



# 2024 ANNUAL REPORT

Annual Report of the Directors, Trustees  
and Financial Statements.

**Annual Report 2023 - 2024**

Annual Report of the Directors/Trustees & Financial Statements 2023/2024

**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.

## TABLE OF CONTENTS

|   |    |
|---|----|
| <b>Welcome from the Chair</b>   | 4  |
| <b>Introduction from the Chief Executive Officer</b>  | 6  |
| <b>Reference and Administrative Details of the charity, its Directors/Trustees and Advisors</b> | 8  |
| <b>Executive Team</b>   | 8  |
| <b>Structure, Governance and Management</b>   | 10 |
| Introduction  | 10 |
| Director/Trustee Structure  | 10 |
| Staff Pay   | 11 |
| Decision Making   | 11 |
| Risk Management   | 11 |
| Fundraising   | 11 |
| Charitable Objectives   | 12 |
| Vision and Mission  | 12 |
| Our Vision  | 12 |
| Our Mission   | 13 |
| Our Aims  | 13 |
| Our Key Messages  | 13 |
| Our Seven Key Strategic Themes and Aims   | 14 |
| Our Values  | 14 |
| <b>Activities and Achievements 2023/24</b>  | 15 |
| 24/7 Helpline   | 15 |
| Demand for the Helpline   | 15 |
| Online Services   | 17 |
| Hourglass 24/7 Helpline Support   | 21 |
| Helpline Feedback   | 22 |
| <b>Community Response</b>   | 23 |
| <b>Events</b>   | 27 |
| <b>Community Response Case Examples</b>   | 28 |
| <b>Feedback from Community Response Service Users</b>   | 30 |
| <b>Highlights Across the Nations</b>  |    |
| Northern Ireland  | 31 |
| Wales   | 32 |
| Scotland  | 34 |
| England   | 35 |
| <b>Volunteering</b>   | 37 |
| <b>Fundraising Overview for the year</b>  | 38 |
| <b>Research and Policy</b>  | 40 |
| <b>Policy and lobbying</b>  | 42 |
| <b>PCCs England &amp; Wales</b>   | 44 |
| <b>Marketing Overview</b>   | 45 |
| <b>Campaigns</b>  | 62 |
| <b>Media Appearances</b>  | 68 |
| <b>Give an Hour Scheme and Corporate Partnerships</b>   | 70 |
| <b>Financial Review</b>   | 72 |
| <b>Auditors Report</b>  | 74 |
| <b>Statement of Financial Activities</b>  | 79 |



**Caroline Cox,**  
*Chair, Hourglass.*

## WELCOME FROM THE CHAIR OF TRUSTEES:

**As this is my last welcome piece as Chair of the Board of Trustees, I hope you will indulge me reflecting on my five years as Chair, even though inevitably this will be more wordy than usual.**

I enjoy and often drive change, but little did I know how much I would see along the way and how many challenges we would face at times to merely survive.

I became chair not long after our longstanding CEO was moving towards retirement and Richard Robinson our current CEO had taken up his role. The board had recognised the difficult funding and political landscape in which we operated and the need for the charity to change, to build relationships with other charities, politicians and key policy makers in order to raise awareness further and access new funding streams and were clear that Richard bought so much of that knowledge and experience with him. But it was a massive change of direction, and a few people were loudly critical of our appointment of someone who had no experience in the abuse of older people, something no-one could say now. Change is difficult for many people to work with, and it can and did lead to several difficult staffing issues which were time consuming and at times distracting.

Fundraising had been difficult in the previous years, and we had relied heavily on the lottery money that had allowed us to establish a presence in the four nations. Just prior to me taking up the role, we faced having to fund raise just to pay staff, even borrowing money from family and friends, raising the £85K in three weeks we needed, we were close to going out of business. Not the backdrop to the start of Richard's or my tenure I would have wanted. Without the legacy we received in 2020 we would not have survived.

We have difficulty competing with some of the bigger, more influential charities for funding and as such our salaries are on the lower side and our turnover in a small team (35) can feel high. And yet despite that, the relative inexperience of some staff and the other difficulties we faced, the energy, knowledge and commitment from the Executive team and the staff and volunteers, supported by the Board, meant that we have, amongst other successes:

- Successfully rebranded.
- Reshaped the organisation, increasing our reputational health across all four nations.
- Changed our financial base, not relying on individual funders but accessing government and statutory funds.
- Took a calculated risk and committed to spend prior to receiving funding to establish our now successful 24/7 service.
- Established the specialist IDVA role for older people.
- Established the charity as the 'go to' source of expertise and skill which has led to us being at the top table for policy formation and the provider of choice for older victim/survivors of abuse.

- Sought to raise awareness of the abuse of older people through being a key partner in the development of the abuse story recently shown on BBC through EastEnders.
- Built a base of good research, demonstrated by the publication of our Safer Ageing Indices - unique sources of information.
- Established Safer Ageing as a legitimate expectation for an ageing population to live Healthy, independent lives, safe and free from harm.
- Developed positive relationships and worked in partnership with politicians, other charities, and individuals.

And importantly, we continue to deliver an incredible service to those that use our helpline or need the support of our IDVAs, remembering always that older victims/survivors of abuse are at the core of everything we do.

It has been an incredible journey. I am proud of the changes we have made together over the last 5 years. I have learnt a lot, but am humbled by the knowledge, skills, expertise and commitment of the people I have travelled with. I have used 'we' throughout this text because it is only by working together and respecting what each other brings to the table that the charity has and will not only survive but thrive.



**Caroline Cox,**  
Chair, Hourglass.





**Richard Robinson**  
CEO, Hourglass.

## INTRODUCTION FROM THE CHIEF EXECUTIVE OFFICER:

**Dear Friends and Supporters,**

**The byword for every charity since the pandemic has been sustainability. However, with such a comprehensive rebuild and rebrand, Hourglass has been aiming for this milestone since 2018/19. This year we finally hit that target with a small surplus that gives us real confidence. We can also plan positively with 24/25 in mind – knowing that sustainability is as good as assured for the next two financial years.**

This has been achieved thanks to some incredible commitment from the staff and trustees, a great deal of innovative thinking (that started with Veronica Gray's Safer Ageing plan) and a shift away from the unpredictable nature of voluntary fundraising towards statutory funding and government contracts.

But where do we go from here? It will come as no surprise to anyone well-versed in the challenging world of the third sector, that the future is unclear. Our contracts with the Police and Crime Commissioners and the Home Office are under review in early 2025 and who knows what the new government will find left in the coffers for charities like Hourglass. I'd love to say that the unique nature of our work, the fact that no-one else has our thirty years of expertise in working with older victim survivors and our proven track record will stand us in good stead. But it's not that simple. We are competing (and collaborating) with charities with significant clout and whilst we now have a seat at many of the top tables across the four legislatures, we often need to fight extremely hard to get the voices of older victim-survivors heard.

The Home Office's work in recognising Violence Against Women and Girls (VAWG) as a crucial area of policy development has undoubtedly helped build a case for older people. But we are still faced with an incredible lack of parity that sees the 2.5 million people affected by the abuse of older people often branded as a niche issue – or a specialist area. When the numbers suggest otherwise. With nine million extra older people in the UK by 2050, now is the time to look at developing strategies that focus on safer ageing. We stand shoulder to shoulder with every abuse charity across the UK and VAWG is a scourge in our society that needs to be eradicated. But we have to find space in the debate for older people. The clock is ticking.

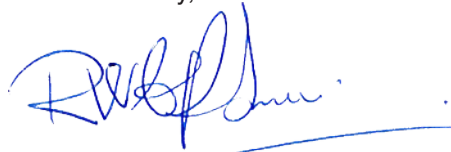
I would like to pay tribute to Caroline Cox, our Chair, who steps away from her role this year. She has been a fantastically inspirational leader for the organisation and one who has given her heart and soul to Hourglass. We are indebted to her leadership when the organisation faced a near terminal prognosis just five years ago. She has been a fabulous ally to all victim-survivors and without her Hourglass would be all the poorer. Likewise, to the Vice Chair, Ronnie Barnes who has been a tireless advocate for the charity across the four nations but most specifically in Scotland, where he forged links that saw the Scottish brand multiply in size and influence.

Finally, to our Treasurer, Ali Cox, who is also stepping down this year. Ali has been a crucial friend of the charity and helped streamline and simplify our financial approach with the positive results now clear to see. Thank you all.

With Hourglass now blessed with a 24/7 helpline, a casework (community response) set-up that has steadily grown in impact, a policy unit that has reshaped the debate for older people with their landmark safer ageing campaigns and a broader governance team that really understands the challenge – we are in a good place. We just need our funders, especially those in the seats of power across the UK, to ensure the abuse of older people comes out from the shadow and we see mainstream strategies for a safer ageing future.

Thank you to our staff, volunteers, trustees and friends for the faith you've shown in Hourglass and I look forward to working with you all into the future.

Yours sincerely,



**Richard Robinson**  
CEO – Hourglass.

## REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY

**Reg. Office:** Hourglass (Safer Ageing),  
Office 8, Unit 5,  
Stour Valley Business Centre,  
Brundon Lane, Sudbury Suffolk.  
CO10 7GB.  
Telephone: 020 8835 9280  
[www.wearehourglass.org](http://www.wearehourglass.org)  
Email: [enquiries@wearehourglass.org](mailto:enquiries@wearehourglass.org)

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

### CURRENT NON-EXECUTIVE DIRECTORS/TRUSTEES

*(Attendance at meetings 2023/2024)*

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

*Andrea Nicholas-Jones (4/5); Leo Visconti (1/5); Dr Mary Harrington (4/5); Sarah Browne (5/5); Tim Lucas (1/5); Angel Clark (3/5); Laura Robinson (5/5); Dr Pragya Shukla (3/5); Dr Gary Jevons (3/5); Zemfira Knott (3/5); Daniel Bridges (3/5); Sarah Lock (2/5); Johanna Rachel Morgan (1/5) Anne Marie Winton (2/5)*

**Resigned:** Tim Lucas (05/06/23)

*Appointments: Angel Clark (on 18/05/2023), Laura Robinson (18/05/2023), Dr Pragya Shukla (01/06/2023), Anne Marie Winton (01/06/2023) Dr Gary Jevons (13/09/2023), Zemfira Knott (14/09/2023), Daniel Bridges (13/10/2023), Sarah Lock (22/11/2023), Johanna Rachel Morgan (26/01/2024).*

### HONORARY VICE PRESIDENTS:

Dr John Beer, David Congdon, and Lesley McDowell.

### PATRONS:

The Baroness Gale of Blaenrhondda  
The Baroness Ritchie of Downpatrick  
The Rt Hon. the Lord Foulkes of Cumnock  
The Rt Hon. the Lord Hunt of Kings Heath OBE

### EXECUTIVE TEAM:

|                  |   |
|------------------|---|
| Richard Robinson | Chief Executive Officer                               |
| Veronica Gray    | Director of Policy and Deputy Chief Executive Officer |
| Maggie Evans     | Director of Operations                                |



**AUDITOR:**

Moore Green Chartered Accountants  
22 Friars Street, Sudbury, Suffolk CO10 2AA

**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 (now Rathbones)  
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 2024. 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 Non-Executive 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 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 the abuse of older people. 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:

***‘The abuse of older people 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 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 2023/24

### 24/7 HELPLINE

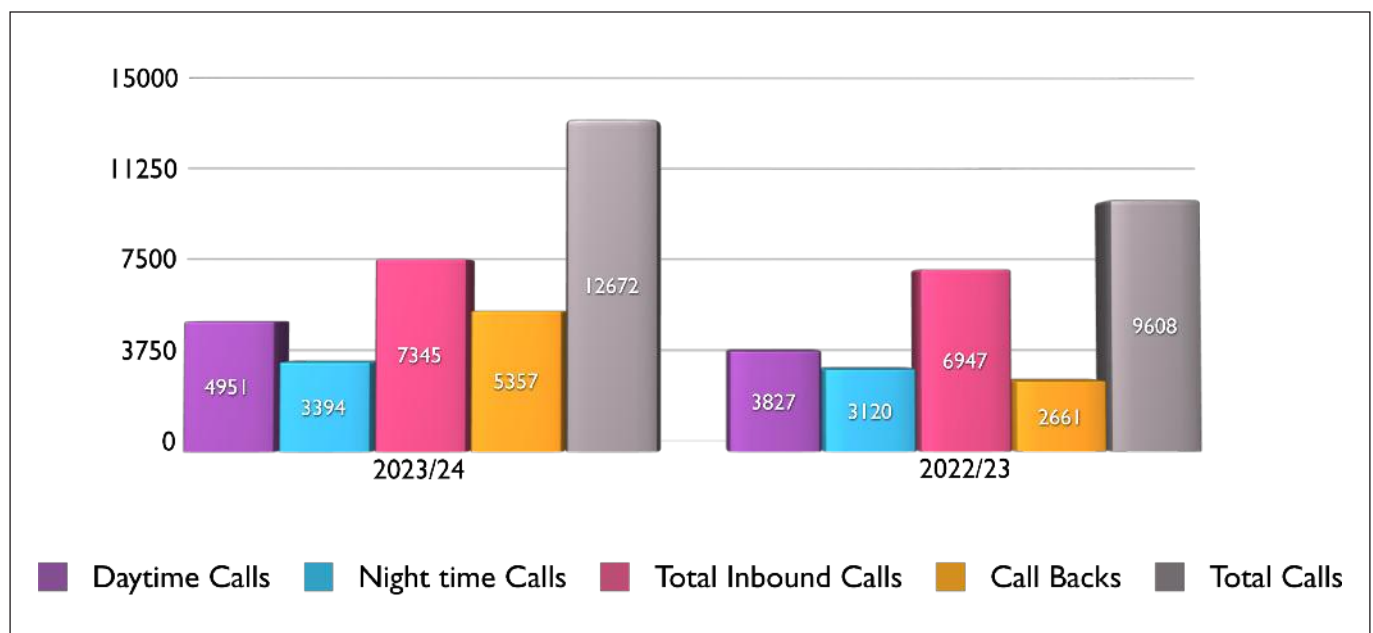
The Hourglass helpline is the only one in the UK focusing exclusively on the abuse of older people. Since 2022 the helpline has been a 24/7 service and continues to be delivered by a team of staff and volunteers. The helpline provides a range of support options to callers, including:

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

During 2023/24 we continued to invest in the helpline by recruiting more Information Officers to answer calls and also providing staff and volunteers with additional training. This has delivered significant results as we have seen an increase in call numbers, answer rates and quality of support provided.

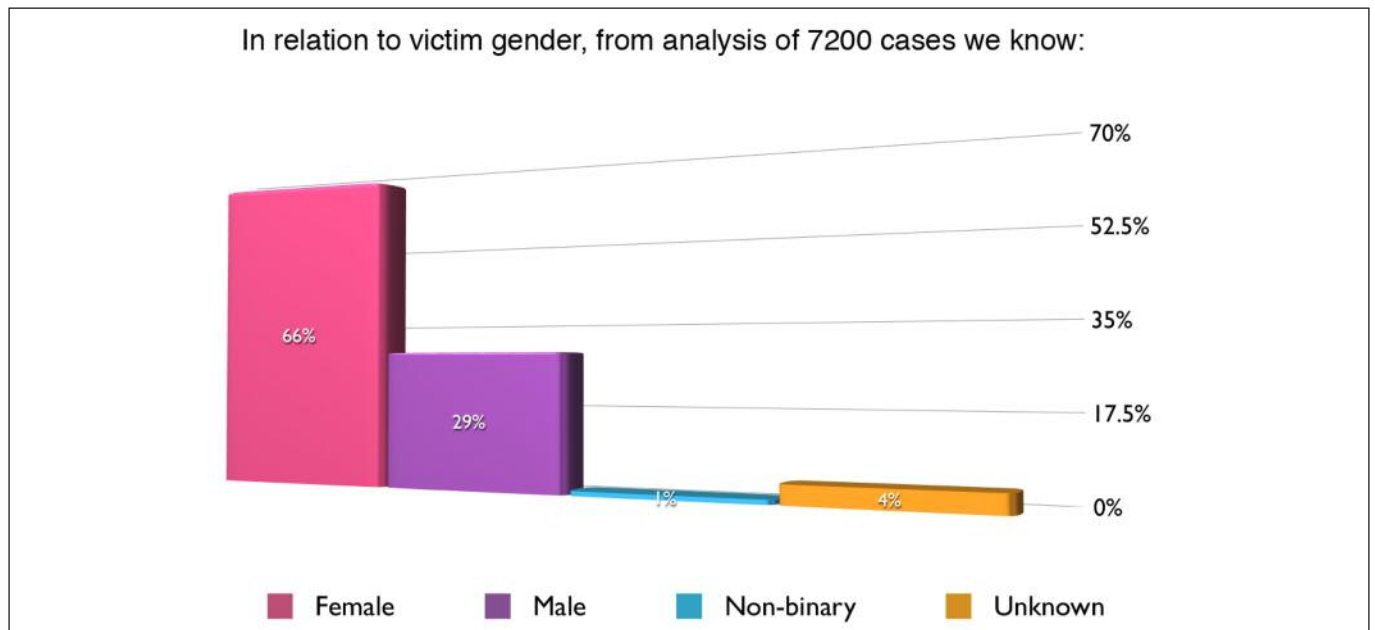
### DEMAND FOR THE HELPLINE:

In addition to logging call numbers, we have continued to improve the systems and processes which enable better analysis of call data. Impact Statistics for the Helpline for 2023/24 compared to 22/23:



*Total Inbound Calls - This represents an overall increase in calls of 6% compared to 22-23*

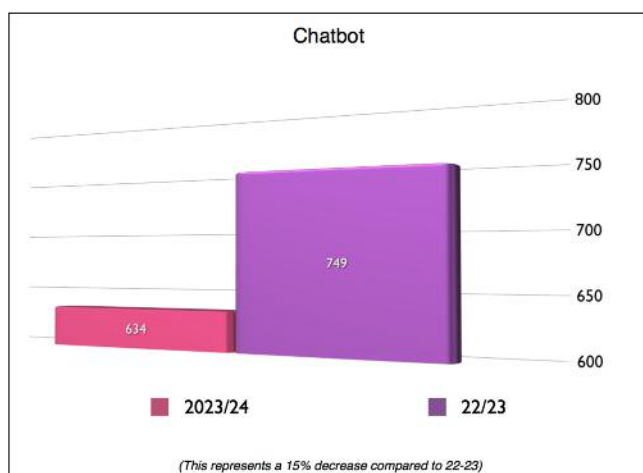
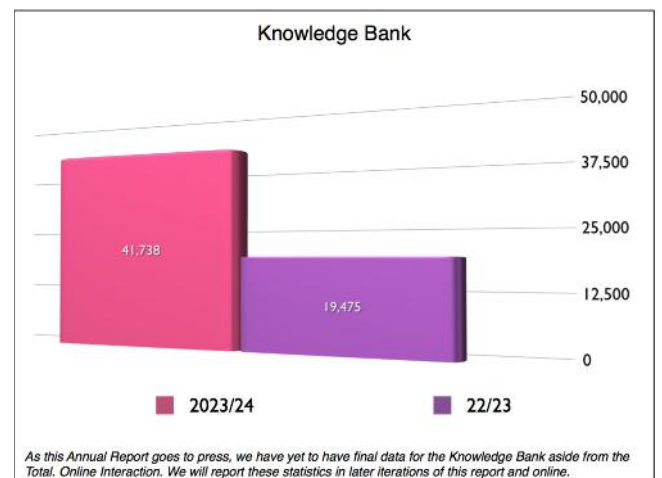
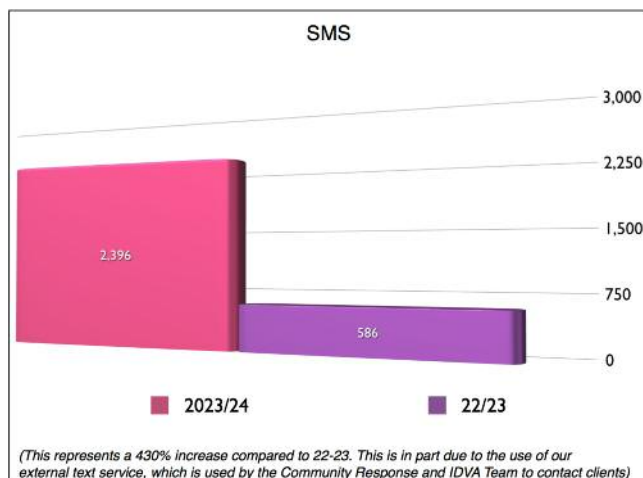
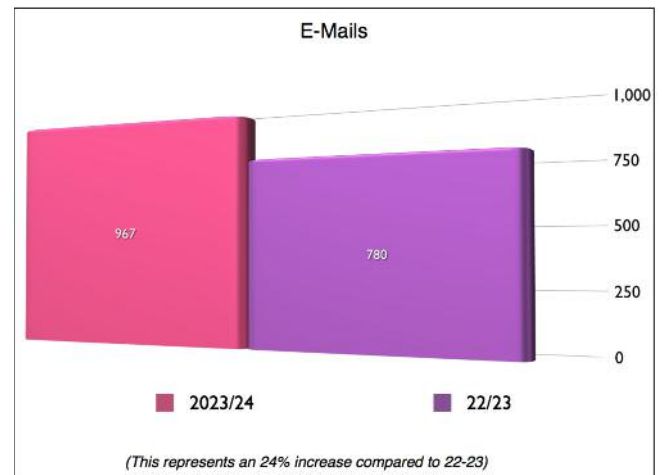
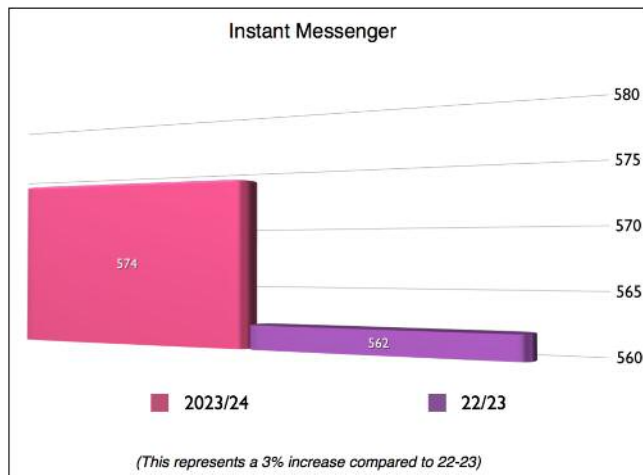
*Call Backs - This represents an overall increase in call backs of 101% compared to 22-23*

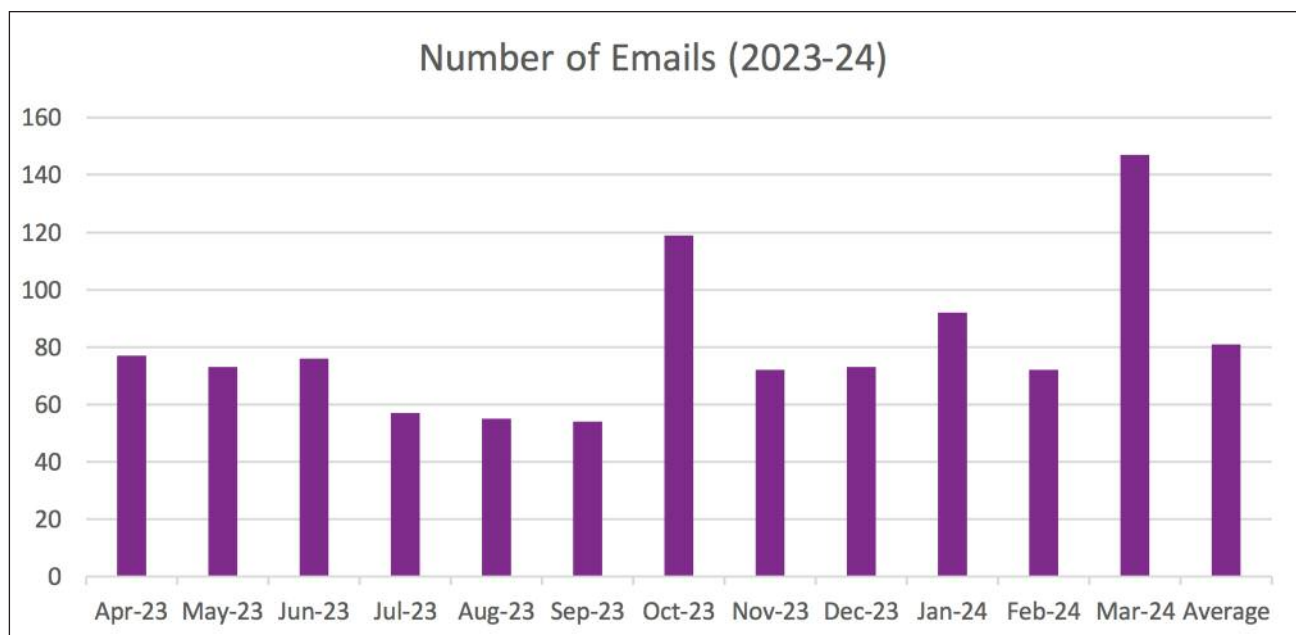
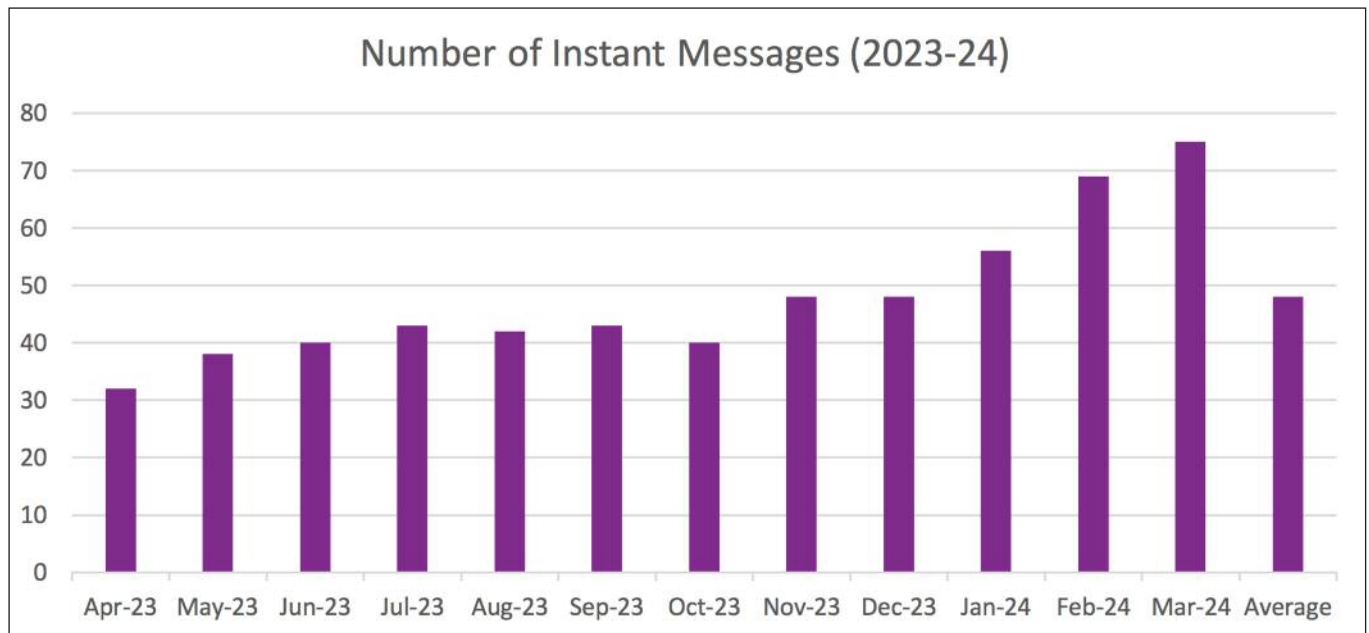


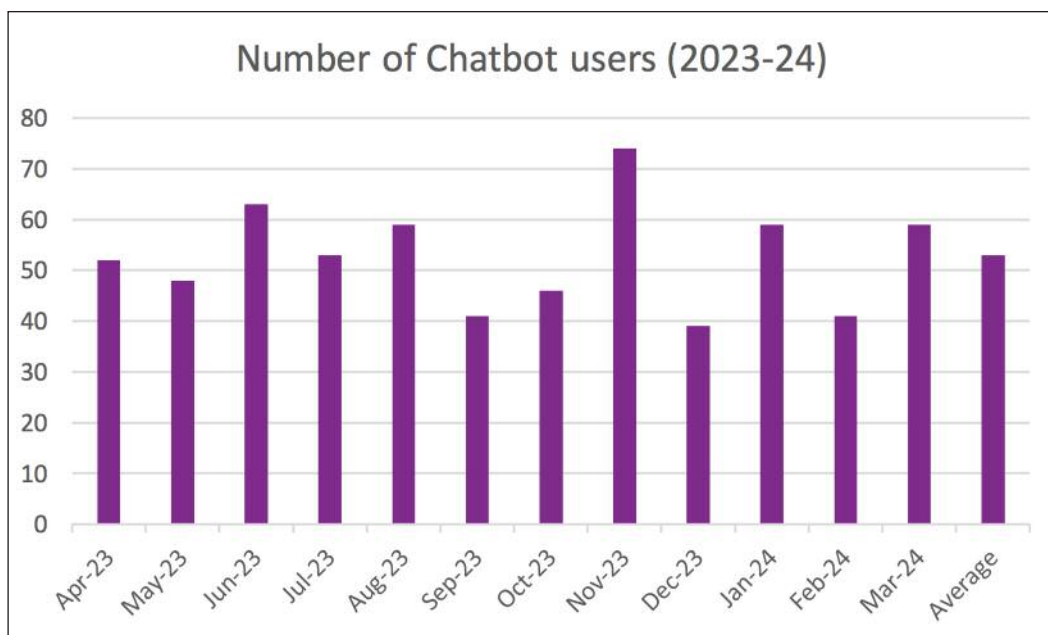
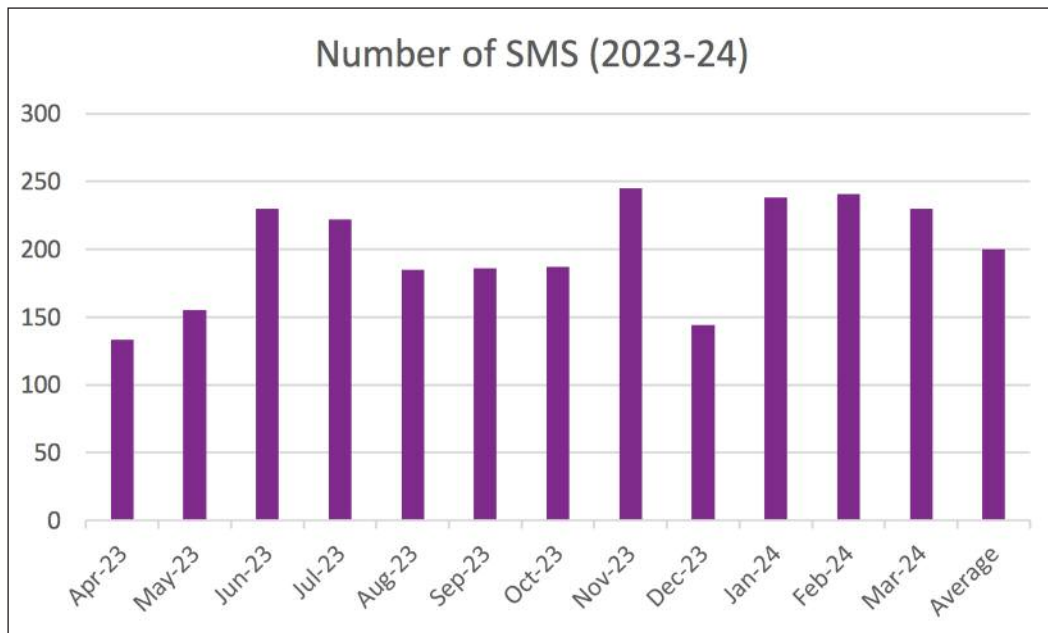
*An individual's own home continues to be the main location of abuse as reported to Hourglass, with economic and domestic abuse the most often reported types of abuse.*

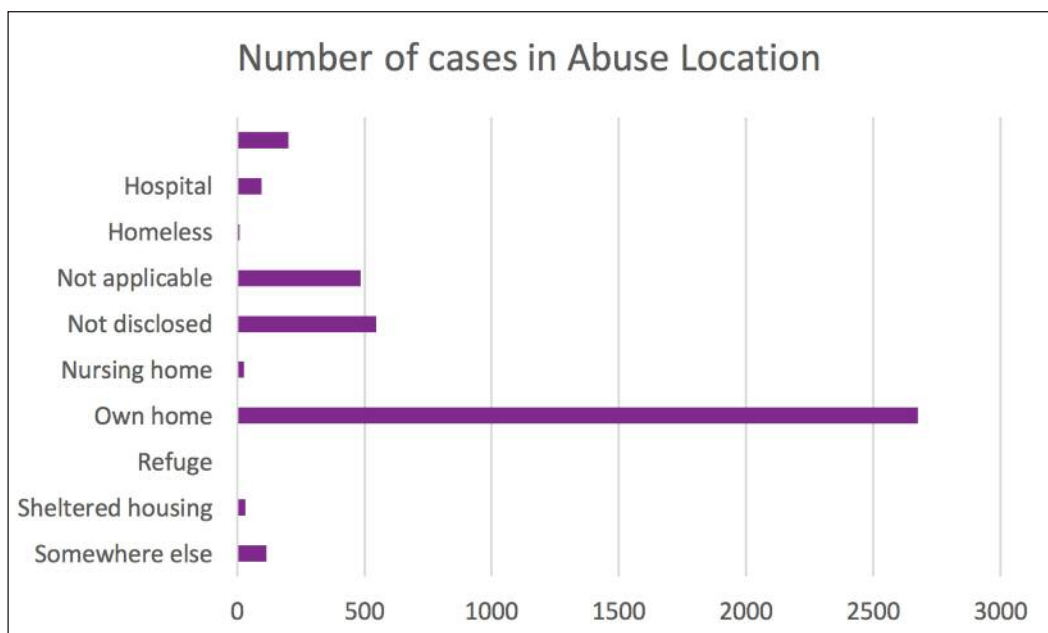
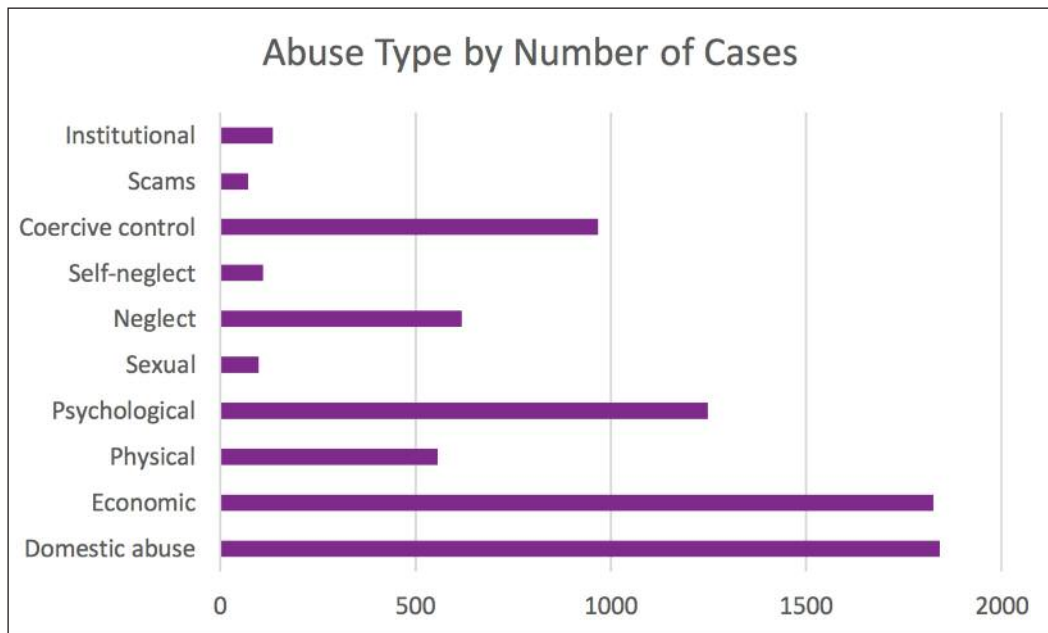
## ONLINE SERVICES:

The 24/7 helpline is supported by a range of additional online support options including instant messenger, SMS text, email, a chatbot and Knowledge Bank. Impact Statistics for Online Services for 2023/24 compared to numbers for 22/23.











## **HOURLASS 24/7 HELPLINE SUPPORT:**

Hourglass operates a free and confidential 24/7 helpline, offering support to older people who are victims of abuse, neglect or exploitation. The charity also receives whistleblowing calls from care homes and other facilities. Available via phone, SMS, email, and instant messaging, the helpline provides immediate emotional and practical assistance. The trained team offers tailored advice regarding a wide range of issues, support, and referrals to ensure the safety and well-being of older individuals.

The confidential helpline is available 24 hours a day, 7 days a week, ensuring that help is always accessible. The charity's dedicated staff and volunteers are equipped to handle a wide range of issues, including physical, economic, psychological, and sexual abuse, as well as neglect. The team are there to help callers make informed decisions and connect them the Community Response Team or with local agencies for further support.

The service works hand-in-hand with the SMS, Instant Messenger, Chatbot, email and Knowledge Bank facilities and data is collected from all these sources accordingly.

**HELPLINE FEEDBACK:**

*"Talking to you has helped that anger go away. I finally feel somebody outside my family has listened. I will never forget what you have done for me. I feel part human again."*

*"I feel a weight has been lifted off my shoulders. You are so kind and moreover, I feel I now have an action plan in place. You are great at what you do"*

*"You've given me a lot more information than another helpline. It was a profitable call. Now I have information to process. I'm so grateful."*

*"You've given me a lot more information than another helpline. It was a profitable call. Now I have information to process. I'm so grateful."*

*"A big thank you. It's been absolutely wonderful speaking to you... you've helped me realise I can focus on Mum's wellbeing and have strength to say no. I feel empowered now. You'll be in my thoughts all day."*

*"You're the most helpful person/service I've spoken to. This is the first time I've actually felt properly listened to. Thank you."*

*"It's so helpful to hear some bits we are doing are ok and your suggestions. It's great you're there. Thank you"*

*"The whole conversation was useful. It helped me work through what's happened. It's a load off my head."*

## COMMUNITY RESPONSE 2023/24

Hourglass operates a Community Response service across the UK, staffed by dedicated Independent Domestic Violence Advisors (IDVAs), Independent Sexual Violence Advisors (ISVAs) and Domestic Abuse Support Workers who provide specialised support for older victim-survivors of abuse.

The team, trained in assisting victim-survivors aged 60 and over, offers emotional and practical advice, guidance, and support to help individuals stay safe in their homes and communities. The team also assists with casework to help individuals make informed choices, access support, and challenge decisions. Services include tailored one-to-one support, advocacy, and follow-up calls for ongoing support. Services are offered remotely over the phone, online, or face-to-face, depending on the case.

### OUR TEAM:

Our Community Response Service is a specialist service with trained staff who support service users suffering from harm, exploitation and abuse, it takes a multi-agency approach working with and building partnerships with groups supporting all communities.

Working alongside our 24/7 Helpline service and Safer Ageing Service we provided help to victim/survivors, family members and professionals.

Our services do not only respond to domestic abuse, sexual violence and other forms of abuse after it has occurred, the delivery model also seeks to address the root causes of harm and abuse, and deliver a range of early intervention approaches to prevent, or reduce the risk of, abuse.

Our Independent Domestic Abuse Advocates/Independent Sexual Violence Advocates and Domestic Abuse support staff are supported by our Team Leader and Director of Frontline services providing tailored and specialist support to older victims of domestic abuse and sexual violence, from high risk to low risk cases including:

- Specialist self and group advocacy, taking account of the unique nature and dynamics of domestic abuse and sexual violence in older age and support to recover from their experience, regain independence and build resilience.
- Community-based support, including pop-up advice and support clinics, seminars and events, and training.

Funding from the Police and Crime Commissioners Offices in the following areas and London Boroughs (Sussex, Surrey, Thames Valley, Kent, London Boroughs – Bexley, Greenwich, Southwark, Lambeth and Lewisham) and funding from Wokingham Borough Council and Mid-Suffolk District Council has enabled us to advocate for older people.

We have continued to grow our services and in the past year have increased our staff by three, enabling us to reach more older people and offer our specialist services.

Working with multiple statutory and third sector organisations in the community we have delivered over 115 presentations to raise awareness of the domestic abuse of older people and share good practice these have included:

Victim Support, Hersana, Daisy Chain Project, Hastings Borough Council, Sussex Community Development Association, RISE, Lambeth Community Engagement Group, Community Southwark Older Peoples Network, West Berkshire Domestic Abuse Board, Rape & Sexual Abuse Support Services South Buckinghamshire, U3A Hearing Matters Group, Carers UK (Kent), Darwent Valley Hospital, Medway Domestic Abuse Board, Huntingdonshire Older Peoples Social Care Team, Addenbrookes Hospital and HMP Peterborough.

Running 25 pop up events in the communities, giving advice to victims and family members on how they can support themselves and loved ones when in crisis and suffering from harm and abuse.

We ran 11 peer-to-peer support group meetings, bringing together older victims/survivors of Domestic Abuse, sharing their experiences in a safe environment, empowering them and allowing their voices to be heard.

Distributing 9,728 leaflets and posters to the public and organisations in the sector. Resources sent to 238 organisations in the sector about our services.

**WE HAVE SUPPORTED 775 CASES OF IN-DEPTH SPECIALIST CASE WORK, THIS EQUATES TO 14,351 INTERACTIONS IN 23/24. AN INCREASE OF 112% COMPARED TO 22/23.**

Alongside our casework we have delivered training to staff in the sector to help them better support older victims, sharing our research and knowledge on the barriers older people face and familial abuse.

Some of the organisations to which we have delivered training included:

- East Sussex MARAC team, Brighton and Hove Council, Buckinghamshire Council, Buckinghamshire Healthcare NHS Trust, North Kent Domestic Abuse Forum, Surrey Citizens Advice, Surrey Samaritans, Surrey County Council Home Care providers, Cambridgeshire Deaf Association, Cambridge City Council sheltered housing scheme, Fenland District Council, Oxfordshire County Council and Metropolitan Police in Southwark and Lambeth.
- Over the past year we have also updated and created new training materials on economic abuse, dementia awareness, scams and familial domestic abuse.

*"Just wanted to say a huge thank you for delivering your training. It was brilliant and we learnt so much from you, so thank you."*

*Senior Safeguarding Practitioner from Buckinghamshire NHS Trust,*

A key success of Community Response this year was the launch of the Economic Abuse hub in Wales, to support older people who are victims of economic abuse, to help reduce the number of future victims of economic abuse and those at risk through awareness raising, prevention work and develop referral pathways to and from relevant organisations and agencies. Therefore, enabling older people in Wales to feel more independent, confident and knowledgeable about protecting their finances.

The hub aims to provide better access to information and advice to help older people protect themselves for economic abuse, increase financial confidence and reduce the risk of economic abuse, with staff providing in depth casework for older people and developing good practice, training of practitioners and increasing awareness across the communities in Wales.

Since the launch of our hub in Wales, we have been raising awareness of the service across Wales with statutory organisations, voluntary sector and in the heart of the community, through pop up events, roadshows and reaching out via email, letter and distributing resources in the communities.

A key focus has been to link in with other organisations to set up referral pathways and establish relationships to share good practice on Economic abuse and the barriers older people face.

We have reached out to multiple organisations to look at referral pathways and to establish relationships these include – Age Cymru, Age Connect Morgannwg, Ageing Well Cardiff, Ageing Well Swansea, Cardiff University Advice Services, Cardiff University Disclosure Response Service, Care and Repair Cymru, Cardiff well-being service, Home Instead, Older People Commissioner for Wales, Reengage, Safer Communities Wales and Trussell Trust Cardiff Foodbank network.

Meetings held with Councillor Elizabeth Evans, Carers Trust Cross Road West Wales, Ceredigion Association of Voluntary Organisations, OPCW, Reengage, Safer Communities Wales, Victim Support, Alzheimer's Society and Cymru Older People's Alliance (COPA) who are a small charity run by older people for older people, so that local Older People's Forums and Groups can have their voice heard at the national level to Welsh Government.

Surviving Economic Abuse have also promoted our services and are interested in how we can work together and have introduced us to BASWO - a charity that helps ethnic minorities and migrants who have experienced violence and exploitation in Wales, being able to reach diverse groups like this who do not often get the support that is needed is invaluable.

Introductions about our hub have been sent to the Safeguarding Boards, Police, Hospitals and organisations working in the community, this has been achieved with letters and sending our bi-lingual materials to them.

We have established a new referral pathway with Qualia Law to provide free legal advice to service users. This partnership aims to empower service users to obtain legal advice, understand their options, enabling them to make supported and informed choices and feel more confident.

Working with Citizen Advice Wales who have distributed bilingual materials on our behalf across all of their branches in Wales has helped us reach many people who come to them for advice on economic abuse and need further support. We are also scheduled to do some training for them on handling cases of economic abuse and the barriers older people face.

Registered as a partner with Welsh Discretionary Assistance Fund (DAF) is a Welsh government project to assist people facing economic hardship in Wales.

By becoming a DAF partner, we are able to assist our service users in Wales with applications for white goods and more when they are going through a time of economic crisis.

Attended Memory Cafes and Ageing well sessions to raise awareness of the new hub in the community and speaking to service users and family members about economic abuse, informing them of how they can protect themselves from economic abuse and also how to prevent this form of abuse.

Presentations to SOLLA (Society of Later Life Advisors) Wales on best practice and the barriers older people face when facing economic abuse, educating professionals will help raise awareness of economic abuse and also give them tools to better support the service users and how to spot the signs of this type of abuse. Aberarth Elder's lunch event we gave a talk to people in the community about economic abuse and protection and how to refer into our service.

We have been working with Ceredigion council, and have linked in with their community connectors who are distributing our resources to all older people they visit across the community to give them information on economic abuse and how they can access our services for support.

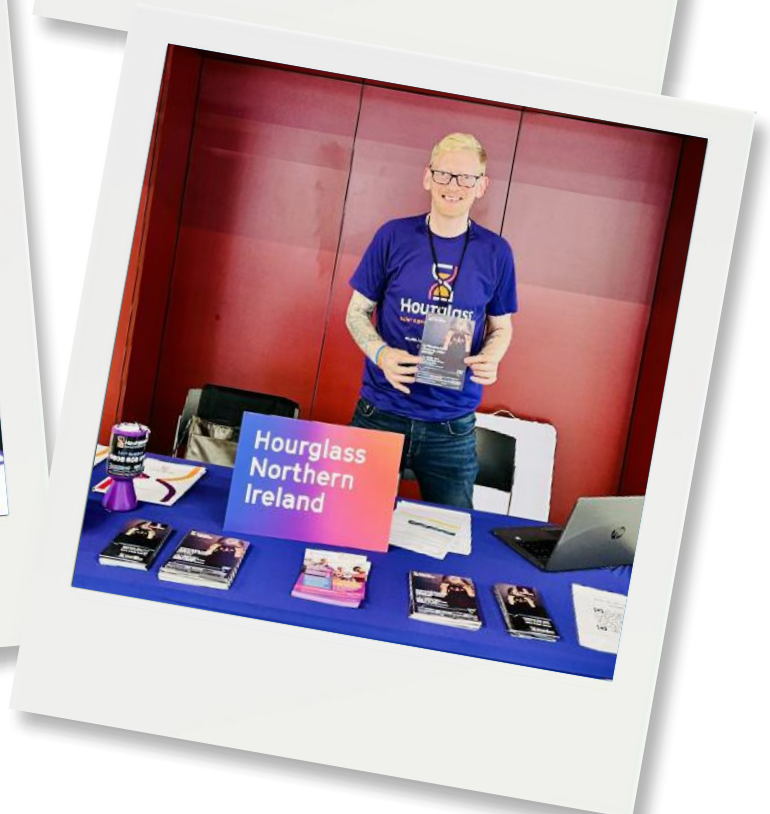
Since the project began and we have been raising awareness in the Community and we have seen 16% increase in engagement from callers and family members, compared to the previous six months.

In the 33 cases we have seen from Wales the total financial losses were £1,582,250.00.



## EVENTS

Some of the events we have attended Glamorgan Volunteer Fayre and attended Operation Cinnamon event, over 60s crime awareness, arranged by Wrexham Police and Lampeter Well-being Centre pop up event in the community.



**COMMUNITY RESPONSE CASE EXAMPLES:****KELLY**  
81 years old

---

**Kelly 81 years old had recently fled from her abusive and alcoholic daughter (T) and was sleeping on her grandson's sofa (son of T).**

Her grandson's wife P was very supportive and Kelly has been welcomed into the home, but there was no room in the small house and unfortunately did not support for Kelly's needs (limited mobility).

Kelly was experiencing very low moods and could see no solution to her problems, Kelly felt extreme guilt at taking up space in her grandson's home even though she loved him and felt safe there. Kelly was overwhelmed at the prospect of finding a rental property and feared she would not have enough money. Her abusive daughter controlled most of her life and so she felt that she did not know how to support herself at all.

We advised Kelly of her rights to apply for social housing as she had fled from domestic abuse, which was a surprise to her. We assisted Kelly in contacting her local housing officer setting up meetings for her and her grandson. Kelly had not known that social housing could be available for her nor how to go about the application process.

Kelly had difficulties in filling in the housing application online form as T had (in the past, and unbeknownst to Kelly) attempted to gain housing by using Kelly's email address which meant that Kelly was essentially locked out of the process and unable to proceed in her application. She had also been directed to a 'how to...' page on the council website with instructions as to how to unlock her application, none of which made any sense to Kelly and she found it overwhelming. We liaised with the housing officer so that the process was made easier for her.

Following our involvement Kelly is now awaiting a housing offer, and after our sessions we have set up counselling to aid in her mental health in the long term.

**GEORGIA**  
Referral

---

**Georgia was referred to Hourglass by Women's Aid, having fled from an abusive relationship.**

She was a victim of intimate partner abuse over many years (50+) culminating in a physically violent incident for which her husband was arrested and released on bail. The husband remained in the marital home and Georgia was living with family.

Georgia required a lot of emotional support and was also struggling to realise that what she had suffered over so many years was abuse, despite previous physical assaults for which her husband had been arrested but never charged.

We supported Georgia through the criminal justice process, liaising closely and in partnership with the police. Georgia's husband was charged with coercively controlling behaviour, threats to kill and assault by beating, and has now been sentenced for the coercive control and assault.

We continued to support Georgia with counselling referrals, obtaining legal advice and housing options so she could remain near to her family in the area.

---

**RONALD**  
*Referral***Ronald was referred to by the Police after a physical assault from his adult son Simon.**

Ronald accepted support and was grateful that a domestic abuse service was available to him as because he is older and a man, he felt he would not be able to access any support. We had discussions around breaking down the stereotypes of domestic abuse and this helped Ronald to feel he was entitled to access support.

During the DASH risk assessment Ronald disclosed he is also experiencing abuse from his wife and therefore there are two perpetrators within the home. Due to the risk of physical violence from both perpetrators this case was referred to MARAC. Ronald had the option of working with a commissioned high-risk service, however, chose to remain working with Hourglass due to the rapport that had already been built with his case worker.

Ronald also had multiple physical disabilities which increased the risk. We completed comprehensive safety planning with Ronald, and ensured to organise calls in a safe way so he could be outside of the property to take these calls privately. Ronald feels the safety planning has given him the knowledge to manage the risk in the home better than previously and he felt confident with the plan being within his capabilities, given the physical disabilities.

Ronald was provided with options regard to fleeing the property. However he chose not to take these as despite the situation he did not wish to leave his wife. We have since worked consistently with Ronald to ensure he remains confident with safety planning, as well as offering referrals to counselling and local groups/activities within his areas of interest so he can spend more time independently outside of the property.

**FEEDBACK FROM COMMUNITY RESPONSE SERVICE USERS:**

*"Sometimes you do need a stranger to talk to, someone out of the situation, to help you make sense of it, your work and support has been so valuable to me and I would not hesitate to contact your service in the future"*

*"Your advice has stuck with me in the difficult moments"*

*"You are so empathetic, it's really refreshing and I'm so grateful for your support. I don't know where I would be now without you."*

*"I had no idea what to do next, your advice has helped clear my mind and I can see a way forward"*

*"You're absolutely brilliant. This time two months ago, I was in a right pickle. You really have helped. Even my friend said I look and seem different, in a good way. You've saved my life."*

*"I just want to say, speaking to you has made me feel a whole lot better already. You've been 120%"*

*"Thank you for caring and being there to discuss things when I have needed, it has been really reassuring to know I can speak to someone with no judgement attached"*

*"I would never have got this far without you"*



## HOURGLASS NORTHERN IRELAND

Since the Government in Stormont was re-formed in early 2024 Hourglass have met with Department Officials and MLAs calling for stronger legal protections for older victim-survivors and for older people's services to receive funding.

We continue to promote the Northern Ireland Safer Ageing Index launched during Safer Ageing Week in November 2022.

We have a strong working relationship with PSNI and have made connections with Police and Community Safety Partnerships (PCSPs) across Northern Ireland.

Throughout the year we met with organisations across Northern Ireland sharing best practice and highlighting our services, looking at new referral pathways and building long term relationships.

Linking in with PSNIs in Causeway Coast and Glens, Omagh and Mid Ulster where we presented on our services and how to refer in.

Other key organisations we presented to were Nexus, Women's Aid Foyle, Assist NI, Southern Trust, Advice NI, and Victim Support.



## HOURGLASS CYMRU

Launched the Wales Safer Ageing Index during Safer Ageing Week in December 2023. This assessed which areas of Wales did better at supporting safer ageing.

Provided input to the Welsh Government's National Strategy to tackle abuse of older people. Hourglass continue to advocate for specialist support for older victim-survivors as part of this.

Wales – Economic Abuse Hub: Towards the end of 2023 we launched our new Economic Abuse hub to support older people who are victims of economic abuse. To help reduce the number of future victims of economic abuse and those at risk through awareness raising, prevention work and develop referral pathways to and from relevant organisations and agencies. Enabling older people in Wales to feel more independent, confident and knowledgeable about protecting their finances. The hub also helps provide better access to information and advice to protect themselves for economic abuse, increase financial confidence and reduce the risk of economic abuse.

Since the launch of our hub in Wales, we have been raising awareness of the service across Wales with statutory organisations, voluntary sector and in the heart of the community, through pop up events, roadshows and reaching out via email, letter and distributing resources in the communities.

A key focus has been to link in with other organisations to set up referral pathways and establish relationships to share good practice on Economic abuse and the barriers older people face.

The hub has started work with multiple organisations to look at referral pathways and to establish relationships these include – Age Cymru, Ageing Well Cardiff, Ageing Well Swansea, Cardiff University Advice Services, Cardiff University Disclosure Response Service, Care and Repair Cymru, Cardiff well-being service, Home Instead, Older People Commissioner for Wales, Reengage, Safer Communities Wales, Dinas Powys Voluntary Concern, Trading Standards-Wrexham Council and Trussell Trust Cardiff Foodbank network.

Surviving Economic Abuse have promoted our services in Wales and are interested in how we can work together and have introduced us to BASWO - a charity that helps ethnic minorities and migrants who have experienced violence and exploitation in Wales, being able to reach diverse groups like this who do not often get the support that is needed is invaluable.

Introductions about our hub have been sent to the Safeguarding Boards, Police, Hospitals and organisations working in the community, this has been achieved with letters and sending our bi-lingual materials to them.



Established referral pathway with Qualia Law to provide free legal advice to service users, it is empowering service users to be able to obtain legal options, enabling them to make supported choices and feel more confident.

Working with Citizens Advice Wales who have distributed bilingual materials on our behalf across all of their branches in Wales has helped us reach many people who come to them for advice on economic abuse and need further support. We are also scheduled to do some training for them on handling cases of Economic Abuse and the barriers older people face.

Registered as a partner with Welsh Discretionary Assistance Fund (DAF) is a Welsh government project to assist people facing economic hardship in Wales. By becoming a DAF partner, are able to assist our service users in Wales with applications for white goods and more when they are going through a time of economic crisis.

Attended Memory Cafes and Ageing well sessions to raise awareness of the new hub in the community and speaking to service users and family members about Economic Abuse, informing them of how they can protect themselves from Economic Abuse and also how to prevent this form of abuse.

Since the project began and we have been raising awareness in the Community and we have seen 16% increase in engagement from callers and family members, compared to the previous six months.

25 of the cases we have seen from Wales since the hub was launched have a total value of financial losses of £1,071,550 for the victim.





## HOURGLASS SCOTLAND

Due to a lack of crime data, we have been unable to produce a Safer Ageing Index in Scotland. During Safer Ageing Week Hourglass produced a briefing paper outlining the key policy challenges we face in Scotland.

Hourglass have backed Colin Smyth MSP's Private Members Bill calling for an Older People's Commissioner in Scotland. We also oppose the decision by the Scottish Government to abolish the Older People's portfolio in the cabinet.

Hourglass have backed the Willie's Law campaign to ensure that a medical professional co-sign all legal documents of a vulnerable person to show they have capacity. This campaign launched in 2023.

Delivered presentations to Falkirk Older People's Network, Dumfries and Galloway Over 50s Group, Inverclyde Adult Protection Committee, Police Scotland in Levenmouth and St Andrews, Scottish Community Link Workers Network, Fife Forum User Panels in Buckhaven and Anstruther as well as a learning input at the Renfrewshire Adult Protection Conference using one of service user interview.

Held a pop-up stall at the above event, as well as at the Scottish Older People's Assembly in Glasgow, Fife Centre for Equalities' Minority Ethnic 60+ project event in Glenrothes, and the Borders Older People's Forum Information Event in St Boswells.

Delivered a training session to the East Lothian Care and Repair team on spotting the signs of abuse of older people, and what to do about it.

Engaged with multiple older people forums across the Highlands, Borders, Dumfries and Falkirk to talk about our services in Scotland.

We attended an interactive webinar on the Equality and Human Rights Monitor 2023: Is Scotland Fairer (age focus group); Cross Party Group on Older People, Age and Ageing; and Older People's Strategic Action Forum. Also attended Age Scotland's 80th Anniversary Parliamentary Reception.

Our Community Response Coordinator in Scotland also commenced training to become an IDAA - Independent Domestic Abuse Advocate and will qualify in May 2024.



## HOURGLASS ENGLAND

Hourglass launched the Safer Ageing Index for Greater London during Safer Ageing Week in December 2023, and the SAI for the rest of England at the Conference in Brighton in March 2024.

The Brighton Conference was Hourglass's first since re-branding in 2020. We held the conference there to showcase the work being done in Sussex by our specialist Older People IDVA and ISVA team.

England is the only nation not to give social workers powers of entry to investigate suspected abuse of an older person. This issue has been raised with Ministers and Shadow Ministers in Westminster.

We have established referral pathways, raised awareness and created partnerships across England working with many national and local organisations in the community. These have included the Stroke Association, Independent Age, Loving Me England -Trans and Non-binary Domestic Abuse Service, Refuge, Jewish Women's Aid, NHS East of England, East Riding Council, Durham Council, North Tyneside Council, Imperial NHS Trust, Society of Later Life Advisors and Dispute Resolution Agency.

We presented at the Home Office roundtable for Helplines in receipt of their funding, and were invited to attend the Home Office networking event for the USA National Domestic Violence Hotline delegation to share good practice and we have continued to work with the Home Office on the barriers older people face in domestic abuse. Highlighting good and poor practice on the frontline across the social care sector.

As a delivery partner for the Flexi Fund for domestic abuse victims we supported three service users to obtain funding to help them flee from domestic abuse and obtain accommodation and goods. From Hourglass service user – "I cannot thank you and your organisation for taking this matter seriously and listening to the unheard (yes, for decades) and really progressing this matter. Huge thanks for your support and help"

We have been an expert member on five domestic homicide reviews across England, providing insight on domestic abuse of older people and sharing recommendations on future practice.

The charity contributed to the consultation by the Ministry of Justice on Murder Sentencing where coercive control has been a factor and participated in sessions to develop a shared set of principles for the prevention of violence against women and girls being developed by the Mayor's Office for Policing and Crime. A key aim of the sessions was to look at incentives that worked well around prevention and also gaps in the sector, along with delivery of prevention.

One of our Community Response Coordinators did a radio interview for the BBC Berkshire on the topic of sexual abuse of older women from the South Asian communities following one of the EastEnders episodes where there has been a continued storyline of sexual abuse of an older person.

**VOLUNTEERING:**

During 2023/24 the charity worked with 25 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.

*"There are many great different volunteer opportunities to choose from but what really stuck out to me was Hourglass being the only charity working to end the abuse of older people. With there being so many options and support systems put in place for young people I think it's so easy to forget that older people are also very vulnerable people in society and one of the most isolated. Elder abuse isn't something you hear often and unfortunately it happens very often due to their age, mobility, mental capacity, and being isolated they are more at risk of abuse than anyone which is heart breaking.*

*Me being able to give a few hours a week to someone in need fulfils my desire to help others while also giving a vulnerable person a safe place where they can speak freely and confidently.*

*From working on the helpline, I have gained so much confidence, further enhanced my skills and knowledge not just on the abuse of an older person but for abuse in general! I now know how to spot signs of abuse and what services to provide for people needing them".*

*Beth Hynds – Helpline Volunteer*

*"Volunteering is a beautiful way to give back and positively impact the world of people struggling for different reasons in life.*

*It allows you to connect with others, gain new skills, and broaden your perspective, plus, the feeling of making a difference in someone's life is gratifying and fulfilling."*

*Debbie Jamison – Helpline Volunteer*

## FUNDRAISING OVERVIEW OF THE YEAR (2023/24).

The financial year 2023/24 has seen Hourglass hit its target to achieve a small surplus. Our multi-year awards from the Home Office and Police and Crime Commissioners have been added to by significant growth in Trust and Foundation income, as well as additional multi-year awards from the National Lottery Community Funds in England and Wales.

Total income for Hourglass grew to £1,298,346 up from £684,063 in 22/23. This equates to an increase of 90% from the previous year. This growth in funding led to an annual surplus of £30,317 in 2023/24 compared to a deficit of £718,911 in 2022/23.

Historically, Hourglass has enjoyed significant funding from Trusts and Foundations. This fell away during the COVID years and a key focus for 2023/24 was the continued development of this source of funding, particularly the generation of unrestricted funds. This ambition has been realised with a 186% growth year on year from £86,131 to £246,629. Furthermore, 85% (£210,129) of these funds were unrestricted.

The charity's decision to invest considerable time developing National Lottery Community Fund bids also reaped rewards. Both NLCF England and Wales committed to funding over £450k across three years between them. Hourglass continues to work towards a NLCF NI agreement and will rebid to NLCF Scotland following the conclusion of the current funding arrangement in 2024/25.

The charity has no significant history of income from corporate donors but generated strong growth (+£60k YOY) from this source in 2023/24. This was driven by the very successful Charity of the Year agreement with Just Group which raised over £40k in its first year and will now continue into its second.

More focus is required in this area and Hourglass will be seeking to establish additional partnerships in the financial and legal sectors. A combined approach with Give an Hour and the Hourglass 'OATH' initiatives will allow further partnerships to develop. Likewise, the charity needs to continue the development of individual giving via a campaign-based ethos, which takes in Safer Ageing Week and the potential for challenge events.

Hourglass has ended 2023/24 in a strong position. Over 80% of required funding has already been secured for 2024/25 and we are confident that another year of surplus is achievable. Development of Trusts and Foundations will continue with a focus on finding new funders as well as keeping our existing funders on board. In addition, a programme of bids to Community Foundations and Community Funds will augment this activity.

Hourglass is still facing the challenging task of selling the notion of supporting older people suffering abuse. We will continue to shape our fundraising offer to enable the general public, governments and Trusts/Foundations to provide income. Our diversification strategy has taken important steps forward, but it will take time to reach its full potential. We are confident that the performance in 2023/24 provides a platform to continue delivering a predictable income as the charity seeks to consolidate its sustainability.

**During the year 2023/24 Hourglass (Safer Ageing) received grants and financial support from the following trusts, foundations, community funders, corporate donors and statutory bodies.**

### Supporters 2023/24

|  |   |  |
|--|---|--|
| Anthony Gold Solicitors                                      | National Lottery Community Fund:<br>Reaching Communities England                    | The Fitton Trust                                     |
| Aviva  | National Lottery Awards for All   | The Gilbert and Eileen Edgar<br>Foundation           |
| Babergh District Council                                     | Neighbourly/Canada Life UK  | The John Coates Charitable Trust                     |
| Basil Shippam and Alsford Trust                              | Office of the Police and Crime<br>Commissioner for Surrey                           | The Lawson Trust                                     |
| Charles S French Charitable Trust                            | Office of the Police and Crime<br>Commissioner for Thames Valley                    | The Morris Beneficent Fund                           |
| Ernest Kleinwort Charitable Trust                            | Pamela Barlow Charitable Trust  | The N Smith Charitable Settlement                    |
| Fowler Smith and Jones Trust                                 | Office of the Police and Crime<br>Commissioner for Cambridgeshire &<br>Peterborough | The Paul Bassham Charitable Trust                    |
| Garfield Weston Foundation                                   | Postcode Places Trust   | The Sylvia Aitken Charitable Trust                   |
| The UK Home Office   | Shanly Foundation   | The Thomas Sivewright Catto<br>Charitable Settlement |
| Just Group Plc   | Society of Later Life Advisers<br>(SOLLA)   | The Thomas Stanley Shipman<br>Charitable Trust       |
| Kent Police and Crime<br>Commissioner                        | Souter Charitable Trust   | The Tula Trust                                       |
| L. and R. Gilley Charitable Trust                            | Sovereign Health Care Community<br>Programme  | The Walter Guinness Charitable<br>Trust              |
| Marsh Charitable Trust                                       | Office of the Sussex Police and<br>Crime Commissioner                               | Walter Scott Giving Group                            |
| Mayor's Office for Policing and<br>Crime (MOPAC)             | The Chalk Cliff Trust   | Wokingham Borough Council                            |
| Michael Cornish Charitable Trust                             | The Ericson Trust   |  |
| National Lottery Awards for All<br>Scotland                  | The Eveson Trust  |  |
| National Lottery Community Fund:<br>Improving Lives Scotland |   |  |
| National Lottery Community Fund:<br>People and Places Wales  |   |  |

## RESEARCH AND POLICY

### **An overview of research and policy activities undertaken by the Hourglass Policy Unit team during 2023-2024.**

The Policy Unit was established in mid-2023 to bring together the charity's policy, lobbying, research and campaigning functions.

In late 2023 we held our fourth Safer Ageing Week campaign – the charity's biggest yet. During the week we launched two Safer Ageing Indexes for Wales and Greater London. We released a briefing paper on Scotland highlighting some of the key challenges and concerns with regards to safer ageing in that nation.

#### **Hourglass Conference**

**In March 2024 Hourglass held its first conference since the organisation re-branded in 2020. This conference was a huge success and we received overwhelmingly positive feedback.**

At the conference we launched our Safer Ageing Index for England, showcased our work in Sussex where we have specialist IDVA/ISVA's supporting older people and held a number of plenary and breakout sessions highlighting our Safer Ageing Agenda. We also soft launched the OATH campaign and our Manifesto asks ahead of the 2024 General Election.



Laura Farris, Parliamentary Under-Secretary of State for Safeguarding did a pre-recorded speech followed by a Q&A session with Home Office officials. We also had shadow Safeguarding Minister Alex-Davies Jones give a presentation and do a Q&A answering questions about what the opposition would do in government to support older victim-survivors of abuse and neglect.

Police and Crime Commissioner for Sussex, Katy Bourne (pictured below) did a keynote address to the conference about her PCC's ongoing relationship with Hourglass. Sussex was the first PCC to engage specialist IDVAs supporting older victim-survivors. This was followed by a panel session of people representing relevant support services and charities, including one of our Sussex IDVA's to discuss how they collaborate to signpost services and support all victim-survivors.

The conference was in person at the Amex Stadium in Brighton but was also streamed virtually. Recordings for most conference plenary and breakout sessions are available online.



As part of our session on data, Lindsay Fisher for PSNI spoke about how their police force collect and use data on older victim-survivors. PSNI is the UK's leading police force in terms of data.

In our breakout sessions, we held a session on partnerships that protect which included Age UK, the Mankind initiative and Women's Aid, who all have worked with Hourglass and referred case work to us over the last year.

We held a session on Economic Abuse which included Rod Lowson from the Home Office Fraud taskforce, a speaker from the charity Surviving Economic Abuse, legal experts from Anthony Gold speaking about the risks of LPAs and a speaker from SOLLA.

Richard Robinson, Veronica Gray and Nick Kelly held a breakout session outlining our key Manifesto asks and outlining more broadly what we need from policy makers in the upcoming general election. The charity also launched the OATH campaign (Older Age Tomorrow's Hope) with a plan for a more formal launch in the summer of 2024.

Our next conference will be held in Edinburgh in May 2025. We look forward to building on the success of the 2024 conference.



**Policy and lobbying:**

**In 2023/24 Hourglass has been successful in terms of lobbying activity. Hourglass have now met with Ministers from 3 of the 4 UK Nations and now regularly engage with ministry officials in Whitehall and Northern Ireland. While we still have a considerable way to go in terms of pursuing our Manifesto asks in each nation, we are increasingly being recognised by government as a key stakeholder.**

The outlier is Scotland, where despite promises from Humza Yousaf to meet with Hourglass if he became First Minister, we have had no meeting with Ministers or ministry officials in some time. We continue to have a strong and positive relationship with the Deputy Leader of Scottish Labour Jackie Baillie and various other opposition MSPs.

**Some of the Lobbying highlights of the last twelve months include:**

Met twice with Edward Argar the Minister for Victims and Sentencing. Minister Edward Argar committed in a video recorded for Safer Ageing week to support specialist IDVA/ISVA's for older people. We have received similar commitments during the Victims and Prisoners Bill committee stage.

Meet with Home Office Safeguarding Minister Laura Farris. During this meeting we outlined the cases we deal with and why abuse of older people is a growing problem.

Since mid-2023 we now have quarterly meetings with officials in the Home Office, and by-monthly meetings with officials at MOJ.

We now are part of the Home Office Fraud taskforce and attend their monthly meetings to highlight the impact of economic abuse on older people.

We attend monthly sector meetings hosted by the Domestic Abuse Commissioner – along with various other abuse organisations and representatives of government agencies attend and share information.

Through the Office of the Older People's Commissioner in Wales we now receive regular updates from Welsh Ministers and Ministry officials in that Nation.

Julie Morgan did a pre-recording for our Conference outlining the work being done with the Older People's Commissioner in Wales on raising awareness of older people and abuse.

In July Hourglass will meet with Northern Ireland Justice Minister Naomi Long. Now that Stormont is up and running we hope to build much stronger relationships with the Northern Ireland Government.

We have also met with department officials from MoJ and DoH about upcoming legislation in Northern Ireland to ensure safeguarding against abuse of older people is built into these.

We have also met with MLAs across all the main parties. These meetings have been positive and opened doors for Hourglass in Northern Ireland.

We now attend three All Party Groups: Ageing and Older People, Loneliness and Isolation, Domestic and Sexual Violence.

We have had two meetings with DFC on their Active Ageing Strategy that the department will be developing. They are happy for Hourglass to be involved with this development.

Connections have been made with all Police and Community Safety Partnerships across Northern Ireland and we attended several Pop-ups and conferences that have been arranged by PCSPs.

Connections have been made with all Age Friendly Networks across Northern Ireland and we have delivered several presentations and awareness sessions to various members and attended pop-ups.

We have delivered presentations and awareness sessions to several Housing Associations for staff to be aware of signs to look out for with their older tenants.

Whilst not meeting with any Scottish Minister, we have met Labour MSP Colin Smyth twice regarding his private members bill to introduce an Older People's Commissioner for Scotland.

In early May we reached out to all local Councillors in Edinburgh and Glasgow, requesting meetings. We got a good response to this and meetings are ongoing. We will continue to reach out to other Councillors in Scotland.

We have met with MSP Karen Adam who has affirmed her support for Hourglass and has offered to put any questions from us that could be raised in Parliament.

## PCCs England & Wales

Hourglass currently has contracts with Police and Crime Commissioners to provide specialist IDVA and ISVA support for older victim-survivors in Thames Valley, Cambridgeshire, Sussex, Kent, London MOPAC and Surrey.

The charity also works directly with a number of borough and district councils to provide specialist support for older victim-survivors. Similar services in Wales, Scotland and Northern Ireland are funded by the respective National Lottery Community Funds and restricted donations from trusts and foundations.

All PCCs in England and Wales were contacted by the 23rd February requesting meetings before the May elections.

Very positive response from various PCC offices where staff members who were involved with any type of domestic violence or protection of older people agreed to have meetings with us. Specifically, these happened in Durham, Humberside, and West Midlands.

The meetings held so far have all been positive and all are willing to help raise awareness of our services in their county and connect us with other organisations. They have stated there is a gap with older people's specialist support services i.e. IDVAs/ISVAs. More research needs to be done and some are willing to help with that research.

### **In addition to lobbying policy makers, Hourglass has also built more important alliances with other abuse organisations and academic research groups. These include:**

The Vision Project, an academic research programme studying abuse across the life course. We now meet with Vision regularly and have spoken at each other's conferences and events.

Since November, Hourglass have worked with Women's Aid on delivery of the Flexible Fund and have built a referral pathway similar to what Hourglass has with Age UK.

We are currently in discussion with the Development Officer of Alliance Scotland to explore the advantages of membership. They boast a diverse membership of 3,600, comprising both Statutory bodies and Third Sector organisations.

## MARKETING OVERVIEW

### Social Media

Over the past 12 months, our social media has shown continued growth. Impressions have seen a boost for both our posts and profiles with us reaching nearly 800,000 impressions. In addition, we've grown our reach, improved engagement and continue to gain followers at a steady rate. We have now amassed over 20,000 followers across all of our social media accounts with an increase of 1,111 over the past 12 months.

Industry standard engagement rates for non-profits average at around 1.87%, with our 5.74% rate exceeding industry standards by a wide margin. Despite falling from 7% last year, this can be attributed to our wider reach and high number of impressions, with overall engagements being up 41% since the previous year.

Our highest performing platform is LinkedIn which has shown significant growth in all areas, boasting 434 new followers and 72% increase in reach since last year. In addition, Instagram has shown significant growth in comparison to last year with a boost in engagement rates, impressions, reach and follower growth.

### Social media total

| Metric                       | Result  |
|------------------------------|---------|
| Posts                        | 2,074   |
| Impressions                  | 793,948 |
| Reach (Excluding X/Twitter)  | 306,332 |
| Engagement                   | 31,477  |
| Average Post Engagement Rate | 5.87%   |
| Comments                     | 505     |
| Shares                       | 2,884   |
| New Followers                | 1,111   |
| Total Followers              | 20,782  |

## Facebook

Facebook performance is mixed, with a slight decrease in post impressions but increases in page impressions and reach. This can be attributed to a paid-for Christmas campaign conducted in December 2023 which may have accounted for an increase in traffic to our page as opposed to our posts directly.

Our Facebook pages have seen continued follower growth with 296 followers following us over the past year, resulting in a total follower count of 10,732 - the highest count on a single social platform accounting for 50% of our following.

| Metric             | Result  |
|--------------------|---------|
| <b>Posts</b>       |         |
| Total Posts        | 603     |
| Post Reach         | 99,497  |
| Post Impressions   | 107,201 |
| Post Clicks        | 2,364   |
| Post Likes         | 1,144   |
| Post Link Clicks   | 336     |
| Post Comments      | 165     |
| Post Reactions     | 1,292   |
| Post Engaged Users | 3,478   |
| <b>Page</b>        |         |
| Page Reach         | 152,448 |
| Page Impressions   | 202,304 |
| Page Engagement    | 2,383   |
| Page Reactions     | 1,632   |
| Page Shares        | 449     |
| Page Comments      | 302     |
| Page Clicks        | 2,703   |
| Page New Likes     | 260     |
| Page New Followers | 295     |
| Page Followers     | 10,732  |

With Meta providing demographic details, we can see on Facebook that the highest percentage of followers are in the 65+ age bracket. This means that our target audience on Facebook are older people therefore being more likely to be victim-survivors and more likely to get in contact with our frontline services.

| Age   | Percentage |
|-------|------------|
| 18-24 | 0.50%      |
| 25-34 | 6.10%      |
| 35-44 | 12%        |
| 45-54 | 22.60%     |
| 55-64 | 26.20%     |
| 65+   | 32.30%     |

While content on Facebook has already been targeted, developing platform specific campaigns to appeal to that demographic could result in an improvement to results moving forward.



### X (Formally Twitter)

Historically, X has been the highest performing social platform for Hourglass in terms of post impressions and this year has been no different. We have gained 233,144 impressions in the past year, which did fall short of our previous year's total. This however, can be attributed to a viral post in last year's period which gained 98,201 impressions in a single day alongside changes to X's algorithm.

Despite this we have increased engagement with an engagement rate of 6.20%, high above the industry standard rate of 1.27% for X. In particular, we have seen increases in mentions, replies and hashtag clicks. While our audience isn't as expansive, high engagement rates indicates we are providing content that encourages audiences to interact.

| Metric               | Result  |
|----------------------|---------|
| New Followers        | 236     |
| Impressions          | 233,144 |
| Post Engagements     | 10,789  |
| Post Engagement Rate | 6.20%   |
| Post Likes           | 3,270   |
| Post Retweets        | 2,074   |
| Post Link Clicks     | 769     |
| Post Hashtag Clicks  | 106     |
| Mentions             | 1,024   |
| Replies              | 239     |

## Instagram

While Instagram falls behind other social platforms in terms of overall following, every metric has seen an increase with reach being improved by 55% and impressions up by 26%. In addition, we've gained 146 followers showing much needed follower growth that looks to continue into the next period.

The improvements in these metrics, especially reach, can be attributed to a diversification of our content as we took further advantage of Instagram Reels.

| Metric              | Result |
|---------------------|--------|
| Posts               | 194    |
| Post Impressions    | 11,761 |
| Post Reach          | 13,089 |
| Post Engagement     | 697    |
| Profile Impressions | 16,040 |
| Profile Reach       | 10,985 |
| Profile Visits      | 643    |
| New Followers       | 146    |

## LinkedIn

By far the fastest growing platform is LinkedIn, boasting 434 new followers and increases in every metric. Reach has seen a 72% boost over the previous period and page clicks are up by 102%, alongside a huge boost in our overall impressions. This can be attributed both to our continued growth but also a paid ad-campaign in February 2024 that promoted tickets for our annual conference.

A dedicated effort has been made to boost our LinkedIn profile, enabling us to reach quality connections, link with partner agencies and focus our narrative to appeal to a different target audience than the other platforms.

With an engagement rate of 11.92%, high above industry standards of 2.06%, our LinkedIn page is performing well and distributing content that encourages active engagement from industry professionals.

| Metric               | Result  |
|----------------------|---------|
| New Followers        | 236     |
| Impressions          | 233,144 |
| Post Engagements     | 10,789  |
| Post Engagement Rate | 6.20%   |
| Post Likes           | 3,270   |
| Post Retweets        | 2,074   |
| Post Link Clicks     | 769     |
| Post Hashtag Clicks  | 106     |
| Mentions             | 1,024   |
| Replies              | 239     |

## YouTube

In the past year, our YouTube videos reached 47,460 impressions and 4,997 views with the majority of these resulting from our webinars. Alongside our webinars, a video of Minister Edward Argar sent to us during Safer Ageing Week gained 264 views and 1,829 impressions.

| Metric             | Result |
|--------------------|--------|
| Impressions        | 47,460 |
| Views              | 4,997  |
| Watch Time (Hours) | 420.3  |
| Subscribers Gained | 29     |
| Impressions CTR    | 2.80%  |

## TikTok

In February 2024, we launched our official TikTok page. TikTok is the fastest growing social media platform and offers a chance for further diversification of our content and to reach a younger audience.

While this platform is relatively new to Hourglass we are growing slowly, however we are still in the very early-stages.

| Social Platform | Impressions | Reach | Engagement | New Followers | Total Followers |
|-----------------|-------------|-------|------------|---------------|-----------------|
| TikTok          | 2,257       | 1,709 | 25         | 16            | 16              |

## Newsletters

Over the past 12 months we have increased our newsletter output via Mailchimp to take further advantage of our engaged audience. 55 mailouts covering monthly newsletters, campaign newsletters and updates, event advertising, webinar notifications and more have been delivered to 2,575 subscribers.

We have an average open rate of 35.49%, ahead of the non-profit newsletter average of 28.59% and a click rate of 8.71% which is also above industry average of 3.79%. This shows that our newsletters are engaging our audience and encourages them to click to visit our website, order webinar tickets and visit our knowledge bank.

| Metric                | Result |
|-----------------------|--------|
| Newsletters Sent      | 55     |
| Emails Sent           | 74,952 |
| Opens                 | 41,909 |
| Opened (Single Opens) | 21,156 |
| Clicks                | 17,406 |
| Click Rate            | 8.71   |
| Open Rate             | 35.49% |
| New Subscribers       | 147    |
| Total Subscribers     | 2,575  |

## Website

Changes to Google Analytics has resulted in us having to report our website activity differently, yet it has given us further insight into actions taken on our site. In particular, this new reporting system focuses on engagement categorised under the term 'events'. Events cover everything from a page view, click, scroll, download, start of a session and more. The more events our website has, the more it's engaging the user.

In the last 12 months our website has 609,646 events with total page views of 181,249. This shows engagement is high with clicks, downloads and session starts seeing marked improvements.

| Events               | Results |
|----------------------|---------|
| Page View            | 181,249 |
| Session Start        | 133,561 |
| User Engagement      | 130,177 |
| First Visit          | 116,738 |
| Scroll               | 33,523  |
| Click                | 8,068   |
| File Download        | 5,475   |
| Event Count (Total)  | 609,646 |
| Event Count per User | 4.71    |

## Website

In total we have seen 129,735 users visit our website with 116,783 of these being new users. This means that 90% of users are visiting our website for the first time and not returning. While this seems poor, it indicates that our website is being used primarily by service users who visit the website, get the information/support they need and then exit. This can be supported further when we look at our highest performing pages.

| Pages                  | Views  | Users  | View per user | Avg Engagement Time |
|------------------------|--------|--------|---------------|---------------------|
| Landing Page           | 60,097 | 38,048 | 1.58          | 23 seconds          |
| Hourglass Services     | 19,527 | 18,426 | 1.06          | 28 seconds          |
| Abuse                  | 12,900 | 11,826 | 1.09          | 16 seconds          |
| Who We Are             | 8,212  | 7,731  | 1.06          | 31 seconds          |
| Psychological Abuse    | 7,350  | 7,732  | 1.03          | 29 seconds          |
| Financial Abuse        | 4,696  | 4,378  | 1.07          | 39 seconds          |
| England                | 4,080  | 3,872  | 1.05          | 27 seconds          |
| Domestic Abuse         | 3,864  | 1,207  | 1.08          | 26 seconds          |
| Scotland               | 3,185  | 2,482  | 1.12          | 23 seconds          |
| Webinars               | 2,774  | 2,437  | 1.14          | 23 seconds          |
| Wales                  | 2,241  | 2,051  | 1.09          | 18 seconds          |
| How Hourglass Helps    | 2,085  | 1,968  | 1.06          | 22 seconds          |
| Get Involved           | 2,032  | 1,856  | 1.09          | 11 seconds          |
| News & Events          | 2,002  | 1,740  | 1.15          | 22 seconds          |
| Northern Ireland       | 1,980  | 1,822  | 1.09          | 25 seconds          |
| Recruitment            | 1,893  | 1,650  | 1.11%         | 30 seconds          |
| Community Response     | 1,269  | 1,197  | 1.06          | 24 seconds          |
| Case Studies           | 1,267  | 1,209  | 1.05          | 51 seconds          |
| Contact Us             | 1,248  | 1,187  | 1.05          | 30 seconds          |
| What to do about abuse | 1,199  | 1,144  | 1.05          | 56 seconds          |

## Website

Our highest performing page outside of the landing page (which is highly likely to be the first place visited) is our services page with 19,527 visits, 7,000 visits higher than the second most visited page. We can also see that 18,426 users visited our services page, again high above the rest of the pages. The second highest is our abuse type page, second to who we are. This indicates a user profile of service users who are hearing about us for the first time and want to know more/get support.

Interestingly we have seen a huge increase in visits to our psychological abuse page which ranks higher than both domestic and financial abuse.

| Traffic Acquisition | Users  | Engagement Rate |
|---------------------|--------|-----------------|
| Direct              | 50,506 | 53.10%          |
| Organic Search      | 34,612 | 61.66%          |
| Referral            | 19,222 | 60.28%          |
| Organic Social      | 2,149  | 44.77%          |
| Email               | 1,214  | 44.37%          |



## Website

When we look at our traffic acquisition, we can see our highest acquisition method is direct. This refers to when users type our URL into their browser, indicating that these are users who know our link and are actively looking for our website. Second is organic search, which sees the highest engagement rate at 61.66%. Further information about searches will be below. Referrals have also been high in terms of delivering traffic to our website.

| User Demographics (Country) | Users   | Event Count |
|-----------------------------|---------|-------------|
| England                     | 100,918 | 609,646     |
| Scotland                    | 6,138   | 27,270      |
| Northern Ireland            | 4,519   | 20,221      |
| Wales                       | 5,018   | 22,390      |
| Ireland                     | 674     | 2,997       |

Location wise, the majority of our users are from England which leads by wide margin. Out of the other nations, Scotland has the highest number of users and event counts followed by Wales. Northern Ireland has the smallest but we must account for population size when we refer to users visiting from these nations. Out of the UK, Ireland has the highest user visits.

| User Demographics (City) | Users  | Engaged Sessions |
|--------------------------|--------|------------------|
| London                   | 38,669 | 21,559           |
| Birmingham               | 2,388  | 1,270            |
| Belfast                  | 2,179  | 1,239            |
| Cardiff                  | 2,131  | 1,048            |
| Manchester               | 2,084  | 1,086            |

## Website

Despite Wales and Northern Ireland representing a smaller percentage of users in comparison to England, both Belfast and Cardiff are in the top 5 cities. London leads by a significant margin with 38,669 users visiting our website from London.

| File Downloads                             | Event Count |
|--|-------------|
| Financial Abuse Booklet                    | 763         |
| Hourglass 2020 Manifesto                   | 548         |
| A Day in the Life                          | 449         |
| Hourglass Call for Support                 | 181         |
| Psychological Abuse Booklet                | 274         |
| Domestic Abuse Booklet                     | 406         |
| Growing Old in the UK                      | 169         |
| Helpline Information Officer - Recruitment | 140         |
| Sexual Abuse - Amanda Warburton            | 117         |
| Safer Ageing Index - NI                    | 99          |

Despite psychological abuse being the most visited page, our financial abuse booklet is the most downloaded with 763 downloads, followed by our 2020 manifesto. This suggests a high level of interest in our manifesto which we hope will follow through to our upcoming 2024 manifesto release.

Another highlight is our 'A Day in The Life' feature which continues to be amongst the highest downloaded indicating interest in understanding the inner workings of our frontline team and the important work they do.

## Google

On Google we received nearly 1 million impressions with 23,664 clicks. Our average position is low at 20.9 and a click through rate of 2.4%. While 23,664 people have clicked, we'll look for ways to boost our search ranking and click through rate in the coming year.

| Metric           | Result  |
|------------------|---------|
| Total Clicks     | 23,664  |
| Impressions      | 999,561 |
| Average CTR      | 2.40%   |
| Average Position | 20.9    |

| Search Queries                        | Clicks | Impressions |
|---------------------------------------|--------|-------------|
| hourglass charity                     | 2,246  | 3,073       |
| hourglass                             | 1,867  | 253,140     |
| signs of psychological abuse          | 847    | 4,824       |
| hourglass domestic abuse              | 600    | 783         |
| hourglass elder abuse                 | 403    | 468         |
| hourglass helpline                    | 386    | 766         |
| hourglass safer ageing                | 355    | 443         |
| we are hourglass                      | 351    | 448         |
| what are signs of psychological abuse | 307    | 1,845       |
| wearehourglass                        | 288    | 349         |

From Google search queries used to reach our website, we can see the highest searches revolve around variations around our charity name. Searches around the term 'signs of psychological abuse' also ranked highly.

## Webinars

In the past year, we held eight webinars:

- Online Scams and the Death of the High Street Bank
- Cost of Living Crisis
- World Elder Abuse Awareness Day
- 30 years of fighting the abuse of older people
- Lasting Power of Attorney - Informed Decision Making with Anthony Gold
- Older Male Victims of abuse - stereotyped harm?
- Sexual abuse of older people - the last taboo?
- Preventing Undue Influence with Anthony Gold

Across these eight webinars, we had 1571 people sign up with 998 of them attending with an average concurrent viewer count of 105. Our sign ups tripled last year's total with an increase in attendance as well.

|                            |      |
|----------------------------|------|
| Sign Ups                   | 1571 |
| Attendees                  | 998  |
| Average Concurrent Viewers | 105  |

Our webinar recordings also performed well, with our videos resulting in a total watch-time of 256.5 hours and 3166 views. This indicates that the majority of our views result in people watching the entire webinar.

|                  |       |
|------------------|-------|
| YouTube Views    | 3166  |
| Total Watch-Time | 256.5 |

## Webinar Feedback

Across these eight sessions in our post-webinar questionnaires, we found that:

- When asked to rate the overall webinar experience, attendees responded with an average rating of 8.44/10
- When asked to rate how informative the webinar was, attendees responded with an average rating of 8.45/10
- When asked if attendees would recommend this webinar to a colleague, 94.4% of attendees responded with yes.

## Webinar Comments

*"I was totally absorbed for 90 minutes. Specialist panel were engaging and personable. If it was recorded I will listen again because there was so much information that was useful to me personally and professionally".*

*"The range and knowledge of the speakers was excellent and it was very smoothly organised. Thank you."*

*"Found the webinar very informative and felt I gained a lot more knowledge about the excellent work that Hourglass does."*

*"Excellent webinar...I learnt a lot and it was very beneficial to my day to day work. thank you again."*

*"Very informative and well presented. I will certainly be encouraging colleagues to attend/view"*

*"The range and knowledge of the speakers was excellent and it was very smoothly organised. Thank you."*

*"I was totally absorbed for 90 minutes. Specialist panel were engaging and personable. If it was recorded I will listen again because there was so much information that was useful to me personally and professionally".*

*"It was an excellent session full of considered and thoughtful remarks. Thought it was excellent and thank goodness it was recorded! Will be sharing link as widely as possible. Thanks Hourglass".*

### Eventbrite

When it comes to our Eventbrite page, the platform we use for attendees to order tickets for our webinars as well as our conference, we reached 12,834-page visits with 1,424 orders sold. The majority of our traffic coming to Eventbrite comes from outside sources with Eventbrite functioning more for ticket fulfillment than an advertising platform.

| Metric             | Result |
|--------------------|--------|
| Page visits        | 12834  |
| Orders Sold        | 1424   |
| Direct Traffic     | 11057  |
| Eventbrite Website | 1232   |
| Emails             | 542    |

## CAMPAIGNS

### World Elder Abuse Awareness Day 2023

This year for WEAAD, we launched a campaign that called for the government to implement a dedicated strategy to tackle violence against older people. This called for public support alongside support from political figures, influencers, third-sector leaders and more to appeal for the government to consider implementing this strategy.

This was delivered through six key messages that were distributed throughout the day in our newsletter, across social media, blogs and mailouts to third-sector organisations calling for their support.

| Platform    | Impressions | Reach | Engagement | Engagement Rate | New Followers |
|-------------|-------------|-------|------------|-----------------|---------------|
| Facebook    | 4758        | 3929  | 99         | 1.57%           | 42            |
| X (Twitter) | 13,721      | N/A   | 508        | 6.23%           | 24            |
| Instagram   | 190         | 158   | 23         | 7.11%           | 1             |
| LinkedIn    | 1469        | 205   | 73         | 11.70%          | 9             |
| Total       | 20138       | 4292  | 703        | 6.65%           | 76            |

### Social media performance data for 15th June 2024

On the 15th June, we received support from a number of political figures such as:

- Nicole Jacobs, Domestic Abuse Commissioner for England and Wales
- Lord Foulkes of Cumnock, Hourglass Patron
- Darren Millar MS, Welsh Conservatives
- Darryl Preston, PCC for Cambridgeshire
- Jackie Baillie MSP, Deputy Leader of Scottish Labour Party
- Carla Lockhart MP, Democratic Unionist Party



On World Elder Abuse Day, I join with Hourglass to call for governments across the UK to take elder abuse seriously.

The rise in cases of abuse reported to Hourglass from 4,000 to 30,000 over the past five years is deeply concerning and shows why we need to see action to tackle Violence Against Older People.

Far too many older people facing abuse or neglect feel that they are not being heard. The government must address this growing crisis as a matter of urgency.

**JACKIE BAILLIE MSP**  
*Deputy Leader of Scottish Labour Party*




**World Elder Abuse Awareness Day**  
15th June 2023


**Scotland Hourglass**  
Safer ageing · Stopping abuse

“

It's incredibly important that we mark World Elder Abuse Awareness Day given the prevalence of domestic abuse and violence against older people, which often goes undetected, unreported and overlooked.

Shocking statistics from Hourglass in 2020 showed that almost three million older people were subjected to abuse and we must ensure those people can access the help and support they need.

**NICOLE JACOBS**

*Domestic Abuse Commissioner*



“

Millions of older people are affected by abuse, including physical and sexual assault, every year. Yet services supporting older victims are too often last in line for funding and support.

For World Elder Abuse Awareness Day I am calling for an Older Person's Commissioner for Scotland and England, similar to roles already in Wales and Northern Ireland. This will give older people a stronger voice in these nations.

**LORD FOULKES OF CUMNOCK**

*Hourglass Patron*





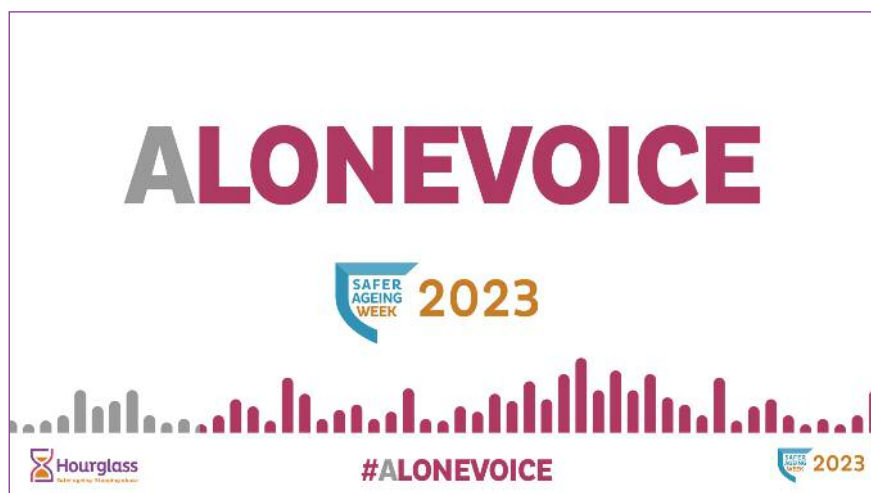
### Safer Ageing Week 2023

This year, Safer Ageing Week (SAW) ran for ten days from the 1st - 10th December. This year's theme was ALONE VOICE, centring around the double meaning of Hourglass being the only organisation that stands up for and supports older victim-survivors but also the alone voice of older victim-survivors.

#### The week featured a number of important releases for the charity such as:

- The Safer Ageing Index for London
- The Safer Ageing Index for Wales
- 30 Years of Hourglass - a research document looking back at the progress made in the last 30 years of the charity while also looking at the changing landscape of adult safeguarding
- Hourglass NI: Ten years of delivering hope - a blog written by Hourglass Deputy CEO Veronica Gray which marked ten years since we've been supporting older victim-survivors in Northern Ireland and the challenges we've faced
- Learning from Sussex - a briefing around the impact of our community response hub in Sussex which launched during Safer Ageing Week 2021
- Scotland: Issues and movements concerning safer ageing- a briefing document that looks at the challenges that face safer ageing in Scotland

Alongside heavy promotion of these releases, our social media leaned into video content during SAW 2023 with moving graphics, reels, talking heads and clips distributed across all of our platforms.



### Social media performance data for 1st-10th December 2023

|              |               |               |             |               |           |
|--------------|---------------|---------------|-------------|---------------|-----------|
| Facebook     | 48,578        | 44,931        | 231         | 2.54%         | 44        |
| X (Twitter)  | 18,029        | N/A           | 742         | 8.99%         | 15        |
| Instagram    | 705           | 1203          | 71          | 7.61%         | 2         |
| LinkedIn     | 5865          | 1524          | 470         | 9.60%         | 15        |
| <b>Total</b> | <b>73,177</b> | <b>47,658</b> | <b>1514</b> | <b>0.0719</b> | <b>76</b> |

Throughout SAW 2023, we received support from a number of political figures, influencers, third-sector leaders and more in the form of video clips and quotes. This includes:

- Edward Argar MP, Minister of State for Prisons, Parole and Probation
- Nicole Jacobs, Domestic Abuse Commissioner for England and Wales
- Baroness Ritchie, Hourglass Northern Ireland Patron
- Baroness Gale, Hourglass Cymru Patron
- Lord Hunt, Hourglass Patron
- Lord Foulkes, Hourglass Scotland Patron
- Paula Bradshaw MLA, Alliance Party
- Miles Briggs MSP, Scottish Conservative Party
- Carrie Bower, Age UK
- Cara McVeigh Relate NI



**THERE IS A NEED TO PROTECT AND PREVENT THE ABUSE OF OLDER PEOPLE**

I'm supporting Hourglass Safer Ageing Week because I believe there is a need to protect and prevent the abuse of older people.

This is an issue that has been raised by many organisations and individuals and I can think of it in terms of the Northern Ireland perspective. People who are lonely, who are old can be subject to all types of abuse.

**Baroness Margaret Ritchie of Downpatrick**  
Hourglass Patron

**#ALONEVOICE**






## CRIMES SUCH AS FRAUD HAVE SPIRALLED OUT OF CONTROL...

This Safer Ageing Week it is more important than ever to pressure the Scottish Government into doing better for vulnerable older people and that begins by committing to a safer ageing society.

"Ever since the pandemic, the foot has been off the ball where safeguarding our older generations are concerned and crimes such as fraud have spiralled out of control.

"The government must work with Police Scotland, banks and other service providers to prevent crimes targeting older people and to provide better service and support to victims in an ageing society."

**Miles Briggs MSP**



**#ALONEVOICE**



## I'M DELIGHTED TO SUPPORT SAFER AGEING WEEK

It's a fantastic opportunity to get across to the public, my fellow politicians and every organisation who has interest in the risk of abuse to older people.

Unfortunately, it's a neglected area and it proved very difficult to get statistics from the police force and other organisations to actually quantify the scale of the problem.

My experience as a politician and as a member of the House of Lords is that this is a growing problem and thank goodness we have Hourglass who do such a fantastic job in bringing this home to us, putting the evidence together and that's why this week is so important.

**Lord Hunt of Kings Heath**  
**Hourglass Patron**



**#ALONEVOICE**



### Christmas Campaign 2023

In December leading into the new year, we launched a Christmas campaign aimed at encouraging people to donate. This fundraising focused campaign was modelled after the John Lennon Christmas campaign to coincide with the release of the Beatles final song and tie into the Christmas theme of giving and change.

Alongside regular posts, we put together two advertisements that were promoted on Facebook and gained 57,178 impressions in total, reaching 47,727 people.

| Platform     | Impressions  | Reach        | Engagement |
|--------------|--------------|--------------|------------|
| Facebook     | 57,178       | 47,727       | 339        |
| X (Twitter)  | 1,412        | N/A          | 61         |
| Instagram    | 64           | 121          | 10         |
| <b>Total</b> | <b>58654</b> | <b>47848</b> | <b>410</b> |

# IMAGINE

## SAFER AGEING - IT'S EASY IF YOU TRY

Happy Christmas from Hourglass

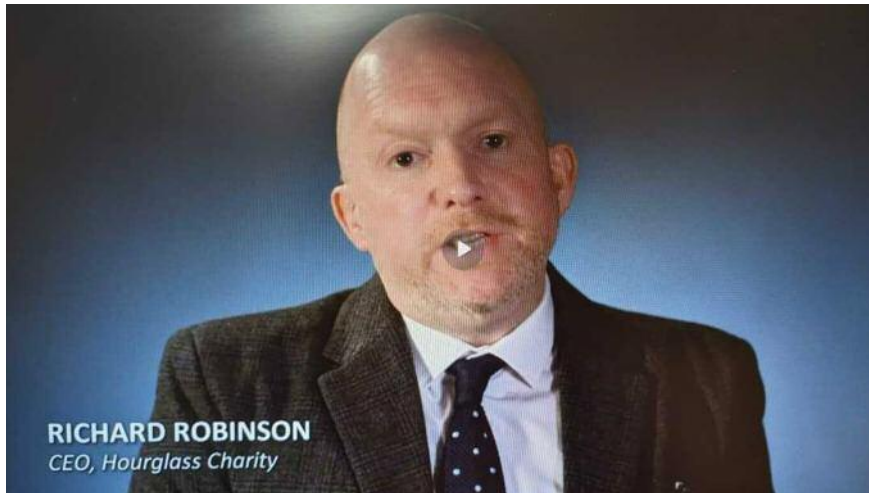
#SAFER AGEING



#STOPPING ABUSE

### Media Appearances

On the 23rd May 2023, Hourglass CEO Richard Robinson appeared on an episode of a Channel 5 documentary series titled 'Criminals Caught on Camera'. In this episode, titled Cops n Robbers, a case was detailed involving a family member catching a carer stealing from their relative. Richard spoke on the documentary about the extent of abuse and the impact this has on older victim-survivors.



On the 21st March 2024, Hourglass was featured in an ITV1 Tonight documentary titled 'Fraud: Ripping off the Elderly'. The ITV production team visited our office in Sudbury, Suffolk for a day of filming in which Community Response Officer Elizabeth Fox gave a talk to a group of older people on spotting the signs of economic abuse. Both Elizabeth and Richard gave interviews which were featured in the programme, alongside a showcase of our helpline staff.





**Articles in newspapers, online and periodicals:**

- BBC News Online (26/11/23) - The homeless handyman and the wealthy widow: Love or something darker?
- BBC Radio 4 (26/11/23) - See above
- Derry Journal (12/10/23) - Derry 'least safe place' to age in the North after Belfast, new research shows
- Suffolk News (06/05/23) - Sudbury elder abuse charity Hourglass sets up Give An Hour legal advice scheme to support victims
- I News (03/04/23) - The rise of domestic abuse in over-60s: 'He seemed caring – then he became controlling'
- Wealth Briefing (26/06/23) - INTERVIEW: Wealth Managers Must Get Proactive About Handling Elder Abuse
- Blackpool Gazette (25/09/23) - More than 1,500 safeguarding concerns raised about vulnerable adults in Blackpool last year, NHS stats show
- Wrexham News (20/12/2023) - Keep your heart-protecting yourself and others from abuse
- The Ferret (10/03/2024) - Two Scottish care workers struck off every week
- North Edinburgh News (01/12/23) - The lone voice of older victims highlighted during Safer Ageing Week
- Lancashire Telegraph (07/12/23) - Sexual abuse in care rises in Blackburn with Darwen

### Give an Hour Scheme and Corporate Partnerships

The charity has continued to promote and deliver the Give an Hour Scheme, which is designed to ensure our callers receive the best advice and help we can offer through partnerships with legal and financial experts. 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 and legal professions trying to navigate it.

By joining the Give an Hour Scheme, organisations support the charity financially and by taking pro bono referrals for complex cases which benefit from independent advice, additional to what the charity can provide. We continued our relationship with the first founding partner in England, Anthony Gold Solicitors, and have continued to work with Talis IFA through the scheme. We have also secured our first Give an Hour Scheme member in Scotland and are delighted to have welcomed Mc Nabb's Solicitors to the scheme.



### Corporate partnerships

Hourglass continues to enjoy the support of a number of corporate partners including Just Group, Society of Later Life Advisors (SOLLA) and Aviva.

We were pleased to announce in November 2022 that 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. In September, Hourglass had the honour of attending the Just Group summer fundraising sponsored walks in London and Belfast. These events were not merely fundraisers; they also served as an important platform for dialogue, camaraderie, and awareness-building around our mission to combat the abuse and neglect of older people.

These events were an outstanding success. The sun shone and the smiles were aplenty, thanks to the tenacity and dedication of all involved. The London walk saw 110 committed participants choose between three distance options: a full marathon, a half-marathon, or a 10km route, while the Belfast event was attended by around 50 people who completed a 10k circuit of the city.

In London, representing Hourglass, Sarah Billingham completed the marathon distance, while Penny Wilby, our Marketing and Events Manager, and Mary Harrington, one of Hourglass' Trustees, opted for the 10km walk. Anne-Marie Winton met us beforehand to give us support. Upon completion, Caroline Cox, Chair of Trustees, awarded medals to the finishers. This was followed by a celebratory meal, during which Caroline conveyed her heartfelt gratitude. She underscored the importance of not only the funds raised but also the broader societal impact made by raising awareness about the abuse of older people.

While in Belfast, Richard Robinson, CEO, led the way and was joined by several staff. We were especially pleased with the synergetic relationship we found with the team at Just Group. Their passion and vibrant team spirit align remarkably well with the charity's values and objectives. We look forward to continued partnership with Just Group and their staff who have embraced the charity's mission.



### **Society of Later Life Advisors**

Hourglass has also been nominated as a charity partner by the Society of Later Life Advisors (SOLLA), who continue to give incredible support to the charity. SOLLA have participated in webinars, spoke at the Hourglass conference and in June, Jo and Vanessa from SOLLA undertook to cycle 100 miles around Kent in one day, to raise awareness and much needed funds for the charity.

### **Aviva**

As calls to the Hourglass helpline relating to financial/economic abuse have seen an increase of 67% this year, we were delighted to announce a new collaboration with Aviva which aims to raise awareness of the financial abuse of older people and the devastating effect on families and the community. The charity worked with Aviva's teams to support and identify customers that could be at risk of exploitation or abuse. The partnership will also help strengthen the expertise and community links Aviva has with their current and future customers.

Aviva's support will see Hourglass offer additional training and support to their frontline teams as well as pop-up clinics and events across England, Scotland, Wales and Northern Ireland. The Aviva/Hourglass partnership will also produce financial abuse booklets with advice on how to keep family members safe.





**Caroline Cox,**  
*Chair, Hourglass.*

## FINANCIAL REVIEW

### **a. Financial Position**

Total income for the year amounted to £1,298,346 (2022/23: £684,063) an increase of 90% from the previous year. Total expenditure amounted to £1,285,858 (2022/23: £1,353,130) which is a decrease of £67,272 on the previous year. The charity achieved a net surplus of £30,317 (2022/23 deficit of £718,911), details of which are shown in the Statement of Financial Activities.

### **b. Reserves Policy**

The revised reserves policy was to hold unrestricted funds to meet all staffing obligations for three 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 £936,864 and we therefore required a minimum of £234,216 to meet all staffing obligations over a three - month period. We therefore had this target to maintain against unrestricted funds. At the year end, total reserves amounted to £594,766 (2022/23): £567,318), £88,720 of which were restricted (2022/2023: £31,933). Free reserves (unrestricted funds excluding the net book value of unrestricted fixed assets) stood at £506,046 (2023/23: £535,385), 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: 12 July 2024

## INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES AND MEMBERS OF HOURGLASS (SAFER AGEING)

### AUDITOR'S UNQUALIFIED OPINION

#### Opinion

We have audited the financial statements of Hourglass (Safer Ageing) (the 'charitable company') for the year ended 31 March 2024 which comprise the statement of financial activities, balance sheet and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

#### In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2024, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (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 trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue

as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

### **Other information**

The other information comprises the information included in the trustees' 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.

### **Opinions on other matters prescribed by the Companies Act 2006**

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

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

### **Matters on which we are required to report by exception**

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

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

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or

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

### **Responsibilities of trustees**

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

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

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

We have been appointed to act as auditors under section 44(1) 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:

In identifying and assessing risks of material misstatements in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included obtaining an understanding of the legal and regulatory frameworks applicable to the charitable company and the sector in which they operate. We determined that the most significant laws and regulations were Companies Act 2006, Charities Act 2011, Charities Accounts (Scotland) Regulations 2006 (as amended) and Charities and Trustee Investment (Scotland) Act 2005.

We assessed and concluded that the charitable company's key area was in relation to its income generation from grants and donations. In assessing the completeness and accuracy of this we designed audit tests to verify the income included and the cut off procedures followed by management. Our tests included enquiries of management.

### **Auditor's responsibilities for the audit of the financial statements (continued)**

We assessed the susceptibility of the charitable company's financial statements to material misstatement, including how fraud might occur. Audit procedures by the engagement team included identifying and assessing the design effectiveness of controls management has in place to prevent and detect fraud; understanding how those charged with governance considered and addressed the potential for override of controls or other inappropriate influence over the financial reporting process; challenging assumptions and judgements made by management in its significant accounting estimates; identifying and testing unusual value entries, in particular any entries posted with unusual account combinations; and assessing the extent of compliance with the relevant laws and regulations. The size of the charitable company and volume of transactions indicated a low level of material risk overall.

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

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

We communicate with those charged with governance regarding, among other matters, the planned scope and timing

of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

### Use of our report

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



Vincent Chandler FCA FCCA  
(Senior Statutory Auditor)

For and on behalf of  
Moore Green  
Chartered accountants and statutory auditor  
22 Friars Street  
Sudbury  
Suffolk  
CO10 2AA

Date: 11.09.2024

## Hourglass (Safer Ageing)

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

For the year ended 31 March 2024

|  | Note      | Unrestricted<br>£ | Restricted<br>£ | 2024<br>Total<br>£ | Unrestricted<br>£ | Restricted<br>£  | 2023<br>Total<br>£<br>Restated |
|--|-----------|-------------------|-----------------|--------------------|-------------------|------------------|--------------------------------|
| <b>Income from:</b>  |           |                   |                 |                    |                   |                  |                                |
| Donations and legacies   | 2         | 316,300           | 964,593         | 1,280,893          | 172,626           | 494,116          | 666,742                        |
| Charitable activities  | 3         | 5,581             | 1,250           | 6,831              | 4,821             | -                | 4,821                          |
| Investments – dividend and interest  |           | 10,622            | -               | 10,622             | 12,500            | -                | 12,500                         |
| <b>Total income</b>  |           | <b>332,503</b>    | <b>965,843</b>  | <b>1,298,346</b>   | <b>189,947</b>    | <b>494,116</b>   | <b>684,063</b>                 |
| <b>Expenditure on:</b>   |           |                   |                 |                    |                   |                  |                                |
| Raising funds  | 4         | 84,238            | -               | 84,238             | 108,241           | -                | 108,241                        |
| Charitable activities  | 5         |                   |                 |                    |                   |                  |                                |
| Helpline   |           | 8,971             | 384,259         | 393,230            | 346,875           | 95,000           | 441,875                        |
| Social policy development  |           | 163,813           | -               | 163,813            | 98,918            | -                | 98,918                         |
| Media promotion and  |           | 107,342           | -               | 107,342            | 66,870            | -                | 66,870                         |
| Programmes and projects  |           | 12,438            | 524,797         | 537,235            | 93,761            | 543,465          | 637,226                        |
| <b>Total expenditure</b>   | <b>4</b>  | <b>376,802</b>    | <b>909,056</b>  | <b>1,285,858</b>   | <b>714,665</b>    | <b>638,465</b>   | <b>1,353,130</b>               |
| <b>Net income/(expenditure) before net gains / (losses) on investments</b> |           | <b>(44,299)</b>   | <b>56,787</b>   | <b>12,488</b>      | <b>(524,718)</b>  | <b>(144,349)</b> | <b>(669,067)</b>               |
| <b>Net gains / (losses) on investments</b>                                 |           | <b>17,829</b>     | <b>-</b>        | <b>17,829</b>      | <b>(49,844)</b>   | <b>-</b>         | <b>(49,844)</b>                |
| <b>Net income / (expenditure) for the year</b>                             | <b>5</b>  | <b>(26,470)</b>   | <b>56,787</b>   | <b>30,317</b>      | <b>(574,562)</b>  | <b>(144,349)</b> | <b>(718,911)</b>               |
| <b>Transfers between funds</b>   |           | <b>-</b>          | <b>-</b>        | <b>-</b>           | <b>(115)</b>      | <b>115</b>       | <b>-</b>                       |
| <b>Net movement in funds</b>   |           | <b>(26,470)</b>   | <b>56,787</b>   | <b>30,317</b>      | <b>(574,677)</b>  | <b>(144,234)</b> | <b>(718,911)</b>               |
| <b>Reconciliation of funds:</b>  |           |                   |                 |                    |                   |                  |                                |
| <b>Total funds brought forward</b>   |           | <b>535,385</b>    | <b>31,933</b>   | <b>567,318</b>     | <b>1,110,062</b>  | <b>176,167</b>   | <b>1,286,229</b>               |
| <b>Total funds carried forward</b>   | <b>17</b> | <b>508,915</b>    | <b>88,720</b>   | <b>597,635</b>     | <b>535,385</b>    | <b>31,933</b>    | <b>567,318</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)

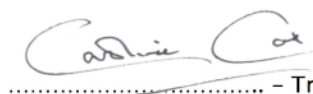
## Balance sheet

Company no. 07290092

As at 31 March 2024

|  | Note | £              | 2024<br>£             | £              | 2023<br>£<br>Restated |
|--|------|----------------|-----------------------|----------------|-----------------------|
| <b>Fixed assets:</b>                           |      |                |                       |                |                       |
| Tangible assets                                | 10   |                | –                     |                | –                     |
| Investments                                    | 11   |                | 360,773               |                | 415,242               |
|  |      |                | <u>360,773</u>        |                | <u>415,242</u>        |
| <b>Current assets:</b>                         |      |                |                       |                |                       |
| Debtors  | 12   | 212,817        |                       | 65,473         |                       |
| Investments                                    | 11   | 5,746          |                       | 25,999         |                       |
| Cash at bank and in hand                       |      | 86,420         |                       | 154,202        |                       |
|  |      | <u>304,983</u> |                       | <u>245,674</u> |                       |
| <b>Liabilities:</b>                            |      |                |                       |                |                       |
| Creditors: amounts falling due within one year | 13   | 68,121         |                       | 93,598         |                       |
|  |      | <u>68,121</u>  |                       | <u>93,598</u>  |                       |
| <b>Net current assets / (liabilities)</b>      |      |                | <u>236,862</u>        |                | <u>152,076</u>        |
| <b>Total net assets / (liabilities)</b>        | 16   |                | <u><u>597,635</u></u> |                | <u><u>567,318</u></u> |
| <b>The funds of the charity:</b>               | 17   |                |                       |                |                       |
| Restricted income funds                        |      |                | 88,720                |                | 31,933                |
| Unrestricted income funds:                     |      |                |                       |                |                       |
| General funds                                  |      | 508,915        |                       | 535,385        |                       |
|  |      | <u>508,915</u> |                       | <u>535,385</u> |                       |
| <b>Total unrestricted funds</b>                |      |                | <u>508,915</u>        |                | <u>535,385</u>        |
| <b>Total charity funds</b>                     |      |                | <u><u>597,635</u></u> |                | <u><u>567,318</u></u> |

Approved by the trustees on 12 July 2024 and signed on their behalf by

  
 ..... – Trustee

## Hourglass (Safer Ageing)

## Statement of cash flows

For the year ended 31 March 2024

|  | Note                     | 2024<br>£                | 2023<br>£<br>Restated |
|--|--------------------------|--------------------------|-----------------------|
| Net income / (expenditure) for the reporting period    |                          | 30,317                   | (718,911)             |
| Depreciation charges                                   |                          | –                        | 469                   |
| (Gains)/losses on investments                          |                          | (17,829)                 | 49,844                |
| Dividends, interest and rent from investments          |                          | (10,622)                 | (12,500)              |
| (Increase)/decrease in cash held in investments        |                          | 20,253                   | 17,976                |
| (Increase)/decrease in debtors                         |                          | (147,344)                | 48,930                |
| Increase/(decrease) in creditors                       |                          | (25,477)                 | 29,246                |
| Net cash from/(used in) operating activities           |                          | (150,702)                | (584,946)             |
| Cash flows from investing activities:                  |                          |                          |                       |
| Dividends, interest and rents from investments         | 10,622                   | 12,500                   |                       |
| Proceeds from sale of investments                      | 116,000                  | 138,729                  |                       |
| Net purchase of investments                            | (43,702)                 | (64,694)                 |                       |
| Net cash provided by / (used in) investing activities  |                          | 82,920                   | 86,535                |
| Change in cash and cash equivalents in the year        |                          | (67,782)                 | (498,411)             |
| Cash and cash equivalents at the beginning of the year |                          | 154,202                  | 652,613               |
| Cash and cash equivalents at the end of the year       |                          | 86,420                   | 154,202               |
| Analysis of cash and cash equivalents                  |                          |                          |                       |
|  | At 31 March<br>2024<br>£ | At 31 March<br>2023<br>£ |                       |
| Cash in hand and at bank                               | 86,420                   | 154,202                  |                       |
| Total cash and cash equivalents                        | 86,420                   | 154,202                  |                       |

## Hourglass (Safer Ageing)

### Notes to the financial statements

#### For the year ended 31 March 2024

---

##### 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 relating to those specific purposes 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 2024

## 1 Accounting policies (continued)

## h) Expenditure and irrecoverable VAT

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

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

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

## i) Allocation of support costs

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

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

|                               |     |
|-------------------------------|-----|
| ● Cost of raising funds       | 7%  |
| ● Helpline                    | 22% |
| ● Social policy development   | 15% |
| ● Media promotion and website | 9%  |
| ● Programmes and projects     | 47% |

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

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

## j) Operating leases

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

## k) Tangible fixed assets

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

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

- Equipment 3 years

## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2024

## 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 2024

## 2 Income from donations and legacies

|   | Unrestricted<br>£ | Restricted<br>£ | 2024 total<br>Total<br>£ | 2023<br>Total<br>£<br>Restated |
|---|-------------------|-----------------|--------------------------|--------------------------------|
| Legacies  | 145               | –               | 145                      | 100,223                        |
| Individual and corporate donations and gift aid | 106,026           | 25,000          | 131,026                  | 68,847                         |
| Trusts and Foundations                          | 210,129           | 36,500          | 246,629                  | 86,131                         |
| Government Funds                                | –                 | 361,109         | 361,109                  | 50,000                         |
| Local Authority Funds                           | –                 | 406,442         | 406,442                  | 289,758                        |
| Community Fund                                  | –                 | 135,542         | 135,542                  | 71,783                         |
|   | <u>316,300</u>    | <u>964,593</u>  | <u>1,280,893</u>         | <u>666,742</u>                 |

Of the total income from donations and legacies £964,593 (2023: restated £494,116) was restricted and £316,300 (2023: £172,626) was unrestricted.

## 3 Income from charitable activities

|   | Unrestricted<br>£ | Restricted<br>£ | 2024<br>Total<br>£ | 2023<br>Total<br>£ |
|---|-------------------|-----------------|--------------------|--------------------|
| Training                                | 5,581             | 1,250           | 6,831              | 4,821              |
| Total income from charitable activities | <u>5,581</u>      | <u>1,250</u>    | <u>6,831</u>       | <u>4,821</u>       |



## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2024

## 4 Analysis of expenditure

|  | Cost of raising funds<br>£ | Charitable activities |                                |                                  |                              | Support and Governance costs<br>£ | 2024 Total<br>£  |
|--|----------------------------|-----------------------|--------------------------------|----------------------------------|------------------------------|-----------------------------------|------------------|
|  |                            | Helpline<br>£         | Social policy development<br>£ | Media promotion and website<br>£ | Programmes and projects<br>£ |                                   |                  |
| Staff costs (Note 8)                   | 69,733                     | 206,370               | 140,485                        | 81,596                           | 433,591                      | 5,089                             | 936,864          |
| Staff Recruitment and training         | 5,313                      | 417                   | -                              | -                                | 13,914                       | 194                               | 19,838           |
| Staff travel and volunteer expenses    | 203                        | 2,259                 | 1,284                          | 816                              | 11,076                       | 49                                | 15,687           |
| PR, media and promotion                | -                          | 87                    | 6,134                          | 15,736                           | 942                          | -                                 | 22,899           |
| CRM, website, IT and Internet          | 3,822                      | 17,462                | 4,974                          | 2,559                            | 26,163                       | 72                                | 55,052           |
| Postage and Stationery                 | 118                        | 747                   | 491                            | 207                              | 3,188                        | 59                                | 4,810            |
| Phones and sundry                      | 1,717                      | 153,120               | 3,650                          | 1,820                            | 21,965                       | 6,920                             | 189,192          |
| Trustee meetings and expenses          | -                          | -                     | -                              | -                                | -                            | 1,720                             | 1,720            |
| Audit fee                              | -                          | -                     | -                              | -                                | -                            | 7,110                             | 7,110            |
| Consultancy                            | 241                        | 1,224                 | 495                            | 566                              | 2,540                        | 9,371                             | 14,437           |
| Rent and insurance                     | 734                        | 4,567                 | 1,551                          | 1,283                            | 9,197                        | 917                               | 18,249           |
|  | 81,881                     | 386,253               | 159,064                        | 104,583                          | 522,576                      | 31,501                            | 1,285,858        |
| Support and Governance cost allocation | 2,357                      | 6,977                 | 4,749                          | 2,759                            | 14,659                       | (31,501)                          | -                |
| <b>Total expenditure 2024</b>          | <b>84,238</b>              | <b>393,230</b>        | <b>163,813</b>                 | <b>107,342</b>                   | <b>537,235</b>               | <b>-</b>                          | <b>1,285,858</b> |

Of the total expenditure, £376,802 was unrestricted (2023: £714,665) and £909,056 was restricted (2023: £638,465).

## Hourglass (Safer Ageing)

## Notes to the financial statements

For the year ended 31 March 2024

## 4 Analysis of expenditure (continued)

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



## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2024

## 5 Net incoming resources for the year

This is stated after charging / crediting:

|  | 2024   | 2023   |
|--|--------|--------|
|  | £      | £      |
| Depreciation                               | -      | 469    |
| Loss or profit on disposal of fixed assets |        |        |
| Interest payable                           |        |        |
| Operating lease rentals:                   |        |        |
| Property                                   | 14,501 | 10,875 |
| Auditors' remuneration (including VAT):    |        |        |
| Audit                                      | 7,110  | 8,712  |

## 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:

|   | 2024           | 2023           |
|---|----------------|----------------|
|   | £              | £              |
| Salaries and wages  | 843,324        | 856,489        |
| Social security costs   | 72,056         | 75,788         |
| Employer's contribution to defined contribution pension schemes | 21,484         | 20,803         |
| Settlement  | -              | 15,000         |
|   | <u>936,864</u> | <u>968,080</u> |

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

|                   | 2024     | 2023     |
|-------------------|----------|----------|
|                   | No.      | No.      |
| £60,000 – £69,999 | 1        |          |
| £70,000 – £79,999 | -        | 1        |
| £90,000 – £99,999 | 1        | -        |
|                   | <u>1</u> | <u>1</u> |

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 £210,952 (2023: £180,584).

## 8 Staff numbers

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

|                  | 2024      | 2023      |
|------------------|-----------|-----------|
|                  | No.       | No.       |
| No. of employees | <u>33</u> | <u>34</u> |

## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2024

## 9 Related party transactions

Included in the staff costs above is total remuneration from employment including pension contributions of £44,236 paid to Tim Lucas who was a trustee of the charity from 17 February 2022 to 5 June 2023. Tim Lucas is 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 trustees were paid or received any other benefits from employment with the charity in the year (2023: £nil). No trustee received payment for professional or other services supplied to the charity (2023: £nil). There are no other related party transactions to disclose for 2023 (2023: none).

Trustees' expenses include reimbursement of travel and subsistence costs totalling £1,720 (2023: £1,257) relating to attendance at meetings of the trustees, or other events relating to the charity.

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

## 10 Tangible fixed assets

|   | Computer &<br>Office<br>equipment<br>£ | Total<br>£ |
|---|--|------------|
| Cost  |  |            |
| At the start of the year                                  | 74,891                                 | 74,891     |
| At the end of the year                                    | 74,891                                 | 74,891     |
| Depreciation  |  |            |
| At the start of the year                                  | 74,891                                 | 74,891     |
| Charge for the year                                       | -                                      | -          |
| At the end of the year                                    | 74,891                                 | 74,891     |
| Net book value  |  |            |
| At the end of the year                                    | -                                      | -          |
| At the start of the year                                  | -                                      | -          |
| All of the above assets are used for charitable purposes. |  |            |

## 11 Listed investments

|  | 2024<br>£ | 2023<br>£ |
|--|-----------|-----------|
| Fair value at the start of the year                  | 415,242   | 539,121   |
| Additions at cost                                    | 43,702    | 64,694    |
| Disposal proceeds                                    | (116,000) | (138,729) |
| Net gain / (loss) on change in fair value            | 17,829    | (49,844)  |
| Fair value at the end of the year                    | 360,773   | 415,242   |
| Historic cost at the end of the year                 | 348,895   | 445,635   |
| Investments comprise:                                |           |           |
|  | 2024<br>£ | 2023<br>£ |
| Bonds and Shares listed on the London Stock Exchange | 360,773   | 415,242   |
| Cash   | 5,746     | 25,999    |
|  | 366,519   | 441,241   |

## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2024

## 12 Debtors

|                | 2024           | 2023          |
|----------------|----------------|---------------|
|                | £              | £             |
| Trade debtors  | 78,750         | 1,708         |
| Other debtors  | 1,680          | 2,397         |
| Prepayments    | 5,481          | 4,544         |
| Accrued income | 126,906        | 56,824        |
|                | <u>212,817</u> | <u>65,473</u> |

## 13 Creditors: amounts falling due within one year

|                              | 2024          | 2023          |
|------------------------------|---------------|---------------|
|                              | £             | £             |
| Trade creditors              | 12,349        | 13,915        |
| Taxation and social security | 17,687        | –             |
| Other creditors              | 4,695         | 877           |
| Accruals                     | 8,402         | 7,300         |
| Deferred income (note 14)    | 24,988        | 71,506        |
|                              | <u>68,121</u> | <u>93,598</u> |

## 14 Deferred income

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

|                                       | 2024          | 2023            |
|---------------------------------------|---------------|-----------------|
|                                       | £             | £               |
|                                       |               | <b>Restated</b> |
| Balance at the beginning of the year  | 71,506        | –               |
| Amount released to income in the year | (71,506)      | –               |
| Amount deferred in the year           | 24,988        | 71,506          |
|                                       | <u>24,988</u> | <u>71,506</u>   |
| Balance at the end of the year        | <u>24,988</u> | <u>71,506</u>   |

## 15 Financial Instruments

|   | 2024          | 2023          |
|---|---------------|---------------|
|   | £             | £             |
| Carrying amount of financial assets         |               |               |
| Debt instruments measured at amortised cost | <u>80,430</u> | <u>4,105</u>  |
| Carrying amount of financial liabilities    |               |               |
| Measured at amortised cost                  | <u>25,446</u> | <u>22,092</u> |

## 16 Analysis of net assets between funds

|                                   | General<br>unrestricted<br>£ | Designated<br>£ | Restricted<br>£ | Total funds<br>2024<br>£ |
|-----------------------------------|------------------------------|-----------------|-----------------|--------------------------|
| Investments                       | 360,773                      | –               | –               | 360,773                  |
| Net current assets                | 148,142                      | –               | 88,720          | 236,862                  |
|                                   | <u>508,915</u>               | <u>–</u>        | <u>88,720</u>   | <u>597,635</u>           |
| Net assets at the end of the year | <u>508,915</u>               | <u>–</u>        | <u>88,720</u>   | <u>597,635</u>           |

## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2024

## 16 Analysis of net assets between funds (continued)

|                                     | General<br>unrestricted<br>£ | Designated<br>£ | Restricted<br>£ | Total funds<br>2023<br>£ |
|-------------------------------------|------------------------------|-----------------|-----------------|--------------------------|
|                                     |                              |                 | Restated        | Restated                 |
| Investments                         | 415,242                      | –               | –               | 415,242                  |
| Net current assets                  | 120,143                      | –               | 31,933          | 152,076                  |
| Net assets at the start of the year | 535,385                      | –               | 31,933          | 567,318                  |

## 17 Movements in funds

|                                       | At 1 April<br>2023<br>£ | Incoming<br>resources &<br>gains<br>£ | Outgoing<br>resources &<br>losses<br>£ | Transfers<br>£ | At 31<br>March<br>2024<br>£ |
|---------------------------------------|-------------------------|---------------------------------------|--|----------------|-----------------------------|
|                                       | Restated                |                                       |  |                |                             |
| <b>Restricted funds:</b>              |                         |                                       |  |                |                             |
| Francis Winham Foundation             | –                       | 10,000                                | (10,000)                               | –              | –                           |
| Walter Scott                          | –                       | 10,000                                | (10,000)                               | –              | –                           |
| Community Fund (Wales)" People and P  | –                       | 45,776                                | (10,657)                               | –              | 35,119                      |
| Community Fund (England)              | –                       | 40,058                                | (120)                                  | –              | 39,938                      |
| Home Office VAWG (By and For)         | –                       | 361,109                               | (361,039)                              | –              | 70                          |
| Baillie Gifford & Co (Scotland Hub)   | –                       | 25,000                                | (25,000)                               | –              | –                           |
| Fife Voluntary Action                 | 8,633                   | –                                     | (8,633)                                | –              | –                           |
| Wokingham Borough Council             | –                       | 31,228                                | (31,228)                               | –              | –                           |
| The Lawson Trust                      | –                       | 5,000                                 | (5,000)                                | –              | –                           |
| Charles French Charitable Trust       | –                       | 2,000                                 | (2,000)                                | –              | –                           |
| Sovereign Healthcare Charitable Trust | –                       | 3,000                                 | (720)                                  | –              | 2,280                       |
| Sussex SafeSpace Funding              | –                       | 89,238                                | (89,238)                               | –              | –                           |
| Community Fund (BLF) 2022–23          | 23,729                  | 49,708                                | (68,120)                               | –              | 5,317                       |
| Sussex Safe Place Funding             | –                       | 28,072                                | (28,072)                               | –              | –                           |
| Kent PCC (IDVA)                       | –                       | 57,144                                | (57,144)                               | –              | –                           |
| Thames Valley PCC (IDVA)              | –                       | 46,684                                | (46,684)                               | –              | –                           |
| London MOPAC (DA)                     | –                       | 65,200                                | (65,200)                               | –              | –                           |
| London MOPAC (IDVA)                   | –                       | 37,348                                | (37,348)                               | –              | –                           |
| Cambridgeshire PCC (IDVA)             | –                       | 19,950                                | (19,950)                               | –              | –                           |
| Babergh & Mid Suffolk Council         | (429)                   | 15,278                                | (10,103)                               | –              | 4,746                       |
| Surrey PCC (DA)                       | –                       | 16,300                                | (16,300)                               | –              | –                           |
| Small grants (various)                | –                       | 7,750                                 | (6,500)                                | –              | 1,250                       |
| <b>Total restricted funds</b>         | <b>31,933</b>           | <b>965,843</b>                        | <b>(909,056)</b>                       | <b>–</b>       | <b>88,720</b>               |
| <b>Unrestricted funds:</b>            |                         |                                       |  |                |                             |
| General funds                         | 535,385                 | 332,503                               | (358,973)                              | –              | 508,915                     |
| <b>Total unrestricted funds</b>       | <b>535,385</b>          | <b>332,503</b>                        | <b>(358,973)</b>                       | <b>–</b>       | <b>508,915</b>              |
| <b>Total funds</b>                    | <b>567,318</b>          | <b>1,298,346</b>                      | <b>(1,268,029)</b>                     | <b>–</b>       | <b>597,635</b>              |

## Hourglass (Safer Ageing)

## Notes to the financial statements

## For the year ended 31 March 2024

## 17 Movements in funds (continued)

|  | At 1 April<br>2022 | Incoming<br>resources &<br>gains | Outgoing<br>resources &<br>losses | Transfers    | At 31<br>March<br>2023 |
|--|--------------------|----------------------------------|-----------------------------------|--------------|------------------------|
|  | £                  | £                                | £                                 | £            | £                      |
|  |                    | Restated                         |                                   |              | Restated               |
| <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)                          | –            | –                      |
| 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 (DA)                      | –                  | 10,500                           | (10,500)                          | –            | –                      |
| Surrey PCC (DA)                              | –                  | 16,300                           | (16,300)                          | –            | –                      |
| Babergh & Mid Suffolk Council                | –                  | –                                | (429)                             | –            | (429)                  |
| Small grants (various)                       | 10,992             | 24,100                           | (35,100)                          | 8            | –                      |
| <b>Total restricted funds</b>                | <b>176,167</b>     | <b>494,116</b>                   | <b>(638,465)</b>                  | <b>115</b>   | <b>31,933</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>684,063</b>                   | <b>(1,402,974)</b>                | <b>–</b>     | <b>567,318</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 2024

#### 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 |                |
|--------------------|------------------------|----------------|
|                    | 2024                   | 2023           |
|                    | £                      | £              |
| Less than one year | 102,967                | 76,361         |
| One to five years  | 79,446                 | 96,148         |
|                    | <u>182,413</u>         | <u>172,509</u> |

#### 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.

#### 20 Prior Year adjustment

A corporate donation from Baillie Gifford & Co of £25,000 and grant from Babergh & Mid Suffolk Council of £15,278 received in 2022–23 were recognised as restricted income in 2022–23 in error as they related to 2023–24. To rectify this error, a prior year adjustment has been made to defer the said income to 2023–24. This has resulted in the restatement of the opening balances as at 1 April 2023 as below.

|   | Restricted fund | Deferred income |
|---|-----------------|-----------------|
|   | £               | £               |
| Balance as at 31 March 2023/1 April 2023          | 72,211          | 31,228          |
| Corporate donation from Baillie Gifford & Co      | (25,000)        | 25,000          |
| Grant from Babergh & Mid Suffolk Council          | (15,278)        | 15,278          |
| Restated balance as at 31 March 2023/1 April 2023 | <u>31,933</u>   | <u>71,506</u>   |

This has resulted in the restatement of Income from Donations and Legacies as at 31 March 2023 in note 2 as below.

|  | Income from donations |
|--|-----------------------|
|  | £                     |
| Balance as at 31 March 2023                  | 534,394               |
| Corporate donation from Baillie Gifford & Co | (25,000)              |
| Grant from Babergh & Mid Suffolk Council     | (15,278)              |
| Restated balance as at 31 March 2023         | <u>494,116</u>        |



# 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: [www.wearehourglass.org](http://www.wearehourglass.org)

Chatbot: [www.wearehourglass.org](http://www.wearehourglass.org)

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)

 [@HourglassCymru](https://twitter.com/HourglassCymru)  
 [facebook.com/hourglasscymru](https://facebook.com/hourglasscymru)

 [@Hourglass](https://www.linkedin.com/company/hourglass)  
 [@we\\_are\\_hourglass](https://www.instagram.com/we_are_hourglass)  
 [@wearehourglass](https://www.youtube.com/wearehourglass)

## 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)  
 [facebook.com/hourglassNI](https://facebook.com/hourglassNI)

