



# **Annual Report**

## **2022 - 2023**

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Annual Report of the Directors/Trustees & Financial Statements 2022/2023

**Hourglass (Safer Ageing)**

Registered Address:  
Office 8,  
Unit 5 Stour Valley Business Centre,  
Brundon Lane Sudbury,  
Suffolk,  
CO10 7GB.

**Tel:** 020 835 9280 • **E:** [enquiries@wearehourglass.org](mailto:enquiries@wearehourglass.org) • **W:** [www.wearehourglass.org](http://www.wearehourglass.org)

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

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## Welcome from the Chair of Trustees:

**Welcome to the Annual Report of Hourglass (Safer Ageing) 2022/23, Over the past two financial years we have seen Hourglass grow and change, moving away from the reliance on voluntary fundraising and embracing several important contracts with Police and Crime Commissioners and the Home Office. This has enabled the charity to plan more comprehensively and to evaluate its growing impacts.**

All this has been achieved in the face of the coronavirus hangover, staff worked harder and faced more calls on their time as the pandemic disproportionately affected older people, who then desperately needed our services. We saw a sharp increase in calls, especially those relating to neglect, and we are predicting that our impacts will hit the 50,000 mark in 2024, this from a base of just 4,500 in 2017.

I would like to pay tribute to our staff, volunteers, and trustees for their exhaustive efforts during these difficult months and the innovation shown in recovering and regrouping as an organisation. To have coped with such demand and to have found the resilience to reshape our services accordingly is an amazing feat. However, as we are all aware, it continues to be a troubling environment for third sector organisations.

Hourglass, like many other charities, has had to slim down to survive and thrive. These were tough but necessary decisions, and we know that our future service is not straightforward, even with the contracts and funding agreements in place. We have had to learn to adapt and change our programmes and models and this has led to our Community Response work in the south, southeast and central England. Our services there are growing rapidly, and we have waiting lists for support from our Independent Domestic Violence Advocates (IDVAs). We will need to continue to adapt and learn but have a team that have demonstrated their ability to do so.

Sadly, we learnt of the death Peter Westland in early February 2023. Peter was a Vice President of Hourglass and had been involved in the creation of the charity as Action on Elder Abuse and served on the board from 1995 to 2018. Peter was without doubt a most formidable figure in the field of elder abuse who brought knowledge, experience and energy to the board of trustees.

Finally, I would like to pay tribute to an inspirational member in the history of Hourglass (or Action on Elder Abuse). Baroness Sally Greengross, the founder of the charity and long-time Patron, sadly passed away in June 2022 and her inspiration has been felt by many in our charity and within the age sector. Quite simply, without her, and her vision in forming this much-needed service in 1992/93, we would not be the trusted organisation we are now. She will be sorely missed.



**Caroline Cox**

Chair of Trustees, Hourglass (Safer Ageing)



## Introduction from the Chief Executive Officer:

**There is no doubt that the third sector is in a period of flux and reset, yet our services are more in need than ever before. It is with this balance in mind that we reflect on the financial year 2022/2023 as one of continued development against the backdrop of such turmoil.**

When the charity rebranded in 2020, on the day of the first national lockdown, we did so to highlight the diversification of our approach and our services, as well as to reframe conversations with governments, third sector partners and the general public. Hourglass changed because the need for the charity changed. In the two years since that launch, we have seen our impacts grow significantly and our involvement in national policy, consultations and contract delivery is now greater than ever before in our history.

However, continuing the process of finding funding in such a competitive and bruised third sector environment has become our continual challenge. There is no doubt that England, Northern Ireland, Scotland and Wales needs Hourglass, as the figures on the abuse of older people continue to rise and there is no other charity fighting the scourge of abuse in this manner.

The problem is, to quote a recent conversation with a journalist, the subject matter is “too sad” and therefore publicity is difficult, discourse is heavily weighed around getting people to believe it happens at all and case studies, often the key to funding and publicity, are rare due to the delicate nature of the abuse or neglect. Therefore, Hourglass relies on proving itself through impacts, through our unique policy team and their lobbying efforts and through the incredible work of our frontline services. This unparalleled team, now a 24/7 service, leads the way in supporting older people when they need support most.

Our financial figures suggest a tough few years and one where we’ve had to dip into reserves more than we wanted to. This is true, without a significant legacy received in 2020 the charity would be a much different organisation. Nevertheless, this has acted as an investment into our future, to survive the coronavirus and to ensure we continue to support the growing numbers of older people that need us. That was the purpose of our reserves and our goal is to now move into 2023/24 and beyond in the black, with predictable income and a solid foundation for the future. We are midway through that plan.

My thanks goes to our staff, volunteers, donors, partners and supporters who have remained completely focused on ensuring Hourglass provides its vital service for many years to come.



**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 2022/2023)

**Chair:** Caroline Cox (5/5)  
**Vice Chair:** Ronnie Barnes (4/5)  
**Treasurer:** Ali Cox (5/5)

Andrea Nicholas-Jones (5/5); Leo Visconti (2/5); Dr Mary Harrington (5/5); Sarah Browne (5/5);  
Tim Lucas (5/5);

Resigned: 15th June 2022: Glenda Watt OBE (2/5); Miranda Wixon (1/5);  
Tim Lucas (05/06/23)

Appointments: Angel Clark (on 18/05/2023), Laura Robinson (18/05/2023),  
Dr Pragya Shukla (01/06/2023), Dr Gary Jevons (13/09/2023), Zemfira Knott (14/09/2023).

#### Honorary Vice Presidents

Dr John Beer, David Congdon, and Lesley McDowell

#### Patrons:

Four patrons joined in June 2022.

Lord Foulkes of Cumnock  
Baroness Ritchie of Downpatrick  
Lord Hunt of Kings Heath  
Baroness Gale of Blaenrhondda

***In memory of Baroness Sally Greengross OBE, the founder of Action on Elder Abuse (now Hourglass) who sadly passed away on the 23rd June 2022 and Peter Westland, Vice President and Founding Trustee, who sadly died on the 14th February 2023.***

## 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
<b>Emma Emsley</b>	Assistant Director of Partnerships (until July 2023)

## Auditor

Hill Osborne Ltd. Chartered Accountants  
Tower House, Parkstone Road, Poole, Dorset, BH15 2JH

## Bankers

**CAF BANK Ltd.**  
25 Kings Hill Avenue Kings Hill  
West Malling  
Kent  
ME19 4JQ

**METRO BANK**  
1 Southampton Row, London  
WC1B 5HA

## Investment Bankers and Advisers

**INVESTEC**  
30 Gresham Street, London  
EC2V 7QN

## STRUCTURE, GOVERNANCE AND MANAGEMENT

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

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

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

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

### Introduction

The report and financial statements cover the year ended 31 March 2023. The financial statements have been prepared in accordance with the accounting policies set out in note 1 to the financial statements and comply with the charity's memorandum and articles of association, the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005, the Charities Accounts (Scotland) Regulations 2006 (as amended) and "Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)".

### 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, with plans for National Councils in England, Northern Ireland, Scotland and Wales, once constituted, to 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 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, to ensure strong data protection governance and to avoid 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 paid due regard to the public benefit guidance published 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 considered 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 neglect whilst 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

### Helpline and Online

Yearly Impact Statistics for 2022/23 (Numbers for 21/22 in brackets)

#### HELPLINE

**Daytime Calls: 3,827**

**Night time Calls: 3,120**

*(For 2021- 22, We had 71 night calls as the service for the 24/7 was launched on 16th March 2022)*

**Total Inbound Calls: 6,947 (5,649)**

*(This represents an overall increase in calls of 23% compared to 21-22)*

**Call Backs: 2,661 (2,121)**

*(This represents an overall increase in call backs of 25% compared to 21-22)*

**TOTAL CALLS: 9,608 (7,770)**

#### ONLINE

**Instant Messenger: 562 (495)**

*(This represents a 14% increase compared to 21-22)*

**E-Mails: 780 (952)**

*(This represents an 18% decrease over the 21-22 – this is most likely due to the ability to access our services through different medium)*

**SMS: 586 (153)**

*(This represents a 283% increase over 21-22. This is in part due to the use of our external text service, which is used by the Community Response and IDVA Team to contact clients)*

**Chatbot: 749 (221)**

*(This represents a 237% increase over 21-22. The Chatbot was launched in November 2021, so the figures for 21-22 are for November-March)*

**Knowledge Bank (Users):16,798 (3,400 in 2021)**

*(This represents a 394% increase over 21-22. The Knowledge Bank was launched in November 2021, so the figures for 21-22 are for November 21-March 22.)*

**Knowledge Bank (New Users):16,027 (3,400 in 2021)**

*(This represents a 371% increase over 21-22. The Knowledge Bank was launched in November 2021, so the figures for 21-22 are for November 21-March 22)*

**TOTAL ONLINE INTERACTIONS: 19,475 (5,222)**

excludes Knowledge Bank new users which are accounted for in total users.

### ADDITIONAL INFORMATION

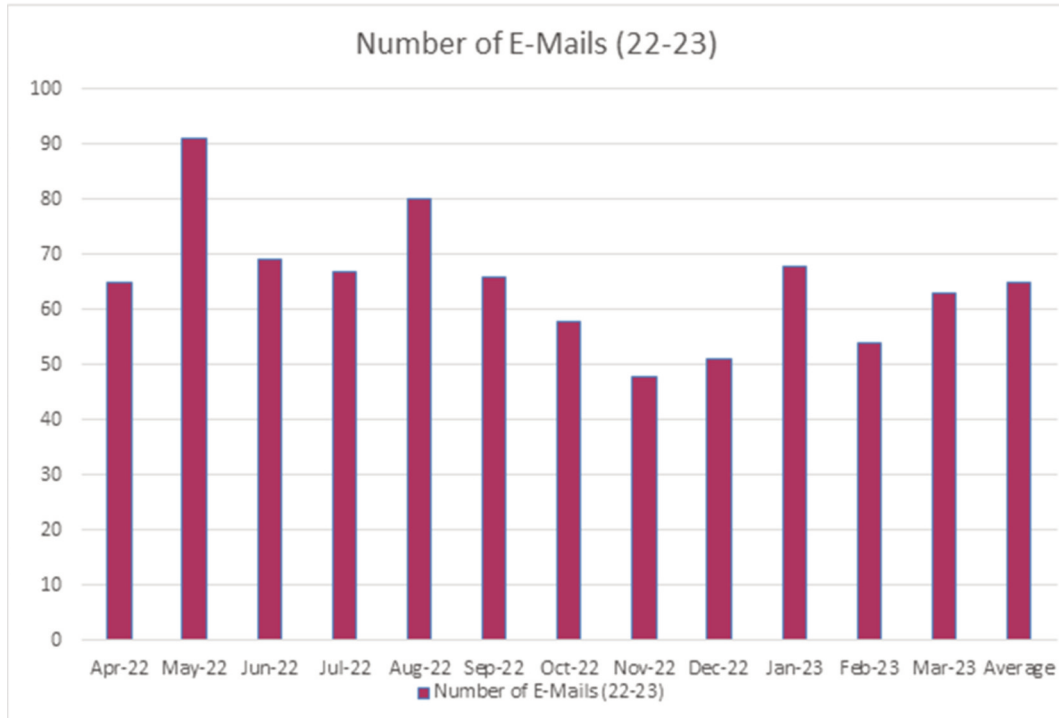
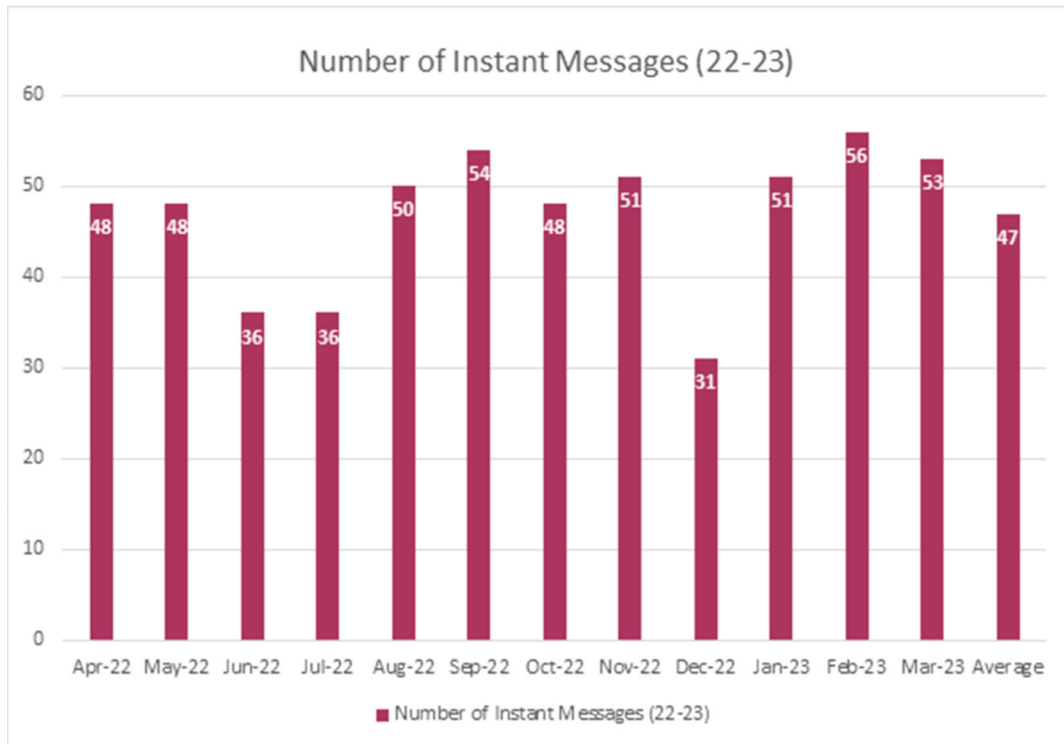
32% of callers are the Victim

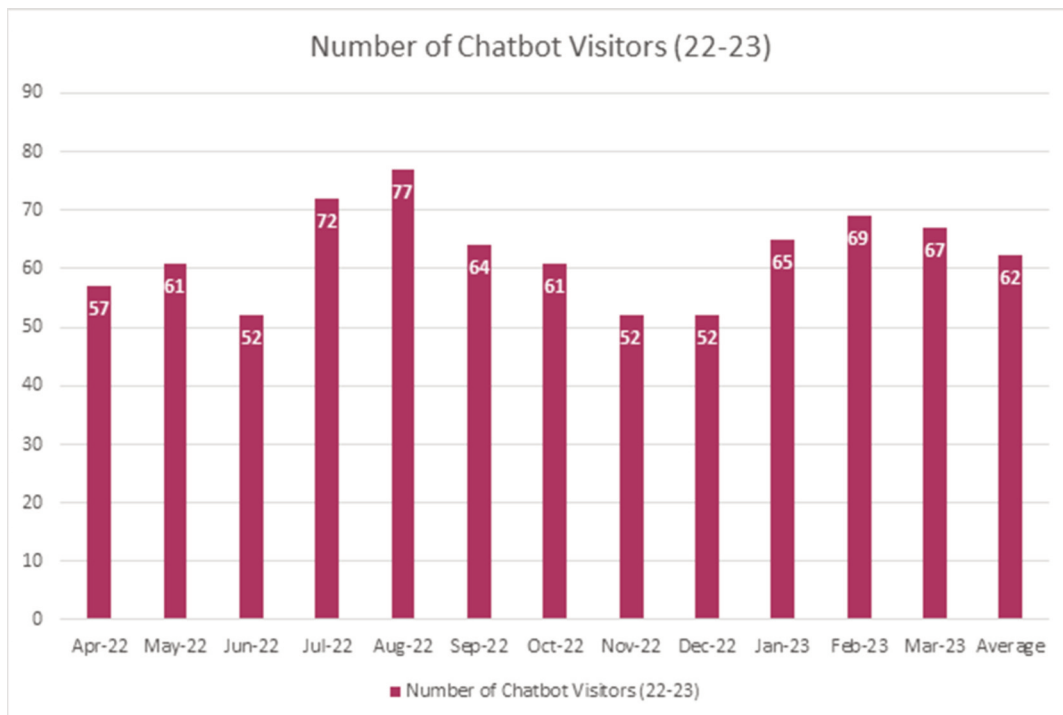
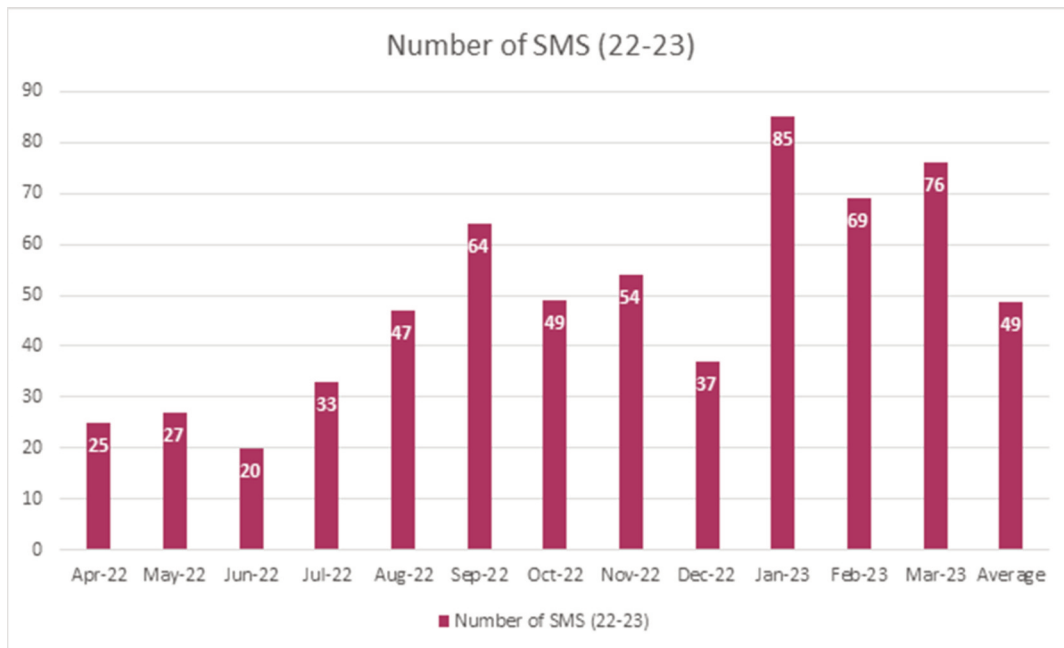
68% of callers were a concerned person

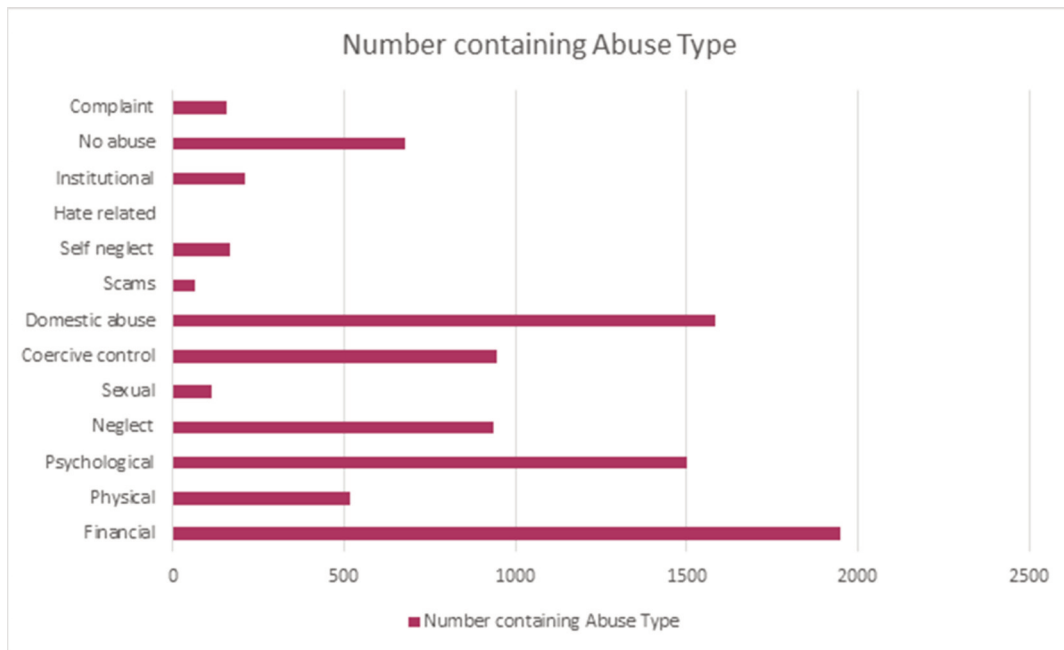
### VICTIM GENDERS

6,042 Cases as before:

Male:	897
Female:	1,784
Trans:	4
Other:	23
Not Known:	116
(Undefined:	3218)







## Helpline Feedback

"Thank you so much for listening... You've been really helpful. ..Thank you so much. You've been so patient and kind in the way you've listened... caring person... This wasn't a waste of time.... Very very kind and extremely generous with your time... Cannot thank you enough."

"Thank you so much for such a speedy and informative response. This has definitely given me lots to consider, and I'm feeling a bit more hopeful now. Thank you again."

"You have absolutely saved my life - I told my counsellor I would have never have made it without your help. And my Housing officer." I truly wouldn't have made it - Thank you."

"It's certainly reassuring to know help is available, but at the same time knowing how not to upturn the relationship between our parents."

"Thank you so much for this information. I will show my (relative) these emails tomorrow and take it from there. "

"Brilliant. Absolute gold dust what you've told us today. Thank you so much, that is brilliant. Very, very grateful."

"It's uplifting talking to someone... I really do appreciate the time we've spent together."

"Thank you, you gave me some really good advice - I just didn't know where to go to."

## Community Response

We have hugely expanded our Community Response teams into other areas across the UK in 2022/23. Introducing new Community Response Specialist Services, Independent Domestic Violence Advocates, and Domestic Abuse Officers working in partnership with the PCCs across Thames Valley, Kent, Surrey, Sussex, Cambridgeshire and Peterborough, and South East London in the Boroughs: Lambeth, Southwark, Lewisham, Greenwich and Bexley.

This has increased the amount of cases and we are providing more urgent triage to service users at crisis point. We are also working in Wokingham and Berkshire alongside the borough council.

Part of our community response model is to collaborate with key organisations who work with older people and raise awareness of the issue, share good practice and provide specialist guidance.

In the past year we have met with 435 external organisations to highlight the issues that older people face.

## Pop-Up Events

The team delivered Pop-Up events in the heart of communities across the UK raising awareness of the harm, exploitation and abuse of older people.

14 Scotland  
 24 England  
 12 Wales  
 22 Northern Ireland

The team have distributed 10,915 leaflets and posters to the public and organisations across the UK.

We have supported 366 cases of in-depth specialist casework through our Community Response teams in 22/23.

Throughout October, Hourglass Northern Ireland celebrated Positive Ageing Month. We attended many community events in areas such as Belfast, Newtownards, Maghera and more.



## Client feedback from Community Response Service Users:

"I wish to express my sincere appreciation for your invaluable support the past few months as I was going through a lot of trauma and difficulties. Your support and help all this time really made it easier for me to cope and deal with everything on my path. I wish you all the best in your career as you're doing a brilliant job as a mentor and compassionate diligent worker." Client who was supported to get a £400 small grant to furnish their home after fleeing Domestic Abuse.."

"I have found our chats very useful and wouldn't hesitate in recommending Hourglass to anyone in my position."

"I could not have managed without you these past few months, you have made me feel stronger and like I can do this."

"You have helped me sort my head out so much."

"Honestly it has been a breath of fresh air speaking to you, not only did you call exactly when you said you would, but you have been open and transparent with me and I appreciate that more than I can say."

"A heartfelt personal thank you as I feel you have gone over and above what would be expected!"

"Your work has been 'invaluable'."

"I actually feel as though it's only you that listens to me and believes me so thank you so much"  
"You've been truly great", "a listening ear is always a big help."



## Hourglass Northern Ireland

Positive Ageing Month (PAM) was in October we attended 12 events throughout Northern Ireland through partnerships with Omagh and Fermanagh Council, Mid Ulster, Ards and North Down Council and Queens University.

During Safer Ageing Week, we launched the first phase of the Safer Ageing Index for Northern Ireland, which was accompanied by a media and politician email campaign to our Northern Ireland contacts.

On social media, our Northern Ireland account gained a steady stream of followers following the release, with the main tweet receiving 2,051 impressions (a record for that particular account). Furthermore, the tweet was reposted by the Derry Journal, a Derry based newspaper with over 30,000 followers.

We linked up with multiple organisations across Northern Ireland to deliver training, share best practice and highlight our services this included: Age NI, Progressive Building Society, Alzheimer's, and Chest Heart and Stroke NI, Nexus, Scamwise, Danske Bank, PSNI, Linking Generations Northern Ireland, Samaritans NI, Step NI, and AGenda - Age North Down and Ards.



## Hourglass Cymru

We have been developing partnership links, delivering training, and pop up clinics across South Wales awareness raising with Age Cymru, Cyfannol Women's Aid, Sightlife (Cardiff Institute for the Blind), Pontyclun u3a and South Wales Victim Focus, Torfaen Age Connects, Hafan Cymru, Glamorgan Voluntary Service, Citizens Advice Wales, Cardiff Mind, Wales Council for Voluntary Action, Cardiff Third Sector Council and Interlink RCT.

We presented at NHS Wales Safeguarding conference, National Carers Wales, Cardiff Minds and have provided interviews for the media.

We are part of the Older Peoples Commissioner groups on the abuse steering group and abuse action group. These groups meet regularly to discuss key issues on older people across Wales.

We attended and contributed to the Older people's Violence Against Women Domestic Abuse and Sexual Violence, (Older Peoples Needs) in South Wales Police.



## Hourglass Scotland

We have raised awareness with seven local authority Adult Protection Groups (Fife, Stirling, Clackmannanshire, Glasgow, Aberdeen, Inverclyde and Edinburgh) We continue to build strong relationships with several organisations including: The University of Edinburgh; Alzheimer's Society; Reengage; Chest Heart and Stroke; Reengage Scottish Care; and Age Scotland. Working with the organisations to build referral pathways, training and raising awareness of the key issues older people face from harm and abuse.



## Hourglass England

Hourglass has continued to represent the interests of older victims of abuse by sitting on 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.

Representation 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 contributed to the All-Party Parliamentary Group for Domestic Violence and Abuse by creating a presentation on femicide.

We attended a meeting on the proposed changes to the Legal Aid means test and how they specifically relate to victims' survivors a preparatory meeting by the Ministry of Justice involving Domestic Abuse stakeholders to highlight the proposal and hear ideas.

We contributed to the Home Office Safe at Home review into abuse of people who are cared for in their own home and provided cases for the review.

We've also launched a formal partnership with Age UK, in the shape of a referral scheme. This is a major step forward in supporting older victims that have serious and complex cases of abuse.

We attended a reception at Buckingham Palace to mark United Nations Day for the Elimination of Violence Against Women held by the Queen's Consort.

Stage coach bus company displayed Hourglass posters on buses and in two bus stations (Eastbourne and Hastings). This formed part of their "16 days of activism" and working in partnership with East Sussex council.

## Volunteers

During 2022/23 the charity worked with 23 volunteers across the UK who supported our frontline services. The volunteers supported the team by working on the Helpline, raising awareness of the issue and working directly with older people who have experienced or who are at risk of abuse throughout communities across the UK. We would like to thank all of our volunteers as without their invaluable time, dedication and passion we would not be able to support more older vulnerable people. Below a few of our volunteers share their experience.



"I have been a volunteer with Hourglass for 2 years following retirement as a Registered Nurse in the NHS, spending the latter years within the safeguarding adults' team. Since volunteering I have been able to continue to use my life experience and professional knowledge in safeguarding and have continued to support people who need emotional support and advice.

Joining Hourglass has given me a sense of achievement, hearing the relief in a caller's voice and receiving a simple thank you makes the role worthwhile. Even with my past experiences I continue to gain new perspectives just from listening to and having conversations with people from all walks of life and communities.

I continue to be amazed by the Hourglass team who all have a genuine passion and enthusiasm for helping others, working with them inspires me to continue to give back and reach forward as a team member.

Over the past 2 years working as a volunteer with the Hourglass team my self-confidence, self-esteem and life satisfaction have all improved. Having the knowledge we are providing a service in times of need provides a natural sense of accomplishment and pride, this is matched only by the welcome, training and support given to volunteers by the Hourglass team."

Barry Smith – Hourglass Helpline Volunteer



"I volunteer for Hourglass as it makes a positive difference to people's lives when you can point them in the right direction.

- Gain invaluable work experience
- Healthy boost to my confidence
- Giving something back to community
- Provides a sense of purpose to help others

I enjoy helping others, this makes me very happy that I have been able to point someone in the right direction

- I really enjoyed the training hourglass provided and also enjoyed meeting the wonderful team
- I feel a sense of happiness giving my time to others

My positive feedback, I would like to think every call I have took I receive positive feedback, I can sense at the start of each call to the end of each call a different voice tone from the caller, this gives me an indication I have carried the call in the right direction.

I always end my call with do you feel content with the information I have provided. I really enjoy the helpline and feel my confidence is now starting to blossom more each shift."

Debbie Jamison – Hourglass Helpline Volunteer

## Fundraising Overview for the year

The financial year 2022/23 has seen Hourglass take a significant step forward with funding for frontline services. Several significant awards from the Home Office and Police and Crime Commissioners in eight English counties have provided the bulk of required investment for the 24/7 Helpline and Community Response IDVAs and DAs. These multi-year agreements mean that frontline services are secure for the next few years and the charity can look to develop these services further while increasing the focus on Trusts/Foundation, Corporate donations and the covering of core costs.

Historically, Hourglass has enjoyed significant funding from Trusts and Foundations. This fell away very significantly during the COVID years and has been slow to recover. In 2022/23 Trusts and Foundations accounted for only c.12% of Hourglass income compared to c.70% historically. A key focus for 2023/24 will be the continued development of this source of funding, in particular the generation of unrestricted funds and funding for core costs.

The charity has also focused significant time developing National Lottery Community Fund (NLCF) funding in England, Wales, Scotland and Northern Ireland. Multi-year funding has already been awarded by NLCF Scotland and additional bids have been submitted for NLCF England, Wales and Northern Ireland. This source of funding has the potential to reach over £200k per annum.

The charity has no significant history of income from corporate donors but partnerships have been successfully forged with Aviva and the Just Group and we hope to continue these relationships and add to them in 2023/24. Hourglass also began work on a "Give an Hour" scheme to refocus its corporate appeal and this has attracted Anthony Gold as the first founding partner. More work is required to expand these partnerships further. Likewise, the charity needs to continue its development of individual giving via a campaign-based ethos, which takes in Safer Ageing Week and the potential for challenge events.

Hourglass has ended financial year 2022/23 in a much stronger position than it began it. Over £800k of funding has been secured for 2023/24 and 2024/25 already. This performance means that Hourglass has already secured more income for the next two years than it secured in the whole of 2021/22. This provides a platform from which Hourglass can develop income growth from Community Funds, Trusts and Foundations and Corporate partners.

Hourglass is still facing the challenging task of selling the notion of supporting older people suffering abuse. We must continue to shape our fundraising offer to enable the general public, governments and trusts/foundations to provide income. Our diversification strategy will take time but we are confident that the performance in 2022/23 provides a platform to deliver predictable income as the charity heads towards its target of £2m income per annum..

**During the year 2022/23 Hourglass (Safer Ageing) received grants and financial support from the following Trusts, Foundations, corporate donors and statutory bodies.**

Baillie Gifford and Co	L & R Gilley Charitable Trust	Shanly Foundation
The Meikle Foundation	Office of the Police and Crime Commissioner for Surrey	The Homity Trust
Garfield Weston Foundation	Police and Crime Commissioner for Cambridgeshire & Peterborough	The W.M.Mann Foundation
Gilbert and Eileen Edgar Foundation	Babergh & Mid Suffolk District Councils	Swinton Paterson Trust
The Barrett Developments PLC Charitable Foundation	Sussex Police and Crime Commissioner	Enkalon Foundation
The Fitton Trust	Dischma Charitable Trust	Frognaal Trust
The Sylvia Aitken Charitable Trust	Colchester Ladies Circle	Home Office
DM Charitable Trust	Morris Beneficent	Wokingham Borough Council
Nora Smith Charitable Settlement	National Lottery Community Fund: Improving Lives Scotland Awards for All Scotland	Kent Police and Crime Commissioner
Fife Voluntary Action	The Grace Trust	Office of the Police and Crime Commissioner for Thames Valley
Schroder Charity Trust	Hugh Fraser Foundation	Mayor's Office for Policing and Crime (MOPAC)
The Moondance Foundation		
Elise Pilkington Charitable Trust		

## Lobbying

An overview of key lobbying activity. Campaigns March and April 2022

Key political figures across Scotland and Wales shared their support for our 24/7 Launch



“Whilst this is an enormous milestone for Hourglass and a much-needed resource for older people at risk, it is also a concern that a 24/7 service is so necessary. There is undoubtedly an epidemic of abuse of older people in the UK and it remains under the radar. “I congratulate Hourglass and wish them all the best in this giant leap in support for older people at risk and their families.”

*Sally Greengross*

24/7 campaign results: [Click here](#)



## Motion S6M-03729:

**Alexander Stewart, Mid Scotland and Fife, Scottish Conservative and Unionist Party**

**Date Lodged: 28/03/2022**

The key point to highlight on this motion is the fact that it demonstrates cross-party support for Hourglass with MSPs from the Scottish Labour Party, Scottish Conservatives and the Scottish National Party.

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

Meetings scheduled with a number of Scottish politicians including; Jackie Bailie, Member of the Scottish Parliament (MSP) for the Dumbarton constituency, Christina McKelvie, Minister for Equalities and Older People.

[Click here to read report](#)



## Lobbying

Quotes from key political figures across Scotland and Wales shared their support for our 24/7 Launch



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.

Jackie Baillie (Dumbarton) (Lab)



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.

The First Minister (Nicola Sturgeon)



Mark Isherwood MS, member of the Welsh parliament for North Wales, Conservative party, raised the issue with the Welsh Government in the Senedd on the 16th March 2022. Meeting on 8th April with Mark Isherwood. Support received from Darren Millar MS, member of the Welsh parliament for Clwyd West.

Mark Isherwood MS

## Lobbying

### At a glance

- After the sad death of Baroness Sally Greengross we distributed copies of Sally's final letter to the Prime Minister.
- Wrote to all the Conservative Party leadership candidates asking them to support Hourglass. Rishi Sunak has responded and agreed to work with Hourglass and other Domestic Abuse organisations if elected leader.
- Keir Starmer has responded to our letter stating that he supports specialist domestic abuse charities and briefly outlined Labour's policy to improve support for victims of abuse. Nick has responded asking him to support our open letter.
- Press release Millions of Older People at Risk of Abuse Unless Helpline Receives issued on Sunday 14th August 2022 issued to Media (740).
- Press release Leadership contenders need to do more for older abuse victims | Hourglass (wearehourglass.org) issued on 1st September 2022 issued to MSP and Peers list (60) and Media (748).
- Speak up for Sally meeting in Westminster 7 September 2022. MPs and Peers from Labour, Conservative, Lib Dem, DUP, Green and Crossbenchers attending this meeting where we outlined the challenges facing our charity and what we need from Government.
- Used 'Last in Line' research commissioned in August demonstrating that Hourglass receive significantly less Government funding and private charitable donations when compared with charities supporting other demographics such as Children.
- In September our CEO and DCEO, Baroness Gale and Nick Kelly met with Jane Hutt MS, Minister for Social Justice for the Welsh Senedd. Made the case to the Welsh Government for supporting Hourglass.
- On 26 October the Leadership Team met with Jeff Cuthbert, Police and Crime Commissioner for Gwent. He also chairs the Welsh PCC group and will see how they can work closer with Hourglass.
- In December we met with Julie Morgan, Welsh Government Deputy Minister for Social Services.
- Begun initial discussions with supporters in the Lords about the Online Safety Bill and how financial abuse of older people can be raised when this Bill returns.
- Engaged with Jess Phillips MP, the Shadow Minister for Domestic Violence.
- In addition to promoting the open letter, Hourglass is building a mailing list of supporters and key influencers to contact in future campaigns.
- We wrote to contenders for the SNP leadership which ended on 28 March 2023. Humza Yousaf was the only candidate to respond and offered to meet with us. We have been unable to firm up a date, as yet.

- Attended the Violence Against Women and Girls support fund information meeting in October. This meeting proved that the funding being made available by government is insufficient to properly fund existing abuse services and that older people are likely to be last in line once again during this process.
- We presented the open letter to the Prime Minister, Hourglass's most successful ever. This letter called on the government to provide adequate funding to our helpline. Over 620 signatures from all major political parties, members of all devolved parliaments and various academics and community leaders. The government have yet to formally respond.
- We have now met twice with Welsh Government Ministers and with the chair of the Welsh Police Crime Commissioners.
- Hourglass released the Safer Ageing Index for Northern Ireland in December.
- We have met with Jess Phillips and Anneliese Dodds from the Labour Party.
- Our English Patron, Lord Hunt has tabled amendments at the committee stage of the Financial Markets and Services Bill, asking that older people be considered as part of the government's wider fraud strategy.
- We met with the Greater London Authority Deputy Mayor for Policing, to discuss how we can strengthen the relationship with this authority.
- We continue to engage regularly with the Domestic Abuse Commissioner about our funding campaign.

## Research and Policy

**An overview of research and policy activities undertaken by the Hourglass Policy and Research team during 2022-2023.**

### **Safer Ageing Index**

The Northern Ireland Safer Ageing Index successfully launched in December 2022 during Safer Ageing Week. The team curated and developed the first ever Safer Ageing Index for Northern Ireland: this was a state of the nation report which aimed to take the temperature of how our society is doing in terms of progress towards safer ageing for all and the challenges we face to achieve that. A second Safer Ageing Index has been developed for Wales, and work is ongoing on a Safer Ageing Index for England and the English regions; with a SAI for London due to be released 2023.

### **The design and development of each Safer Ageing Index included,**

- Data collection for each nation and broken down into separate Council Areas in Northern Ireland, Wales and England.
- Analysis of policy, legislation, and public engagement in Northern Ireland, Wales and England.
- Designing engaging copy and narrative looking at the overall policy background and movements.
- Development of infographic templates to illustrate insights.
- Analysing and collating Freedom of Information requests related to police data.
- Action plan for future development of the safer ageing index.

### **Hourglass Policy Briefs**

The team have worked to develop ideas for policy briefs throughout the year and have primarily focused on how the cost of living crisis and wider poverty affects older people, and identifying risk areas and suggesting recommendations needed to help this specific age group. The first policy brief identified the links between violence and poverty, while the second policy brief examines how fuel poverty, food poverty, and other cost of living issues can hurt older people. The team also developed policy briefs on older male victims/victim-survivors of abuse and violence. The team have also been updating previous policy briefs in light of amendments and changes to legislation.

### **Policy and Consultations**

The team has also worked on both the development of policy ideas, and a number of stakeholder and third-party consultations. These include consultation on a proposed National Welsh Action Plan for the protection of older people, the team also sent Hourglass responses to the Northern Ireland Draft Domestic and Sexual Abuse Strategy 2023-2030, and UN call for inputs on violence, abuse and neglect of older persons. Other work included writing a briefing note on the Draft Victim's Bill for Justice Committee Roundtable, updating and amendment of a press release for an academic document focused on "concerned others" and the abuse of older people. We developed narrative concerning the Financial Services and Markets Bill currently progressing through the House of Lords.

## Research

We participated in a focus group on child to adult violence, and met with representatives from the Traveller Movement to discuss how older people within the Roma, Irish Traveller, or Gypsy community are at risk of violence and abuse and the specific barriers for older people seeking support in these communities.

In addition, we participated in work and discussions around unexplained Wealth orders and the potential development of a Parliamentary presentation bill.

## Key Stakeholder Events

- Other stakeholder events that the team attended included the launch of this year's Care Quality Commission state of care in Westminster, as well as an advisory board meeting concerning the ASK for ANI programme, a roundtable on a consultation for Social Work England, as well as our regular attendance at Wokingham's Domestic Abuse Partnership Board, and the Ministry of Justice's Silver Command.
- The team also attended a number of stakeholder meetings and events, these included the regular England related – Ministry of Justice Victim and Witness Sector Engagement Group, the Domestic Abuse Wokingham Partnership Board, and the Ask for ANI Advisory Board. As well as this, the team attended the Welsh related Violence Against Women Domestic Abuse/Sexual Violence - Older People's Needs workstream, the Violence Against Women Domestic Abuse/Sexual Violence - Older People's Needs engagement/survivor voice workshop and the Cwm Taf Morgannwg Mind Action Research Steering Group.
- The policy team participated in two Cwm Taf Morgannwg Mind stakeholder meetings concerning suicide and mental health of older people in Wales project steering meetings. In early November, the team also attended a steering meeting for the "Report to Court" project focused on crime and clearance rates analysis.
- We attended meetings with the England and Wales Domestic Abuse Commissioner and a Ministerial Stakeholder roundtable on Violence Against Women and Girls.
- The policy and research team also joined the steering group for a collaborative research project on historical abuse and COVID 19 run by academics at University College London.

## Marketing Overview

### Social Media

In the past 12 months, our social media performance has shown continued growth, with our posts being seen 551,827 (over half a million) times across all platforms and amassing 743 new followers.

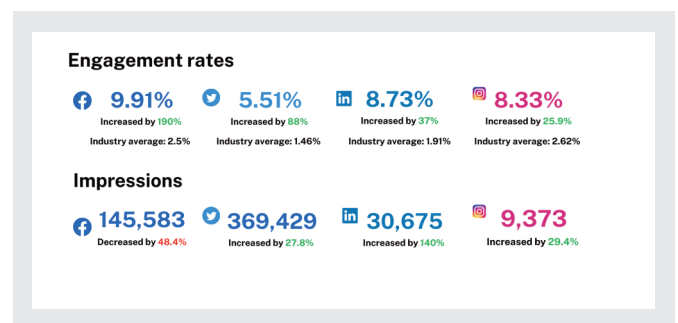
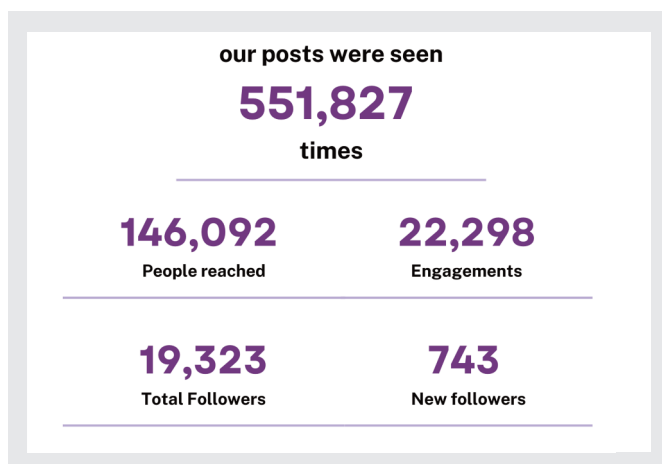
Across the board, our engagement rate boasts an average of 7.49% which far outweighs the Non-profit industry average of 1.87%. Showing that our engagement with our key audience is reaching more people than ever.

Our Twitter platform performance numbers are up across the board with large increases in impressions and engagement. Our engagement has increased by 70.9%, impressions by 27.8% and profile visits by 84%. We also gained 394 new followers across the period.

Our Instagram has seen a steady increase in followers and stands above industry standards for engagement. Furthermore, our reach and impressions have increased compared to the previous period, with increases of 29% and 30% respectively.

LinkedIn has been by far our highest performing platform when compared to the previous period. We gained 270 new followers, an increase of 168% compared to the previous period. Our engagement rate again is high above industry standards at 8.73% and we reached 10,000 more people compared to the previous period.

Overall our organic performance across social media is very positive, showing improvements across the board.



## Website

In the last 12 months our website has seen an increase in visits by 22.8% compared to the previous period, with 119,107 people visiting our website. Out of those people, almost all of them were new users, with a staggering 99% of visitors being new. This means that our website is predominantly being used by people who are unaware of Hourglass and are discovering us for the first time.

The most visited page was our services page, which saw an increase of 79.4%, with the abuse type page in second, seeing a 223% increase from 7,000 to 22,600 visits. In third place is the 'who we are' page, with a 30.9% increase.

When it comes to the type of abuse page visited, the financial abuse page received the most visits, followed by domestic and psychological abuse. All of these pages saw large increases in visits over the last 12 months.

Other highlights include the increase in our resources page (by 207.02%), policy (by 83%) and notably our donate page saw a 61% increase from 1,150 to 1,900.

In terms of age, our highest visitors are in the 25-44 age range. In addition, our users are primarily female, although our male users have risen by 16%.

Most of our website visitors are using a desktop to visit our website (78,500 compared to 36,000 using a mobile), with only 4,000 using a tablet.

Most users find our website from direct sources (clicking on our link) or by organic search. We get our most referrals from the NHS website and referrals from Age UK have seen the biggest increase from 600 to 2,900 clicks which can be attributed to our new referral pathway with them. The NHS training website (DLS.NHS) has also seen a large increase from 300 to 1900 visits, as has Citizens Advice and Mind.

***119,107 people  
have visited our website***

## Newsletters

In the last 12 months we have provided monthly newsletters and this has resulted in increases in performance across the board.

Our subscriber base continues to grow with 433 sign-ups in the past year, an increase of 122% compared to the previous period.

Our opens have increased by 69.03% with further increases in clicks from 721 to 5068. This indicates that our newsletter is engaging with our audience more and encouraging visitors to click through to our website links. The most clicked links are our webinars, with over half of the past newsletters having the webinars as the most clicked link, indicates a high amount of interest in our webinars.

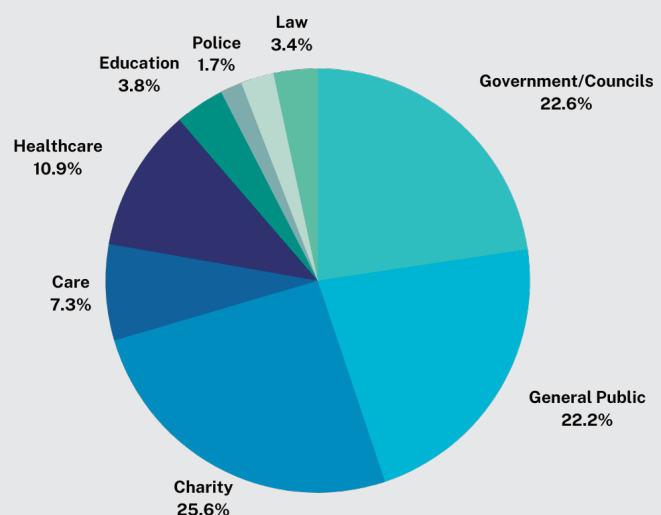
**721 to 5068**  
**increase in clicks**

## Webinars

In the last 12 months we held seven webinars which accumulated a total of 514 sign ups. Our most popular webinar was on the abuse of older people, held with Shropshire Partners in Care with 140 people signing up.

Our webinars were attended by a wide range of individuals but prominent among them were those from other charities alongside those from a range of local councils across the country. Next were those from the general public, with our webinars also being well attended by staff from the NHS and other care providers.

This shows a demographic portrait of who is attending in our webinars and willing to engage further with Hourglass and the knowledge we provide. Moving forward, our webinars are becoming more regular, aiming to host a discussion each month and looking to build that relationship with attendees even more.



***Our webinars made an even bigger impact on YouTube, with our recordings being viewed 3,700 times amassing a total watch time of 291 hours.***

## World Elder Abuse Awareness Day (WEAAD)

On 15th June 2022 we once again marked WEAAD, with this year's campaign being a 'myth-busting' campaign which aimed to dispel common misconceptions around the abuse of older people.

The campaign was released as a series of myths across the day, with the full list being available to read as a blog on our website. Prior to the 15th, we also released the first of our 'media packs', a collection of social media posts for organisations to use and get involved with WEAAD.

The media pack was used by organisations and politicians to raise awareness and organisations such as Age Scotland, Justice NI and the Survivors Trust using our images to promote the day. In addition, the Domestic Abuse Commissioner Nicole Jacobs and the Victims Commissioner Dame Vera Baird used and shared our graphics as well.



***In total, we received 22,843 impressions, 863 engagements and gained 48 followers on the 15th June across our platforms.***

## Safer Ageing Week

From 5th to 11th December 2022, we held Safer Ageing Week, the third year of our flagship campaign week. The week saw a number of huge announcements for the charity, such as the four new charity patrons for each of the four nations and the launch of our Community Response hub in five London Boroughs.

In addition, we released the 'Day in the Life' feature which looked at the daily lives of our frontline team and the cases they support.

Our main campaign for the week was our 'Every Victim Equal' and 'Every Victim a Number' campaign, which showcased a number of our case studies and the reality of the abuse of older people.



**We Are Hourglass**  
11th Dec

### Safer Ageing Week

**Meet EVE**  
EVERY VICTIM EQUAL

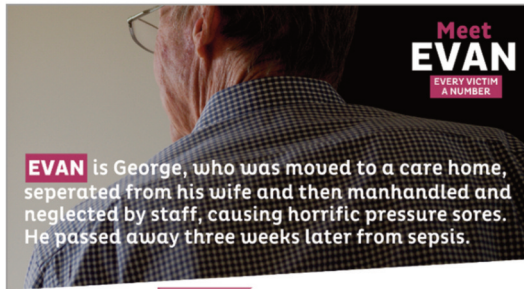
**EVE** is Dorothy, who had cerebral palsy and was dying of breast cancer. Her carer manipulated her and stole her entire life savings over a period of three years, before Dorothy's passing.

**SAFER AGEING WEEK 2022**

 **Hourglass**  
Safer ageing - Stopping abuse

24/7 Helpline - 0808 808 8141  
[www.wearehourglass.org](http://www.wearehourglass.org)

## 1613 Engagements




**We Are Hourglass**  
11th Dec

### Safer Ageing Week

**Meet EVAN**  
EVERY VICTIM A NUMBER

**EVAN** is George, who was moved to a care home, separated from his wife and then manhandled and neglected by staff, causing horrific pressure sores. He passed away three weeks later from sepsis.

**SAFER AGEING WEEK 2022**

 **Hourglass**  
Safer ageing - Stopping abuse

24/7 Helpline - 0808 808 8141  
[www.wearehourglass.org](http://www.wearehourglass.org)

## 32,148 Impressions

***Across Safer Ageing Week, we gained 32,148 impressions, 1613 engagements and gained 52 followers.***

## Our top performing posts

### Tribute to Baroness Sally Greengross

Our highest performing post was our tribute to the late Baroness Sally Greengross who sadly passed away in June. Over 100,000 people saw our tribute, with many paying their respects. The high amount of interest in our tribute shows the impact of Baroness Sally's achievements and what she meant to us all.

Impressions: 100,535

Engagement: 656

### Domestic Abuse Information

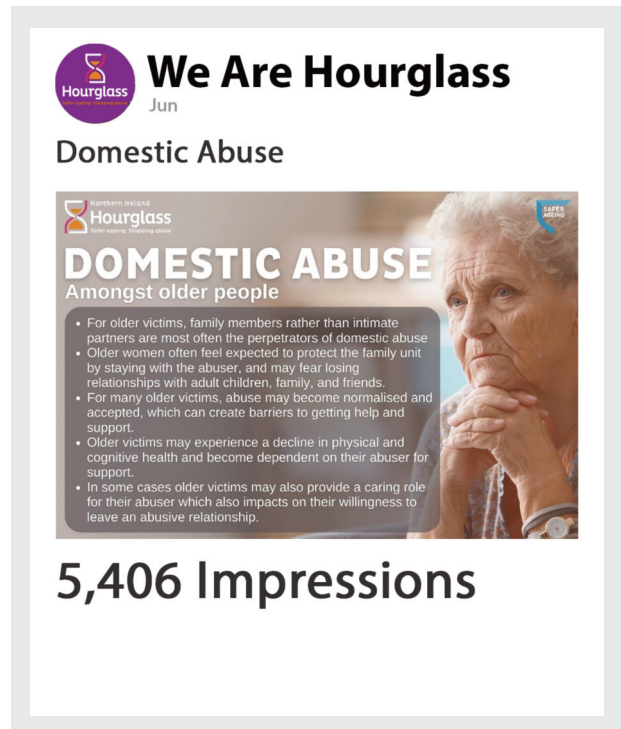
Impressions: 5,406 Engagements: 171




**We Are Hourglass**  
Jun  
Tribute to Baroness Sally Greengross



**100,535 Impressions**



**We Are Hourglass**  
Jun  
Domestic Abuse



**5,406 Impressions**

***Our tribute shows the impact of  
Baroness Sally's achievements***

## Open Letter Campaign

Throughout November 2022 and December 2022, we launched a campaign to get people to sign our open letter to Prime Minister Rishi Sunak, requesting urgent funds for our helpline.

This campaign highlighted the huge inequality in funding between the support for older people and for other areas of abuse and asked why isn't every victim equal in government support.

The open letter managed to get signatures from representatives from almost every party in the UK, with further support from third-sector leaders, academics, influencers and more.

### Politician Quotes – Safer Ageing Week 2022



Specialist domestic abuse services are crucial and can ensure that the skills and time to communicate with those who might be less likely to disclose personal information are more widely available. We need to see progress and meaningful action. Services, victims and perpetrators must be looked at holistically – to see what needs to be done in the round to prevent abuse, and to support victims who experience it.

Keir Starmer



Age should automatically naturally bring respect, security and ease. But for too many older people, it doesn't. That's why Government and all public services should be striving to protect and enable the old and to help and encourage the younger people who do their best to help. It's a duty of civilisation.

Neil Kinnock



Older people deserve to live with dignity and respect, and the level of elder abuse that takes place across Wales and the UK is shocking and totally unacceptable. There is a lot of work to be done to ensure that Governments and politicians tackle the problem head on, with charities like Hourglass doing their bit to lead the way on awareness and campaigning.

James Evans MS



Older people were the last in line during the pandemic, they often fall through the gaps for local government safeguarding, they are unquestionably at the back of the queue for UK and Scottish Government funding. Safer Ageing Week is the right time to call for equality and understanding for the victim survivors of elder abuse and a sustainable funding source to support this unique cause.

Miles Briggs MSP



Safer Ageing Week is a great time to recognise that we must do more in protecting older people. Hourglass provides excellent and much needed services which help combat the abuse 2.7 million older people in the UK have faced but the Government needs to play their part and properly resource these groups.

Older victims need different types of support and this should be reflected in the way the Government funds them. Routes to funding should also be made easier. The least we can do for people that have given so much to society is ensure that they are protected in their old age and can live out their lives in dignity.

Wera Hobhouse MP

## Safer Ageing Index – Northern Ireland

In December we saw the first phase of the Safer Ageing Index released for Northern Ireland. As part of the release, we sent previews to media outlets across Northern Ireland along with MLAs and MPs, with a number of politicians showing their support.



The Northern Ireland Safer Ageing Index gives us unique insight into how we protect and support our most vulnerable generation. They are so often last in line and this report underlines that we have much to do and much to learn. We need to think about how we change our perception of older people and what ageing safely means. This isn't just about being independent and economically active, although that's important, it's about being free from abuse and neglect. This is why the fantastic work of Hourglass is so vital. They support people when they need it most and it's time we lifted the veil on this all-too-often hidden issue.

Carla Lockhart MP



I wholeheartedly welcome the launch of the new Safer Ageing Index Northern Ireland report which will show Councils across the North where the best places are to grow old independently. This is just one of the important pieces of work carried out by Hourglass to highlight the needs and challenges faced by older people here. From the support Hourglass provide, to their campaigning on ending abuse and neglect of older people, their work is crucial in our society.

Cara Hunter MLA



The launch of the Safer Ageing Index for Northern Ireland is a welcome development that will help to identify problem areas so that we can better protect our elderly population. It clearly highlights the differences between our rural and urban communities, and the need to tailor support and provision at a local level. I am grateful to Hourglass for creating this index and for all it does to promote the safer ageing agenda in Northern Ireland. However, I am dismayed by the level of abuse that is currently reported to the charity and recent increases. This Safer Ageing Week, it is clear that we need to do more to ensure that older people are protected and empowered to live rich lives.

Paula Bradshaw MLA

## Give an Hour Scheme

**Hourglass set up a new scheme to ensure our callers receive the best advice and help we can offer. We are asking professionals to give one hour of pro bono support to the callers who need specific expertise.**

We want to ensure that everyone who needs our help has a full understanding of all options available to them. Many cases are complex and challenging, especially for those outside the financial profession trying to navigate it. We secured our first founding Partner in England - Anthony Gold a multi-specialist London-based law firm.



"For the firm to have been chosen as a Founding Partner of the 'Give an Hour' scheme is a real honour. The values of the Hourglass charity are closely aligned with our business ethos, and our experienced, knowledgeable teams are ready to provide preliminary legal advice to assist vulnerable individuals through the most difficult of times."

David Wedgwood, Partner at Anthony Gold

## Partnerships

### Age UK

**During Safer Ageing Week December 2022 Hourglass partnered with Age UK. Age UK's safeguarding team receive complex reports of abuse from a variety of Age UK National Services.**

The new pathway means that calls will now be referred to Hourglass's specialist team of case workers, community response network and IDVAs (Independent Domestic Violence Advocates).



"We are very excited about the partnership between Age UK and Hourglass. The pathway will enable us to reach more older victim-survivors of abuse and help them to access the specialist services they so desperately need."

Donna Marshall, People's Director, Age UK

### Just Group

**We were pleased to announce in November 22 that the Just Group, nominated Hourglass as their charity partner for the next two years. Just Group plc is a specialist UK financial services group focusing on retirement products and services, headquartered in Reigate, Surrey.**



'We're delighted to embark on a new charity partnership with Hourglass. Their mission is simple - to stop the harm and abuse of older people. This is in perfect alignment with Just's purpose of helping people achieve a better later life. We look forward to supporting Hourglass in making a real difference to the lives of older people in need'

Ellie Evans, Chief People Officer, Just Group

## Financial Review

### a. Financial Position

Total income for the year amounted to £724,341 (2021/22: £729,449) a decrease of £5,108 from the previous year. Total expenditure amounted to £1,353,130 (2021/22: £1,488,488) which is a decrease of £135,358 on the previous year. The charity incurred net loss of £678,633 (2021/22: Net loss £678,789) details of which are shown in the Statement of Financial Activities. This is after a net loss on investments of £49,844 (2021/22: Net gain of £372).

### b. Reserves Policy

The revised reserves policy was to hold unrestricted funds to meet all staffing obligations for six months. This was 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 £968,080 and we therefore required a minimum of £484,040 to meet all staffing obligations over a six - month period. We therefore had this target to maintain against unrestricted funds. At the year end, total reserves amounted to £607,596 (2021/22: £1,286,229), £72,211 of which were restricted (2021/22: £176,167).

Free reserves (unrestricted funds excluding the net book value of unrestricted fixed assets) stood at £535,385 (2021/22: £1,110,062), which was 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 financial 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, the Charities and Trustee Investments (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006 (as amended).

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.

**Disclosure of information to auditor**

Each of the Director/trustees has confirmed that there is no information of which they are aware which is relevant to the audit, but of which the auditor is unaware. They have further confirmed that they have taken appropriate steps to identify such relevant information and to establish that the auditor is aware of such information.

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

**Caroline Cox**

Chair, Hourglass (Safer Ageing)

Dated: 21/12/2023

**Draft Financial Statements**  
**HOURGLASS (SAFER AGEING)****INDEPENDENT AUDITOR'S REPORT**  
**TO THE TRUSTEES AND MEMBERS OF HOURGLASS (SAFER AGEING)****Opinion**

We have audited the financial statements of Hourglass (Safer Ageing) (the 'charitable company') for the year ended 31 March 2023 which comprise the statement of financial activities, the balance sheet, the statement of cash flows and the 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 FRS 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 2023 and of its incoming resources and application of resources, 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 (as amended).

**Basis for opinion**

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

**Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the 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 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.

**HOURGLASS (SAFER AGEING)****INDEPENDENT AUDITOR'S REPORT (CONTINUED)  
TO THE TRUSTEES OF HOURGLASS (SAFER AGEING)****Opinions on other matters prescribed by the Companies Act 2006**

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

- the information given in the report, which includes the directors' report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the 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 included within the 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 (as amended) require us to report to you if, in our opinion:

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

**Responsibilities of trustees**

As explained more fully in the statement of responsibilities, the trustees, who are also the directors of the charitable company for the purpose of company law, are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

**Auditor's responsibilities for the audit of the financial statements**

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

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. The extent to which our procedures are capable of detecting irregularities, including fraud, is detailed below.

**HOURGLASS (SAFER AGEING)****INDEPENDENT AUDITOR'S REPORT (CONTINUED)  
TO THE TRUSTEES OF HOURGLASS (SAFER AGEING)****Extent to which the audit was considered capable of detecting irregularities, including fraud**

We identify and assess the risk of material misstatement of the financial statements, whether due to fraud or error, and then design and perform audit procedures in response to those risks, including obtaining appropriate audit evidence to provide a basis for our opinion. In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations we considered the following:

- the laws and regulations that have a direct impact on the financial statements;
- the charitable company's own identification and assessment of risks that irregularities may occur as a result of fraud or error; and
- the results of our enquiries of management.

**Audit response to risks identified**

Our procedures to respond to the risks identified included the following:

- reviewing financial statement disclosures by testing to supporting documentation to assess compliance with provisions of relevant laws and regulations described as having a direct effect on the financial statements;
- enquiring of management and the board of trustees, including consideration of known or suspected instances of non-compliance with laws and regulations and fraud; and
- reading minutes of meetings of the board of trustees.

In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments and assessed whether judgements made in making accounting estimates are indicative of a potential bias to manipulate financial results or conceal the misappropriation of assets.

A further description of our responsibilities is available on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditorsresponsibilities>. This description forms part of our auditor's report.

**Other matters**

The financial statements of the charitable company for the year ended 31 March 2022 were audited by another auditor, who expressed an unmodified opinion on those financial statements on 16 June 2022.

**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 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 auditors' 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 Lucia BallDated 21/12/2023

Lucia Ball BFP FCA  
(Senior Statutory Auditor)  
for and on behalf of

Hill Osborne Ltd  
Chartered Accountants  
Statutory Auditor  
Tower House  
Parkstone Road  
Poole  
Dorset  
BH15 2JH

## Statement of Financial Activities

### Hourglass (Safer Ageing)

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

##### For the year ended 31 March 2023

	Note	Unrestricted £	Restricted £	2023 Total £	Unrestricted £	Restricted £	2022 Total £
<b>Income from:</b>							
Donations and legacies	2	172,626	534,394	707,020	179,280	534,648	713,928
Charitable activities	3	4,821	–	4,821	1,010	3,600	4,610
Investments – dividend and interest		12,500	–	12,500	10,911	–	10,911
<b>Total income</b>		<b>189,947</b>	<b>534,394</b>	<b>724,341</b>	<b>191,201</b>	<b>538,248</b>	<b>729,449</b>
<b>Expenditure on:</b>							
Raising funds	4	108,241	–	108,241	221,980	–	221,980
Charitable activities	5						
Helpline		346,875	95,000	441,875	91,083	399,781	490,864
Social policy development		98,918	–	98,918	147,105	–	147,105
Media promotion and website		66,870	–	66,870	165,173	–	165,173
Programmes and projects		93,761	543,465	637,226	226,435	236,931	463,366
<b>Total expenditure</b>	4	<b>714,665</b>	<b>638,465</b>	<b>1,353,130</b>	<b>851,776</b>	<b>636,712</b>	<b>1,488,488</b>
<b>Net income/(expenditure) before net gains / (losses) on investments</b>		<b>(524,718)</b>	<b>(104,071)</b>	<b>(628,789)</b>	<b>(660,575)</b>	<b>(98,464)</b>	<b>(759,039)</b>
Net gains / (losses) on investments		(49,844)	–	(49,844)	372	–	372
<b>Net income / (expenditure) for the year</b>	5	<b>(574,562)</b>	<b>(104,071)</b>	<b>(678,633)</b>	<b>(660,203)</b>	<b>(98,464)</b>	<b>(758,667)</b>
Transfers between funds		(115)	115	–	–	–	–
<b>Net movement in funds</b>		<b>(574,677)</b>	<b>(103,956)</b>	<b>(678,633)</b>	<b>(660,203)</b>	<b>(98,464)</b>	<b>(758,667)</b>
<b>Reconciliation of funds:</b>							
Total funds brought forward		1,110,062	176,167	1,286,229	1,770,265	274,631	2,044,896
<b>Total funds carried forward</b>	17	<b>535,385</b>	<b>72,211</b>	<b>607,596</b>	<b>1,110,062</b>	<b>176,167</b>	<b>1,286,229</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 2023**

	Note	£	2023 £	£	2022 £
<b>Fixed assets:</b>					
Tangible assets	10		–		469
Investments	11		<b>415,242</b>		539,121
			<b>415,242</b>		539,590
<b>Current assets:</b>					
Debtors	12	<b>65,473</b>		114,403	
Investments	11	<b>25,999</b>		43,975	
Cash at bank and in hand		<b>154,202</b>		652,613	
		<b>245,674</b>		810,991	
<b>Liabilities:</b>					
Creditors: amounts falling due within one year	13	<b>53,320</b>		64,352	
<b>Net current assets / (liabilities)</b>			<b>192,354</b>		746,639
<b>Total net assets / (liabilities)</b>	16		<b>607,596</b>		1,286,229
<b>The funds of the charity:</b>	17				
Restricted income funds			<b>72,211</b>		176,167
Unrestricted income funds:					
General funds		<b>535,385</b>		1,110,062	
Total unrestricted funds			<b>535,385</b>		1,110,062
<b>Total charity funds</b>			<b>607,596</b>		1,286,229

Approved by the trustees on

and signed on their behalf by


**Caroline Cox**

Chair, Hourglass (Safer Ageing)

Dated: 21/12/2023

## Hourglass (Safer Ageing)

## Statement of cash flows

For the year ended 31 March 2023

	Note	2023 £	2022 £ Restated
<b>Net income / (expenditure) for the reporting period</b>		<b>(678,633)</b>	<b>(758,667)</b>
Depreciation charges		469	20,619
(Gains)/losses on investments		49,844	(372)
Dividends, interest and rent from investments		(12,500)	(10,911)
(Increase)/decrease in cash held in investments		17,976	(29,306)
(Increase)/decrease in debtors		48,930	(44,495)
Increase/(decrease) in creditors		(11,032)	27,011
<b>Net cash from/(used in) operating activities</b>		<b>(584,946)</b>	<b>(796,121)</b>
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments	12,500	10,911	
Proceeds from sale of investments	138,729	50,403	
Net purchase of investments	(64,694)	(27,156)	
<b>Net cash provided by / (used in) investing activities</b>		<b>86,535</b>	<b>34,158</b>
<b>Change in cash and cash equivalents in the year</b>		<b>(498,411)</b>	<b>(761,963)</b>
Cash and cash equivalents at the beginning of the year		652,613	1,414,576
<b>Cash and cash equivalents at the end of the year</b>		<b>154,202</b>	<b>652,613</b>
<b>Analysis of cash and cash equivalents</b>			
	<b>At 31 March 2023 £</b>	<b>At 31 March 2022 £</b>	
Cash in hand and at bank	154,202	652,613	
<b>Total cash and cash equivalents</b>	<b>154,202</b>	<b>652,613</b>	

**Hourglass (Safer Ageing)****Notes to the financial statements****For the year ended 31 March 2023**

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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 2019) – (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. At the time of approving the financial statements, the trustees have a reasonable expectation that the charitable company has adequate resources to continue in operational existence for the foreseeable future. Thus the charitable company continues to adopt the going concern basis of accounting in preparing the financial statements.

**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.

**f) Interest receivable**

Interest on funds held on deposit is included when receivable.

**g) 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 2023**

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**1 Accounting policies (continued)****l) 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. 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.

**m) 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.

**n) 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.

**o) 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 2023

#### 2 Income from donations and legacies

	Unrestricted £	Restricted £	2023 total Total £	2022 Total £
Legacies	100,223	–	<b>100,223</b>	126,050
Individual and corporate donations and gift aid	33,847	60,000	<b>93,847</b>	117,751
Trusts and Foundations	38,556	47,575	<b>86,131</b>	113,811
Government Funds	–	50,000	<b>50,000</b>	211,779
Local Authority Funds	–	305,036	<b>305,036</b>	114,840
Community Fund	–	71,783	<b>71,783</b>	29,697
HMRC JRS Grant	–	–	–	–
	<b>172,626</b>	<b>534,394</b>	<b>707,020</b>	<b>713,928</b>

Of the total income from donations and legacies £534,394 (2022: £534,648) was restricted and £172,626 (2022: £179,280) was unrestricted.

#### 3 Income from charitable activities

	Unrestricted £	Restricted £	2023 Total £	2022 Total £
Training	4,821	–	<b>4,821</b>	4,610
Total income from charitable activities	<b>4,821</b>	<b>–</b>	<b>4,821</b>	<b>4,610</b>

**Hourglass (Safer Ageing)**
**Notes to the financial statements**
**For the year ended 31 March 2023**
**4 Analysis of expenditure**

	Charitable activities					Support and Governance costs £	2023 Total £
	Cost of raising funds £	Helpline £	Social policy development £	Media promotion and website £	Programmes and projects £		
Staff costs (Note 8)	79,108	212,708	41,099	47,212	423,653	164,300	<b>968,080</b>
Staff Recruitment and training	228	1,956	298	-	13,356	3,531	<b>19,369</b>
Staff travel and volunteer expenses	679	1,643	1,213	165	7,741	6,027	<b>17,468</b>
PR, media and promotion	50	300	42,500	536	3,578	7,526	<b>54,490</b>
CRM, website, IT and Internet	1,372	10,939	9	1,578	25,335	19,611	<b>58,844</b>
Postage and Stationery	187	670	178	3	1,263	1,832	<b>4,133</b>
Phones and sundry	250	135,963	-	1,729	20,175	11,449	<b>169,566</b>
Trustee meetings and expenses	-	-	-	-	-	2,183	<b>2,183</b>
Direct project cost	-	-	-	-	-	-	-
Audit fee	-	-	-	-	-	8,712	<b>8,712</b>
Regulatory costs	-	-	-	-	-	1,184	<b>1,184</b>
Consultancy	150	7,182	-	-	420	23,697	<b>31,449</b>
Rent and insurance	-	18	-	-	1,297	15,868	<b>17,183</b>
Depreciation	-	-	-	-	-	469	<b>469</b>
	<b>82,024</b>	<b>371,379</b>	<b>85,297</b>	<b>51,223</b>	<b>496,818</b>	<b>266,389</b>	<b>1,353,130</b>
Support and Governance cost allocation	26,217	70,496	13,621	15,647	140,408	(266,389)	-
<b>Total expenditure 2023</b>	<b>108,241</b>	<b>441,875</b>	<b>98,918</b>	<b>66,870</b>	<b>637,226</b>	<b>-</b>	<b>1,353,130</b>

Of the total expenditure, £764,510 was unrestricted (2022: £851,776) and £638,465 was restricted (2022: £636,712).

**Hourglass (Safer Ageing)**
**Notes to the financial statements**
**For the year ended 31 March 2023**
**4 Analysis of expenditure (continued)**

	Charitable activities					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 and volunteer expenses	164	374	–	46	2,305	896	<b>3,785</b>
PR, media 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>
Conference 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>
Overclaimed input VAT repaid	–	–	–	–	–	–	–
	<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	15,147	45,955	16,062	11,570	47,933	(136,667)	–
<b>Total expenditure 2022</b>	<b>221,980</b>	<b>490,864</b>	<b>147,105</b>	<b>165,173</b>	<b>463,366</b>	<b>–</b>	<b>1,488,488</b>

## Hourglass (Safer Ageing)

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 5 Net incoming resources for the year

This is stated after charging / crediting:

	2023	2022
	£	£
Depreciation	469	20,619
Loss or profit on disposal of fixed assets		
Interest payable		
Operating lease rentals:		
Property	10,875	18,000
Auditors' remuneration (including VAT):		
Audit	8,712	6,180

#### 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 and the cost of key management personnel

Staff costs were as follows:

	2023	2022
	£	£
Salaries and wages	856,489	854,774
Social security costs	75,788	79,482
Employer's contribution to defined contribution pension schemes	20,803	18,907
Agency staff	-	14,587
Settlement	15,000	-
	<b>968,080</b>	<b>967,750</b>

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

	2023	2022
	No.	No.
£70,000 – £79,999	1	1
£80,000 – £89,999	-	-

The total employee benefits including pension contributions of the key management personnel, made up of the Chief Executive Officer, Deputy Chief Executive Officer and Director of Operations were £180,584 (2022: £242,495).

#### 8 Staff numbers

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

	2023	2022
	No.	No.
No. of employees	<b>34.17</b>	<b>34.00</b>

## Hourglass (Safer Ageing)

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 9 Related party transactions

Included in the staff costs above is total remuneration from employment including pension contributions of £12,815 paid to Tim Lucas who was a trustee of the charity from 17 February 2022 to 5 June 2023. Tim Lucas was employed by the Charity to assist in the Setting up of Processes and Procedures in Finance and Fundraising, on a consulting basis. The remuneration was received in respect of this role and was not in connection with their role as a trustee.

No other charity trustees were paid or received any other benefits from employment with the charity in the year (2022: £nil). No other charity trustee received payment for professional or other services supplied to the charity (2022: £nil). There are no other related party transactions to disclose for 2023 (2022: none).

Trustees' expenses include the payment for trustee meetings or reimbursement of travel and subsistence costs totalling £1,257 (2022: £2,183) incurred by members 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>
At the end of the year	74,891	<b>74,891</b>
<b>Depreciation</b>		
At the start of the year	74,422	<b>74,422</b>
Charge for the year	469	<b>469</b>
At the end of the year	74,891	<b>74,891</b>
<b>Net book value</b>		
<b>At the end of the year</b>	-	<b>-</b>
At the start of the year	469	469
All of the above assets are used for charitable purposes.		

#### 11 Listed investments

	2023 £	2022 £
Fair value at the start of the year	539,121	561,996
Additions at cost	64,694	27,156
Disposal proceeds	(138,729)	(50,403)
Net gain / (loss) on change in fair value	(49,844)	372
Fair value at the end of the year	<b>415,242</b>	539,121
Historic cost at the end of the year	<b>445,635</b>	519,937
Investments comprise:		
	2023 £	2022 £
Bonds and Shares listed on the London Stock Exchange	415,242	539,121
Cash	25,999	43,975
	<b>441,241</b>	583,096

## Hourglass (Safer Ageing)

### Notes to the financial statements

#### For the year ended 31 March 2023

#### 12 Debtors

	2023	2022
	£	£
Trade debtors	1,708	31,575
Other debtors	2,397	2,092
Prepayments	4,544	80,736
Accrued income	56,824	-
	<b>65,473</b>	<b>114,403</b>

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

	2023	2022
	£	£
Trade creditors	13,915	48,110
Taxation and social security	-	-
Other creditors	877	430
Accruals	7,300	15,812
Deferred income (note 14)	31,228	-
	<b>53,320</b>	<b>64,352</b>

#### 14 Deferred income

Deferred income comprises income received during the year for future years.

	2023	2022
	£	£
Balance at the beginning of the year	-	-
Amount released to income in the year	-	-
Amount deferred in the year	31,228	-
Balance at the end of the year	<b>31,228</b>	<b>-</b>

#### 15 Financial Instruments

	2023	2022
	£	£
<b>Carrying amount of financial assets</b>		
Debt instruments measured at amortised cost	<b>4,105</b>	33,667
<b>Carrying amount of financial liabilities</b>		
Measured at amortised cost	<b>22,092</b>	64,352

#### 16 Analysis of net assets between funds

	General unrestricted £	Designated £	Restricted £	Total funds 2023 £
Tangible fixed assets	-	-	-	-
Investments	415,242	-	-	<b>415,242</b>
Net current assets	120,143	-	72,211	<b>192,354</b>
<b>Net assets at the end of the year</b>	<b>535,385</b>	<b>-</b>	<b>72,211</b>	<b>607,596</b>

**Hourglass (Safer Ageing)**
**Notes to the financial statements**
**For the year ended 31 March 2023**
**16 Analysis of net assets between funds (continued)**

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

**17 Movements in funds**

	At 1 April 2022 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 March 2023 £
<b>Restricted funds:</b>					
Awards For All (England)	9,899	-	(9,899)	-	-
Awards For All (NI)	9,899	-	(9,899)	-	-
Awards For All (Scotland)		7,320	(7,320)	-	-
Awards For All (Wales)	9,899	-	(9,899)	-	-
Baillie Gifford & Co		35,000	(35,000)	-	-
Baillie Gifford & Co (Scotland Hub)	25,000	25,000	(25,000)	-	25,000
Fife Voluntary Action	9,900	13,475	(14,742)	-	8,633
Hallmark Care Homes Foundation	17,500	-	(17,500)	-	-
Home Office (core costs)	-	50,000	(50,000)	-	-
Kent PCC (IDVA)	-	34,074	(34,074)	-	-
Sussex (Safe Place)	34,448	117,310	(151,758)	-	-
Walter Scott (Community fund Fife, Helpline)	18,555	-	(18,555)	-	-
Wokingham Borough Council	30,075	-	(30,075)	-	-
Francis Winham Foundation	-	10,000	(10,000)	-	-
Community Fund (BLF) 2022-23	-	64,463	(40,734)	-	23,729
Thames Valley PCC (IDVA)	-	24,588	(24,588)	-	-
London MOPAC (IDVA)	-	21,786	(21,786)	-	-
London MOPAC (DA)	-	65,200	(65,307)	107	-
Cambridgeshire PCC (IDVA)	-	10,500	(10,500)	-	-
Surrey PCC (DA)	-	16,300	(16,300)	-	-
Babergh & Mid Suffolk Council	-	15,278	(429)	-	14,849
Small grants (various)	10,992	24,100	(35,100)	8	-
<b>Total restricted funds</b>	<b>176,167</b>	<b>534,394</b>	<b>(638,465)</b>	<b>115</b>	<b>72,211</b>
<b>Unrestricted funds:</b>					
<b>General funds</b>	<b>1,110,062</b>	<b>189,947</b>	<b>(764,509)</b>	<b>(115)</b>	<b>535,385</b>
<b>Total unrestricted funds</b>	<b>1,110,062</b>	<b>189,947</b>	<b>(764,509)</b>	<b>(115)</b>	<b>535,385</b>
<b>Total funds</b>	<b>1,286,229</b>	<b>724,341</b>	<b>(1,402,974)</b>	<b>-</b>	<b>607,596</b>

## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2023

## 17 Movements in funds (continued)

	At 1 April 2021 £	Incoming resources & gains £	Outgoing resources & losses £	Transfers £	At 31 March 2022 £
<b>Restricted funds:</b>					
Awards For All (England)	-	9,899	-	-	<b>9,899</b>
Awards For All (NI)	-	9,899	-	-	<b>9,899</b>
Awards For All (Scotland, NI and Wales)	1,387	9,899	(1,387)	-	<b>9,899</b>
Baillie Gifford & Co (Scotland Hub)	25,000	25,000	(25,000)	-	<b>25,000</b>
Chalk Cliff Trust (Sussex EARS)	3,630	5,000	(8,630)	-	-
Dowager Countess Trust (HoD North)	12,255	-	(12,255)	-	-
Dulverton Trust (England Helpline)	25,800	-	(25,800)	-	-
Fife Voluntary Action	-	9,900	-	-	<b>9,900</b>
Hallmark Care Homes Foundation	-	17,500	-	-	<b>17,500</b>
Headley Trust (Helpline)	15,000	-	(15,000)	-	-
Hodge Bank (Wales Helpline and England general)	28,476	51,705	(80,181)	-	-
Home Office (core costs)	8,288	211,779	(220,067)	-	-
Home Office (Second Wave COVID Helpline, Volunteers, SA App)	10,000	-	(10,000)	-	-
Independent age (Covid helpline, OOH Helpline & Knowledge bank)	8,866	-	(8,866)	-	-
Joy Wingflied	-	-	-	-	-
Julia and Hans Rausing Trust (Salaries and Core costs)	-	-	-	-	-
Lloyds TSB Foundation (North of England)	34,215	-	(34,215)	-	-
Masonic Charitable Trust	10,486	-	(10,486)	-	-
Richard Burchmore	-	-	-	-	-
Robertson Trust (Fife EARS and Slater & Gordon (UK) Ltd)	17,471	-	(17,471)	-	-
Sussex (Safe Place)	-	18,750	(18,750)	-	-
Walter Scott (Community fund Fife, Helpline)	-	84,765	(50,317)	-	<b>34,448</b>
The Morris Beneficent Fund	14,951	26,000	(22,396)	-	<b>18,555</b>
Wokingham Borough Council	-	-	-	-	-
Small grants (various)	58,806	30,075	(75,891)	-	<b>30,075</b>
		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>

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 2023

#### 18 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	
	2023	2022
	£	£
Less than one year	76,361	5,163
One to five years	96,148	18,919
	<b>172,509</b>	<b>24,082</b>

#### 19 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)**

## Hourglass England

Office 8, Unit 5,  
Stour Valley Business Centre,  
Brundon Lane, Sudbury,  
Suffolk, CO10 7GB.

T: +44 (0) 20 8835 9280  
E: [enquiries@wearehourglass.org](mailto:enquiries@wearehourglass.org)  
W: [www.wearehourglass.org](http://www.wearehourglass.org)

 [@wearehourglass\\_](https://twitter.com/wearehourglass_)  
 [facebook.com/wearehourglass](https://facebook.com/wearehourglass)

## Hourglass Cymru

C/o - Office 8, Unit 5,  
Stour Valley Business Centre,  
Brundon Lane, Sudbury,  
Suffolk, CO10 7GB.

T: +44 (0) 20 8835 9280  
E: [cymru@wearehourglass.org](mailto:cymru@wearehourglass.org)  
W: [www.wearehourglass.cymru](http://www.wearehourglass.cymru)

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## Hourglass Scotland

PO Box 29244,  
Dunfermline, KY12 2EG.

T: +44 (0) 20 8835 9280  
E: [scotland@wearehourglass.org](mailto:scotland@wearehourglass.org)  
W: [www.wearehourglass.scot](http://www.wearehourglass.scot)

 [@HourglassScot](https://twitter.com/HourglassScot)  
 [facebook.com/HourglassScotland](https://facebook.com/HourglassScotland)

## Hourglass Northern Ireland

PO Box 216,  
Newry, BT35 5DH.

T: +44 (0) 20 8835 9280  
E: [nireland@wearehourglass.org](mailto:nireland@wearehourglass.org)  
W: [www.wearehourglass.org/ni](http://www.wearehourglass.org/ni)

 [@HourglassNI](https://twitter.com/HourglassNI)  
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