



# Hourglass

Safer ageing · Stopping abuse

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**THE ONLY UK  
CHARITY  
DEDICATED  
TO CALLING TIME  
ON THE HARM  
AND ABUSE OF  
OLDER PEOPLE.**

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## **ANNUAL REPORT**

2021-2022

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**Annual Report 2021 - 2022**  
Annual Report of the Directors/Trustees  
& Financial Statements 2021/2022



**Hourglass (Safer Ageing)**

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Charity No. England & Wales: 1140543 Charity No. Scotland: SC046278 Company No. 07290092.

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## Welcome from the Chair:

**With the financial year so dominated by the pandemic and the insecurity that arises during such challenging times, the charity has had to diversify quickly and innovatively to deal with demand.**

The pandemic brought a whole range of new issues to our helpline and community response teams and our frontline staff were themselves still dealing with a different day-to-day. As with so many of our third and public sector partners, the charity remained resilient and dug deep. Not only did Hourglass see a rise in calls and a diversification in subject matter, we also had to deal with the massive concern of trying to find income from depleted UK funding sources.

Therefore the 2021/22 financial year can be characterised as a year of finding solutions amongst real and continuing uncertainty. But, to the absolute credit of our staff, volunteers and the Executive Team, those solutions and innovations have ensured the charity has become more vital than ever before.

We have seen the continuing growth of the Safer Ageing agenda, with the annual Safer Ageing Week campaign reaching more and more people; we've developed a new online Knowledge Bank, crammed full of information aimed at helping victims, their families and practitioners find solutions or next steps; we have developed the first older person's IDVA (Independent Domestic Violence Advocate) schemes in Sussex and Berkshire; and we've held pop-up clinics in Scotland and England, to bring our teams to the general public for the first time.

Best of all, we have seen our call response rates rise from an historic low of 14% (in 2018) to over 90% in 2021/22 and this is an incredible success story, especially when the sharp rise in calls due to the pandemic is taken into consideration. The Helpline Information Team should be justifiably proud of this achievement, as we are proud of them.

However, whilst our resilience and innovation has been inspirational, we are still struggling to find the requisite funding to support the charity's aims and objectives. As Chair, this is one of my most vexing issues as there is such a clear need for our services but the subject matter and the theme of our work seems such a tough ask for funders. We underperformed from a fundraising perspective in 2021/22 but in such a troubled economic climate, we can be encouraged by a year-end that saw over £700k raised with no Community Fund grant, for the first time since 2014.

It is safe to say that 2022/23 will be another challenging year and we will need to remain focused on delivering our life-changing services and looking at diverse funding streams to remain sustainable against such a tricky financial backdrop.

I would like to thank my colleagues on the Hourglass (Safer Ageing) Board of Trustees, particularly Keith Lewin, who retired this year after many loyal years' service as a trustee with such legal expertise. Likewise, David Congdon, who helped shape the Board's policy approach over many years. You will both be missed and I know everyone will wish you all the best in your future endeavours.

Thank you also to our fantastic staff and volunteers who continue to be our greatest asset; and to our funders, supporters and stakeholders who have shown such faith in Hourglass over recent years.

With best regards



Caroline Cox  
Chair of Trustees, Hourglass (Safer Ageing)





## Introduction from the Chief Executive Officer:

**When I joined Action on Elder Abuse (our former name) in late 2018, the charity was known for its unique helpline and for the knowledge of its senior management on the abuse of older people. It is the independent spirit of AEA that continues to give the charity its energy and passion as it heads towards its thirtieth anniversary in 2023. But much has changed to underpin that spirit.**

We now have more access points for those seeking our help, with the helpline complimented by an instant messenger service, SMS, chatbot, app and a Knowledge Bank that provides a database of information for those dealing with the scourge of abuse. The website is also now a much sleeker and easy navigable tool and this will be further enhanced in 2022 thanks to a Home Office grant.

Hourglass has also spent time trying to build a coalition of like-minded political contacts to ensure our message is heard loud and clear in England, Northern Ireland, Scotland and Wales. We are delighted that Peers, MPs, MSPs, MLAs and MSs from across the spectrum have requested and received our policy briefings and this was particularly evident during the recent Domestic Abuse Act debates in 2021. The lynch-pin of this approach is undoubtedly our founder, Baroness Sally Greengross who represents the charity as a crossbencher in the House of Lords. This ethos has paid dividends in 2021/22 with new burgeoning relationships with the UK Home Office, the Domestic Abuse Commissioner and with a range of Police and Crime Commissioners in England and Wales.

However, the ongoing stumbling blocks are the conjoint challenges of raising income and the growing reliance on 'universal' domestic abuse services across the four nations. In short, trying to raise income when the governments or executives of all four nations believe they are 'dealing with the issue' by supporting one stop shop helplines for domestic abuse. Hourglass believes that the abuse of older people is not a niche issue, we have an ageing population and abuse figures are increasing year on year. Yet the public perception appears to see domestic abuse as affecting younger people – and this horrific issue deserves all the airtime and support that it receives. The issue remains that services that counter 'elder abuse' are criminally underfunded and our voice remains muted against much larger and better funded charities and public bodies. With this in mind, Hourglass is provably needed more than ever – but funding is ever more difficult to find.

So, whilst the charity innovates and builds more programmes than ever before, we are achieving this in an ever-shrinking fundraising pool. This is the challenge we faced in 2021/22 and it will undoubtedly remain the challenge for the foreseeable future. The bright light on the horizon is the UK government recognising the need for multi-year funding to ringfence and support vital services like ours. This optimism needs to be tempered in the knowledge that such multi-year funding will be competitively tendered and Hourglass is still a small organisation in a crowded market in the age sector. I often describe the charity being similar to a specialist delicatessen situated next door to a huge discount hypermarket. But we have to believe that our unique product, the entrepreneurial zeal shown in making our services as impactful as possible as well as the undoubted passion of our fantastic staff, will ensure Hourglass is recognised and supported for many years to come. I strongly believe that our new approach to community response and IDVAs will underline our unique role – but we urgently need others to sit up and take notice.

I would like to personally thank the staff and volunteers for their loyalty and commitment during the pandemic and the uncertainty that came from lockdowns and tiers. Whilst we move forward positively into a new financial year we are absolutely aware of the fantastic role the Hourglass team played in getting us through it.



Richard Robinson  
Chief Executive Officer, Hourglass (Safer Ageing)

## REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS DIRECTORS/TRUSTEES AND ADVISORS

**Reg. Office:** Hourglass (Safer Ageing), Office 8, Unit 5, Stour Valley Business Centre, Brundon Lane, Sudbury Suffolk. CO10 7GB. Telephone: 020 8835 9280

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

**Web:** [www.wearehourglass.org](http://www.wearehourglass.org)

**Email:** [enquiries@wearehourglass.org](mailto:enquiries@wearehourglass.org)

### Current Directors/Trustees

(Attendance at meetings 2021/2022)

(Attendance at meetings 2021/2022)

**Chair:** Caroline Cox (5/5)

**Vice Chair:** Ronnie Barnes (5/5)

**Treasurer:** Ali Cox (5/5)

Andrea Nicholas-Jones (4/5); Glenda Watt OBE (5/5); Leo Visconti from 22/10/2021 (1/5);

Dr Mary Harrington (5/5); Miranda Wixon (2/5); Sarah Browne (4/5); Tim Lucas from 17/02/2022 (1/5)

David Congdon (2/5) until 21/08/2021

Keith Lewin (3/5) until 01/02/2022

### Honorary Vice Presidents

Dr John Beer, David Congdon, Peter Westland and Lesley McDowell

### Patron:

Baroness Greengross OBE

## Executive Team

<b>Richard Robinson</b>	Chief Executive Officer
<b>Veronica Gray</b>	Director of Policy and Deputy Chief Executive Officer
<b>Maggie Evans</b>	Director of Operations

## Auditor

<b>Gary Elson</b>	FCCA, Statutory auditor, Chartered Certified Accountants Registered Auditors 12 Haviland Road, Wimborne, Dorset, BH21 7RG
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## 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. The charity applied for charity status with the Charity Commission of Northern Ireland in March 2022 and we await registration.

### Introduction

The report and financial statements cover the year ended 31 March 2022. 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, once constituted, will meet in-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 appointed a full-time Director of Fundraising who is responsible for all voluntary fundraising activity and managed all voluntary income streams until July 2021. The task of fundraising is now delegated to the Executive Team of the charity, under the leadership of the Chief Executive. 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 Chief Executive 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

1. **INFLUENCE:** Leading on influencing, advocacy and lobbying
2. **GIVING:** Diversifying the way people and organisations give to the charity
3. **TRANSFORM:** Building impactful and transformational programming and services
4. **MONITOR:** Ensuring a high performance and cost-effective charity
5. **INNOVATE:** Delivering a business-minded and entrepreneurial organisation
6. **PEOPLE:** Establishing a healthy and people-focused charity
7. **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

We began the year again with the global COVID 19 pandemic still enforcing restrictions and affecting the most vulnerable in society. Our focus for the year was to help support even more older people and their families during such challenging times.

Our research report 'Last in Line' launched in December 2021, revealed stark findings and showed how little profile and priority the issue of abuse of older people has in society, with people tweeting about animal abuse nearly six times as much as they tweeted about older people.

The need for our services became even more critical as older people were living through continued isolation and the invisibility of harm and abuse. Our resources were directed in making sure all older people could age safely and free from abuse.





## 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 across the four nations.

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;

On the 16th March 2022, we launched our 24/7 helpline to combat the hidden epidemic of abuse against older people. Our call centre performance reports showed 2,239 calls were being made when our lines were closed. The need to develop our Helpline was something we could not ignore and with funding from the Home Office we were able to take a giant step forward helping even more older people access support and information at a time when they needed help the most.



**Jackie Baillie** (Dumbarton) (Lab): Hourglass is a 24/7 helpline supporting older people and their families dealing with abuse and neglect. It is the first service of its kind in Scotland and it has just launched, as a result of a 46 per cent rise in elder abuse calls during the pandemic. Elder abuse is an under-supported and underreported area. Given that shocking statistic, the Hourglass helpline will be a very welcome resource.

We increased staff capacity on the Helpline in 21/22, to include two Online Information Officer's and seven new Helpline Information Officer's joining the team, bringing an extensive range of transferrable skills and provide the much-needed support to older victims and their families.

***We are now seeing a call answer rate grow on a regular basis averaging 90%-95% per week.***

Our staff and volunteers are core to our Helpline and throughout the year our focus was to enhance our current team's skills. We reviewed our current training programme and also looked at external training that could help us develop our staff and volunteers even further.

***Staff attended courses on advanced helpline skills, Adult Safeguarding across all 4 nations, and Domestic Abuse.***

In 2021/22 our total helpline and online services recorded an impressive 12,039 impacts.

**This was broken down as:**

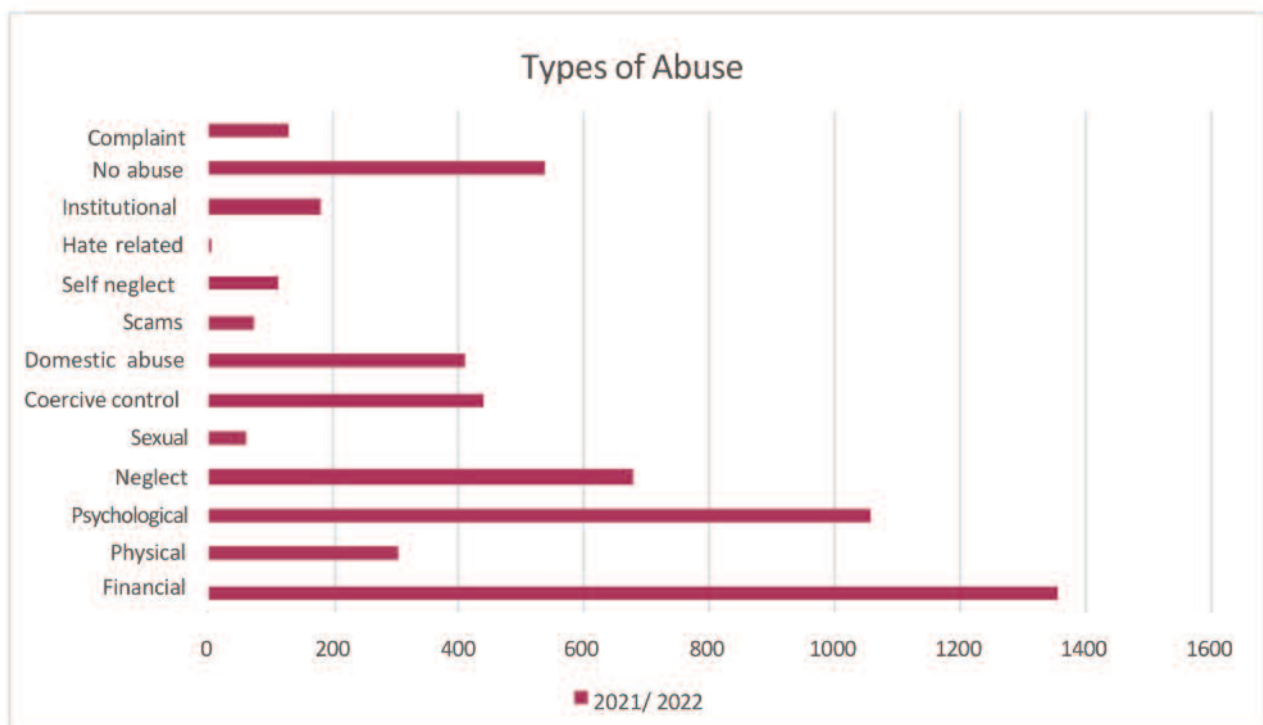
- 5,649 live calls answered
- 2,121 call backs
- 495 instant message contacts
- 153 SMS contacts
- 221 chatbot interactions
- 3,400 Knowledge Bank users

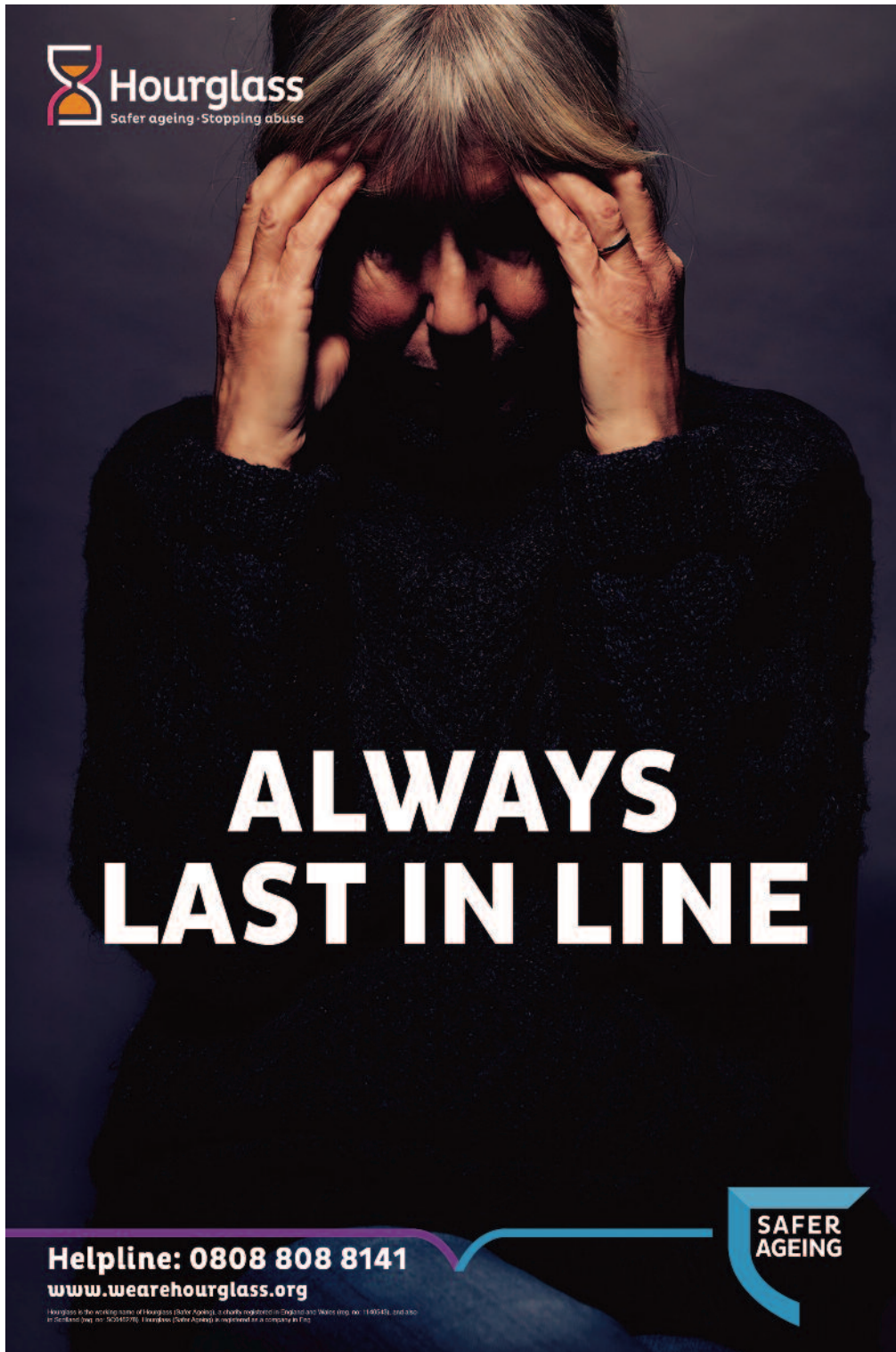
This was further supported by 952 email interactions.


**From our analysis of the helpline we know:**

- The average age of victim is 75
- 20% of helpline callers were the victim
- 80% of helpline callers were a concerned person

Financial/economic abuse and psychological abuse remain the most common concerns reported with 127 cases reported to us with a huge financial loss of £7,091,747.





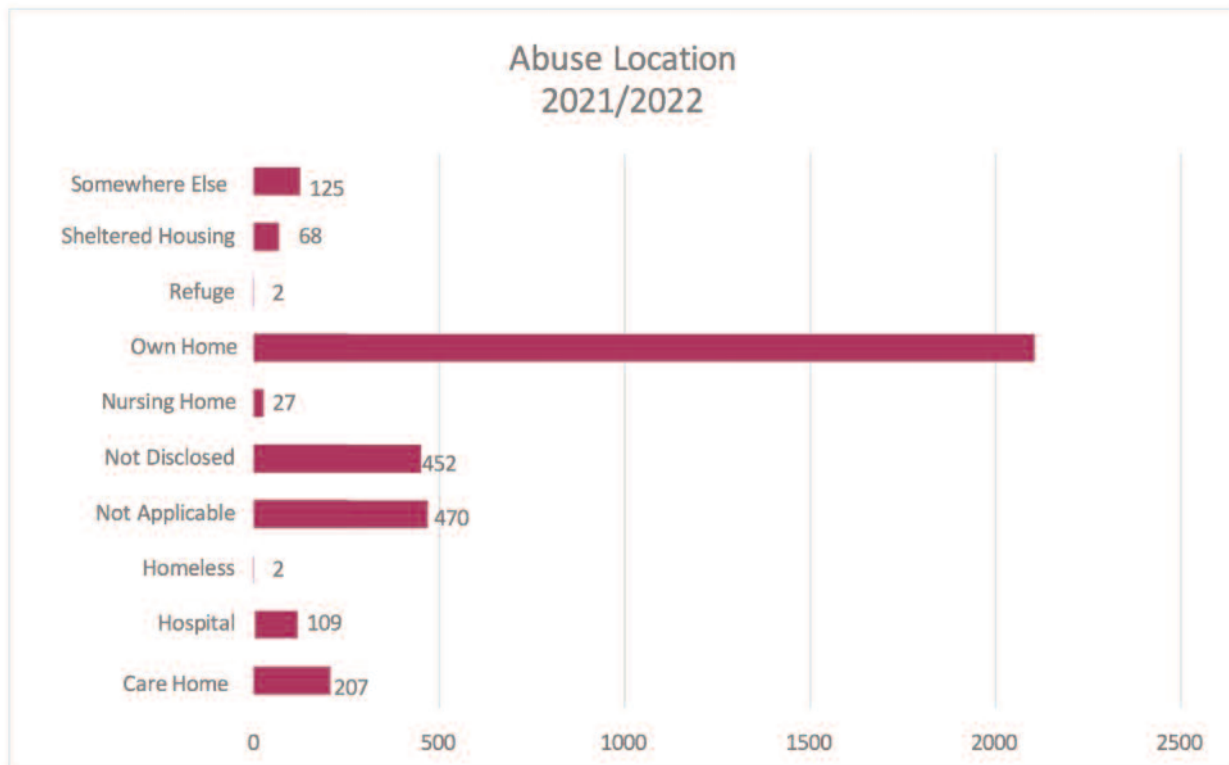
 **Hourglass**  
Safer ageing - Stopping abuse

# ALWAYS LAST IN LINE

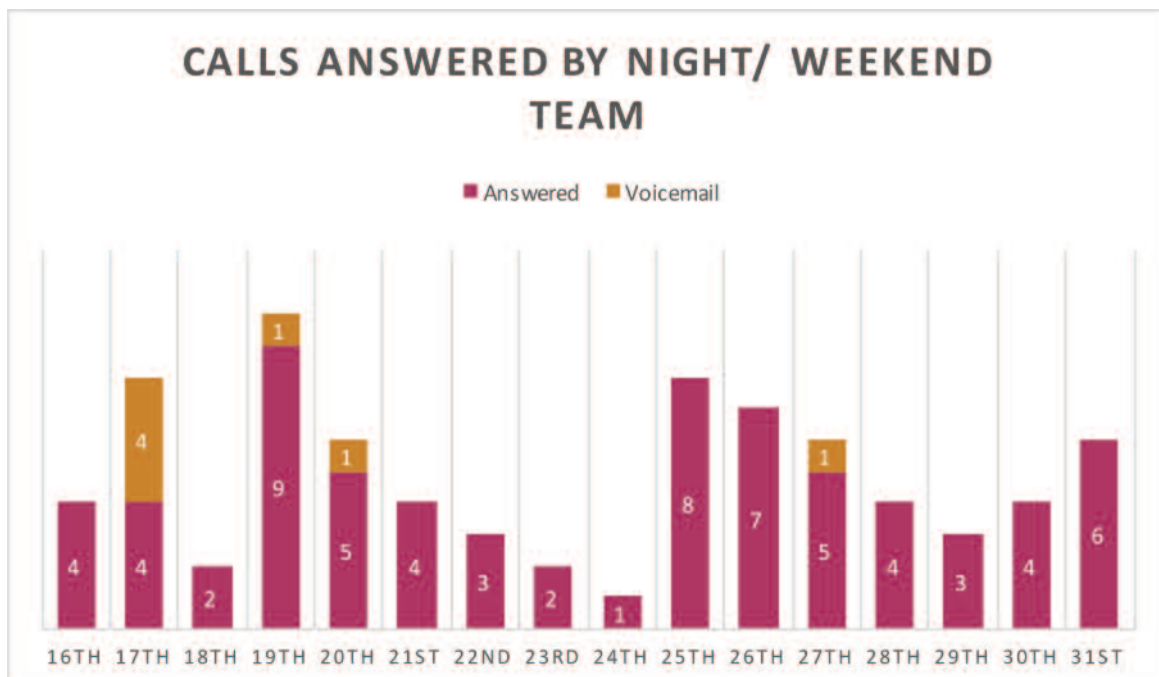
**Helpline: 0808 808 8141**  
**[www.wearehourglass.org](http://www.wearehourglass.org)**

Hourglass is the trading name of Hourglass (Safer Ageing), a charity registered in England and Wales (reg. no. 1190249), and also in Scotland (reg. no. SC298579). Hourglass (Safer Ageing) is registered as a company in France.

**SAFER AGEING**



The 24/7 helpline was launched on 16th March and 71 calls were successfully answered by the night/ weekend team during this period:





## Online

Our online services have developed over the year and we now offer SMS, Instant Message and Chatbot.

The Chatbot launched, at the end of November 2021 to coincide with Safer Ageing Week and numbers have remained consistent over the months into 2022, with a proportion of those leaving details – either by way of phone or e-mail address, which are then replied to via the helpline email.

Financial Abuse & Neglect are the most commonly seen searched for information.

We have seen enquiries not only from the UK but across the world including: Nigeria, Egypt, Belgium, India, Australia, and Switzerland.



**1 in 5 older people are abused in the UK every year.**

**HOW TO GET IN TOUCH**

-  **Call our 24/7 helpline 0808 808 8141**
-  **Text message our helpline 07860 052906**
-  **Email us [helpline@wearehourglass.org](mailto:helpline@wearehourglass.org)**
-  **Talk to us live on our INSTANT MESSENGER at [www.wearehourglass.org](http://www.wearehourglass.org)**
-  **Get information from our CHATBOT at [www.wearehourglass.org](http://www.wearehourglass.org)**
-  **Get information from our KNOWLEDGE BANK [knowledgebank.wearehourglass.org](http://knowledgebank.wearehourglass.org)**

**Hourglass is the only charity in the UK dedicated to calling time on the harm and abuse of older people and we are here to help.**

Our helpline is entirely confidential and free to call from a landline or mobile. The number will not appear on your phone bill. Our lines are open 24/7 – including evenings and weekends and bank holidays. You can also interact with us via our Chat Bot and Instant Message or get useful information from our Knowledge Bank. Find out how to get in touch 24/7 [www.wearehourglass.org/hourglass-services](http://www.wearehourglass.org/hourglass-services).

Email, text and instant message options are currently only available during business hours.

Text messages from outside the UK will be charged at their standard international rate which will differ depending on location and service charges of your phone provider. The number will appear on your bill and in your phone records but will not be identified as Hourglass.

Please email us at [enquiries@wearehourglass.org](mailto:enquiries@wearehourglass.org) for more details and sign up to our newsletter to get regular updates.

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Safer ageing - Stopping abuse

## What our users say:

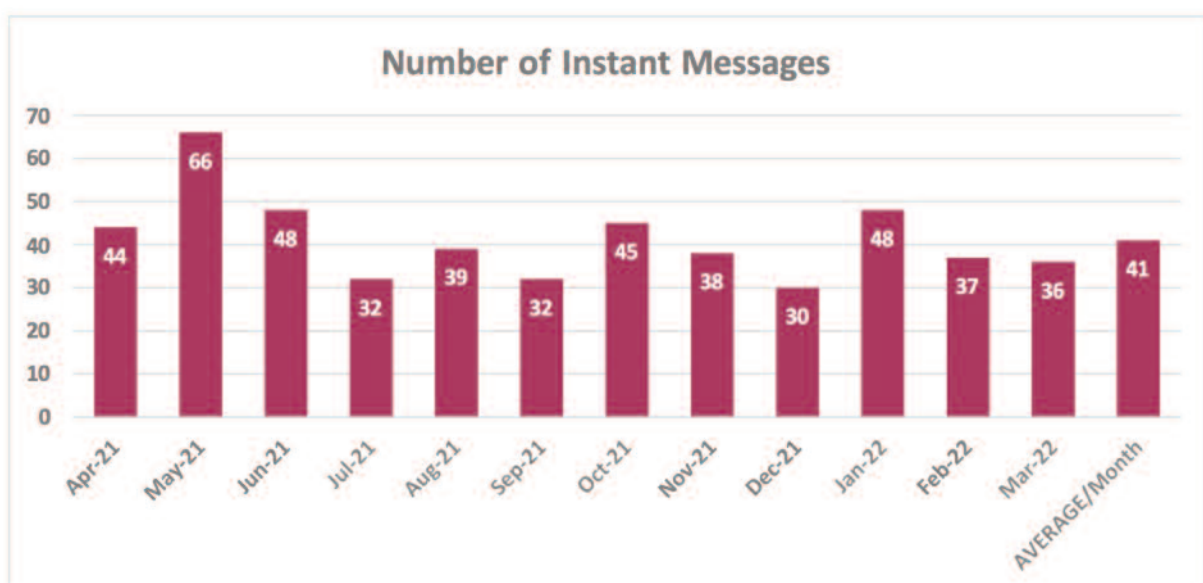
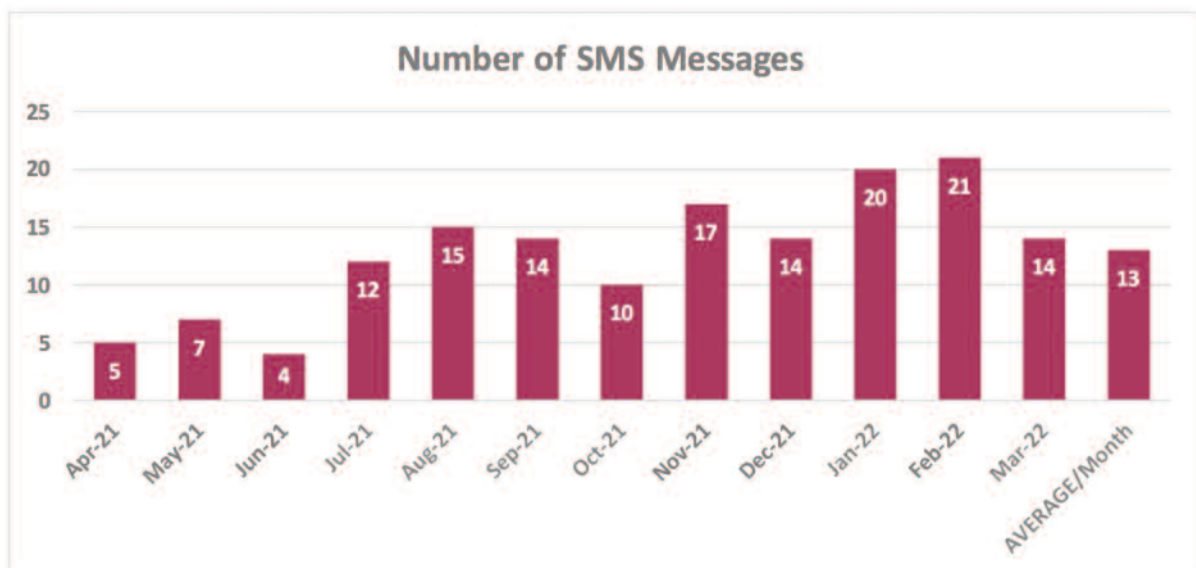
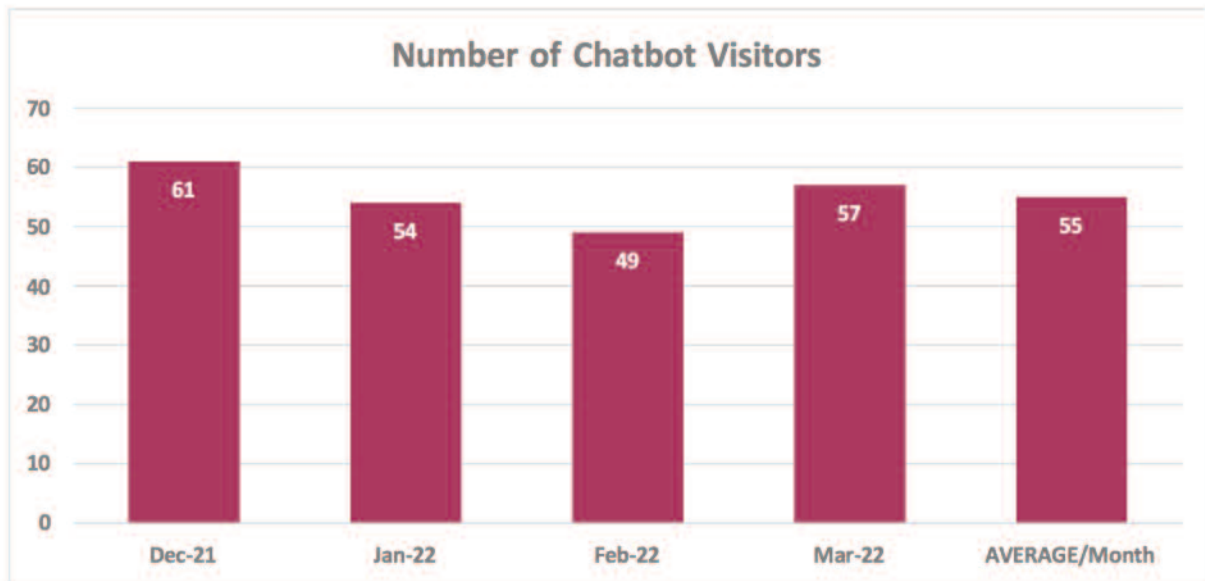
***“Many thanks,  
you’ve been very  
helpful and kind.”***

***“Thanks so  
much. You do  
great work.”***

***“Thank you... so kind... I  
just felt a bit unaware of  
services in Wales. So  
glad I came across this  
service . . . Brilliant.”***

***“Thank you so much for all  
your advice and options. You  
have been of great help to  
me. I will take a look at the  
organisations you  
mentioned.”***

***“Thank you for chatting  
with me, and being  
someone to talk to,  
myself and sister are  
going to try all avenues.”***



## Should read Feedback from Callers/Enquirers to the Helpline in 2021/2022

*"I wanted to say thank you to the person that responded to me. Contacted the safeguarding team and this is now in their hands. Thank you so much for your advice and responses."*

***"Thank you so much for your help. It's been brilliant."***

***"Thank you for all your advice." "Thanks for listening." "Thanks for all your help."***

*"You've been very humane and you actually listened which is very important. You offered support for myself which was humane. And it does make a difference. Even if it's just a job for you, you showed care."*

***"Thank you for listening, for just being there, for being able to tell the truth to someone. So glad I phoned."***

***"I feel much better after the call as it is massively impacting on my physical and mental health and I have been so worried about my father in law as well as my mother in law."***



## Community Response

**We have seen further development of our Community Response model of delivery which installs a regional case worker to build interventions, support, recovery plans, tailored to the needs of the individual, while working with partner organisations where relevant, and have seen enormous success as we have been able to see cases through to the victim's desired outcome, providing dedicated support where it would otherwise have been unavailable.**

This strategy sees our Helpline team triage cases of abuse to the team or 'hub' in each nation or region. The hub hosts a team, including case workers, who in turn provide in-depth and ongoing support to victims and their loved ones, or communities affected by the abuse. This model utilises a cross sectoral, multi-agency, community and beneficiary focussed response and helps the victim understand the range of options available. This has proven an effective way to provide critical support.

A key component of our prevention activity is a proactive 'check in' service with at-risk older people either virtually or face-to-face using a variety of pathways developed during the Covid-19 pandemic. Trained staff and volunteers work with beneficiaries and partner organisations to identify risk factors in the older person's life and, with the individual older person, work to co-produce a personalised support plan to address those factors, putting in place the relevant support systems. Support may include time-limited 'check in' phone calls, visits, safety assessments, welfare check, safer ageing guidance, signposting etc, with the ultimate aim of improving confidence and resilience, better understanding of abuse and self-protection measures.

2021/2022 has been about Increasing our capacity to support more older people – especially those at risk of abuse - by recruiting and training more staff and volunteers, aiming to prevent abuse occurring, and achieve the following outcomes for beneficiaries:

- Ability to access services, and understanding of ways to stay safe.
- Independence and confidence, including their ability to manage their daily needs.
- Resilience and wellbeing in their own life and personal relationships.
- Social connections, and decreasing feelings of loneliness and isolation.

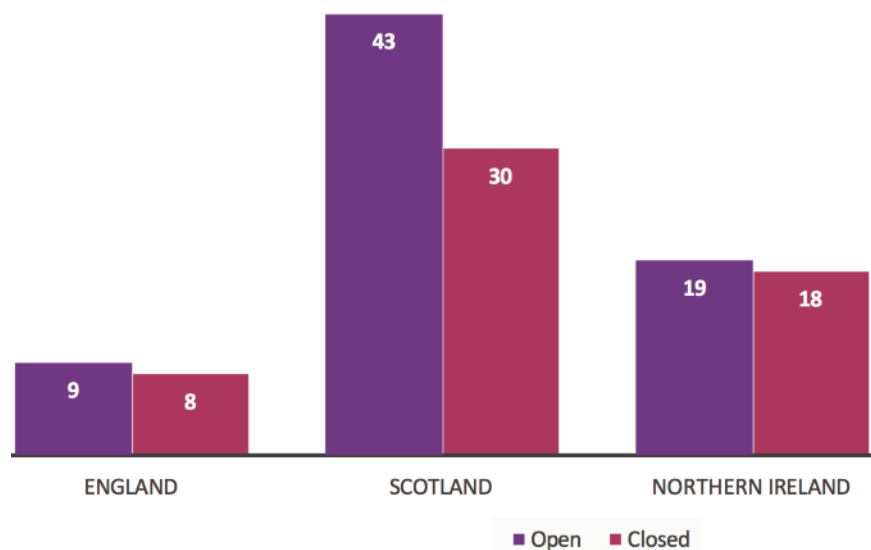
Hourglass has increased its presence into four further regions this year. Community response services are now being delivered in Scotland, Northern Ireland, North of England, South of England (Sussex) and the Home Counties (Wokingham). Our community response model has enabled us to take a "hyper local" approach in responding to elder abuse and in the design of our services.

Work to broaden the charity's footprint has continued in both Northern Ireland and Scotland with a focus on development of a consistent pipeline of new referrals together with broader awareness raising among communities. Following the easing of Covid restrictions and with funding from Awards for All, pop up clinics offering information and advice have been running in Scotland and England with further events being planned in Wales and Northern Ireland. This has allowed Hourglass to reach into the heart of communities and beyond the virtual methods of working developed during the pandemic.

Our new Independent Domestic Violence Advocate (IDVA) project commenced in 2021, with funding from the Sussex Police and Crime Commissioner. Three newly trained IDVA's, dedicated to bespoke work with older victims of domestic violence and abuse, have been providing tailored and specialist support to older victims which includes:

- specialist advocacy, taking account of the unique nature and dynamics of domestic abuse and sexual violence in older age.
- case work support for older people, or those supporting an older person, utilising our specialist expertise in support older victims of abuse.
- one-to-one support to support victims of domestic/sexual abuse to recover from their experience, regain independence and build resilience.
- community-based support, including pop-up advice and support clinics, seminars and events, and support groups.

### Community Response Cases - 21/22



"I am delighted to support Hourglass, the UK's only charity focused on tackling the abuse and neglect of older people, in launching their specialist Independent Domestic Violence Advocate (IDVA) service in Sussex. This important and much needed service will provide vital support to older people in our community who experience harm and abuse from those whom they should be able to trust."

Katy Bourne  
PCC For Sussex



## England

**We have developed links with existing domestic abuse providers such as Worth Services and Victim Support. We are able to complement their services and work with older victims of domestic abuse utilising our expertise.**

We have developed the charities first referral pathway with the police in Sussex and are now receiving cases on a weekly basis.

Our network in the South of England and awareness of our services has grown immensely thanks to our local presence.

In March 22 we commenced our first dedicated IDVA service in the Thames Valley. Thanks to funding obtained from Wokingham Council we are now providing domestic abuse recovery services in the area.

Outreach services have been developed with intersectional groups (such as LGBT, disabled and male victims) through localised collaboration with other third sector organisations representing those groups. We have developed relationships with other organisations for onward referrals (such as for befriending).

There has also been a big focus on local authorities and an analysis of their existing safeguarding arrangements. This has been done with a view to understanding the role that Hourglass can play and to complement the existing provision.

### Feedback from Service Users

***“Thank you for the contact numbers. I also want to thank you for supporting me through this difficult time. It has enabled me to move forward at my own pace. Also knowing the door has been left open leaves me feeling more confident and cared for.***

***I do so much appreciate the very professional service you provided. You manage to strike a lovely balance between seriousness and humour. I did not at any time feel patronised or invalidated which I am becoming more allergic to the older I get.***

***So, thank you again.”***

***“I am very grateful & it’s good to have a laugh & a chat on regular basis. I’m stuck in my flat and been unable to get out for months.” “Hourglass were brilliant when I needed shopping arranged & when my carer was ill.”***

***Ian 80 (service user – Sussex)***

## Northern Ireland

**Our efforts to make inroads in Northern Ireland and generate more referrals has continued under the stewardship of our Development Manager.**

During the year we have focused on building links into the Health and Social Care sector. Working with key organisations including the Adult Protection Gateway Service, South Eastern Trust and PSNI National Police Forums and ensuring that our voice is heard as we represent our service users.

On a more local level we linked into the Police and Community Safety Partnerships for each of the local policing areas.

We met with the Regulation and Quality Improvement Authority to collaborate on raising awareness within care homes. Hourglass continues to strengthen long standing partnerships with Ulster Bank, AIB and Danske Bank, each of which makes referrals to our Helpline, seeks advice from staff, and disseminates Hourglass information to their staff and customers.

## Scotland

**Our Development Manager has successfully worked with many local councils to embed Hourglass within the service landscape, establishing stronger service provision and partner relationships in these areas, and collected data about how development work affects referral numbers. We focussed on areas such as Dundee, Perth and Kinross, Fife, Falkirk, and Edinburgh, building a stronger presence and gaining insight into the communities in these areas.**

Over the course of the year we have contacted 423 new individuals or organisations across Scotland as we seek to broaden our footprint in the country. This has resulted in over 130 meetings where our mission and aims have been shared at a hyper local level.

73 clients have been supported with in-depth casework or helped with Safer Ageing support. Utilising our distance travelled tool 100% of clients have shown improvements in areas such as reducing loneliness, accessing services, dealing with the issue and growing independence and confidence.

Our Scottish team have been the most prolific with holding pop ups with 13 held to date across Scotland and more to follow. We have developed a great relationship with Asda who have hosted events. We are looking forward to taking our message to the heart of more communities across Scotland.



Falkirk Popup Event



Govan Popup Event



## Volunteers

The Charity recruited 17 new volunteers who joined our teams across the nations supporting our service users across the helpline, community response and policy.

We built a new volunteer programme, reviewed all policies and introduced a more streamlined recruitment process.

The dedication and support from our volunteers has been invaluable and we would like to thank them all for what they have done too support our many service users.

***"I have found it wonderful being a volunteer with Hourglass. The support and contact with the team has always been amazing and everyone was fully supportive. Taking calls and knowing that I have helped someone in difficulty and enabled callers to safeguard their family/friends or neighbours has been invaluable."***

**Hayley**

***"Volunteering on the Helpline has been an absolute joy. Although there are some calls which are really challenging and quite upsetting, when at the end of the call the caller thanks you, it means so much."***

**John**



**JULIE**

"I first started volunteering for Hourglass during Covid lockdown days. I had always meant to get involved in something like this as I would like to provide some company for an older person feeling isolated or lonely. I joint own a business doing Computer Aided design and 3D Virtual Reality tours so do work full time but my son has left for university now and therefore found that I have more time on my hands to give something back to the community. I have lived in Dunfermline all my life and now also help with the community in other ways too.

Hearing that happy voice at the other end of the phone so grateful for my call and hearing her laugh and imagining her smile is very rewarding and humbling which is why I continue to volunteer. I myself have experienced isolation and loneliness through different experiences in my life as most people have these days, so I understand so well how that can feel. Just a little phone call and to feel you are worth someone's time can mean a-lot to someone. I currently phone my client once a week when she is free and she always thanks me and says how much she appreciated the call. Volunteering is so rewarding when it puts a smile on someone's face. It makes my everyday work seem so much more boring now in comparison!"

**ELAINE**

"Lockdown really highlighted to me how many people are living with loneliness. By making a telephone call to someone who perhaps does not have any family or friends near them, you can really brighten up their day and reduce their feelings of isolation. It is a small commitment to make but a very big thing for people who are on their own to know that someone will be calling".

**MARGARET**

"I volunteered to be a phone friend for Hourglass, because during lockdown I got support from the charity, and I wanted initially to give something back, I really enjoy chatting away to people especially older people that are maybe lonely, they have so many interesting stories, I'm pleased I can help".

**MAUREEN**

"I've been a volunteer with Hourglass for a year and a half. I visit my client for around an hour each week. During my visit we can discuss any worries they may have, any scams or issues they may need to be aware of, and have a chat and a giggle. I'm a mum of 3 and work part time but I can fit in my visits around my commitments. It is very rewarding to know that by spending some time, I've made a difference to their week and the huge smile I get at the door makes it all worthwhile."

## Fundraising

**Since 2014/15 the charity has relied heavily on the National Lottery Community Fund to underpin the frontline services of the charity. This has been as much as £500k per year and part of a five-year agreement with (initially) the BIG Lottery Fund.**

The rest of the income was generally voluntary fundraising from trusts and foundations and amounted to around £270k on average. This was always unsustainable as the Community Fund commitment to AEA/Hourglass could never be future-proofed.

The financial year 2021/22 was the first time Hourglass bucked that trend and raised in excess of £700k through alternative income streams – and mainly during the final quarter of the year. This, on the face of it, is a success for the charity as the budget restatement in August 2021 re-set the fundraising target to £454k. However, this does not account for two significant drawdowns from the charity's reserves. These £300k drawdowns enabled the organisation to remain resilient against major fundraising competition in the post-pandemic third sector. However, again, this is not sustainable as the charity's reserves are far from infinite.

Therefore, the fundraising context in Hourglass needed to change comprehensively in 2021/22 and not just away from the Community Fund safety net. In Spring 2021, the charity commissioned an independent fundraising review of the income generation approach. This led to a restructure and a new initial six month plan, followed by a more significant three-year strategy. The strategy looked to refocus the charity away from the unpredictable Community Fund income and towards statutory, corporate and individual strands. The ultimate target is to ensure the charity can bring in circa £2m per annum by 2024/25, which is a realistic plan based on the size and uniqueness of the organisation.

However, the strategy also relied on better statistical analysis of Hourglass' impact and outcomes as well as stronger working relationships with Westminster, the Welsh Senedd, Stormont and Holyrood. There was already a dialogue with the UK Home Office, which had led to a small grant to run elements of the helpline. But 2021/22 saw the first grants and collaborations with the UK Ministry of Justice (MoJ) and England/Wales Police and Crime Commissioners. This led to income from Sussex PCC (via the MoJ) and Wokingham Borough Council. More opportunities are expected in 2022/23 from a roll out of a new IDVA/ISVA Domestic Abuse Fund commissioned by the MoJ. Whilst this underpins some frontline roles, it has not replaced the Community Fund income and hence a conjoint push for significant funding from the Trust and Foundation strand. The charity has no history of income from corporate donors but new partnerships had previously been forged with Hodge Bank, Baillie Gifford and Slater Gordon and these continued into 2021/22, with Baillie Gifford committing to a further year to support the Scottish helpline. Hourglass began work on a new scheme to refocus its corporate appeal and this is set to be launched in autumn 2022 after much in-house development. Likewise, the charity has made its first steps into individual giving via a campaign-based ethos, which takes in Safer Ageing Week and the potential for challenge events.

Hourglass is still in its infancy in developing an ask and this is mainly due to the role of the charity sitting outside a normal 'elevator' pitch. It is often a challenging task to sell the notion of supporting older people suffering abuse. This has to be the ongoing focus, to shape the fundraising offer to enable the general public, governments and trusts/foundations to provide income. This diversification strategy will take time but we are confident that the seeds sown in late 2021/22 will begin to deliver predictable income as the charity heads towards its thirtieth year.

**During the year 2021/22 Hourglass (Safer Ageing) received grants and financial support from the following Trusts, Foundations, corporate donors and statutory bodies.**

The charity was thankful for the funds donated by the following organisations;

Arnold Clark,  
Awards for All England,  
Awards for All Wales,  
Baillie Gifford,  
Charlotte Marshall Charitable Trust,  
Constance Paterson Charitable Trust,  
Dischma Charitable Trust,  
Fife Voluntary Action (Scotland),  
Frognal Trust,  
Hallmark Foundation,  
Hodge Bank,  
Home Office,  
J & JR Wilson Trust,  
L & R Gilley Charitable Trust,  
Persimmon,  
Slater and Gordon,  
Sussex Police and Crime Commissioner,  
Tesco Groundworks,  
The Chalk Cliff Trust,  
The Ericson Trust,  
The Gilbert and Eileen Edgar Foundation,  
The Homity Trust,  
The Morris Beneficent Fund,  
The Thomas Sivewright Cato Charitable Settlement,  
W M Mann Foundation,  
Waitrose,  
Walter Scott and Wokingham Borough Council.

## Policy and External Affairs

**This year saw the development of a new 'Policy and External Affairs Unit' under the leadership of the Director of Policy and headed up by the Head of External Affairs, and involving the Parliamentary Officer, Policy & Research Officer, and Digital Development Officer.**

The team have been working with the Public Affairs consultants, Inflect, to develop and implement a Public Affairs Strategy. Working on policy, lobbying, political engagement, statutory partnerships, supporting the development of the Chatbot, Knowledge Bank, App and other innovations. The team have set objectives and developed a forward plan of activities. Core campaign activities for 2020/21 included:

- Safer Ageing week in November/December 2021 - Launch of the Independent Domestic Violence Advocates (IDVAs) in Sussex, publication of our latest research paper 'Last in Line', which highlighted sadly the abuse and neglect of older people is falling last in line, barely visible as an issue in terms of profile, debate and action in government and the public mindset. We also launched our chatbot.
- Blue Monday on the 17th of January 2022 the team published a policy paper on Suicide and Self-Harm among older adults, with an accompanying blog published on the website.
- Helpline 24/7 produced a launch plan for the helpline that engaged all key audiences.
- A Series of Webinars: starting with the launch of the Age Reform Coalition in March 2022.
- Housing and Domestic Abuse, and Predatory Marriage Webinars on the 22 and 24 March 2022.
- The research and development which will form a new landmark mapping project for 2022.

Building on the success of the 2020 policy papers, the team produced seven new policy papers on key topics including Adult Safeguarding, Economic Abuse, Data Collection, The Reform of Power of Attorney, Suicide Among Older People, Housing Support for Older Victims of Abuse, and Justice Outcomes.

The team broadened its work with a varied group of partners and stakeholders, participating in a number of working groups, focus groups and roundtables. This year, Hourglass has continued to represent the interests of older victims of abuse by sitting on a Home Office and Department of Justice COVID19 taskforce, Silver Command. As part of this group, we have had the opportunity to feedback on major changes relevant to our service users. A member of the team has also been Hourglass' representative on Wokingham Borough Council's Domestic Abuse Partnership Group, a forum developed following the Domestic Abuse Act designed to identify and develop safe accommodation needs for victim of domestic abuse, our team has ensured that the needs of older victim-survivors have keenly reflected in the development of Wokingham's safe accommodation needs assessment and strategy. The team also fed into the APPG for Domestic Violence and Abuse by delivering a presentation on femicide.

In April 2021 we concluded our work on the Domestic Abuse Bill, following the final stages of scrutiny in the House of Commons. This included blogging on our website with updates on the amendments we had campaigned for in the House of Lords, and associated social media activities. One major legislative change we had lobbied for in the Lords Stages of the Bill (Jan/Feb) were powers of entry for Social Workers in England. We have built on the momentum from this activity by looking for spaces to make Hourglass a thought leader on the topic. The policy team has also drafted a corresponding brief to detail the charity's position on this issue.

We continued to get a strong balance of political parties interested in the charity. In March we attended the Northern Ireland Assembly APG for Ageing and Older People. In April, the charity co-hosted a roundtable on reaching Older Women from Minority Ethnic Communities.



The policy team created a blog concerning the House of Commons Library post on the Domestic Abuse of Older People. This post was in anticipation of a question session with the Home Office regarding the abuse of older people. We approached Baroness Gale with a relevant policy brief on the data collection practices concerning the abuse of older people. We received the Baroness' thanks however did not feature in her speech.

Following a number of posts on Hourglass' social media channels, we were contacted by a coalition of civil rights organisations seeking to understand the charity's response to the Policing Bill and the impact it may have on older people. This resulted in a meeting between the coalition influencing the Bill, the Office of Baroness Greengross and Hourglass on the 9th of September 2021. Representatives from the policy team highlighted areas within the bill that may have an adverse effect on older people and their rights.

The team met with both the Victims Commissioner (for England and Wales) and the Victims Commissioner for London. These meeting covered a range of issues and the possibility of consultation regarding a series of victims/survivors focus groups in November 2021.

Working with a coalition of civil society stakeholders, Hourglass organised a group briefing with Baroness Greengross, focusing on the implications for domestic violence in the Policing Bill. The team were also invited to participate in the Home Office Advisory Group for the Ask for ANI scheme and the Victims Forum convened by the Victims Commissioner for London.

Following attendance of the APG on Older People (Wales), Hourglass also advised the Safeguarding Adults lead for Age Cymru on data relating to adult safeguarding and abuse. In late November, we fielded a parliamentary question from Baroness Greengross on gambling addiction and the abuse of older people, resulting in a reference to the charity in the House of Lords.

An Oral Question: on the last week of January 2022, we contacted Peers asking them to participate in Baroness Greengross' Oral Question on Power of Attorney in the House of Lords (Feb 2nd 2022). Of the 19 Peers approached we received a positive response from 8 who were keen to help us.

As part of our stakeholder engagement around domestic abuse, the team met with former Prime Minister Theresa May in February 2022, to seek her support in promoting the issues of older people and domestic abuse.

Hourglass's research priorities and focuses have been varied and wide ranging. The research team delivered a paper on the prevalence of economic abuse, utilising helpline data and calculating the amount of assets and money stolen or defrauded from older victim-survivors during 2020. In September 2021, the team crafted surveys for dissemination among foodbank users and volunteers to explore links between poverty and the abuse of older people, these were compiled and sent to our contacts in the Independent Food Aid Network. Also, in late September/early October 2021, a Freedom of Information request was sent to all police forces in England and Wales in order to glean information about domestic abuse cases involving victims aged over 65, analysis of the received data is ongoing and will be available soon. The team also worked with independent researcher Amanda Warburton-Wynn to publish her research on sexual violence against older people in hospitals.

In late 2021 and early 2022, the team put into motion the steps towards recruiting two policy and research volunteers, interviewing, and developing a volunteer work plan.

## Consultations

- The team have responded to 3 policy consultations: Stalking, An Adult Safeguarding Bill and Rehabilitation of Offenders (all Northern Ireland).
- Completion of Victim and Witness Strategy and Victim of Crime Commissioner for Northern Ireland Consultations.
- Hourglass response to the Ministry of Justice's consultation: Delivering Justice for Victims: A consultation on improving victims experiences of the justice system.
- Hourglass response to Bristol City Council's consultation on their proposed domestic and sexual abuse strategy.
- Hourglass response to Older Persons Commissioner Call for evidence on male victims.

Following it's focused Scotland Launch in November 2020, Hourglass completed the development of the UK's first Knowledge Bank focused wholly on the abuse and mistreatment of older people and safer ageing. The policy and research team were key contributors to the success of this project, building copy, compiling documents, and mapping signposting data, as well as continuing to collect and report key analytics data from the already launched Knowledge Bank areas.

### Key political figures across the Nations showed their support:

In Scotland we have been working with Jackie Bailie MSP to try and secure meetings with Ministers in the Scottish Government and we now have a commitment for a meeting with Christina McKelvie MSP, Minister for Equalities and Older People.

#### Motion ref. S6M-03729

#### **Hourglass Scotland Launches 24/7 Elder Abuse Helpline and Urgently Seeks Funding**

**Submitted by: Alexander Stewart, Mid Scotland and Fife, Scottish Conservative and Unionist Party.**

Date lodged: Monday, March 28, 2022

Supported by: Jackie Baillie, Jeremy Balfour, Miles Briggs, Alexander Burnett, Sharon Dowey, Russell Findlay, Murdo Fraser, Meghan Gallacher, Maurice Golden, Pam Gosal, Jamie Greene, Dr. Sandesh Gulhane, Rachael Hamilton, Craig Hoy, Liam Kerr, Stephen Kerr, Bill Kidd, Douglas Lumsden, Edward Mountain, Willie Rennie, Douglas Ross, Paul Sweeney, Sue Webber, Annie Wells, Tess White.

That the Parliament acknowledges that Hourglass Scotland has launched what, it understands, is the first 24/7 helpline dedicated to helping older victims of abuse and the services that support them; notes the calls by Hourglass on care homes, GP surgeries, the police, and other charities who support and care for older people, to promote the helpline and bring the issue out into the open;

understands that Hourglass, which was previously known as Action on Elder Abuse, has nearly 30 years' experience and that it is the only charity in Scotland that is focused on tackling the abuse and neglect of older people; further understands that the charity is launching the first 24/7 helpline in the UK as part of a major push to bring the "hidden epidemic" of abuse experienced by older people out into the open and to get victims the support that they need; believes that the helpline is moving to a 24/7 operation thanks to funding from the UK Home Office; understands, however, that these funds are limited to England, while the Scottish line is covered through the charity's own small

reserves; notes that the charity is looking for urgent funds to underpin the service in Scotland, and acknowledges the calls on the Scottish Government for funds to ensure that what it sees as this essential service is sustainable in Scotland; highlights that as many as 2.7 million people are thought to be affected by the abuse of older people in the UK, with upwards of 225,000 victims in Scotland, yet new data from the charity's helpline shows that only a fraction of those victims (0.2%) are using the helpline to access specialist support from Hourglass; believes that 28% of people who sought help in 2021 did so outside of office hours, which spotlighted the requirement for a 24/7 service; acknowledges reports that the COVID-19 pandemic has increased social isolation, the social care crisis, a stretched criminal justice system, plus a lack of public awareness, all of which, it considers, have contributed to unacceptable levels of abuse being experienced by older people; believes that this very much remains in the shadows even though it affects millions of people, and highlights what it sees as the necessity to bring this abuse out into the open and to support older people who are experiencing abuse to access the help that they desperately need.

#### EDM 705

Carla Lockhart – Democratic Unionist Party tabled an Early Day Motion on the 29th November 2021 to raise awareness during safer ageing week.

Link: <https://edm.parliament.uk/early-day-motion/59192> It was supported by:

1. Jim Shannon – Democratic Unionist Party
2. Jardine Christine - Liberal Democrat
3. Stuart C McDonald - Scottish National Party
4. Charlotte Nichols – Labour
5. Claire Hanna – SDLP
6. Ben Lake - Plaid Cymru
7. Hywel Williams - Plaid Cymru
8. Liz Saville Roberts - Plaid Cymru
9. John McDonnell – Labour
10. Alison Thewliss - Scottish National Party
11. Wera Hobhouse - Liberal Democrat
12. Paul Girvan - Democratic Unionist Party
13. Sir Jeffrey Donaldson - Democratic Unionist Party
14. Rachael Maskell - Labour



The First Minister (Nicola Sturgeon): Services such as Hourglass are very important. Elder abuse is awful, and the pressures of the pandemic are understood by all of us. I am happy to have the Cabinet Secretary for Health and Social Care meet or talk to Hourglass, to see what the Scottish Government can do to support it.



Mark Isherwood MS, member of the Welsh parliament for North Wales, Conservative party raised the issue and asked Labour to support our 24/7 domestic abuse helpline in the Senedd on the 16th March 2022, which has led to a further meeting. Support was also received from Darren Millar MS, member of the Welsh parliament for Clwyd West.




**Hourglass**  
Safer ageing - Stopping abuse

"For too long the abuse of older people has been hidden away. This Safer Ageing Week, I hope we can bring the issue into the national conversation"

Baroness Anita Gale  
House of Lords

**SAFER AGEING WEEK 2021**



**Northern Ireland Hourglass**  
Safer ageing - Stopping abuse

"Hourglass NI is dealing with 13 live cases of abuse and neglect and the charity receives over 8,000 calls a year. However, the subject seems to be almost off the radar across all UK legislatures and lacks profile amongst the general public.  
"I would strongly urge all of my colleagues across the Parliaments, Assemblies and Senates to look at supporting Safer Ageing Week and consider our role in creating real change in this vital and growing subject area. Hourglass NI is unique in dealing with this issue and this study casts a damning light on attitudes."

Carla Lockhart MP  
DUP

**SAFER AGEING WEEK 2021**



**Hourglass**  
Safer ageing - Stopping abuse

"Hourglass Cymru has a unique role in supporting older people when they need it most and this study underlines how under-reported and misunderstood the abuse of older people is in Wales and the UK generally. I would call upon my peers and colleagues across the political spectrum to support Safer Ageing Week and to end the inequality.  
"Not only does Hourglass Cymru need our support to heighten public awareness of this awful issue - it also needs financial support to level up. We will all grow old, I can only hope that we can do it safely and with the life raft of a unique charity like Hourglass."

Darren Millar MS  
Shadow Minister for the Constitution and North Wales

**SAFER AGEING WEEK 2021**





 Scotland  
**Hourglass**  
Safer ageing - Stopping abuse

"Hourglass Scotland has underlined that the subject of the abuse of older people seems to be almost off the radar across all UK legislatures and lacks profile amongst the general public. Although the Scottish Parliament has worked hard in this area we cannot rest on our laurels and this study shows the depth of the challenge.

"This is a unique charity operating almost in a vacuum and this study should be a wake-up call. In the short term, if we can all support Safer Ageing Week and remember we will all want to age safely and free from abuse we can begin to recast this landscape."

Jackie Baillie MSP  
Scottish Labour Spokesperson for Health and Social Care

 **2021**



 **Hourglass**  
Safer ageing - Stopping abuse

"Hourglass' research is a glaring reminder that action to tackle the abuse of older people in the UK is long overdue. This is an issue that is neglected and under discussed and therefore falls last in line for society. We need our government to lead the way, working with charities such as Hourglass to shine a light on abuse and neglect, supporting them to support victims and educating people on how to be aware of it.

"Everyone is going to be old one day, the abuse of older people needs to become a top priority to reduce harm to us all."

Baroness Sally Greengross OBE  
House of Lords

 **2021**



## Media profile

**The charity has continued to be successful in publicising its agenda, raising awareness of the abuse of older people and educating on the importance of safer ageing. This has resulted in:**

- Over 45 pieces of media coverage across national, local and broadcast outlets.
- Over 133,341,000 estimated digital views / reach of coverage across broadcast and print media.

**We have launched a number of new campaigns in the past year to raise awareness of the issue among the public, key stakeholders and policy makers; promoting debate and ensuring that people are aware of our services and the support we can provide to them.**

### **Financial abuse in partnership with Hodge Bank**

Hourglass, in partnership with Hodge Bank, conducted a survey of 2,000 adults aged between 45 and 70 to portray the scale of financial abuse happening to their older relatives and friends. The findings revealed the shocking impact of the digital divide, which is leading to thousands of older people becoming victims of economic abuse, every year.

### **S4C TV Ad Campaign: Recruit Welsh Speaking Volunteers - May/June 2021**

This was Hourglass' first venture into TV advertising. Having been awarded free advertising space on S4C, the Welsh speaking TV channel, we used the opportunity to recruit Welsh speaking volunteers with a Welsh language ad. The broadcast aired between May 22 and June 20th 2021. The 30 second ad ran 40 times, including during ad breaks during the UEFA Cup matches. The TV broadcast was accompanied by a social media campaign that ran across the Welsh social media platforms, in both Welsh and English languages, directing our followers to the Hourglass Cymru.

### **Volunteering Campaign - May/June 2021**

Working with an external agency, Campaign Collective, this campaign objective was to recruit more volunteers in the lead up to Volunteers Week in the first week of June. The campaign generated 143 engagements on Facebook and 16 link clicks.

## Hourglass coverage highlights

**DAILY  
EXPRESS****AUDIENCE 2.7 MILLION**

The terrible story of how his mother was scammed by her own flesh and blood.

**AUDIENCE 394 MILLION**

Elder abuse victim's family welcomes charity's 24/7 helpline move

**Mirror****AUDIENCE 32.9 MILLION**

Untold suffering of elderly defrauded by their own so-called carers

**AUDIENCE 9 MILLION**

Untold suffering of elderly defrauded by their own so-called carers

**Belfast  
Telegraph****AUDIENCE 585,000**

The shameful neglect of the elderly in Northern Ireland

## World Elder Abuse Awareness Day (WEAAD) – 15 June 2021

We focused on improving our engagement and reach. A Facebook ad campaign ran to drive traffic through to the website and encourage engagement with our posts and pages. We asked for donations and to raise awareness about abuse. The campaign ran predominantly from 9th – 15th June (the week running up to WEAAD), spanning the whole of June 2021.

To highlight the day, key elder abuse facts and definitions that were easily shareable and prominent in the main hashtag used (#WEAAD2021); a quiz via an external website; a WEAAD webpage shared using trackable UTMs; a purple heart image encouraging people to share it; and case studies with a central fundraiser and donate buttons. The campaign saw the highest impressions since 2017 and second highest for the month of June in the same time period. It also saw the highest engagement since 2017 for WEAAD week, and third highest engagement for 15 June itself since 2017.



## Safer Ageing Week 2021

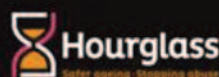
To highlight the shocking findings of the Last in Line research, we ran a series of emotive ads on Facebook and Instagram to highlight the neglect and loneliness of older people, using a sad looking pet dog and older man 'Billy and Bingo'. We also used the campaign to remind people of the loneliness older people experience after the Christmas festivities. We utilised key statistics around grouse shooting, fox hunting, parking and the two other abuse areas of child/animal abuse. These comparisons provided the most significant leap in social media buy-in. The campaign was a great success, with the Facebook impressions reaching in excess 96,000. The ad had 23,964 engagements (reactions, comments and shares).



**Billy is waiting for someone to come home. He is alone, hungry and confused.**

Helpline: 0808 808 8141  
[www.wearehourglass.org](http://www.wearehourglass.org)

SAFER AGEING WEEK



**This is Billy**

Billy is a 74 year old man. That was his dog, Bingo. Why do our attitudes change when the image does? Hourglass stands up for the #lastinline

Helpline: 0808 808 8141  
[www.wearehourglass.org](http://www.wearehourglass.org)

SAFER AGEING WEEK



**Our new study #LastinLine found that:**

People tweeted about animal abuse

**6**

times more than the abuse of older people In 2020-2021

Helpline: 0808 808 8141  
[www.wearehourglass.org](http://www.wearehourglass.org)

SAFER AGEING WEEK



**Are you worried about someone like Billy?**

- Talk to us on 0808 808 8141 or online at [wearehourglass.org](http://wearehourglass.org)
- Help us support more people like Billy. Text SAFER to 70460 to donate £10

Helpline: 0808 808 8141  
[www.wearehourglass.org](http://www.wearehourglass.org)

SAFER AGEING WEEK

## Online Presence

### Digital Marketing

This year has been a year of growth across all digital platforms, seeing an increase in visitors to our website, social media platforms and the launch of our Webinars. The charity also ran a series of marketing campaigns to engage with potential volunteers, grow awareness of the charity and the blight of abuse of older people.

### Website traffic

Traffic across the top pages of the website saw growth, especially with a large increase of visitors to the Hourglass Services, Type of Abuse and Who We Are. The focus to promote the types of abuse and ensure our audience knew of the different entry points into the charity reflects these figures.

### Website Demographics

The age range of our online visitors remained stable year on year, with small changes. We saw a small increase of visitors aged 65+ and an increase in the number of younger visitors (18-24).

### Social Media

All Hourglass's social media platforms have had solid growth over the last 12 months. There has been a focus to grow and engage our LinkedIn platform, which saw a 79% increase in impressions. On Instagram, we have seen engagement double. Every platform, across all nations, has gained more followers over the last 12 months.

#### The webinars covered the following topics:

- Nightingale's Army explored the issues around how the training of care workers is not fit for purpose and what needs to be put into place to improve this.
- SaySo discussed ways in which care organisations can create safer care home environments by removing the barriers to speaking up and addressing concerns.
- Bettering the Care Home Systems webinar discussed why the government needs to change the law around the lack of transparency of care home ownership.

#### In March 2022, we hosted two webinars covering the following topics:

- Domestic Abuse and Housing webinar focused on the lack of suitable refuge housing for older people. We discussed the key barriers faced by older victim-survivors in relation to support and housing including Structural, Cultural and Individual barriers.
- What Can We Do To Prevent Predatory Marriage? We were joined by Daphne Franks, whose mother was a victim of predatory marriage, alongside her MP Fabian Hamilton and lawyer Andrew Bishop. The discussion focused on what we can do to ensure predatory marriage is stopped in the UK.



## Highlights Across the Nations



### Hourglass Northern Ireland

**We continued to attend and develop our existing partnerships within Scamwise NI, Helplines NI and the PSNI domestic abuse committee and local councils. These sessions have proved useful in awareness raising and explaining the work of Hourglass, in particular the support provided through Community Response, and have been covered in the media.**

Ongoing work in delivering presentations to community-based age organisations including, Age NI, Mid Ulster Seniors Network and Newry, Mourne and Down Age Network. Developing relationships within the business sector through networking events hosted by Chambers of Business and Commerce.

We continued to strengthen relationships with the financial sector with Danske Bank including Hourglass contact points in regular newsletters to all older customers, (over 21,000 recipients), and Hourglass details now being given out to all older customers who are suspected or confirmed victims of abuse or scams, and World Elder Abuse Awareness Day presentation given to over 100 of their staff. Discussions with Allied Irish Bank about how they can become involved in our community response hub.

Consultation surveys issued to 100 older people and 150 partner organisations to inform the NI Community Fund bid.

We delivered presentations to Nexus staff, South Eastern Trust Wellness representing the impact of abuse/scams on an older people's wellness programme being piloted by the Trust. A 2-hour workshop to 3 council areas in Sept/Oct/Nov. We have also delivered a presentation to the Department for Communities Adult Safeguarding Forum in October on the abuse of older people, Hourglass objectives and services provided.

Further meetings with NI organisations including the Chief Executive of the Regulation and Quality Improvement Authority, the South Eastern Trust gateway team, and a number of volunteer centres and housing associations.

We attended the Department of Health, Department of Justice and the Executive Office stakeholder focus group to consult on the Domestic and Sexual Abuse Strategy and the Equally Safe – Violence against Women and Girls Strategy.



## Highlights Across the Nations



### Hourglass Cymru

**Contributed to several meetings of Welsh Government's review of their Violence Against Women, Domestic Abuse and Sexual Violence strategy.**

Delivered a presentation to the Gwent Violence Against Women, Domestic Abuse and Sexual Violence Reaching Out conference in March. Continue to contribute to meetings of Welsh Government's review of their Violence Against Women, Domestic Abuse and Sexual Violence strategy. This has also involved commenting on the draft consultation document.

Continued involvement with the Older People's Commissioner for Wales' Action and Steering group developing priorities for tackling abuse of older people in Wales.

Participated in two Crown Prosecution Service (Wales-Cymru) Local Scrutiny Involvement Panels. Spoke at the Age Alliance Wales 'manifesto' launch event.

Worked with Age Cymru, Dewis Choice, the Advocacy project and Live Fear Free (Domestic Abuse Helpline) to look at third party referrals to adult safeguarding.

Panel member at the Older People's Commissioner for Wales' WEAAD event 2021 with 200 attendees. Presented at the Gwent Police & Crime Commissioner's WEAAD event 2021 to an audience of 100.

Produced booklets on the 5 different types of abuse as well as a specific Domestic Abuse version. These have been distributed to the OPCW's Stopping Abuse Action group, Age Alliance Wales, and all of Age Cymru's networks amongst others. These booklets are also available for the other nations on the website.

Linked in with Umbrella, a Wales based charity specialising in supporting LGBTQ+ people to look at training delivery.

We have seen an increase in requests for staff to speak at events and for training, including two sessions for Gwent Safeguarding Board each of which involved 19 representatives from Housing Services (Local Authority and Private), Woman's Aid, Adult Safeguarding services, Children's Services, Police, IDVA, Ambulance Service, NHS and Age UK, further requests from the Society of Later Life Advisors, Jewish Care, Hertfordshire Safeguarding Adults Board and the Court of Protection.

## Highlights Across the Nations



### Hourglass Scotland

**We continued to be key members of the Minister for Older People's (Christina McKelvie) Strategic Action Forum and the Cross-Party Group on Older People, Age and Ageing.**

The development manager met and presented to 27 different organisations across Scotland. These organisations include Adult Protection Committees, Social Work forums, third-sector organisations, and local councillors.

The Scottish team held seven pop-up clinics, four were held in shopping centres in Perth, Edinburgh, Dundee and Falkirk and others held in Fife with a total number of resources given out of 3491.

We also saw significant increase in the number of website visitors from Dundee and Perth was observed following these events.

## Highlights Across the Nations



### Hourglass England

**We worked closely with our corporate partners, Hodge and Slater and Gordon. With Hodge, we delivered a financial abuse campaign which focused on prevalence and response. We delivered training and worked with them on their vulnerability hub and Power of Attorney. We also worked with them to develop a Staying Safe Online leaflet.**

Delivered a presentation at NHS England and NHS Improvement's Think Family event and training to Plymouth Community Homes.

Linked in with Solace Women's Aid and set up a roundtable event with their partners, many of whom specifically work with minoritized communities. The event had representatives from 12 domestic abuse organisations working across London, or nationally. As well as making links, and finding out more about their services, the focus was on examining together the needs of certain communities and to better understand how older people from marginalised communities access support so that we can find ways to reach them.

Delivered a webinar to 400 team members from the Alzheimer's Society in England. This led to them allowing our staff members and volunteers access to their online dementia training which is delivered to their volunteers.

Delivered an hour presentation to NHS staff at Great Western Hospital as part of their conference on Holistic Care and Vulnerable People.

A pop-up clinic was held on 29th November 2021 in Chichester Cathedral to launch our IDVA services in the South of England, this was timed to coincide with Safer Ageing Week 2021.

Met with Essex Police to give feedback on their proposed domestic abuse campaign and how older- victim survivors could be made more visible.

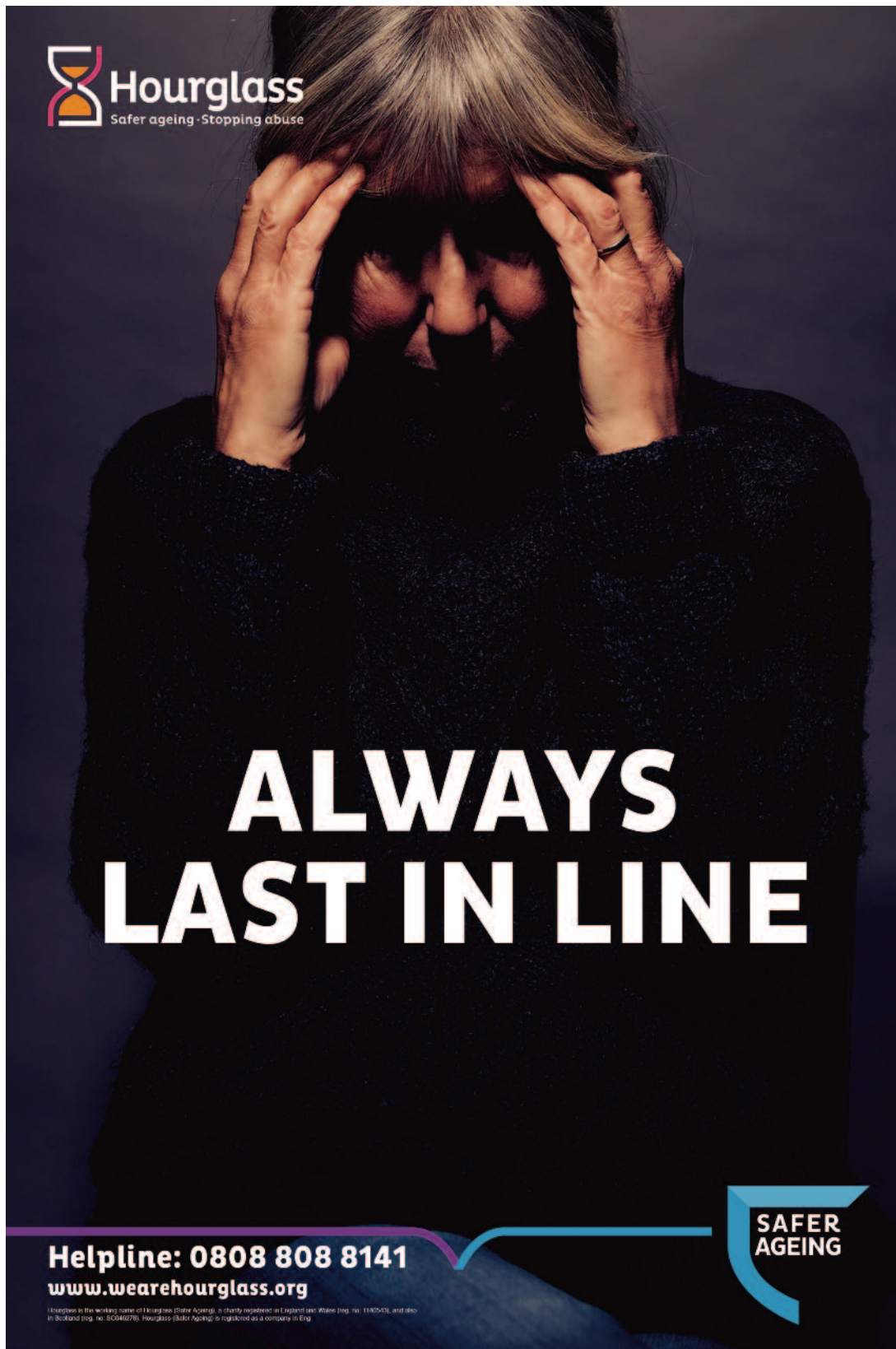



### ARC – Age Reform Coalition

**Since late 2020 the charity has been working with BCHS (Better Care Home Standards); Nightingale's Army (rights for those employed in the care home industry) and Say So (Whistleblowing organisation focused on the care home sector) to build a like-minded coalition for all of those in the older care/abuse/professional standards sector.**

The overarching mission statement is to call for a UK Safer Ageing Minister and to provide more oversight of inspection reports – especially those that set precedents.

The ARC group launched formally in March 2022.



 **Hourglass**  
Safer ageing - Stopping abuse

# ALWAYS LAST IN LINE

**Helpline: 0808 808 8141**  
**[www.wearehourglass.org](http://www.wearehourglass.org)**

Hourglass is the working name of Hourglass (Safer Ageing), a charity registered in England and Wales (reg. no. 1140543), and also in Scotland (reg. no. SC040276). Hourglass (Safer Ageing) is registered as a company in Eng.

**SAFER  
AGEING**

## Financial Review

### a. Financial Position

Total income for the year amounted to £729,449 (2021: £1,241,751) a decrease of £512,302 from the previous year. Total expenditure amounted to £1,488,488 (2021: £1,579,595) which is a decrease of £91,107 on the previous year.

The charity incurred net loss of £758,667 (2021: Net loss £224,547) details of which are shown in the Statement of Financial Activities. This is after a net gain on investments of £372 (2021: Net gain of £113,297)

### b. Reserves Policy

The revised reserves policy is to hold unrestricted funds to meet all staffing obligations for six months. This is to ensure that the charity could overcome any unexpected loss of income and give time for recovery plans to be effective. Annual staff costs during the year were £967,750 and we therefore require a minimum of £483,875 to meet all staffing obligations over a six - month period. We therefore have this target to maintain against unrestricted funds. At the year end, total reserves amounted to £1,286,229 (2021: £2,044,896), £176,167 of which were restricted (2021: £274,631).

Free reserves (unrestricted funds excluding the net book value of unrestricted fixed assets) stood at £570,472 (2021: £1,187,181), 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:



Caroline Cox  
Chair, Hourglass (Safer Ageing)  
Dated: 10/06/2022

## 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 2022 which comprise of the statement of financial activities, the balance sheet, the cashflow 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 2022, 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 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 Directors/Trustees, 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 the directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report has been prepared in accordance with applicable legal requirements.

### 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 page 46 to 47, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

## Auditor 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.

Signed:



Date:

16/06/2022

Gary David Elson, FCCA  
(Senior Statutory Auditor)

For and on behalf of Elson Geaves Accountants Ltd, Chartered Certified Accounts & Statutory Auditors 12 Haviland Road  
Wimborne  
Dorset  
BH21 7RG



**Hourglass (Safer Ageing)**
**Statement of financial activities** (incorporating an income and expenditure account)

**For the year ended 31 March 2022**

	Note	Unrestricted £	Restricted £	2022 Total £	Unrestricted £	Restricted £	2021 Total £
<b>Income from:</b>							
Donations and legacies	2	179,280	534,648	713,928	92,818	1,139,831	1,232,649
Charitable activities	3	1,010	3,600	4,610	-	-	-
Investments		10,911	-	10,911	9,102	-	9,102
Other		-	-	-	-	-	-
<b>Total income</b>		<b>191,201</b>	<b>538,248</b>	<b>729,449</b>	<b>101,920</b>	<b>1,139,831</b>	<b>1,241,751</b>
<b>Expenditure on:</b>							
Raising funds	4	221,979	-	221,979	91,142	81,800	172,942
Charitable activities	5						
Helpline		91,083	399,781	490,864	108,762	381,139	489,901
Social policy development		147,105	-	147,105	74,312	73,756	148,068
Media promotion and website		165,173	-	165,173	271,940	109,655	381,595
Programmes and projects		226,435	236,931	463,366	95,887	291,202	387,088
<b>Total expenditure</b>	4	<b>851,776</b>	<b>636,712</b>	<b>1,488,488</b>	<b>642,044</b>	<b>937,551</b>	<b>1,579,595</b>
<b>Net income/(expenditure) before net gains / (losses) on investments</b>		<b>(660,575)</b>	<b>(98,464)</b>	<b>(759,039)</b>	<b>(540,124)</b>	<b>202,280</b>	<b>(337,844)</b>
Net gains / (losses) on investments		372	-	372	113,297	-	113,297
<b>Net income / (expenditure) for the year</b>	5	<b>(660,203)</b>	<b>(98,464)</b>	<b>(758,667)</b>	<b>(426,827)</b>	<b>202,280</b>	<b>(224,547)</b>
Transfers between funds		-	-	-	(8)	8	-
<b>Net movement in funds</b>		<b>(660,203)</b>	<b>(98,464)</b>	<b>(758,667)</b>	<b>(426,835)</b>	<b>202,288</b>	<b>(224,547)</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		1,770,265	274,631	2,044,896	2,197,100	72,343	2,269,443
<b>Total funds carried forward</b>	16	<b>1,110,062</b>	<b>176,167</b>	<b>1,286,229</b>	<b>1,770,265</b>	<b>274,631</b>	<b>2,044,896</b>

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 2022**

	Note	£	2022 £	£	2021 £
<b>Fixed assets:</b>					
Tangible assets	10		<b>469</b>		21,088
Investments	11		<b>539,121</b>		561,996
			<b>539,590</b>		583,084
<b>Current assets:</b>					
Debtors	12	<b>114,403</b>		69,908	
Investments	11	<b>43,975</b>		14,669	
Cash at bank and in hand		<b>652,613</b>		1,414,576	
		<b>810,991</b>		1,499,153	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	13	<b>64,352</b>		37,341	
<b>Net current assets / (liabilities)</b>			<b>746,639</b>		1,461,812
<b>Total net assets / (liabilities)</b>	15		<b>1,286,229</b>		2,044,896
<b>The funds of the charity:</b>	16				
Restricted income funds			<b>176,167</b>		274,631
Unrestricted income funds:					
General funds		<b>1,110,062</b>		1,770,265	
Total unrestricted funds			<b>1,110,062</b>		1,770,265
<b>Total charity funds</b>			<b>1,286,229</b>		2,044,896

Approved by the trustees on 15/06/2022 and signed on their behalf by Caroline Cox, Chair



..... - Trustee

**Hourglass (Safer Ageing)**
**Statement of cash flows**
**For the year ended 31 March 2022**

	Note	£	2022 £	£	2021 £
<b>Net Income / (expenditure) for the reporting period</b>			<b>(758,667)</b>		<b>(224,547)</b>
Depreciation charges			20,619		20,619
(Gains)/losses on investments			(372)		(113,297)
Dividends, interest and rent from investments			(10,911)		(9,102)
(Increase)/decrease in cash held in investments			228,585		228,585
(Increase)/decrease in debtors			(44,495)		77,567
Increase/(decrease) in creditors			27,011		(69,382)
<b>Net cash from/(used in) operating activities</b>			<b>(538,230)</b>		<b>(89,557)</b>
<b>Cash flows from investing activities:</b>					
Dividends, interest and rents from investments		10,911		9,102	
Purchase of fixed assets		-		(1,410)	
Net purchase of investments		(27,156)		(232,275)	
<b>Net cash provided by / (used in) investing activities</b>			<b>(16,245)</b>		<b>(224,583)</b>
<b>Change in cash and cash equivalents in the year</b>			<b>(554,475)</b>		<b>(314,140)</b>
Cash and cash equivalents at the beginning of the year			1,414,576		1,728,716
<b>Cash and cash equivalents at the end of the year</b>			<b>860,101</b>		<b>1,414,576</b>
<b>Analysis of cash and cash equivalents</b>					
			<b>At 31 March 2022 £</b>		<b>At 31 March 2021 £</b>
Cash in hand and at bank			652,613		1,414,576
<b>Total cash and cash equivalents</b>			<b>652,613</b>		<b>1,414,576</b>

**Hourglass (Safer Ageing)****Notes to the financial statements****For the year ended 31 March 2022**

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**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 Office 8 Unit 5 Stour Valley Business Centre, Brundon Lane, Sudbury, Suffolk, England.

**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.

## Hourglass (Safer Ageing)

### Notes to the financial statements

#### For the year ended 31 March 2022

## 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.

• Cost of raising funds	11%
• Helpline	34%
• Social policy development	12%
• Media promotion and website	8%
• Programmes and projects	35%

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



**Hourglass (Safer Ageing)****Notes to the financial statements****For the year ended 31 March 2022**

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**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.

**Hourglass (Safer Ageing)**
**Notes to the financial statements**
**For the year ended 31 March 2022**
**2 Income from donations and legacies**

	Unrestricted £	Restricted £	2022 total Total £	2021 Total £
Legacies	126,050	-	<b>126,050</b>	1,264
Individual and corporate donations and gift aid	13,230	104,521	<b>117,751</b>	77,622
Trusts and Foundations	40,000	73,811	<b>113,811</b>	381,576
Government Funds	-	211,779	<b>211,779</b>	236,592
Local Authority Funds	-	114,840	<b>114,840</b>	-
Community Fund	-	29,697	<b>29,697</b>	530,387
HMRC JRS Grant	-	-	-	5,208
	<b>179,280</b>	<b>534,648</b>	<b>713,928</b>	<b>1,232,649</b>

**3 Income from charitable activities**

	Unrestricted £	Restricted £	2022 Total £	2021 Total £
Training	1,010	3,600	<b>4,610</b>	5,680
Income from sale of DVDs and other products	-	-	-	2,831
Total income from charitable activities	<b>1,010</b>	<b>3,600</b>	<b>4,610</b>	<b>8,511</b>

## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2022

<b>4 Analysis of expenditure</b>							
Allocation of support costs	11.08%	33.63%	11.75%	8.47%	35.07%	1.00	For informatio

	<b>Charitable</b>					Support and Governance costs	2022 Total
	Cost of raising funds £	Helpline £	Social policy development £	Media promotion and website £	Programmes and projects £	£	£
Staff costs (Note 8)	101,756	308,739	107,913	77,734	322,033	49,575	<b>967,750</b>
Staff Recruitment and training	5,276	2,143	413	874	15,814	7,410	<b>31,930</b>
Staff travel and volunteer expenses	164	374	-	46	2,305	896	<b>3,785</b>
Printing and promotion	35,036	810	13,749	68,031	5,700	-	<b>123,326</b>
CRM, website, IT and Internet	3,046	43,436	-	811	55,983	649	<b>103,925</b>
Postage and Stationery	249	2,459	-	1,641	4,675	1,366	<b>10,390</b>
Phones and sundry	2,105	72,127	304	1,429	6,604	3,466	<b>86,035</b>
Trustee meetings and expenses	-	-	-	-	-	-	-
Direct project cost	-	-	-	-	-	-	-
Audit fee	-	-	-	-	-	6,180	<b>6,180</b>
Regulatory costs	-	-	-	-	-	3,130	<b>3,130</b>
Consultancy	59,201	12,293	8,482	3,000	-	26,893	<b>109,869</b>
Rent and insurance	-	2,528	182	37	2,319	16,483	<b>21,549</b>
Depreciation	-	-	-	-	-	20,619	<b>20,619</b>
	<b>206,833</b>	<b>444,909</b>	<b>131,043</b>	<b>153,603</b>	<b>415,433</b>	<b>136,667</b>	<b>1,488,488</b>
Support and Governance cost allocation	15,146	45,955	16,062	11,570	47,933	(136,667)	-
<b>Total expenditure 2022</b>	<b>221,979</b>	<b>490,864</b>	<b>147,105</b>	<b>165,173</b>	<b>463,366</b>	<b>-</b>	<b>1,488,488</b>

Of the total expenditure, £851,776 was unrestricted (2021: £642,044) and £636,712 was restricted (2021: £937,551).

## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2022

## 4 Analysis of expenditure (continued)

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

## Hourglass (Safer Ageing)

### Notes to the financial statements

#### For the year ended 31 March 2022

#### 5 Net incoming resources for the year

This is stated after charging / crediting:

	2022	2021
	£	£
Depreciation	20,619	20,619
Auditors' remuneration (including VAT):		
Audit	6,180	5,820
Previous year under accrued audit fee	-	1,800

#### 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:

	2022	2021
	£	£
Salaries and wages	854,774	873,323
Social security costs	79,482	77,982
Employer's contribution to defined contribution pension schemes	18,907	19,476
Agency staff	14,587	9,111
Other	-	95,798
	<b>967,750</b>	<b>1,075,690</b>

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

	2022	2021
	No.	No.
£70,000 – £79,999	1	-
£80,000 – £89,999	-	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 Operations, Director of Performance & Partnerships, Director of Programmes and Director of Fundraising, were £242,495 (2021: £270,585).

#### 8 Staff numbers

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

	2022	2021
	No.	No.
No. of employees	<b>34.00</b>	<b>28.11</b>

## Hourglass (Safer Ageing)

### Notes to the financial statements

#### For the year ended 31 March 2022

#### 9 Related party transactions

The charity trustees were not paid or received any other benefits from employment with the charity in the year (2021: £nil). No charity trustee received payment for professional or other services supplied to the charity (2021: £nil). There are no other related party transactions to disclose for 2022 (2021: none).

Trustees' expenses include the payment or reimbursement of travel and subsistence costs totalling nil (2021: £Nil) incurred by 0 (2021: 0) 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 £
<b>Cost</b>		
At the start of the year	74,891	<b>74,891</b>
Additions in year	-	-
At the end of the year	<b>74,891</b>	<b>74,891</b>
<b>Depreciation</b>		
At the start of the year	53,802	<b>53,802</b>
Charge for the year	20,619	<b>20,619</b>
At the end of the year	<b>74,421</b>	<b>74,421</b>
<b>Net book value</b>		
At the end of the year	<b>469</b>	<b>469</b>
At the start of the year	21,088	21,088

All of the above assets are used for charitable purposes.

#### 11 Listed investments

	2022 £	2021 £
Fair value at the start of the year	<b>561,996</b>	216,424
Additions at cost	<b>27,156</b>	232,275
Disposal proceeds	<b>(50,403)</b>	-
Net gain / (loss) on change in fair value	<b>372</b>	113,297
Fair value at the end of the year	<b>539,121</b>	561,996
Historic cost at the end of the year	<b>519,937</b>	488,159
Investments comprise:		
	2022 £	2021 £
Bonds and Shares listed on the London Stock Exchange	<b>539,121</b>	561,996
Cash	<b>43,975</b>	14,669
	<b>583,096</b>	576,665



**Hourglass (Safer Ageing)**
**Notes to the financial statements**
**For the year ended 31 March 2022**
**12 Debtors**

	2022 £	2021 £
Trade debtors	31,575	1,200
Other debtors	2,092	10,014
Prepayments	80,736	1,400
Accrued income	-	57,294
	<b>114,403</b>	<b>69,908</b>

**13 Creditors: amounts falling due within one year**

	2022 £	2021 £
Trade creditors	48,110	-
Taxation and social security	-	244
Other creditors	430	12,960
Accruals	15,812	24,137
	<b>64,352</b>	<b>37,341</b>

**14 Financial Instruments**

	2022 £	2021 £
<b>Carrying amount of financial assets</b>		
Debt instruments measured at amortised cost	<b>33,667</b>	11,214
<b>Carrying amount of financial liabilities</b>		
Measured at amortised cost	<b>64,352</b>	37,097

**15 Analysis of net assets between funds**

	General unrestricted £	Designated £	Restricted £	Total funds 2022 £
Tangible fixed assets	469	-	-	<b>469</b>
Investments	539,121	-	-	<b>539,121</b>
Net current assets	570,472	-	176,167	<b>746,639</b>
<b>Net assets at the end of the year</b>	<b>1,110,062</b>	<b>-</b>	<b>176,167</b>	<b>1,286,229</b>

	General unrestricted £	Designated £	Restricted £	Total funds 2021 £
Tangible fixed assets	21,088	-	-	21,088
Net current assets	1,187,181	-	274,631	1,461,812
<b>Net assets at the start of the year</b>	<b>1,208,269</b>	<b>-</b>	<b>274,631</b>	<b>1,482,900</b>

**Hourglass (Safer Ageing)**
**Notes to the financial statements**
**For the year ended 31 March 2022**
**16 Movements in funds**

	At 1 April 2021 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 March 2022 £
<b>Restricted funds:</b>					
Lloyds TSB Foundation (North of England Hub)	34,215	-	(34,215)	-	-
Home Office (core costs)	8,288	211,779	(220,067)	-	-
Robertson Trust (Fife EARS and Helpline)	17,471	-	(17,471)	-	-
Headley Trust (Helpline)	15,000	-	(15,000)	-	-
Hodge Bank (Wales Helpline and England general)	28,476	51,705	(80,181)	-	-
Awards For All (Scotland, NI and Wales)	1,387	9,899	(1,387)	-	<b>9,899</b>
Awards For All (England)	-	9,899	-	-	<b>9,899</b>
Awards For All (NI)	-	9,899	-	-	<b>9,899</b>
Masonic Charitable Trust	10,486	-	(10,486)	-	-
Chalk Cliff Trust (Sussex EARS)	3,630	5,000	(8,630)	-	-
Dowager Countess Trust (HoD North)	12,255	-	(12,255)	-	-
Walter Scott (Community fund Fife, Julia and Hans Rausing Trust (Salaries and Core costs)	14,951	26,000	(22,396)	-	<b>18,555</b>
Independent age (Covid helpline, OOH Helpline & Knowledge bank)	-	-	-	-	-
8,866	8,866	-	(8,866)	-	-
Dulverton Trust (England Helpline)	25,800	-	(25,800)	-	-
Home Office (Second Wave COVID Helpline, Volunteers, SA App)	10,000	-	(10,000)	-	-
Baillie Gifford & Co (Scotland Hub)	25,000	25,000	(25,000)	-	<b>25,000</b>
Sussex (Safe Place)	-	84,765	(50,317)	-	<b>34,448</b>
fife Voluntary Action	-	9,900	-	-	<b>9,900</b>
Hallmark Care Homes Foundation	-	17,500	-	-	<b>17,500</b>
Slater & Gordon (UK) Ltd	-	18,750	(18,750)	-	-
Wokingham Borough Council	-	30,075	-	-	<b>30,075</b>
Small grants (various)	58,806	28,077	(75,891)	-	<b>10,992</b>
<b>Total restricted funds</b>	<b>274,631</b>	<b>538,248</b>	<b>(636,712)</b>	<b>-</b>	<b>176,167</b>
<b>Unrestricted funds:</b>					
<b>General funds</b>	<b>1,770,265</b>	<b>191,573</b>	<b>(851,776)</b>	<b>-</b>	<b>1,110,062</b>
<b>Total unrestricted funds</b>	<b>1,770,265</b>	<b>191,573</b>	<b>(851,776)</b>	<b>-</b>	<b>1,110,062</b>
<b>Total funds</b>	<b>2,044,896</b>	<b>729,821</b>	<b>(1,488,488)</b>	<b>-</b>	<b>1,286,229</b>

**Hourglass (Safer Ageing)**
**Notes to the financial statements**
**For the year ended 31 March 2022**
**16 Movements in funds (continued)**

	At 1 April 2020	Incoming resources & gains	Outgoing resources & losses	Transfers	At 31 March 2021
	£	£	£	£	£
<b>Restricted funds:</b>					
Community Fund – BLF (toward core costs)	–	530,387	(530,395)	8	–
Lloyds TSB Foundation (North of England Hub)	–	34,799	(584)	–	<b>34,215</b>
Home Office (core costs)	–	59,952	(51,664)	–	<b>8,288</b>
Robertson Trust (Fife EARS and Helpline)	3,570	15,500	(1,599)	–	<b>17,471</b>
Headley Trust (Helpline)	14,673	15,000	(14,673)	–	<b>15,000</b>
Hodge Bank (Wales Helpline and England general)	15,121	17,225	(3,870)	–	<b>28,476</b>
Awards For All (Scotland, NI and Wales)	10,685	–	(685)	–	<b>10,000</b>
Masonic Charitable Trust	2,536	8,000	(50)	–	<b>10,486</b>
Chalk Cliff Trust (Sussex EARS)	8,258	–	(4,628)	–	<b>3,630</b>
Dowager Countess Trust (HoD North)	7,500	7,500	(2,745)	–	<b>12,255</b>
Scottish Government (Helpline)	–	26,324	(26,324)	–	–
Home Office (Knowledge Bank)	–	66,664	(66,664)	–	–
Welsh Government (Knowledge Bank)	–	45,486	(45,486)	–	–
Community Foundation (NI Helpline)	–	10,000	(10,000)	–	–
Walter Scott (Community fund Fife)	–	15,000	(49)	–	<b>14,951</b>
Julia and Hans Rausing Trust (Salaries and Core costs)	–	102,492	(102,492)	–	–
Independent age (Covid helpline, OOH Helpline & Knowledge bank)	–	15,000	(6,134)	–	<b>8,866</b>
Dulverton Trust (England Helpline)	–	30,000	(4,200)	–	<b>25,800</b>
Home Office (Second Wave COVID Helpline, Volunteers, SA App)	–	37,618	(36,231)	–	<b>1,387</b>
Baillie Gifford & Co (Scotland Hub)	–	25,000	–	–	<b>25,000</b>
Small grants (various)	10,000	77,884	(29,078)	–	<b>58,806</b>
<b>Total restricted funds</b>	<b>72,343</b>	<b>1,139,831</b>	<b>(937,551)</b>	<b>8</b>	<b>274,631</b>
<b>Unrestricted funds:</b>					
<b>General funds</b>	<b>2,197,100</b>	<b>215,217</b>	<b>(642,044)</b>	<b>(8)</b>	<b>1,770,265</b>
<b>Total unrestricted funds</b>	<b>2,197,100</b>	<b>215,217</b>	<b>(642,044)</b>	<b>(8)</b>	<b>1,770,265</b>
<b>Total funds</b>	<b>2,269,443</b>	<b>1,355,048</b>	<b>(1,579,595)</b>	<b>–</b>	<b>2,044,896</b>

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.

## Hourglass (Safer Ageing)

### Notes to the financial statements

#### For the year ended 31 March 2022

#### 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	
	2022	2021
	£	£
Less than one year	5,163	8,292
One to five years	18,919	-
	<b>24,082</b>	<b>8,292</b>

#### 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.









# Hourglass

Safer ageing · Stopping abuse

You can contact us in many ways:

**24/7 Helpline: 0808 808 8141**

Our helpline is entirely confidential and free to call from a landline or mobile, and the number will not appear on your phone bill.

**Text message: 07860 052906**

Texts from outside the UK will be charged at their standard international rate which will differ depending on location and service charges of your phone provider. The number will appear on your bill and in your phone records but will not be identified as Hourglass.

**INSTANT MESSAGING service: [www.wearehourglass.org](http://www.wearehourglass.org)**

**Get information from our CHATBOT - [www.wearehourglass.org](http://www.wearehourglass.org)**

**Get information from our KNOWLEDGE BANK - [knowledgebank.wearehourglass.org](http://knowledgebank.wearehourglass.org)**

**Email: [helpline@wearehourglass.org](mailto:helpline@wearehourglass.org)**

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