting as a volunteer in May 2019, then becoming a paid Information Officer in March 2020, then progressing into the role of Information Manager has allowed me to develop both personally and professionally, doing a job which I not only love, but gives me the satisfaction of knowing that every day I am helping people.

Current circumstances have served only to highlight even more the challenges that older people face in society, and to be a part of that process feels incredibly humbling. My own father, who passed away at 67 in 2013, would be proud of my efforts."

Community Response Volunteers

We are pleased that we recruited volunteers to work as part of our Community Response Initiative which results as us now having 15 Community Response Volunteers working directly with older people who have experienced or who are at risk of abuse.

Maureen

I heard about Hourglass through a friend who had started volunteering before the pandemic. I felt that I had some time to give and that I wanted to be able to make a difference too.

Volunteering with Hourglass has been hugely rewarding. It is great to visit someone and know that you've given them something to look forward to that day and have taken their mind off things that may be troubling them. Helping to keep an older person safe as well as giving them a friendly face to see each week isn't difficult yet you leave knowing you are making a difference. The big smile and the wave at the door means the world.

Fundraising

The financial year 2020-21 was fraught with challenges due to the global Covid-19 pandemic. Traditional fundraising income streams such as community fundraising, challenge events and supporter led fundraising were severely curtailed due to lockdowns and social distancing requirements. Hourglass reacted quickly to the pandemic and instead of furloughing staff the charity seconded staff from other areas to focus on securing income from trusts, foundations, corporate donors and also emergency statutory funding from the UK nations' governments, The Home Office and the National Lottery Community Fund. Over 350 applications were written and sent to funders, the largest amount in the charity's history, and thankfully these efforts resulted in over 80 successful funding awards leading to a final income of £1,241,751 which although was a decrease of 63% over the previous year, this is explained by the one-off legacy received in 2019/20.

Hourglass also had a very successful year in the corporate fundraising arena with multi-year awards and partnerships agreed with Baillie Gifford, Slater and Gordon Lawyers and Hodge Bank. This success has allowed the fundraising department to employ a new Fundraising Officer for the financial year 2021/22 to grow the corporate pipeline and also (Covid-19 permitting) lead on community fundraising.

Internally the fundraising department strengthened its donor management and stewardship function by implementing and deploying the CRM Donorfy and linking it to the charity's other fundraising platforms such as Donr, Mailchimp, JustGiving, Virgin Money Giving, CAF Donate, Benevity, Facebook Donate and Amazon Smile which has streamlined many processes and allows Hourglass to offer a much-improved donor journey.

In conclusion, during the year 2020/21 Hourglass (Safer Ageing) formerly Action on Elder Abuse received grants and financial support from over 80 Trusts, Foundations and corporate donors which is a 25% increase in donors compared to the financial year 2021/21.

The charity was thankful for the funds donated by the following organisations; A&H Pilkington Trust, Annie Tranmer Trust, Aviva PLC, Babergh & Mid Suffolk District Councils, Baillie Gifford & Co., Basil Shipman Charitable Trust, Brett Valley Lodge, Charities Trust, D B Simpson Charitable Trust, D J Clarke Property, D M Charitable Trust, Edgar E Lawley Foundation, Elise Pilkington Charitable Trust, Ernest Hecht Charitable Foundation, Erskine Cunningham Hill Trust, Essex Community Foundation, Farmfoods PLC, Flower Smith & Jones Trust, Garfield Weston Foundation, Gilbert and Eileen Edgar Foundation, Headley Trust, Hodge Bank, Homity Trust, Hugh Fraser Foundation, Independent Age, Institute of Our Lady of Mercy, Kilpatrick Fraser Trust, Lloyds Bank Foundation, Marsh Christian Trust, Mary Heap Charitable Trust, Mary Jackson Will Trust, Masonic Charitable Trust, Menzies Social Fund, Metamorph Law Ltd, Moondance Foundation, Mrs

Wingfield's Charitable Trust, MVM Charitable Trust, Northern Ireland Community Foundation, Oakdale Trust, R Gwinnell and Sons Ltd, RWE Generation UK PLC, Schroder Charity Trust, Scottish Government, Shanly Foundation, Sir James Roll Charitable Trust, Skipton Building Society, Sobell Foundation, Suffolk COVID19 Community Fund, Sussex Community Foundation, Sylvia Aitken Charitable Trust, The Bryan Guinness Charitable Trust, The Charlotte Bonham-Carter Charitable Trust, The Davis Foundation, The Dowager Countess Eleanor Peel Trust, The Dulverton Trust, The Fitton Trust, The Grace Trust, The Helen Hamlyn Trust, The Home Office, The John & Margaret Wootton Trust, The Julia and Hans Rausing Trust, The Lady Hind Trust, The London Aged Christian Society, The National Lottery Community Fund, The Pamela Barlow Charitable Trust, The Robertson Trust, The Royal Bank of Scotland, The Stafford Trust, The WO Street Charitable Foundation, Thomas Sivewright Catto Trust, Tory Family Foundation, Travers Smith LLP, University of Brighton, Waitrose & Partners, Walter Scott Community Fund, WBR Credit Union, Welsh Government.

Policy work

April 2020 to March 2021 saw an unprecedented upheaval, as the Coronavirus pandemic re-oriented the UK policy landscape. In the period April 2020 to August 2020, the Charity strategically deployed staff resources in the policy team to support fundraising operations. However, with a new safer ageing agenda, the policy team has utilised the broader policy brief that accompanies this agenda to influence strategically in the four nations.

From August 2020, the team has been working to develop a policy portfolio over a number of areas. Topics for investigation were chosen following scoping work which included consulting with the Information Officers in the Helpline team. The team has delivered on a first round of policy papers, covering 4 topics that span the safer ageing brief. The recommendations from these thematic papers form the backbone of the broader policy strategy and inform our influencing work: responding to consultations; lobbying on relevant bills; building and maintaining relationships with parliamentarians and nation representatives; working with partners and stakeholders; and the development of the Knowledge Bank.

The team responded to 16 public consultations, covering all four nations. A high proportion of these consultations were for Northern Ireland government departments, reflecting the surge of activity in the first parliamentary session following the reopening of Stormont. Key responses included: consultations on Hate Crime legislation in both Northern Ireland (Department of Justice) and England and Wales (Law Commission); Consultation on Northern Ireland's Adult Protection Bill; and the Home Office call for evidence to inform the Violence Against Women and Girls Strategy 2021-2024. Under the safer ageing remit, Hourglass also contributed to consultations concerning issues that contribute to the risk of abuse in later life: loneliness; housing legislation; harmful online communications and stalking.

The team has monitored activity in Westminster and the nation legislatures, drafting briefing materials where appropriate and using online communications (social media and blogs) to influence comment on relevant legislation. The core focus of our lobbying this year has been on the Westminster Domestic Abuse Bill. Hourglass set a strategy to target the Lords stages of the Bill, where we have developed relationships with Peers (January-March 2021). The team published amendment statements on relevant topics, and through disseminating briefs built a coalition of Peers to speak to amendments. The strategy in Westminster bore successes, securing an invite to consult on the Bill's statutory guidance from the Home Office and to a roundtable consultation on new practice guidance for adult safeguarding teams from the Chief Social Worker for Adults. Momentum from this influencing project can be carried forward to achieve our goal of expanding the definition of domestic abuse in Scotland, which is now defined more narrowly than in the rest of the UK.

Hourglass has worked to develop and maintain relationships with a broad range of elected representatives in Westminster and the devolved legislatures. Since April 2020, the team have improved the tracking of these relationships through recording interactions in a central database. Our most significant project within this network was launched in Safer Ageing Week (30 November – 4 December 2020). During this week we disseminated our new polling data, in a series of open letters to the Home Office, and relevant Scotland, Wales and Northern Ireland government ministers. We received mention in the Northern Ireland Assembly and the Scottish Parliament and figures from the polling were quoted in the House of Lords. The open letter to the Home Office resulted in a meeting with Whitehall policy officers where we gave evidence on the domestic abuse of older people. We will continue to develop this network with an eye to influencing future legislation, in particular, the scheduled Victims Bill in Westminster, new Hate Crime legislation in Northern Ireland and promises to reform social care delivery across the UK.

The policy team has worked with a diverse group of partners and stakeholders. We have participated in a number of working groups, focus groups and roundtables advocating to end the harm and abuse of older people. Since April 2020, Hourglass has represented the interests of older victims of abuse at the heart of Government. The Charity sits on a Home Office and Department of Justice COVID-19 taskforce, Silver Command. As part of this group, we have had the opportunity to feedback on major changes relevant to our service users. For example, on special measures for victims; on commissioning guidelines; on government communications campaigns and services. We also work collaboratively through this group to share weekly service data, contributing to biweekly reports on the impact of the pandemic across the sector. Hourglass will continue to work collaboratively across the sector, partnering with organisations and stakeholders who share our aim to reduce the harm and abuse of older people.

Research

Hourglass's research priorities during the last year have been numerous and wide ranging. They included an analysis of the UK wide findings from Hourglass' 2020 polling surveys "Growing Old in the UK" and "Growing Old under Lockdown," and a separate in-depth exploration and evaluation of the themes uncovered from the polling question, "Please can you tell us a bit about what life under lockdown has been for you." The team also collated and scrutinised helpline data on the prevalence of financial abuse in 2020, identifying figures for the amount of money stolen, defrauded, or coerced from elderly victims, as well as the number of houses sold or taken without consent, or given away under pressure. In light of a request by the Observer, we obtained, via the Freedom of Information Act, England and Wales police data on elder homicides. We analysed this data and an exploratory narrative was developed. As well as this, research tasks were completed to assist cross-organisational development, these included a fact-finding operation on IDVAs and domestic abuse

to support a fundraising bid, and information collection on male and LGBT victims to support presentations.

Knowledge Bank

Summer 2020 saw the development of the UK's first Knowledge Bank focused wholly on the abuse and mistreatment of older people and safer ageing. Launched in November 2020, and initially with a focus on Scotland, the digital bank contains a curated collection of both Hourglass work and external advice, information, and documents in categories such as “research and reports,” “legislation, policy, and guidance,” and “case studies.” The bank serves as an immediate entry point for those seeking support advice and clarity from Hourglass or its partners and, as a key part of this, signposting information was collected, collated, and mapped featuring data on helpful third-party organisations in all four nations and internationally. Hourglass Cymru and Hourglass Northern Ireland segments of the Knowledge Bank are due for completion and release to the public for World Elder Abuse Awareness Day 2021, with England due in summer/autumn 2021.

Safer Ageing Week

The inaugural Safer Ageing Week was the charity's first ever week-long campaign and undoubtedly successful in raising the profile of the abuse of older people. But it did so much more, as the campaign week marked a line in the sand for an almost 30-year-old charity. While Safer Ageing Week wasn't borne out of the pandemic, the staggering initial public polling undertaken in January 2020 evidenced the need to look again at public attitudes to ageing safely while the UK was living through periods of lockdown and restrictions on movements. Hourglass repeated the polling in June 2020 whilst the UK population lived their lives in a more extraordinary manner than ever before. Both sets of results were chilling. The fact that the research revealed 2.7million people are affected by the abuse of older people annually in the UK was far more than just a driver for a Safer Ageing Week campaign and a letter to the Home Secretary. It changed the entire nature of how Hourglass worked.

Safer Ageing Week was launched on 30th November 2020, announcing three new entry points into the charity and beginning a process to ensure the whole of the UK and Ireland can access support, advice and information relating to safer ageing and stopping abuse. Through the week, Hourglass launched an Instant Messenger Service (available via the website), a confidential Text Message facility and the UK's first Knowledge Bank – featuring a host of essential resources, guidance, information and signposting which is available 24/7. The charity also ‘opened the doors’ to the first virtual Community Response Hub. The Hub, based in Scotland, will take on casework and look to play a far greater role in developing key partnerships in the vicinity, finding new signposting opportunities and opening actual doors to face-to-face meetings, pop ups and support once we get

closer to normal times. Hourglass has also underlined its intentions to make the helpline, instant message service and text facility a 24/7 operation. This is our appeal for 2021 and will ensure 2020 was the final winter without a 24/7 elder abuse helpline.

Hourglass enjoyed more political support than ever before during Safer Ageing Week, with representatives from every main political party across the UK pledging support. This rainbow alliance of ambassadors will be critical in changing more lives than ever before and ensuring that this unthinkable issue gets much deserved profile. In short, Safer Ageing Week was a moment of evolution for Hourglass. Safer Ageing Week 2021 will be another pivotal moment for the charity in the continued fight to end the abuse, harm and exploitation of older people.

Media profile

During 2020-2021 the charity has continued to be successful in publicising its agenda to prevent the abuse of older people and educate on the importance of safer ageing. This has resulted in an increased volume of coverage throughout the year.

Highlights include:

480 Pieces of media coverage

564 million estimated digital views / reach of coverage

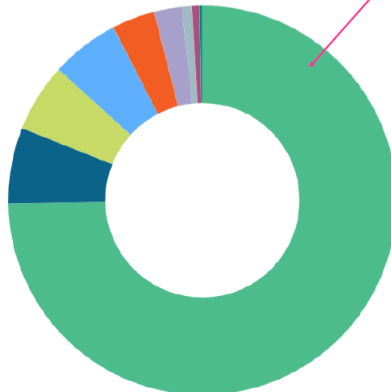
£1.4 million advertising value equivalent

This work has provided an invaluable means of raising awareness of the abuse and neglect of older people among key stakeholders and policy makers, promoting debate and ensuring that people are aware of our services and the support we can provide to them, both across the UK as a whole and individually in each of the four nations.

In stark contrast to last year 74.7% of all media coverage was via online (consumers) including online news outlets and radio. Last year it was only 19.7%. In 2019-2020 the leading media coverage was radio programming at 47% but in this reporting year there was just one radio programme of note.

Coverage by media type

355 online
consumer
publications



• This included your top performing outlets:

- **The Guardian** – 5 pieces with a total reach of 149,472,719
- **MSN UK** – 2 pieces with a reach of 136,622,302
- **Daily Express** – 4 pieces with reach of 42,971,588
- **The Sun** – 4 pieces with a reach of 42,318,111
- **The Daily Telegraph** – 3 pieces with a reach of 33,782,171

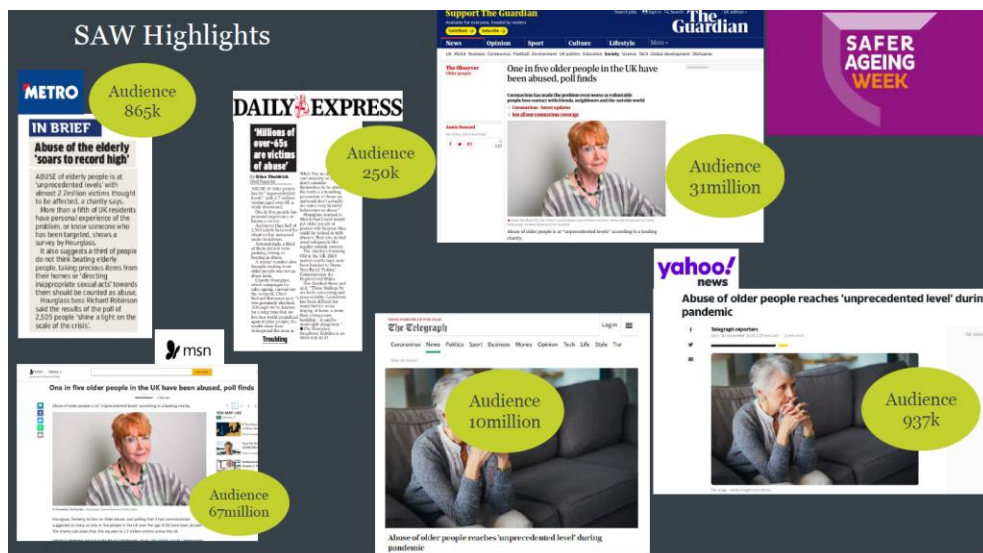
Our media work ranged from pieces in The Guardian, Focus, The Sun, The Express and the Sunday Telegraph as well as appearing on BBC's Rip Off Britain.

Safer Ageing Week

We held our first every Safer Ageing Week from Monday 30th November to Friday 5th December. This week involved us launching Community Response in Scotland, our polling data and our Safer Ageing pledges from politicians from across the UK. During that week alone, we achieved:

41 pieces of media coverage

130 million reach of coverage



Social Media - UK

We continued to grow our social media presence throughout the year enabling us to share content, launch our initiatives and campaigns, as well as recruit volunteers.

Followers

Followers	1st April 2020	31st March 2021
Twitter - Main	4,317	4,788
Facebook - Main	7,815	8,497
Instagram	301	445
LinkedIn	154	221
Twitter - Scotland	430	450
Facebook - Scotland	603	651
Twitter - Cymru	453	501
Facebook - Cymru	265	287
Twitter - NI	723	726
Facebook - NI	540	541

Reach

Twitter	Link Clicks	Retweets	Likes	Replies		
	820	1962	2942	245		
Facebook	Post Reach	Page reach	Link Clicks	Shares	Likes	Replies
	275,068	445,735	1015	1738	4796	367
LinkedIn	Impressions	Clicks	Reactions	Shares	Engagement Rate (avg)	
	7317	223	139	64	5.83%	
Instagram	Engagement					
	418					

Hourglass in the nations: Highlights

England

We delivered training and awareness raising sessions to a variety of organisations as well as speaking at conferences. These included:

- Welwyn Hatfield Borough Council Domestic Abuse conference
- Geriatric Medicine Registrars, Yorkshire and Humber training day
- Plymouth Community Homes
- NHS Safeguarding - Think Family Week

The COVID-19 pandemic created a number of opportunities to look at the care and treatment of health and social care workers and older people, particularly those residents in care homes. We also took part in a live webinar with Doughty Street Law Chambers focussed on addressing the need for justice for those who lost loved ones in care homes during the pandemic. The charity was also asked to join with the Good Law Project and Doctor's Association UK in seeking a judicial review of PPE provision for health and social care workers.

We joined the Metropolitan Police's Victims Voice forum, as the only organisation representing the voice of older victims of domestic abuse. The forum was created in response to Lockdown to bring together agencies working in the field of domestic abuse, in recognition that being in lockdown could increase the risk of abuse. We were also asked to review the Met's domestic abuse subsite on their website to ensure that the language was inclusive for older people.

Our helpline details are now included on the Met and the Home Office's websites.

We continued to develop partnerships across sectors including with Lighthouse Domestic Abuse services in Suffolk, Alzheimer's Society and we became an NHS England- Safeguarding Trusted Partner.

Northern Ireland

We delivered two online financial abuse training sessions to frontline staff of Allied Irish Bank. Staff were based predominantly in Northern Ireland but there were also attendees from the Republic of Ireland. This has led to further talks with AIB, Danske Bank and Ulster Bank about further training and possible partnership work for the NI Community Response Hub.

During 2020/21 the charity continued to work closely with the Police Service of Northern Ireland (PSNI), maintaining membership of the PSNI Independent Domestic Abuse Advisory Group and taking part in a training video for front line officers on supporting older people as victims of crime. Working with the Department of Justice the charity was involved in a series of roundtable discussions on the value of establishing a Victims of Crime Commissioner for Northern Ireland. This resulted in a meeting with the Minister of Justice and invitation to continue to support the work in the coming months.

Following an approach from the Law Society of Northern Ireland the charity delivered a webinar to the elder law members of the Society, raising awareness of Hourglass, the nature and extent of abuse of older people in Northern Ireland, and the services Hourglass provides to anyone affected.

As noted under Policy Work, the charity responded to a number of key public policy consultations and used the opportunity of the NI and Westminster Domestic Abuse Bills to lobby NI politicians. Meetings were held with Sinn Féin, the Green Party, the DUP Parliamentary Party, and the First Minister.

Scotland

We continued to influence policy in Scotland, we are key members of the Minister for Older People's Strategic Action Forum and the Cross-Party Group on Older People, Age and Ageing. We have been involved in various Scottish Government advisory groups (including meetings chaired by the Minister for Older People and the Cabinet Secretary for Justice), as well as having direct contact with a range of MSPs from across the political spectrum. Most significantly, one of these contacts resulted in a First Minister's Question focussing on the disparity of funding for third sector organisations in Scotland. We also provided written evidence to inform a Scottish Parliament petition considering a review of housing legislation regarding the rights of tenants experiencing elder abuse.

The Scottish Hate Crime Bill was passed in March, introducing a new aggravation for criminal offences motivated by prejudice on the grounds of age and other characteristics. Hourglass played a pivotal role in the development of the legislation in relation to the provisions relating to age, and continues to work with the Scottish Government around further strengthening the criminal justice system in Scotland.

The new Domestic Abuse (Protection) (Scotland) Bill was also passed in March, introducing new orders to enable police and courts to ban suspected abusers from re-entering the home, and removing the burden on the victim to move home. Hourglass provided evidence and expertise during the Bill's development, and continues to push for the definition of domestic abuse to be expanded to include wider family members.

We also delivered a presentation to the Law Society of Scotland on financial abuse of older people

The priority for the latter half of the year has been the implementation and launch of the Scotland Hub and the Scotland Knowledge Bank. The Development Manager has continued to develop partnerships with key agencies across Scotland and we took part in a hospital radio campaign and a Scotland-wide newspaper campaign to promote our Helpline and the Scottish Hub. The charity

grew its volunteer team in Scotland, engaging helpline volunteers and volunteers for the Community Response Hub.

Wales

During 2020/21 Hourglass Cymru continued to develop relationships across sectors and with key influencers. We engaged with key networks and were invited to join groups created as a response to the pandemic. Following the launch of the rebrand we connected with numerous Members of Parliament and Members of the Senedd across all the mainstream political parties.

We maintained a strong relationship with the Older People's Commissioner for Wales (OCPW) and were asked to join her Stopping Abuse Action Group formed at the start of the pandemic. We are also members of the steering group and have been involved in setting the strategy for this group which is a coalition of public sector and third sector representatives, as well as representatives from older communities, we have also engaged in the communications strategy and the commissioning sub groups. The Action group has also responded to relevant consultations and has connected with Ministers responsible for domestic abuse.

We continue to be an active member of Age Alliance Wales (AAW) and have been involved in the consultation response to Welsh Government's Strategy for an Ageing Society, and meetings with the Deputy Minister responsible for Social Services. We contributed to AAW's pre-election manifesto and we were invited to speak at the launch. We continue to attend the Senedd's Cross Party Group on Older People and Ageing.

We have continued to work with the Crown Prosecution Service Cymru-Wales sitting on their scrutiny panels looking at Hate Crimes and Domestic Abuse.

We were very grateful to be awarded money by Welsh Government as part of their Voluntary Services Emergency Fund. This allowed us to employ for the first time a helpline information officer in Wales. It also supported us to recruit volunteers and raise the profile of the helpline.

We were invited by the OPCW to represent older people on Welsh Government's Violence Against Women, Domestic Abuse and Sexual Violence National Strategy Working Group. This is reviewing the current strategy and making recommendations for the upcoming one. We also reviewed their e-learning module and attended a VAWDASV Victim Working Group.

We delivered a range of awareness raising presentations and training to a cross section of organisations and at diverse events including:

- Cymru Older People's Alliance Conference
- Facebook Live event hosted by Get Safe Online, raising awareness of older people and the risks they face from online scammers.
- Gwent VAWDASV – Reaching Out Virtual Conference
- Hodge - Vulnerable Customer Training Programme

Our partnership with Hodge, who initially engaged with us to support the helpline in Wales, continues and with their support we were able to produce three COVID-19 specific leaflets on Financial Abuse, Domestic Abuse and Financial Abuse for Financial Institutions.

Financial Review

a. Financial Position

Total income for the year amounted to £1,241,751 (2020: £3,394,677) a significant decrease of £2,152,926 from the previous year. Total expenditure amounted to £1,579,595 (2020: £1,149,401) which is an increase of £430,194 on the previous year.

The Charity incurred net loss of £224,547 (2020: Net Income £2,205,017) details of which are shown in the Statement of Financial Activities. This is after a net gain on investments of £113,297 (2020: Net loss of £40,260).

b. Reserves Policy

The revised reserves policy is to hold unrestricted funds to meet all staffing obligations for twelve months. This is to ensure that the charity could overcome any unexpected loss of income and give time for recovery plans to be effective. Annual staff costs during the year were £1,075,690 and we therefore require a minimum of £1,075,690 to meet all staffing obligations over a twelve-month period.

We therefore have this target to maintain against unrestricted funds. At the year end, total reserves amounted to £2,044,896 (2020: £2,269,444), £274,631 of which were restricted (2020: £30,122). Free reserves (unrestricted funds excluding the net book value of unrestricted fixed assets) stood at £1,187,181 (2020: £1,940,380), which is sufficient to meet the charity's revised reserve policy as stated above.

c. Statement of Directors/Trustees' responsibilities

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

- select suitable accounting policies and then apply them consistently
- observe the methods and principles in the Charities SORP
- make judgments and estimates that are reasonable and prudent

- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Directors/Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Directors/Trustees are responsible for the maintenance and integrity of the charitable company and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

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

A handwritten signature in blue ink, appearing to read 'Caroline Cox', with a long horizontal flourish extending to the right.

Caroline Cox
Chair, Hourglass (Safer Ageing)

Dated: 2nd July 2021

Independent Auditor's Report to the Trustees and Members of Hourglass (Safer Ageing)

Opinion

We have audited the financial statements of Hourglass (Safer Ageing) for the year ended 31 March 2021 which comprise of the statement of financial activities, the balance sheet, the cash flow statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2021, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006.

Basis for opinion

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

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

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

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

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

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

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

Matters on which we are required to report by exception

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

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

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

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on pages 41 & 42, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

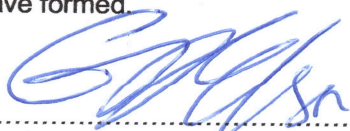
As part of an audit in accordance with ISAs (UK), we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

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

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Use of our report

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



Gary David Elson, FCCA
(Senior Statutory Auditor)

*For and on behalf of Elson Geaves Accountants Ltd,
Chartered Certified Accountants & Statutory Auditors
12 Haviland Road,
Ferndown Industrial Estate
Wimborne
BH21 7RG*

Date 7/7/2021

Hourglass (Safer Ageing)

Statement of financial activities (incorporating an income and expenditure account)

For the year ended 31 March 2021

	Note	Unrestricted £	Restricted £	2021 Total £	Unrestricted £	Restricted £	2020 Total £
Income from:							
Donations and legacies	2	92,818	1,139,831	1,232,649	2,772,084	603,299	3,375,383
Charitable activities	3	–	–	–	6,511	2,000	8,511
Investments		9,102	–	9,102	2,302	–	2,302
Other		–	–	–	8,481	–	8,481
Total income		101,920	1,139,831	1,241,751	2,789,378	605,299	3,394,677
Expenditure on:							
Raising funds	4	91,142	81,800	172,942	92,011	54,561	146,572
Charitable activities	5						
Conferences and training		–	–	–	13,788	3,305	17,093
Helpline		108,763	381,139	489,902	129,179	202,279	331,458
Social policy development		74,312	73,756	148,068	100,533	96,075	196,608
Media promotion and website		271,940	109,655	381,595	162,750	34,840	197,590
Programmes and projects		95,887	291,202	387,089	88,064	172,018	260,082
Total expenditure	4	642,044	937,551	1,579,595	586,323	563,078	1,149,401
Net income/(expenditure) before net gains / (losses) on investments		(540,124)	202,280	(337,844)	2,203,055	42,221	2,245,276
Net gains / (losses) on investments		113,297	–	113,297	(40,260)	–	(40,260)
Net income / (expenditure) for the year	5	(426,827)	202,280	(224,547)	2,162,795	42,221	2,205,016
Transfers between funds		(8)	8	–	–	–	–
Net movement in funds		(426,835)	202,288	(224,547)	2,162,795	42,221	2,205,016
Reconciliation of funds:							
Total funds brought forward		2,197,100	72,343	2,269,444	34,305	30,122	64,428
Total funds carried forward	16	1,770,265	274,631	2,044,896	2,197,100	72,343	2,269,444

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 16 to the financial statements.

Hourglass (Safer Ageing)

Balance sheet

Company no. 07290092

As at 31 March 2021

	Note	£	2021 £	£	2020 £
Fixed assets:					
Tangible assets	10		21,088		40,297
Investments	11		561,996		216,423
			<u>583,084</u>		<u>256,720</u>
Current assets:					
Debtors	12	69,908		147,475	
Investments	11	14,669		243,256	
Cash at bank and in hand		<u>1,414,576</u>		<u>1,728,716</u>	
		1,499,153		2,119,447	
Liabilities:					
Creditors: amounts falling due within one year	13	<u>37,341</u>		<u>106,723</u>	
Net current assets / (liabilities)			<u>1,461,812</u>		<u>2,012,724</u>
Total net assets / (liabilities)	15		<u><u>2,044,896</u></u>		<u><u>2,269,444</u></u>
The funds of the charity:	16				
Restricted income funds			274,631		72,343
Unrestricted income funds:					
General funds		<u>1,770,265</u>		<u>2,197,100</u>	
Total unrestricted funds			<u>1,770,265</u>		<u>2,197,100</u>
Total charity funds			<u><u>2,044,896</u></u>		<u><u>2,269,444</u></u>

Approved by the trustees on 8 July 2021 and signed on their behalf by Caroline Cox – Chair



Hourglass (Safer Ageing)

Statement of cash flows

For the year ended 31 March 2021

	Note	2021 £	2020 £
Net income / (expenditure) for the reporting period		(224,547)	2,205,017
Depreciation charges		20,619	20,434
(Gains)/losses on investments		(113,297)	40,260
Dividends, interest and rent from investments		(9,102)	(2,302)
(Increase)/decrease in cash held in investments		228,585	(243,256)
(Increase)/decrease in debtors		77,567	(132,446)
Increase/(decrease) in creditors		(69,382)	82,047
Net cash from/(used in) operating activities		(89,557)	1,969,753
Cash flows from investing activities:			
Dividends, interest and rents from investments	9,102	2,302	
Purchase of fixed assets	(1,410)	(60,447)	
Net purchase of investments	(232,275)	(256,683)	
Net cash provided by / (used in) investing activities		(224,583)	(314,828)
Change in cash and cash equivalents in the year		(314,140)	1,654,925
Cash and cash equivalents at the beginning of the year		1,728,716	73,790
Cash and cash equivalents at the end of the year		1,414,576	1,728,716
Analysis of cash and cash equivalents			
	At 31 March 2021 £	At 31 March 2020 £	
Cash in hand and at bank	1,414,576	1,728,716	
Total cash and cash equivalents	1,414,576	1,728,716	

1 Accounting policies

a) Company information

Hourglass (Safer Ageing) is a charitable company limited by guarantee registered in England with registration number 0720092. Its registered office address is Mayflower Hall, Hall Street, Long Melford, Sudbury, Suffolk, CO10 9JT.

b) Basis of preparation

The financial statements have been prepared in accordance with 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 2015) – (Charities SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

The accounts are presented in GBP rounded to £1, which is the functional currency of the charity.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

c) Public benefit entity

The charitable company meets the definition of a public benefit entity under FRS 102.

d) Going concern

The trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern and therefore the accounts are prepared on this basis.

e) Income

Income, including from Government and other grants, whether 'capital' or 'income', is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

Income for programmes spanning two or more accounting periods is allocated over the period to which it relates in order to more accurately recognise the performance conditions associated with this income.

Income received in advance of delivery of a specified service is deferred until the criteria for income recognition is met.

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

g) Interest receivable

Interest on funds held on deposit is included when receivable.

h) Fund accounting

Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure which meets these criteria is charged to the fund.

Unrestricted funds are donations and other incoming resources received or generated for the charitable purposes.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

1 Accounting policies (continued)

i) Expenditure and irrecoverable VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

- Costs of raising funds relate to the costs incurred by the charitable company in inducing third parties to make voluntary contributions to it, as well as the cost of any activities with a fundraising purpose.
- Expenditure on charitable activities includes the costs of programmes and delivering related services undertaken to further the purposes of the charity and their associated support costs.
- Other expenditure represents those items not falling into any other heading.

Irrecoverable VAT is charged as a cost against the activity for which the expenditure was incurred.

j) Allocation of support costs

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity (support costs), comprising the salary and overhead costs of the central function, is apportioned on the following basis which are an estimate, based on staff time, of the amount attributable to each activity.

Where such information about the aims, objectives and projects of the charity is also provided to potential donors, activity costs are apportioned between fundraising and charitable activities on the basis of area of literature occupied by each activity.

• Membership services and Cost of raising funds	13%
• Conferences and training	0%
• Helpline	29%
• Social policy development	12%
• Media promotion and website	17%
• Programmes and projects	29%

Where information about the aims, objectives and projects of the charity is provided to potential beneficiaries, the costs associated with this publicity are allocated to charitable expenditure.

Governance costs, which are considered a category of support costs, are the costs associated with the governance arrangements of the charity. These costs are associated with constitutional and statutory requirements and include any costs associated with the strategic management of the charity's activities.

k) Operating leases

Rental charges are charged on a straight line basis over the term of the lease.

l) Tangible fixed assets

Items of equipment are capitalised where the purchase price exceeds £500. Depreciation costs are allocated to activities on the basis of the use of the related assets in those activities. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value and value in use.

Depreciation is provided at rates calculated to write down the cost of each asset to its estimated residual value over its expected useful life. The depreciation rates in use are as follows:

• Equipment	3 years
-------------	---------

1 Accounting policies (continued)

m) Listed investments

Investments are a form of basic financial instrument and are initially recognised at their transaction value and subsequently measured at their fair value as at the balance sheet date using the closing quoted market price. Any change in fair value will be recognised in the statement of financial activities and any excess of fair value over the historic cost of the investments will be shown as a fair value reserve in the balance sheet. Investment gains and losses, whether realised or unrealised, are combined and shown in the heading "Net gains/(losses) on investments" in the statement of financial activities. The charity does not acquire put options, derivatives or other complex financial instruments.

n) Financial Instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Financial assets

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Financial Liabilities

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

o) Cash at bank and in hand

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. Cash balances exclude any funds held on behalf of service users.

p) Pensions

The charity contributes towards the employees' personal pension schemes. The cost of the contribution is charged to the statement of financial activities on an accruals basis.

p) Significant accounting policies

In the application of the company's accounting policies, the charity is required to make judgements, estimates and assumptions about the carrying amount of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors that are considered to be relevant. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an on-going basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised, if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

There are no estimates and assumptions that are considered to have a significant risk of causing a material adjustment to the financial statements in a future period.

2 Income from donations and legacies

	Unrestricted £	Restricted £	2021 total Total £	2020 Total £
Legacies	1,264	–	1,264	2,690,007
Individual and corporate donations and gift aid	33,981	43,641	77,622	46,302
Trusts and Foundations	52,365	329,211	381,576	169,016
Government Funds	–	236,592	236,592	60,500
Community Fund	–	530,387	530,387	409,558
HMRC JRS Grant	5,208	–	5,208	–
	<u>92,818</u>	<u>1,139,831</u>	<u>1,232,649</u>	<u>3,375,383</u>

3 Income from charitable activities

	Unrestricted £	Restricted £	2021 Total £	2020 Total £
Conferences and training	–	–	–	5,680
Income from sale of DVDs and other products	–	–	–	2,831
Total income from charitable activities	<u>–</u>	<u>–</u>	<u>–</u>	<u>8,511</u>

4 Analysis of expenditure

Allocation of support costs 12.92% 0.00% 29.36% 11.65% 17.32% 28.74% 1.00 For informatio

	Charitable activities							2021 Total £
	Membership services and Cost of raising funds £	Conferences and training £	Helpline £	Social policy development £	Media promotion and website £	Programmes and projects £	Support and Governance costs £	
Staff costs (Note 8)	103,502	–	235,139	93,323	138,747	230,156	274,823	1,075,690
Staff Recruitment and training	–	–	2,225	–	–	8,901	447	11,573
Staff travel and volunteer expenses	–	–	93	–	–	–	1,474	1,567
Printing and promotion	–	–	–	–	731	–	13,902	14,633
CRM, website, IT and Internet	4,096	–	10,479	4,096	3,640	9,661	25,802	57,774
Postage and Stationery	–	–	–	–	–	–	7,364	7,364
Phones and sundry	–	–	34,426	–	–	–	32,225	66,651
Trustee meetings and expenses	–	–	–	–	–	–	(126)	(126)
Direct project cost	–	–	78,379	–	7,774	13,459	–	99,612
Audit fee	–	–	–	–	–	–	7,620	7,620
Conference costs	–	–	–	–	–	–	–	–
Consultancy	9,171	–	1,544	–	155,401	–	34,075	200,191
Rent and insurance	–	–	–	–	–	–	16,427	16,427
Depreciation	–	–	–	–	–	–	20,619	20,619
Overclaimed input VAT repaid	–	–	–	–	–	–	–	–
	116,769	–	362,285	97,419	306,293	262,177	434,652	1,579,595
Support and Governance cost allocation	56,173	–	127,616	50,649	75,302	124,912	(434,652)	–
Total expenditure 2021	172,942	–	489,901	148,068	381,595	387,089	–	1,579,595

Of the total expenditure, £642,044 was unrestricted (2020: £626,583) and £937,551 was restricted (2020: £563,506).

Hourglass (Safer Ageing)

Notes to the financial statements

For the year ended 31 March 2021

4 Analysis of expenditure (continued)

	Charitable activities							
	Membership services and Cost of raising funds £	Conferences and training £	Helpline and website £	Social policy development £	Media promotion £	Programmes and projects £	Support and Governance costs £	2020 Total £
Staff costs (Note 8)	63,038	3,818	140,723	111,001	40,253	137,912	169,985	666,730
Staff Recruitment and training	10,668	–	2,414	–	–	1,444	10,281	24,807
Staff and volunteer expenses	1,777	2,104	12,818	–	2,105	6,881	3,470	29,155
Printing and promotion	–	1,248	4,467	1,995	109,590	3,724	502	121,526
CRM, website, IT and Internet	339	12	41,964	169	15,818	1,836	25,332	85,470
Postage and Stationery	–	302	896	–	–	1,492	6,010	8,700
Phones and sundry	1,215	12	23,048	1,215	23	4,161	30,354	60,028
Trustee meetings and expenses	–	–	–	–	–	–	6,511	6,511
Direct project cost	–	–	–	–	–	–	–	–
Audit fee	–	–	–	–	–	–	5,400	5,400
Conference costs	–	6,764	–	–	–	–	–	6,764
Consultancy	22,847	–	–	–	–	–	–	22,847
Rent and insurance	–	–	899	–	–	500	26,764	28,163
Depreciation	–	–	–	–	–	–	20,434	20,434
Overclaimed input VAT repaid	–	–	–	–	–	–	62,866	62,866
	99,884	14,260	227,229	114,380	167,789	157,950	367,909	1,149,401
Support and Governance cost allocation	46,688	2,833	104,229	82,228	29,801	102,132	(367,909)	–
Total expenditure 2020	146,572	17,093	331,458	196,608	197,590	260,082	–	1,149,401

5 Net incoming resources for the year

This is stated after charging / crediting:

	2021	2020
	£	£
Depreciation	20,619	20,434
Auditors' remuneration (including VAT):		
Audit	5,820	4,000
Previous year under accrued audit fee	1,800	1,400

6 Taxation

The charitable company is exempt from corporation tax as all its income is charitable and is applied for charitable purposes.

7**Analysis of staff costs, trustee remuneration and expenses, and the cost of key management personnel**

Staff costs were as follows:

	2021	2020
	£	£
Salaries and wages	873,323	553,736
Social security costs	77,982	49,132
Employer's contribution to defined contribution pension schemes	19,476	16,833
Agency staff	9,111	13,289
Other	95,798	33,740
	1,075,690	666,730

The following number of employees received employee benefits (excluding employer pension costs) during the year in bandings of costs greater than £60,000:

	2021	2020
	No.	No.
£80,000 – £89,999	1	1

The total employee benefits including pension contributions of the key management personnel, made up of the Chief Executive Officer, Deputy Chief Executive Officer / Director of Policy, Director of Operations, Director of Performance & Partnerships, Director of Programmes and Director of Fundraising, were £270,585 (2019: £280,091).

8 Staff numbers

The average number of employees (head count based on number of staff employed) during the year was as follows:

The average weekly number of employees (full-time equivalent) during the period was as follows:

	2021	2020
	No.	No.
No. of employees	28.11	19.25

9 Related party transactions

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2020: £nil). No charity trustee received payment for professional or other services supplied to the charity (2020: £nil). There are no other related party transactions to disclose for 2021 (2020: none).

Trustees' expenses include the payment or reimbursement of travel and subsistence costs totalling nil (2020: £6,511) incurred by 0 (2020: 7) member relating to attendance at meetings of the trustees.

There are no donations from related parties which are outside the normal course of business.

10 Tangible fixed assets

	Computer & Office equipment £	Total £
Cost		
At the start of the year	73,481	73,481
Additions in year	1,410	1,410
At the end of the year	74,891	74,891
Depreciation		
At the start of the year	33,183	33,183
Charge for the year	20,619	20,619
At the end of the year	53,802	53,802
Net book value		
At the end of the year	21,088	21,088
At the start of the year	40,297	40,297
All of the above assets are used for charitable purposes.		

11 Listed investments

	2021 £	2020 £
Fair value at the start of the year	216,424	–
Additions at cost	232,275	256,683
Disposal proceeds	–	–
Net gain / (loss) on change in fair value	113,297	(40,260)
Fair value at the end of the year	561,996	216,424
Historic cost at the end of the year	488,159	256,683
Investments comprise:		
	2021 £	2020 £
Bonds and Shares listed on the London Stock Exchange	561,996	216,423
Cash	14,669	243,256
	576,665	459,679

Hourglass (Safer Ageing)

Notes to the financial statements

For the year ended 31 March 2021

12 Debtors

	2021 £	2020 £
Trade debtors	1,200	19,189
Other debtors	10,014	10,741
Prepayments	1,400	1,284
Accrued income	57,294	116,261
	69,908	147,475

13 Creditors: amounts falling due within one year

	2021 £	2020 £
Taxation and social security	244	-
Other creditors	12,960	13,277
Accruals	24,137	93,446
	37,341	106,723

14 Financial Instruments

	2021 £	2020 £
Carrying amount of financial assets		
Debt instruments measured at amortised cost	11,214	29,930
Carrying amount of financial liabilities		
Measured at amortised cost	37,097	106,723

15 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds 2021 £
Tangible fixed assets	21,088	-	-	21,088
Investments	561,996	-	-	561,996
Net current assets	1,187,181	-	274,631	1,461,812
Net assets at the end of the year	1,770,265	-	274,631	2,044,896

	General unrestricted £	Designated £	Restricted £	Total funds 2020 £
Tangible fixed assets	40,297	-	-	40,297
Net current assets	1,940,381	-	72,343	2,012,724
Net assets at the start of the year	1,980,678	-	72,343	2,053,021

Hourglass (Safer Ageing)

Notes to the financial statements

For the year ended 31 March 2021

16 Movements in funds

	At 1 April 2020 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 March 2021 £
Restricted funds:					
Community Fund – BLF (toward core		530,387	(530,395)	8	
Lloyds TSB Foundation (North of	–	34,799	(584)	–	34,215
England Hub)					
Home Office (core costs)	–	59,952	(51,664)	–	8,288
Robertson Trust (Fife EARS and	3,570	15,500	(1,599)	–	17,471
Helpline)					
Headley Trust (Helpline)	14,673	15,000	(14,673)	–	15,000
Hodge Bank (Wales Helpline and	15,121	17,225	(3,870)	–	28,476
England general)					
Awards For All (Scotland, NI and	10,685	–	(685)	–	10,000
Wales)					
Masonic Charitable Trust	2,536	8,000	(50)	–	10,486
Chalk Cliff Trust (Sussex EARS)	8,258	–	(4,628)	–	3,630
Dowager Countess Trust (HoD	7,500	7,500	(2,745)	–	12,255
North)					
Scottish Government (Helpline)	–	26,324	(26,324)	–	–
Home Office (Knowledge Bank)	–	66,664	(66,664)	–	–
Welsh Government (Knowledge	–	45,486	(45,486)	–	–
Bank)					
Community Foundation (NI Helpline)	–	10,000	(10,000)	–	–
Walter Scott (Community fund Fife)	–	15,000	(49)	–	14,951
Julia and Hans Rausing Trust	–	102,492	(102,492)	–	–
(Salaries and Core costs)					
Independent age (Covid helpline,	–	15,000	(6,134)	–	8,866
OOH Helpline & Knowledge bank)					
Dulverton Trust (England Helpline)	–	30,000	(4,200)	–	25,800
Home Office (Second Wave COVID	–	37,618	(36,231)	–	1,387
Helpline, Volunteers, SA App)					
Baillie Gifford & Co (Scotland Hub)	–	25,000	–	–	25,000
Small grants (various)	10,000	77,884	(29,078)	–	58,806
	–				
Total restricted funds	72,343	1,139,831	(937,551)	8	274,631
Unrestricted funds:					
General funds	2,197,100	215,217	(642,044)	(8)	1,770,265
Total unrestricted funds	2,197,100	215,217	(642,044)	(8)	1,770,265
Total funds	2,269,444	1,355,048	(1,579,595)	–	2,044,896

Hourglass (Safer Ageing)

Notes to the financial statements

For the year ended 31 March 2021

16 Movements in funds (continued)

	At 1 April 2019 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 March 2020 £
Restricted funds:					
Big Lottery Fund (toward core costs)	1,077	409,558	(410,635)	–	
Lloyds TSB Foundation (EARS/peer support)	12,046	3,241	(15,287)	–	–
Home Office (core costs)	–	60,500	(60,500)	–	–
Robertson Trust (Fife EARS and Helpline)	–	15,500	(11,930)	–	3,570
Headley Trust (Helpline)	15,000	15,000	(15,327)	–	14,673
Bank of Scotland Foundation (Fife EARS)	–	8,000	(8,000)	–	–
Hodge Bank (Wales Helpline)	–	16,000	(879)	–	15,121
Rayne Foundation (England EARS)	–	10,000	(10,000)	–	–
Awards For All (Scotland, NI and Wales)	–	30,000	(19,315)	–	10,685
Masonic Charitable Trust	2,000	6,000	(5,464)	–	2,536
Chalk Cliff Trust (Sussex EARS)	–	10,000	(1,742)	–	8,258
Dowager Countess Trust (HoD North)	–	7,500	–	–	7,500
Small grants (various)	–	14,000	(4,000)	–	10,000
Total restricted funds	30,123	605,299	(563,079)	–	72,343
Unrestricted funds:					
General funds	34,305	2,749,119	(586,323)	–	2,197,100
Total unrestricted funds	34,305	2,749,119	(586,323)	–	2,197,100
Total funds	64,428	3,354,418	(1,149,402)	–	2,269,444

Transfers represent over allocated costs to restricted grants transferred to general funds

Purposes and programmes supported by restricted funds and grants are disclosed above and can be found in more detail in the trustees report.

17 Operating lease commitments

The charity's total future minimum lease payments under non-cancellable operating leases is as follows for each of the following periods

	Property and Equipment 2021 £	2020 £
Less than one year	8,292	–
Within five years	–	45,668
	8,292	45,668

18 Legal status of the charity

The charity is a company limited by guarantee and has no share capital. The liability of each member in the event of winding up is limited to £1.