



2025 ANNUAL REPORT

Annual Report of the Directors, Trustees
and Financial Statements.

Annual Report 2024 - 2025

Annual Report of the Directors/Trustees & Financial Statements 2024/2025

**Hourglass (Safer Ageing)**

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

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WELCOME FROM THE CHAIR OF TRUSTEES:

Dear Friends and Supporters,

Each year brings its own set of challenges and opportunities, and 2024/25 has been no exception. Yet amid the uncertainty that so often surrounds our sector, Hourglass has emerged stronger, more confident, and more innovative than ever before.

Thanks to the extraordinary efforts of our Executive and staff team, the charity has recorded a strong financial surplus — a clear sign that the long-term vision set in motion several years ago is bearing fruit. This stability has not come easily. It reflects the passion and determination of those working day in and day out to support older victims and survivors of abuse — often in deeply complex, heart-wrenching situations.

Our sincere thanks go to the **Home Office**, the **Ministry of Justice**, and **Police and Crime Commissioners** across the UK, whose belief in our work has translated into crucial statutory funding. That support underpins the services which quite literally change — and in many cases save — lives. We were also proud to announce a landmark corporate partnership with the **Churchill Foundation** this year, marking a new chapter in our engagement with the private sector and our efforts to build long-term sustainability.

It would be remiss of me not to pay tribute to my predecessor, **Caroline Cox**, who has stepped down from the Board after more than a decade of dedicated service. Caroline's leadership steered Hourglass through some of its most testing times and her influence can be seen across every part of the organisation. On behalf of the entire team — and those we serve — we offer our deepest thanks.

Our **Brighton conference** in the spring was another standout moment: well attended, expertly curated, and a timely reminder of the power of collaboration and knowledge-sharing. We have also welcomed **new trustees** to the Board this year — each bringing fresh insight and energy, and already making a marked difference to the charity's direction and thinking.

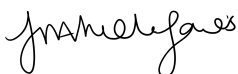
Campaigning remains at the heart of our mission. **Safer Ageing Week** in November proved once again that public understanding is growing, and our series of **Safer Ageing Indexes** continue to shape the national conversation. These tools have given policymakers and the media a clear, data-driven case for reform — one that we will continue to champion.

Hourglass has never been an easy organisation to keep afloat. Every year is a battle to secure resources and to make the voices of older people heard in systems not designed with them in mind. And yet, thanks to innovative thinking from the leadership team, growing national recognition, and the resolve of our supporters and staff, we look ahead with renewed optimism.

The surplus achieved this year will not be taken for granted. It will be reinvested directly into the heart of our work: supporting victim-survivors, raising awareness, influencing policy, and shaping a future in which every older person can age free from abuse and harm.

Thank you — to our funders, our partners, our staff, our volunteers, and every single person who has backed Hourglass this year. Together, we are building a safer, more just future for older people.

Yours sincerely,



Andrea Nicholas-Jones,
Chair, Hourglass.

INTRODUCTION FROM THE CHIEF EXECUTIVE OFFICER:

As I write this, the country stands at the beginning of a new political chapter. A change of government always brings uncertainty — but it also brings opportunity. And for Hourglass, and the older people we exist to protect, this is an opportunity that cannot be wasted.

The abuse of older people remains a hidden crisis — one that demands bold, ambitious action from those in power. With **nine million more older people projected by 2050**, we simply cannot afford to delay. A safer, independent, and dignified older age is not guaranteed — it must be planned for, fought for, and safeguarded.

That's why we launched the **Safer Ageing Election Index** earlier this year — a first-of-its-kind snapshot of the political parties' commitment to protecting older victim-survivors. It challenged policymakers to confront the uncomfortable truth: that older people are too often overlooked in national strategies on violence, abuse, and safeguarding. The Index didn't just compare manifestos — it called for a future where safer ageing is treated as a national priority, not a niche concern.

And it's why we are so proud of our latest public mobilisation campaign: **OATH – Older Age Tomorrow's Hope**. With cross-party support, powerful backing from the social care sector, and growing enthusiasm from the general public, OATH has already made a mark. But we need more voices. We need more signatures. And we need a shared understanding — that our ageing population deserves not just to survive, but to thrive.

At the frontline, our **helpline and community response teams** have once again shown extraordinary resilience, empathy, and resolve. They are the lifeblood of Hourglass — the calm voice, the urgent action, the safe pair of hands when all else fails. I am constantly humbled by their loyalty and courage.

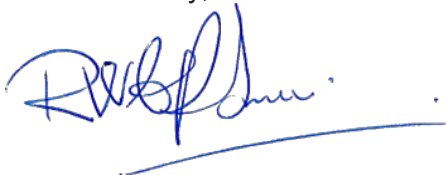
Our **policy and external affairs team** has continued to shape the national debate with ingenuity and grit, punching well above its weight. Their work underpins the growing recognition that abuse in later life is not inevitable — it is preventable.

Meanwhile, our **fundraising and income generation team** has delivered exceptional results in an increasingly tough climate, ensuring we remain financially secure and strategically ambitious. This year, we closed our accounts with a **strong surplus** — a hard-earned sign of stability. With that foundation in place, we can plan not just to survive but to grow: **more services, more voices, more impact**.

Hourglass is not just a charity. It is a movement — a loud, determined call for justice, dignity, and safety in later life. And with the backing of our supporters, funders, and friends across the UK, we move into the year ahead with momentum, clarity, and purpose.

Thank you for supporting us.

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
Email: 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 2024/2025)

Chair: Caroline Cox (Resigned Chair 18/07/2024) (4/5)
Andrea Nicholas-Jones (Appointed Chair 18/07/2024) (5/5)

Vice Chair: Sarah Browne (Appointed Vice Chair 18/07/2024) (4/5)

Treasurer: Sarah Lock (Appointed Treasurer 18/07/2024) (4/5)

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

Resigned: Ronnie Barnes (1/5) (resigned 18/07/2024) Ali Cox (Resigned 18/7/2024) (2/5)

Appointments: Ian Cranefield (12/12/2024)

HONORARY VICE PRESIDENTS:

Dr John Beer, David Congdon, Lesley McDowell, Ronnie Barnes

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:

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 2025. 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 2024/25

24/7 HELPLINE

Foreword from the Director of Frontline Services

This past year has been one of both challenge and growth. As we support an ageing population, the reality of abuse faced by many older people demands urgent attention. Hourglass has responded with compassion, skill, and tenacity. From expanding our capacity and restructuring our team to offer more access to our specialist services, to leading national conversations around adult safeguarding, our teams have delivered life-changing outcomes. I am proud of the partnerships we've built, the survivors we've supported, and the foundation we've strengthened for the years ahead.

Director of Frontline Services, Hourglass

Introduction and Organisational Overview

Hourglass exists to challenge the abuse of older people and promote safer ageing. We provide confidential support through our 24/7 Helpline, online services and community-based casework, raise awareness across communities, train professionals, and influence national policy. Our work spans England, Wales, Scotland and Northern Ireland, offering specialist responses tailored to local needs. This report brings together insights from across the UK, highlighting the scale and scope of our services in 2024–25.

24/7 Helpline Services and Insights

Our Helpline remains the cornerstone of our frontline delivery. It provides free, confidential support to older people at risk of or experiencing abuse, and to those concerned about an older person. This year, we answered thousands of calls, offering guidance, referrals, and emotional support.

Our Helpline was also shortlisted for Helpline of the Year at the Helpline Partnership Awards.

A key focus has been reviewing our CRM and the quality of the data. Training has been ongoing with staff across the year and we have introduced new processes to establish better recording of data, enabling us to contribute even more to research and better support our service users.

We have continued to invest in the development of our frontline staff through a comprehensive training programme covering key topics such as safeguarding, mental health in later life, Neurodiversity, coercive control, CRM best practices, and supporting suicidal callers. This ongoing professional development ensures our team is equipped with the knowledge, confidence, and skills needed to provide timely, compassionate, and effective support to older people across all our services.

HELPLINE PERFORMANCE

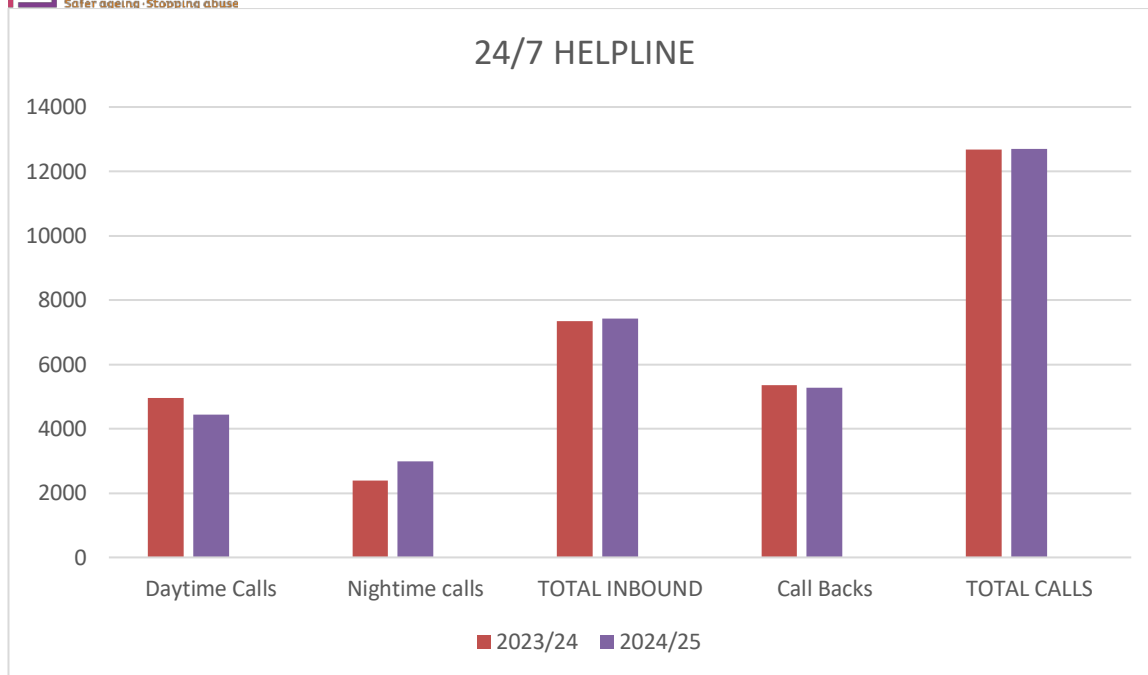
Daytime Calls Monday to Friday, 9am to 5pm: 4,448 (2023/24: 4,951)

Night time Calls evenings and weekends: 2,985 (2,394)

Total Inbound Calls: 7,433 (7,345)

Call Backs: 5,269 (5,357)

TOTAL CALLS: 12,702 (12,672)



Online services which includes instant message, emails, text message, chatbot and Knowledge Bank.

Instant Messenger: 566 (574)

E-Mails: 1,134 (967)

SMS: 2,326 (2,396)

Chatbot: 746 (634)

Knowledge Bank (Users): 6,305

Knowledge Bank (New Users): 6,308

TOTAL ONLINE INTERACTIONS: 11,080

TOTAL HELPLINE AND ONLINE INTERACTIONS FOR 2024/25 IS 23,782.

Breakdown of enquirer type

In 30% of cases, the enquirer is the victim

In 70%, the enquirer is a concerned other.

VICTIM GENDER

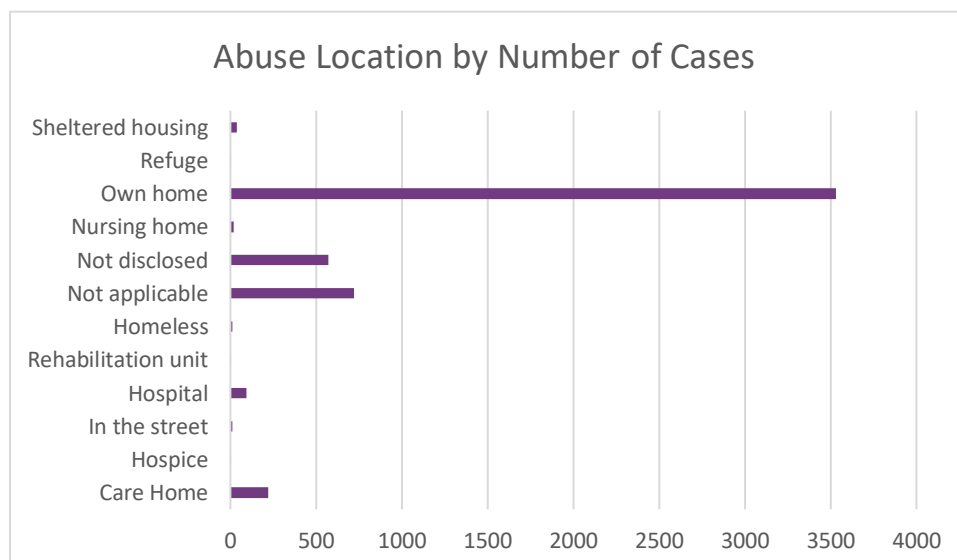
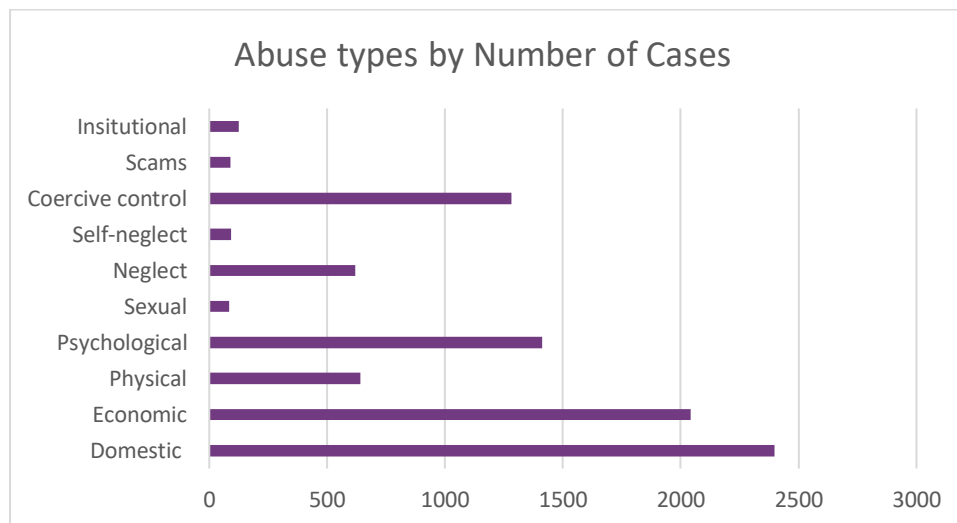
From 7,200 cases, based on 'defined gender' cases, the percentages are:

Female: 68%

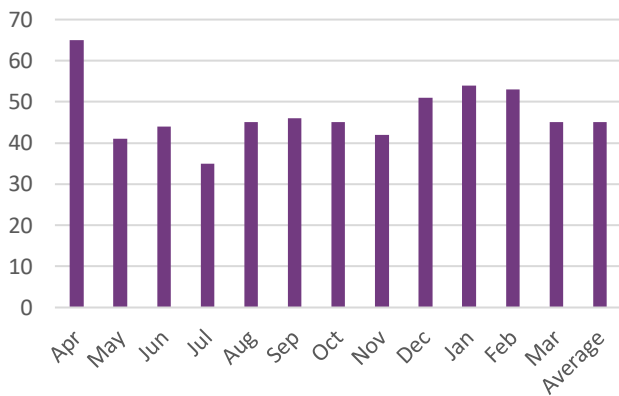
Male: 32%

Other/non-binary: <1%

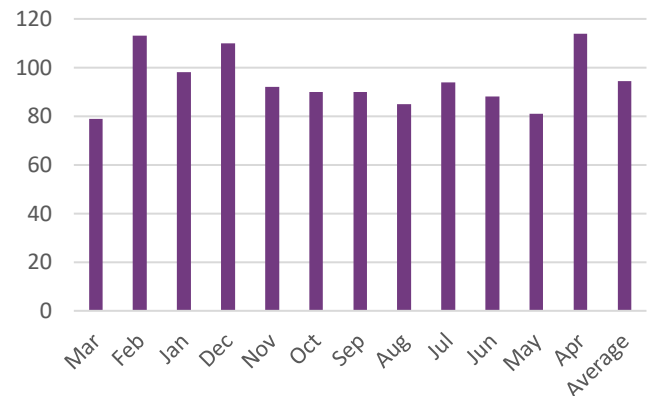
- Most common abuse types: Domestic, Economic, Psychological and Neglect



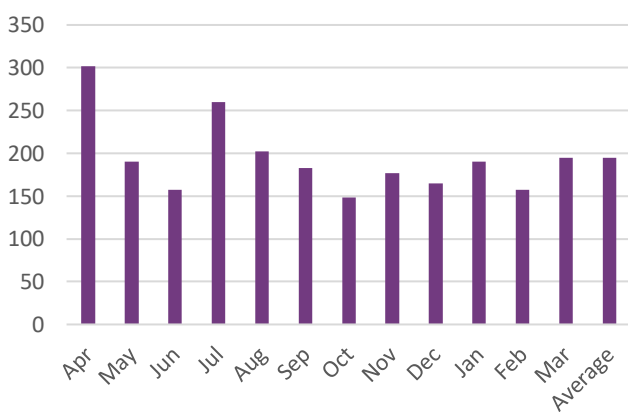
Number of Instant Messages by month 2024-5



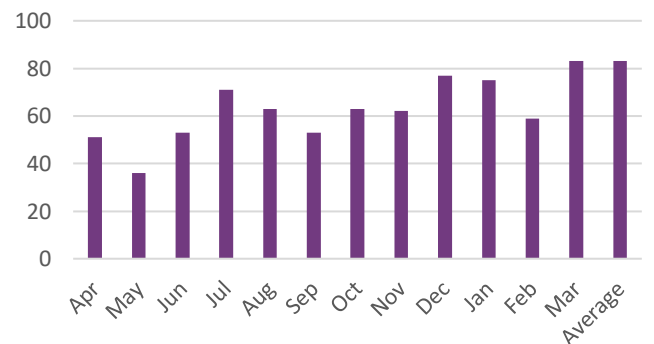
Number of Emails by month 2024-5



Number of SMS by month 2024-5



Number of Chatbot users by month 2024-5



Feedback from Callers and Victim-Survivors:

| |
|--|
| "It's so helpful to hear some bits we are doing are ok and your suggestions. It's great you're there. Thank you. |
| 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 helpful pointers. You're a good listener. Thank you for your help." |
| "Thank you for all the help. It was so helpful and I'm so grateful for the conversation. You relieved me. I'm happy I heard of your charity. I've never spoken to anyone about this. Thank you for all the info. Now I'm going to consider the path I'm going to take. God bless." |
| Absolutely fantastic |
| Again, thank you very much for your excellent help. My family and I are deeply appreciative for your time, thoughtfulness, care, and concern that you took in advising us in how to help my Grandfather. |
| You have been very helpful |
| Thank you so much for your time and advice, really very appreciated. Again, thanks so much for your time on this. |
| You have helped me more than you could ever know. You are just someone who has understood. |
| Your very kind, you're a credit to your charity and an excellent advisor, thank you |
| You are very knowledgeable and I appreciate your compassion. I'm ever so thankful and want to speak with you again if possible. |
| Both Suzanne and David were very grateful for my help, particularly following the unhelpful advice they were given by David's doctor |
| I feel like I can breathe again |
| Thank you, Ashleigh, myself & my mother spoke to your colleague Aiman I think was the name. I appreciate all the help & support you've given & seeing my mother happy after so long, full of hope & positivity, means so much. |
| Comprehensive, pleasant, professional & helpful |
| I have already spoken to an Officer. Pleasant, professional & informative. |
| Thank you very, very much for your helpful and very quick response. Most appreciated |
| 'Thank you very much indeed...can I speak with your boss? I would just like to commend you for going beyond the call of duty, going the extra mile, you've been really excellent, we've had a long conversation and you've really tried to help me sort this thing out, you've listened to me while I've tried to give you the details, you've really been trying to help and I think you deserve a reward. Thank you so much, if it could help you in anyway, like a bonus or extra holiday, or some kind of merit system, I'll tell your boss that you've been ever so helpful...' |

| |
|--|
| 'Tell them thank you and Lizzie thank you for the way you responded to my problems you are a fantastic counsellor and I was comforted by your response.' |
| Thank you very much for listening, I am very impressed with the questions you asked |
| 'You have been amazing; I feel as if I have all the information I have been trying to get yesterday. You have been great.' |
| thank you very much you've been a great help and id feel very confident in calling you back for support if needed |
| She wanted to "thank us for everything we do to support those that are going through things like this and is more optimistic that there are ways to support her mum" |
| "I am very grateful for your staff as we are very patient with me getting on their nerves". |
| 'Thank you so much I cannot tell you how useful and beneficial and lovely talking to you, thanks for listening. I feel more determined now.' |
| "Thank you so much, it has been lovely talking to you. This seems like a one stop shop as it was very confusing and overwhelming when looking for support. This is invaluable." |
| thanked me for the help and said that I communicated amazingly and she was very grateful. |
| "That's very useful, thank you so much for your help today. It's really appreciated" |
| "Thank you so much Elizabeth, you've been a great help and so patient with giving support" |
| "Thank you so much, you've been the best help I've had. You've given great advice about grounding techniques and numbers, thank you" |
| I feel better having told you and being believed |
| Thank you for your fast response, it means a lot to me. What amazing advice you have given me and I really do appreciate it so much. I am going to look into all that you have said to try and hopefully get somewhere this time, so thank you for helping me and I know where to come if I do need more help. |
| I am so grateful, you made such a difference to us in December by advising us to report to police, thank you. |
| Thank you for your help, you're doing a fantastic job. |
| I'm really glad I got you, you have been fantastic, said everything I thought and confirmed we have done everything by the book. |
| Caller said I had been amazing and made her day |
| My caller wanted to thank us for being an organisation that allows her to be anonymous and confidential. Caller fears calling others as they will not speak with her on a private number |
| 'I was really looking forward to seeing you today as I felt so relieved after our first meeting to finally have someone who understands and get it. I have had a lot of counselling in the past which has cost me a lot of money and you are better than any counselling I have had.' |

| |
|--|
| You are very helpful and appreciate your time, thank you for what you do, you really are a lifeline when people call, feel like you are knowledgeable, support and offer reassurance" |
| Thank you for delivering a fantastic share and learn session. We really enjoyed the session, very informative and particularly appreciated the real-life examples used in the presentation. |
| Thank you, Maggie, - it was really eye-opening to hear about the range of support offered by Hourglass and that services are provided with the utmost discretion for individuals dealing with or affected by abusive situations. You really helped clarify what constitutes abuse. Many people feel trapped in these circumstances but you helped to offer reassurance that there is specific support available and a way out. I found your session extremely enlightening and found the real-life case studies you shared really helpful. Your time and knowledge were very much appreciated! |
| Thank you, outstanding presentation. |
| Thanks a million, you've been a star' |
| "Thank you so much! You've been a gem" |
| You have restored my faith in myself to break the circuit of dark side of my ex-husband also innate in both our sons. |
| 'You have been brilliant at giving me the space to find the words and being disability aware." |
| "I've never heard of your organisation and I am so grateful to you and want to support your organisation in any way I can because you have really helped me and given me the confidence to stand up tomorrow and get something done." |
| "Such a wonderful help, thank you so much we have so much information now." |
| 'Age UK are nice but in terms of information you have been the best. You are very good, they should never get rid of you, there needs to be more people like you, I want to put a good word in for you." |

Community Response Services

The Community Response service provides localised, specialist one-to-one support to older people experiencing or at risk of abuse. It bridges the gap between statutory services and the real-life complexities many older victims face.

Our service has provided specialist casework through dedicated Older People's Independent Domestic Violence Advisors (IDVAs) and Older People's Independent Sexual Violence Advisors (ISVAs) providing tailored, age-appropriate, trauma-informed support, including personalised safety planning, emotional care, and help accessing legal protection, housing, and healthcare.

Early in the year, four of Hourglass's Independent Domestic Violence Advisors (IDVAs) undertook specialist training to become Independent Sexual Violence Advisors (ISVAs). This marks a significant step in strengthening our frontline team's ability to support older victim-survivors who have experienced sexual violence, including those whose experiences may have been hidden, historic, or linked to domestic abuse.

The dual accreditation enhances our ability to provide trauma-informed, survivor-led support to older people, particularly in cases where disclosures involve multiple forms of abuse, such as coercive control, financial dependency, and sexual harm. It also ensures that older adults who have been subjected to sexual violence — whether recently or in the past — can access advocacy that is specialist, age-informed, and sensitive to their needs.

Over the past year, Hourglass significantly expanded its reach through a broad programme of training, presentations, and professional engagement. More than 1,000 professionals across health, social care, policing, housing, and voluntary sectors received specialist input on recognising and responding to abuse in later life. These sessions directly improved professional confidence, strengthened safeguarding knowledge, and generated new referral pathways into our services across the UK. Attendees ranged from social workers and GPs to domestic abuse leads, fire services, and faith-based safeguarding boards — many of whom have since embedded our materials, pledged support, or initiated follow-up learning.

This work has led to measurable improvements in multi-agency responses to older victim-survivors, particularly around economic abuse, coercive control, and hidden family dynamics. Hourglass's presence in strategic forums and local safeguarding partnerships has ensured older people's voices are better represented in policy and service planning. Engagement with marginalised groups — including D/deaf, Black, and faith-based communities — has broadened our impact and deepened trust. Feedback from partners confirms Hourglass is now widely recognised as a go-to specialist on the abuse of older people, with our staff increasingly shaping local safeguarding practice, influencing systems change, and improving outcomes for older people at risk.

Significant work was undertaken across the areas supported by PCC and MOPAC Funding - Cambridgeshire, Kent, London, Surrey, Sussex and Thames Valley. Teams delivered training to professionals, attended development forums, and formed new referral pathways with local services. Some of our highlights below:

Training, Presentations, and Professional Engagement

Throughout the year, Hourglass has delivered a wide-ranging programme of training sessions, awareness presentations, and professional engagement activities to improve understanding of abuse in later life and strengthen the frontline response across sectors.

These activities have been instrumental in:

- Raising the visibility of older victim-survivors
- Equipping professionals with tools to recognise and respond to abuse
- Creating referral pathways into our services, and
- Embedding the unique needs of older people into local safeguarding agendas.

Building Capacity in Health, Care, and Social Work

Hourglass delivered multiple specialist sessions to health and care sector professionals including:

- **East Sussex Safeguarding Adults Board:** A series of presentations (with 60 attendees per session), raising awareness of older victimisation and generating follow-up “Lunch & Learn” events.
- **Medway Community Healthcare:** Presented to safeguarding leads with follow-up action to distribute Hourglass materials across all services.
- **Oxleas NHS Foundation Trust:** Delivered at their Domestic Abuse event to over 100 professionals, including clinicians and community leaders.
- **East London NHS Foundation Trust:** Virtual presentation on domestic abuse in later life to 66 safeguarding professionals.
- **William Harvey Domestic Abuse Conference:** Delivered to 100 attendees, with positive feedback from partners and the health trust.
- **Bexhill College (Sussex):** Training delivered to social work students to prepare the next generation of safeguarding professionals.
- **South Lewisham Group Practice & Lewisham Medical Centre:** Held pop-up events engaging directly with patients and staff.

Strengthening Partnerships in Domestic Abuse and Safeguarding

Our team were active contributors at multi-agency conferences, forums, and referral network events, including:

- **Sevenoaks District Council DA Conference:** Presented to 80 delegates; feedback highlighted the importance of Hourglass’s specialism in older victims.
- **Surrey DA & VAWG Conference:** Attended by 200 professionals, Hourglass staffed a marketplace stall and shared our expertise during breakout sessions.
- **Maidstone Domestic Abuse Forum:** Delivered an introduction to Hourglass services — feedback described the session as “*fantastic and so informative.*”
- **Catholic Safeguarding Coordinators Conference:** Trained 40 safeguarding leads on spotting signs, understanding barriers, and referral routes for older people.
- **Suffolk Events:** Presented to Bury St Edmunds Women’s Aid, Citizens Advice Sudbury, West Suffolk DA Forum, and others — raising regional awareness and shaping cross-referral.

Engaging Housing, Financial and Voluntary Sector Partners

Recognising the importance of non-traditional safeguarding partners, we engaged with:

- **Clarion Housing:** Trained staff on **economic and familial abuse**, helping frontline staff recognise abuse in social housing contexts.
- **Lloyds Bank Sittingbourne (Kent):** Collaborated to distribute Hourglass materials in-branch, embedding awareness in community spaces.
- **Ebbsfleet Executive Club (Kent):** Engaged with 60 local business owners; secured agreement to display Hourglass leaflets in football stadium bathrooms — expanding our public reach.

Faith-Based, Specialist, and Marginalised Groups

We prioritised inclusion and representation by engaging with diverse communities, including:

- **SANA Fest 2024 (London):** Presented alongside organisations supporting Black women, survivors, and neurodivergent communities — initiated follow-ups with groups like *We are Freida CIC* and *The Milk Exchange*.
- **Portsmouth Diocese Safeguarding Board:** Presented on abuse in older age and coordinated chaplaincy engagement.
- **Cambridgeshire Deaf Association:** Attended events to ensure inclusive access for older people with communication barriers.
- **Catholic and Anglican Safeguarding Boards:** Delivered tailored input on risk, reporting, and elder abuse dynamics.

Local Authority, Fire, and Police Collaboration

Hourglass supported public sector frontline staff through:

- **Surrey Police 'Adult Abuse Clinic' (pilot stage):** Contributed to the design of a drop-in support model for police handling complex elder abuse cases.
- **Surrey DA Perpetrators Group:** Participated in a multi-agency planning session with public health and interventions agencies.
- **East Sussex Fire & Rescue Service:** Provided training on **dementia and domestic abuse** recognition during home visits.
- **Surrey County Council Safe Accommodation Workshop:** Collaborated with housing, police, mental health, and DA services to reimagine housing responses for older survivors.

Pop-Ups, Community Events, and Public Engagement

We maximised face-to-face engagement through pop-ups and outreach events:

- **WEAAD Event at Peterborough Hospital (NHS North West Anglia Trust):** 75 attendees; 26 signed the Hourglass *OATH* on the day.
- **Caring Together (St Ives) and Sudbury Sporting Memories:** Connected directly with older people and staff around loneliness, memory loss, and abuse.
- **Redhill 'Keeping Safe' Event and Guilford Victim Services Showcase** (Safeguarding Adults Week): Reinforced safeguarding messages during national awareness weeks.

What Professionals Said:

"Such an informative presentation — our clinicians now understand the red flags much more clearly."
— Medway Community Healthcare Safeguarding Lead

"This has given our whole safeguarding board new insight into how abuse shows up in later life."
— East Sussex SAB representative

"I had no idea how common economic abuse is in families until this session."
— Clarion Housing Training Attendee

"It was really eye-opening to hear about the range of support offered by Hourglass and that services are provided with the utmost discretion for individuals dealing with or affected by abusive situations. You really helped clarify what constitutes abuse" — Carer's UK

Key outcomes this year:

758 cases supported with specialist one to one casework by Independent Domestic Violence Advocates, Independent Sexual Violence Advocates and Domestic Abuse support staff. (This equates to 13,435 interactions).

9,044 resources given out (leaflets, posters, and information booklets)

24 pop-up stalls across the UK

Resources distributed to 229 organisations across the UK

52 presentations delivered to groups/organisations across the regions on the barriers older people face and spotting the signs of abuse and neglect.



HOURGLASS NORTHERN IRELAND

During the year we welcomed a new staff member to the Hourglass team in Northern Ireland, marking a significant step in strengthening our presence. This dedicated role focuses on delivering specialist one-to-one casework for older people experiencing, or at risk of, abuse — providing emotional support, safety planning, signposting, and advocacy tailored to local needs.

In addition to direct service delivery, the new team member has taken a proactive approach to community engagement and awareness-raising across the country. By attending regional forums, participating in multi-agency meetings, and conducting outreach with councils, voluntary organisations, and community groups, this role is helping to ensure that older victim-survivors in Northern Ireland — particularly those in rural and hard-to-reach areas — are better informed about their rights and the support available to them.

Throughout the reporting period, Hourglass significantly enhanced its visibility and influence across Northern Ireland through a series of strategic engagements, awareness-raising initiatives, and collaborative partnerships aimed at safeguarding older people.

Hourglass NI took part in the Northern Ireland MARAC Advisory Group workshop, a key cross-agency forum convened to review the future of multi-agency risk assessment conferencing. Representing the charity alongside other professionals from organisations including Women's Aid, ASSIST NI, Men's Advisory Project, PSNI, and Victim Support, we contributed to critical discussions on policy reform and the future safeguarding framework for high-risk domestic abuse cases.

We met with the Northern Ireland Housing Executive to explore the training needs of their staff in relation to domestic abuse of older tenants. This engagement was especially timely, aligning with a review of their internal policies and training provision. The session — attended by representatives from both Hourglass and the Housing Executive — was productive and well received. We have since been informed that Hourglass was positively referenced in their updated internal guidance, recognising our contribution to their safeguarding approach.

As part of our wider outreach work, Hourglass also participated in the Belfast Trust's Enhancing Involvement Group, a workshop bringing together community voices to influence health and social care delivery. Additionally, we attended a coercive control training session in Omagh, organised by the Western Trust, followed by an awareness-raising campaign that included leaflet distribution in local hubs across the town.

We remain active members of the NI Helplines Network, a collective of 44 organisations promoting helpline services. Our inclusion on the central public leaflet — prominently featured on the middle page — ensures that older people and professionals alike can easily find and access Hourglass services. These quarterly meetings also allow us to share updates, connect with peer services, and ensure older people's voices are heard in broader helpline discussions.

To extend our reach at the community level, we conducted leaflet drops across Belfast, targeting community centres, tea rooms, GP surgeries, libraries, and churches — helping to increase awareness among both the public and frontline staff.

Hourglass also had a strong presence at key community events, including:

- A pop-up stand at the Armagh City Hotel Tea Dance, attended by over 300 older people and hosted by Armagh City, Banbridge and Craigavon Borough Council. Other participating organisations included the Police Service of Northern Ireland, Alzheimer's Society, and Northern Ireland Fire and Rescue Service.
- A well-attended pop-up event at Involve House in Magherafelt, with 50–80 older people in attendance. Partner organisations included Women's Aid, a local suicide prevention charity, the Alzheimer's Society, and the local council safety team.

These activities have significantly strengthened Hourglass's reputation as a trusted and specialist organisation for older people in Northern Ireland. By embedding ourselves in key networks, influencing local policy, and maintaining a visible community presence, we are helping to ensure that older people at risk of abuse receive the recognition, support, and protection they deserve.



HOURGLASS CYMRU

As part of our ongoing commitment to community engagement and partnership development in Wales, Hourglass participated in two key regional events that helped to raise the profile of our services and strengthen links with local professionals.

We attended the Age Friendly Ceredigion Forum, a valuable opportunity to learn more about the breadth of support available to older people in Wales. Topics included the expansion of the Carers and Community Support Team and the evolving role of Digital Connectors, who now support people of all ages with digital access.

Earlier in the year, we were invited to speak at a Home Care Provider meeting held at Pembrokeshire Archives in Haverfordwest. This in-person event brought together professionals from a variety of frontline roles. Hourglass delivered a presentation highlighting our core services, with a particular focus on economic abuse and the development of our dedicated Economic Abuse Hub in Wales. Bilingual leaflets were distributed to ensure accessibility, and the event proved an excellent platform to introduce our local representative to the wider care community and to form meaningful connections across rural West Wales.

The team connected with over 40 local and national organisations, distributing bilingual resources, and delivered awareness training at memory cafés, volunteer fairs, local authorities and safeguarding forums.

We worked with organisations in North Wales specifically Adult services in Llyn, Caernarfon, Bangor, Denbighshire, Eifionydd and Meirionnydd North and South Meirionnydd Area, Dyn Project North Wales, Victim Support North Wales and Relate.

Attended the last of Age Alliance Road show in Haverfordwest and Money and Pension Service, Financial Scams Awareness Event.

In West Wales community development work included reaching out to Pembrokeshire county council care and support team, West Wales action for mental health, Dewis Cymru, Fishguard health centre / Preseli practice and other local surgeries.

Presented to Cardiff Council's Community of Practice Group and Montgomeryshire Family Crisis Centre. Various Citizens Advice across Wales offering support on how to protect older victims/survivor suffering from economic abuse.

We attended Glamorgan Volunteer Fayre and attended Operation Cinnamon event over 60s crime awareness, arranged by Wrexham Police.

Hourglass Wales has been part of several groups and forums across Wales. Enabling us to share good practice and feed into development work across communities. This includes, Cardiff Ageing Well Group, COPRNET, Age Friendly Ceredigion, Home Care Provider Forum Pembrokeshire, Cardiff Volunteer Coordinator Network, Flintshire Adviser Network Forum, Mid and West Wales VAWDASV Delivery group and Age Friendly Cardiff.

These engagements not only increased awareness of Hourglass but also directly contributed to improving local referral pathways and understanding of older victims' experiences—particularly in underserved and remote communities.



HOURGLASS SCOTLAND

Hourglass delivered several high-profile presentations and workshops across the Scotland this year, raising awareness of abuse in later life and strengthening professional understanding across sectors.

We also contributed to NHS 24's Mental Health Community of Interest, where representatives from health, third sector, and statutory agencies explored how mental health intersects with abuse of older people, particularly around isolation and coercive control.

At a UK-wide level, our Co-ordinator in Scotland participated as a panellist and presenter in the 5 Nations Safeguarding Webinar on *Economic Abuse of Older People*, held in September. With over 250 attendees from all four nations and the Republic of Ireland, the event allowed Hourglass to showcase both service insights and lived-experience perspectives. Feedback was overwhelmingly positive, and follow-up contact was initiated by several attendees.

Further deepening our influence on Violence Against Women and Girls (VAWG) frameworks, we presented to the Equally Safe Edinburgh Committee, offering expertise on how older women experience abuse differently — and why services must adapt. Attendees engaged actively with questions on service access, reporting barriers, and intersectionality.

Hourglass continued to play an active role in several key national and regional safeguarding and older people's forums in Scotland, contributing insight, lived experience, and expert advocacy to ensure that the voices of older victim-survivors remain central to safeguarding and policy development.

As a committed member of the Scottish Older People's Assembly (SOPA), Hourglass championed the rights of older adults experiencing abuse, neglect, or exploitation. Through SOPA, we contributed to national conversations on ageism, poverty, justice access, and health inequalities — ensuring that abuse in later life was recognised not only as a safeguarding issue but also as a broader human rights concern.

We also played an important role in the Fife Equalities Forum, influencing local equalities policies and practices to include older people affected by abuse, particularly those with intersecting vulnerabilities, such as disability or cultural marginalisation.

At the Perth & Kinross and Highland Adult Protection Sub-committees, Hourglass provided a specialist perspective on patterns and gaps in safeguarding support for older people. Our presence on these committees allowed us to:

- Improve cross-referral relationships between Hourglass and local services,
- Advocate for better recognition of economic and domestic abuse in older age, and
- Influence adult protection policies and protocols at local authority level.
- Presented to LinkLiving, a social care provider, on recognising abuse and improving responses in supported housing environments.

- Delivered an awareness session to a Church of Scotland Guild, raising the profile of abuse of older people within faith communities and equipping attendees to identify and respond to signs of abuse among congregants and local residents.
- Engaged with the Highland Care at Home Providers Network, ensuring that home care staff — often the only contact point for isolated older people — are trained to recognise abuse, coercion, or neglect.
- Our Co-ordinator was a guest lecture to final-year social work students at the University of Edinburgh, ensuring that the next generation of practitioners understands the realities of elder abuse before entering frontline placements.
- A well-attended workshop on economic abuse during Falkirk's Adult Protection Day in February, delivered twice to 40 delegates. The sessions prompted robust engagement from local authorities, fire and rescue, and third-sector colleagues.



HOURGLASS ENGLAND

Presentations were delivered by the Director of Frontline Services to the national Age UK Helpline with 46 of their helpline advisors and managers in attendance. Feedback – *“Thank you so much for joining us for the Team Meeting and giving us your excellent presentation on the complex work of Hourglass. We are all very grateful to you and in awe of the work you and the teams do.”*

Lancashire Domestic Abuse forum, the Director gave a presentation of our services to staff from organisations across the area and Wokingham Domestic Abuse Partnership to talk about male victims of domestic abuse and accommodation issues for DA victims and survivors. Feedback received - *“Many thanks for coming to the meeting earlier and presenting for us – it was really helpful and great to get people thinking about the needs of older people”*

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. *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”*

The Director of Frontline Services along with policy met with the Office of the Public Guardian to give their views on improving support to service users under the court of protection. The Office of the Public Guardian is currently reviewing processes and procedures for the supervision of deputies appointed by the Court of Protection for people who don’t have mental capacity to make decisions for themselves.

We have been part of the Home Office project to inform future decisions on helpline commissioning ahead of March 2025. To support this work, team members for the Frontline Services and Executive team contributed to the research. The second part of the research was looking at talking to professionals and service users who have contacted Helplines. We have provided a service user who was interviewed and we are continuing to support the research with our information officers providing insight and expertise of how our Helpline Service supports older people.

Hourglass staff participated in four Domestic Homicide Review panels this year, providing specialist input on abuse in later life and contributing to the development of learning outcomes and best practice recommendations for multi-agency partners.

Additional legal support is now in place for our service users through our Give an Hour Scheme, with four new legal firms volunteering time to give initial legal options to our service users. HCR Law, Baron Grey, Burnett’s and Prosperity Law.

Attended workshop that MOPAC were running on the VAWG Strategy Refresh. The Mayor is currently working with MOPAC, the VRU and other partners to develop a shared set of pan-London principles for the prevention of violence against women and girls. These principles will inform a long-term prevention plan for ending VAWG in London, in line with the Mayor’s 2022-25 VAWG Strategy.

Hourglass became part of the alliance for Helplines who are funded by the Home Office, the alliance includes Galop, Suzy Lampugh Trust, Karma Nirvana, Respect, Refuge and Surviving Economic Abuse. Meeting on a quarterly basis, the alliance looks at sharing good and bad practice, feedback on the work of the members and common themes.

We also joined VAWG Alliance in Buckinghamshire. The alliance launched in November, the purpose of the VAWG Alliance is to bring together third-sector organisations working around any form of Violence Against Women and Girls, regardless of age and gender, in Buckinghamshire and Milton Keynes. The alliance has a dedicated website and details of all the organisations and what we are doing can be found there.

In June, Hourglass presented to the Teesside Safeguarding Adults Board, engaging an audience of 75 professionals from multiple counties and agencies. The session focused on *spotting and stopping the abuse of older people* and received strong engagement from attendees, reinforcing the importance of centring older victims in safeguarding discussions.

During a regional safeguarding conference, Hourglass staff raised concerns with (Sussex Police) about the use of the term *“mentally infirm e.g. dementia”* on SCARF referrals. We highlighted that this wording was often applied inappropriately — including in cases where there was no confirmed diagnosis — potentially reinforcing stigma or leading to inaccurate categorisation.

Following our intervention, Sussex Police reviewed the language and confirmed a change in policy. The new guidance instructs officers to provide specific details about the **risk factors** identified rather than defaulting to labels. Referrals will now ask:

“Explain your concerns for this person – give specific details on the risk factors identified, rather than the incident. For example, is their situation getting worse or critical? Do they have a current diagnosis, or are they waiting for one?”

Officers will also be required to include a rationale for their concern.

This represents a meaningful outcome from our frontline advocacy — leading to more respectful, accurate, and person-centred safeguarding processes across Sussex Police. It demonstrates the value of Hourglass’s role in influencing language, policy, and safeguarding culture for older people.

CASE STUDIES:

Anon 1 – Sarah (74)

This case exemplified deeply person-centred, trauma-informed practice. Sarah had survived multiple abusive relationships and struggled to identify abuse due to her history, mental health challenges, and normalised trauma. Rather than focusing on immediate exit strategies, which she wasn't ready for, Hourglass honoured her autonomy by working within her choice to stay, focusing instead on building safety, resilience, and connection.

The work was innovative in balancing safeguarding with respect for Sarah's voice. The use of tools like the CALMHARM app, alongside counselling signposting, risk assessments, and emotional support, demonstrated a creative and multi-layered strategy. Crucially, Hourglass empowered her to re-engage in meaningful activities—such as reconnecting with her family and re-joining her walking group—which restored not only safety but also a sense of identity and joy.

Service User Feedback:

Her feedback speaks volumes: *"She is one of the only people... I have given as much trust to, and felt more mentally enabled and assisted as I have been with her."* Sarah's journey from self-blame to self-belief was supported with compassion, patience, and skilled advocacy—transforming the invisible into the actionable.

ANON 2 - Bernard (86)

Bernard's case highlights the significant barriers older adults face when navigating the justice system in the context of familial abuse. Bernard and his wife were repeatedly harassed and threatened by their adult son, a known drug user. Despite existing restraining orders, the perpetrator breached conditions and caused criminal damage to Bernard's property. The couple were already vulnerable due to Bernard's terminal illness and his wife's dementia.

What made this work effective was the breadth and continuity of support—encompassing risk assessments, advocacy, emotional wellbeing, and hands-on practical support with legal proceedings. The Hourglass team not only helped with safety planning and technological support (such as supporting the installing of CCTV and a RING doorbell) but also fought persistently for Bernard's right to attend Court via video link, advocating for special measures that were initially denied.

The innovation lay in navigating a sometimes-unresponsive system on Bernard's behalf. When the Courts failed to act on their own documentation, Hourglass lodged formal complaints to challenge procedural injustices—highlighting how inaccessible and re-traumatising the system can be for older people.

Service User Feedback:

"On behalf of [my wife] and I we would like to thank you for the unlimited help and kind assistance... It was especially welcome during the recent video linked court case—I could never have managed without your knowledge and expertise... We especially want to give grateful thanks for your tireless help in difficult circumstances, your gentle compassionate understanding personality."

Anon 3 – Lauren (Age 78)

Lauren experienced ongoing abuse from her adult son, culminating in an incident where he vandalised her property and left her without electricity. The emotional impact was severe—Lauren began sitting in silence each night, terrified of his return. Her son's known history of violence, mental health issues, and substance misuse compounded the risks.

Hourglass responded with a holistic, multi-agency approach. Following a risk assessment, a MARAC referral was made. Despite difficulties serving a non-molestation order due to the perpetrator's absence, Hourglass continued advocating for Lauren—coordinating with police, adult social care, and the courts.

The work was effective in its persistence and emotional scaffolding. Lauren was supported in fortifying her home with new locks and CCTV, and in pursuing a housing transfer due to ongoing safety concerns. Even when courts delayed or mishandled her file, Hourglass remained a consistent, reliable advocate.

Service User Feedback:

"I am thankful for the help and support you have given me. Without your support I don't know how I would have coped. I feel abandoned by the police... But with your support, I will still hold out for justice."

EXTERNAL AFFAIRS, POLICY AND RESEARCH

Overview

In a year defined by complex political priorities and evolving legislative agendas, Hourglass has maintained and strengthened its role as the leading advocate for ending the abuse of older people across the UK. Despite operating in a challenging environment, the organisation has achieved significant visibility, secured meaningful engagement and laid the foundations for even greater influence in the year ahead.

External Affairs England and Wales

Parliamentary and Government Engagement

A prominent MP drop-in event was held in Westminster wherein the team spoke to MPs and their staff about the key work that Hourglass does, the urgent need for ringfenced and accessible funding, and the importance of the OATH campaign.

Hourglass continued to build positive and strategic relationships with key Members of Parliament, including Jess Asato MP and Mike Reader MP, while maintaining ongoing dialogue with senior Government figures such as Home Office Minister Jess Phillips MP. The team also met with Fabian Hamilton and staff from his office, and provided stats and information to support his 10-minute rule bill on Power of Attorney safeguards. Related to this, the team met with the Office of the Public Guardian, and within this meeting elaborated on the remaining need for safeguarding within the power of enquiry process, and questioned OPG efforts on investigations into abuse.

Our consistent and continued presence in Parliament has helped ensure that the abuse and exploitation of older people remains on the political agenda.

In 2024/25, our Chief Executive contributed to two nationally significant areas of policy development:

- The UK Covid-19 Inquiry, offering expertise on safeguarding and systemic vulnerabilities
- The Terminally Ill Adults Bill, where our input around safeguarding, dignity, consent and protection helped shape debate and raise awareness of later-life abuse.

Parliamentary visibility also increased, with:

- Two Statements of Opinion tabled in the Senedd, supported by over a third of Members each time.
- One Early Day Motion (EDM) raised in the House of Commons, supported cross-party.
- Multiple Written and Oral Questions submitted in both the House of Commons and House of Lords.

We now produce draft oral questions and debate briefs as a matter of routine, which helps to drive mentions in Parliament and the Senedd and familiarise elected officials with our mission and asks of government.

Regional and Strategic Engagement

At the regional level, Hourglass has made notable progress through targeted engagement with Police and Crime Commissioners (PCCs).

These developments align closely with the Ministry of Justice's updated ISVA and IDVA guidance, which is expected to explicitly recognise older victims within domestic abuse frameworks. Further engagement with PCCs is ongoing to ensure consistent provision and funding of specialist services for older people nationwide.

Policy and Stakeholder Influence

In addition to parliamentary work, Hourglass maintained a strong presence in the policy and civil society space. The organisation contributed to numerous government consultations, attended high-level roundtables and is actively preparing to engage with the upcoming Violence Against Women and Girls (VAWG) strategy.

Media and Public Profile

Media engagement has continued to elevate Hourglass's public profile. In the past year, the organisation secured coverage in major national outlets including:

- The Times – economic abuse and safeguarding failures
- The Guardian – commentary on Employers National Insurance changes
- Sky News – commentary from our DCEO on the Anita George case
- SAGA magazine
- Voice of Islam Radio
- Which? magazine

The success of Safer Ageing Week 2024 underscored our growing public reach, achieving record-breaking impressions and campaign engagement across all platforms.

Strategic Development

To support coordinated and scalable impact, a new External Affairs Strategy for England and Wales has been created. This strategy will serve as the blueprint for all external engagement activities, aligning policy, parliamentary, media and partnership efforts under a single, focused framework.

In addition, the organisation's 2025 Conference, scheduled to take place in Edinburgh, will provide a platform to reinforce our national priorities and showcase our work across all four nations, including England and Wales.

Challenges and Priorities

While our parliamentary network continues to grow, a key challenge remains: building a stronger cohort of parliamentary champions willing to advocate for older people's protection on a sustained and proactive basis. Moving forward, our focus will be on securing long-term political allies who will champion our mission not just in statements, but through consistent legislative, strategic, and public engagement.

Looking Ahead

In 2025/26, External Affairs will:

- Deepen strategic engagement with Parliament, Government and Police and Crime Commissioners.
- Advocate for the inclusion of older people in the Government's VAWG strategy and broader safeguarding reform.
- Support the rollout of OPVA roles nationally in line with new improved MoJ guidance.
- Implement the new External Affairs Strategy to unify and strengthen our external engagement.
- Contribute to the national impact of Hourglass's 2025 conference in Edinburgh.
- Expand and energise our network of active political champions.

External Affairs Scotland and Northern Ireland

In Northern Ireland we have increased our engagement with both the Department of Justice and Department of Health during this period. We held successful meetings with DoJ in relation to forthcoming sentencing review legislation and a potential position on the inclusion of age in hate crime

legislation. We also met with the Minister to underline the need for Hourglass services to support older victim-survivors. Similarly we remain engaged with DoH officials in relation to the forthcoming Adult Protection Bill which is one of our key manifesto aims in NI. A further meeting took place with the Department for Communities in relation to the Active Ageing Strategy.

We have also developed key relationships with a range of influential political champions including Claire Sugden MLA who recently launched a public consultation on new legislation to tackle age discrimination in goods, facilities and services. Staff in Northern Ireland also had profitable meetings with Health Minister Mike Nesbitt and Executive Office Junior Ministers Aisling Reilly and Pam Cameron.

In Scotland we have continued to engage with MSPs around key campaigns, notably Safer Ageing Week and World Elder Abuse Awareness Day and have had consistent meetings and dialogue with Colin Smyth MSP whose proposed Bill for a Commissioner for Older People in Scotland has been lodged in Holyrood. Meetings have been held with a range of other MSPs including Jeremy Balfour MSP, convener of the Cross Party Group on Older People, Age and Ageing and Karen Adams about the need for specialist service support for older victim-survivors in Scotland.

In Scotland we engaged with the family of Willie Johnston to enhance our support for and commitment to our manifesto ask around the introduction of a “Willie’s Law” in Scotland. This involved close working and support of Willie’s family and engagement with the former Public Guardian on the intricacies of potential change.

Policy and Research

Our work in policy and research has been diverse and far reaching over the course of the year. The announcement of the general election meant that some regular policy and research meetings with civil servants were discontinued for a period of time, however this enabled the team to focus on other strategic priorities.

Consultations

Across the team we contributed and/or responded to a number of strategically important consultations including:

- Governmental consultative project on statutory guidance regarding DHRs.
- NI Domestic and Sexual Abuse Strategy 2023-2030.
- The team also analysed the 2024 CQC State of Care, and met with a representative from the CQC to complete a survey regarding CQC strategy.
- SDS40 discussing the effects of the early prisoner release programme.
- Response to the Home Office Select Committees ask for Written Evidence for an inquiry into VAWG Funding with a view to influencing the upcoming VAWG strategy.

Stakeholder Engagement and Networks

The team continue to attend a number of regular stakeholder meetings and events, these include:

- MOJ Victim and Witness Sector Engagement Group
- DA Wokingham Partnership Board
- Ask for ANI Advisory Board. Related to Ask for ANI, the team participated in a research evaluation interview about the Ask for Ani Job Centre Pilot Scheme, illustrating the positives and where the pilot did not work for older victim-survivors.
- Wales VAWDASV - Older People's Needs workstream and the VAWDASV - Older People's Needs Engagement/Survivor Voice workshop group
- Welsh Older People's Commissioners Action Abuse Group

- Domestic Abuse Commissioner monthly sector meetings
- We were also approached by the Office of the Public Guardian (OPG) to instigate quarterly strategic update meetings, to share learning, findings and developments.
- We were invited to join the National Symposium on Domestic Abuse in Later Life. This group is convened by UCL with 28 members across voluntary, academic, and statutory organisations.

Additional stakeholder meetings were held with:

- Men Reaching Out, to discuss future work and a proposed project around the abuse of older male victims.
- A group from the Czech sexual education organisation Freya, this in-depth meeting covered a wide array of topics related to the sexual abuse of older people, barriers, practitioner understanding, trends, perpetrators, and policy ideas.
- A representative from Elder Abuse Action Australia, in order to discuss international approaches to intervention and prevention of the abuse of older people, and to exchange policy approaches and ideas.

The team have also participated in a number of internal and external events:

- The first was on changes to the questions in the Crime Survey for England and Wales which led to follow up discussions with the ONS about the possibility of broadening the remit of the crime survey to cover abuse/crime occurring in care and/or nursing homes.
- The second was an Hourglass webinar focused on the issues affecting data collection and the abuse of older people, providing an overview of the needs for better data collection and support in this sector.
- The team also participated in Hourglass webinars on the sexual abuse of older people, general election manifestos,
- Panelist on an episode of Pension Bee's "Pension Confident" podcast discussing the serious nature of the economic abuse of older people
- Delivered a presentation for the SOLLA (Society of Later Life Advisors) conference.

Policy Briefs

The team completed a policy brief on perpetrators which focused on clarifying the need to understand perpetrators of abuse in order to better support victim-survivors, a policy briefing for parliamentarians/new MPs, and began work on a brief focused on ageism. The team also wrote a brief on the NI Domestic and Sexual Abuse Strategy 2023-2030 in preparation for a meeting with Justice Minister Naomi Long.

There was extensive work commenced on the Terminally Ill Adults (End of Life) Bill. The team scrutinized hours of hearings and debates, developing a briefing paper for MPs which outlined the key safeguarding issues and concerns the charity has about the Bill, and proposing an Hourglass position around it.

Economic Abuse

Economic abuse has been a key focus of work this year, acknowledging that this type of abuse is the most common concern reported to the helpline. Safer Ageing Week 2024 was entirely focused on economic abuse with a number of new reports prepared and released including:

- “The Economics of Abuse,” which sought to place a UK wide cost on the abuse of older people, and advocated for the urgency of ringfenced funding
- “Economic Abuse by the numbers” report which clearly laid out the statistics and data around the economic abuse of older people
- The team updated existing brochures on the various types of abuse for republication on the website and updated the Economic Abuse policy brief.

We continue to engage with key organisations to discuss the significant concerns around economic abuse of older people. Relevant meetings have included attendance at the Action UK Finance DFEA Lived Experience Roundtable, contributing to discussions around older victim-survivors needs from the banking sector concerning economic abuse. Also attended the launch of UK’s Finance’s Safeguarding report focused on preventing coerced debt, and the separation of joint secured debt. As well as this, the team attended the Women’s Aid Public Policy event – where they had discussions with MPs and junior shadow ministers regarding the needs of older victim-survivors, and the UK Finance End of Year Show Case.

Additionally, the team met with representatives from UK Finance to discuss the effect of economic abuse on older victim survivors, raise the issue of abuse of power of attorney, and identify avenues of collaborative working together to support older people. The team also attended and fed the experiences of older victim-survivors into a roundtable on the impact of coerced debt for victim-survivors of domestic abuse, run by the money management organisation Stepchange. As well as this, the team met and had a discussion with the organisation Money Wellness regarding their PARV Order Fee campaign and how Hourglass could support them. The team also participated in a dialog about the economic abuse of older people and an overview of Hourglass’s support role, with the Modern Slavery/Human Trafficking and Financial Abuse team at HSBC.

Research

This year has seen a significant uplift in the research work of the charity, both with our own research and with invitations to collaborate with external partners. Internally, the team started exploring the topic of ageism as a risk factor to abuse. This involved going through each helpline case since 2020 and collating specific examples of ageist language found within. This will feed into the final version of the ageism policy brief.

With the announcement of the General Election, we undertook an audit of the main parties’ manifestos and assessed any commitments to safer ageing and ending the abuse of older people. This work provided a baseline from which we can continue to lobby.

On the theme of economic abuse, the team researched and wrote an analysis of the current measures that banks and financial institutions have in place to protect older/vulnerable customers. This has proved a useful document to aid understanding of the ongoing barriers facing older victim-survivors in accessing help and support when experiencing economic abuse.

Continuing the Growing Old in the UK research, the charity commissioned YouGov to undertake the third installment of research in November 2024. This work provides essential insights into public awareness, understanding and perceptions of the abuse of older people across the UK today.

A number of external research opportunities arose during this year, notably the opportunity to work with Professor Rob Anderson from the University of Exeter. It is proposed that Hourglass will support a Data Science PhD Student in a project involving helpline data.

The team met with a representative from the male domestic abuse survivor organisation Men Reaching Out, and started early development on a joint academic research project on older male victims and domestic homicide reviews. As well as this, the team joined in their first meeting as advocates for the Creative Approaches to Advocacy in Wellbeing (CAW) course for medical students at Plymouth University. In this meeting, the team discussed the abuse of older people, raising issues with trends, perpetrators, and risk factors – and helped the students work to begin developing two projects around support older victim-survivors of domestic abuse.

The team also participated in a research interview for a Queen's University Belfast (Northern Ireland) study on the extent of DSGBV services for male victims in Northern Ireland. As well as this, the team were contacted by academics from UCL and discussed a project based on neglect and dementia to be supported through data sharing by Hourglass. Finally, the team supported a group of medical students from Plymouth University as part of their Creative Approaches to Advocacy in Wellbeing (CAW) focused around the creation of an informative pamphlet based on the abuse of older people.

Finally, the team continue to support colleagues across the charity in relation to recruitment, research, development of materials, and inputting to fundraising bids.

Safer Ageing Week 2024

SAW 2024 was undoubtedly the most successful campaign week to date. Through one week in November 2024 we released 16 videos, one animation, three reports, four press releases, one external press release and created a strong lobbying focus.

- We reached **44,260 impressions** on social media across the week, a **36.97% increase** from last year's campaign. When combining our social media posts with external partners who used our supporter pack, we reached **53,578 impressions**.
- Our main Take Note videos reached over **8,000 views** alone, but our best performing report was Economics of Abuse with **2,128 impressions** and 29 PDF downloads.
- We had many organisations showing their support and nearly all of them used the supporters pack. Organisations such as Cranstoun, Age NI, Age Scotland, SOLLA, Flag DV, Victim Support NI, Foyle Women's Aid.
- We had PCCs support from Warwickshire, Dyed-Powys, Lincolnshire, Sussex, Dorset, Kent, North Wales and Gloucestershire.
- We had politicians show support from the four nations, with Naomi Long MLA, Deidre Costigan MP, Kenneth Gibson MSP, Janet Finch Saunders MS and many others supporting.
- Media performed well, 17 articles published from the 5 press releases sent (by us, one was sent by Burnetts Solicitors).
- 21 new OATH signatures including John Whitby MP, Pam Cameron MLA, Baroness Hodgson and Lord Haskel who is the Deputy Speaker of the House of Lords.
- Developed new stakeholder relationships and an impactful strategy around one of our key manifesto policy/legislative asks in Scotland (Willie's Law).
- One Members' Statement in NI and a parliamentary motion with cross-party support and Christine Graham laid a statement in Holyrood.
- Altaf Hussain MS tabled an Hourglass-drafted Statement of Opinion and presented to the Senedd. It was supported and signed by 14 MS's – which excluding those that cannot support it, is a third of the entire Senedd.
- Fabian Hamilton MP delivered his Ten-Minute Rule Bill on reforming Lasting Power of Attorney, which had been historically supported by Hourglass. He mentioned the charity and quoted from the Economics of Abuse report.

Campaigns

The charity delivered six campaigns over the course of the year.

World Elder Abuse Awareness Day 2024 (Single day)

OATH Launch



**TAKE THE OATH: END ABUSE, HARM,
EXPLOITATION AND NEGLECT**

#TAKETHEOATH

#WEAAD2024



**TODAY IS WORLD ELDER ABUSE
AWARENESS DAY 2024.**

#TAKETHEOATH

#WEAAD2024



Social Media

| Platform | Impressions | Reach | Engage ment | New Followers |
|-------------|-------------|-------|----------------|------------------|
| Facebook | 307 | 257 | 10 | 0 |
| X (Twitter) | 1,664 | n/a | 3 | 1 |
| Instagram | 55 | 51 | 23 | 0 |
| LinkedIn | 1,195 | 324 | 53 | 14 |
| Total | 3,221 | 632 | 89 | 15 |


Safer Ageing Week 2024 Take Note

2024

"I am pleased to be supporting Hourglass during this fifth Safer Ageing Week. The abuse of older people is still very much a hidden epidemic despite the shocking statistics released by Hourglass this week.

The fact that over £23m is stolen or defrauded every year from older people in the UK is, I believe, the tip of the iceberg. I join Hourglass and encourage everyone this year to Take Note, so that we can work towards a Safer Ageing Society by 2050."



Baroness Anita Gale
Hourglass Cymru Patron



takeNOTE

26%

of survey respondents in
England do not believe that
**'Using a Power of Attorney over
an older relative for personal
financial gain' is a form of abuse.**

Social Media

| Platform | Impressions | Reach | Engagement | New Followers |
|-------------|-------------|--------|------------|---------------|
| Facebook | 16,200 | 8,412 | 422 | 26 |
| X (Twitter) | 12,799 | n/a | 514 | -21 |
| Instagram | 714 | 2,160 | 109 | 6 |
| LinkedIn | 8,452 | 1,765 | 617 | 23 |
| Total | 38,165 | 12,337 | 1,662 | 34 |

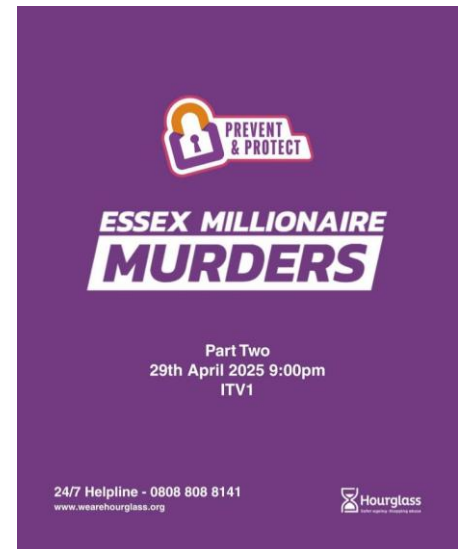
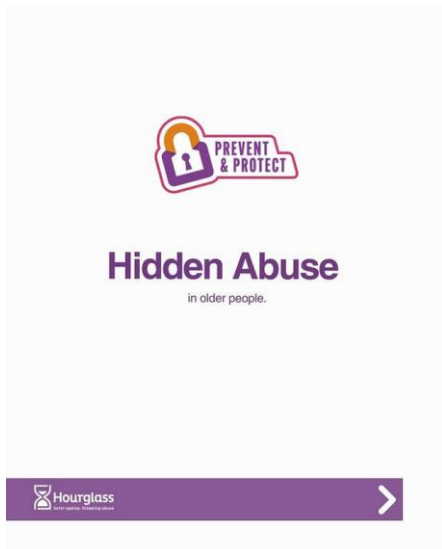
Advent Calendar and 12 Days of Christmas



Social Media

| Platform | Impressions | Reach | Engagement | New Followers |
|-------------|-------------|--------|------------|---------------|
| Facebook | 11,387 | 10,797 | 638 | 21 |
| X (Twitter) | 7,830 | n/a | 396 | -16 |
| Instagram | 4,649 | 3,632 | 145 | 13 |
| LinkedIn | 9,325 | 5,928 | 409 | 36 |
| Total | 33,191 | 20,357 | 1,588 | 54 |

Prevent & Protect



Social Media

| Platform | Impressions | Reach | Average Engagement | New Followers |
|-------------|-------------|-------|--------------------|---------------|
| Facebook | 16,145 | 1,584 | 3.45% | 8 |
| X (Twitter) | 2,869 | n/a | 8.69% | 1 |
| Instagram | 6,810 | 434 | 8.84% | 3 |
| LinkedIn | 6,914 | 1,202 | 7.84% | 71 |
| Total | 32,738 | 3,220 | 1.21% | 83 |

Newsletters

Mailchimp (Hourglass News)

| Metric | Result |
|-----------------------|--------|
| Newsletters Sent | 27 |
| Emails Sent | 59,436 |
| Opens | 34,502 |
| Opened (single opens) | 18,640 |
| Clicks | 19,833 |
| Click Rate | 4.4% |
| Open Rate | 31.7% |
| Total Subscribers | 2,546 |

Social media and website

| Metric | Result |
|--|---------|
| Posts | 2,417 |
| Impressions | 453,969 |
| Page and Profile Reach (Excluding X/Twitter) | 170,772 |
| Post Reach (Excluding X/Twitter) | 151,804 |
| Average Post Engagement Rate | 5.81% |
| Comments & Replies | 747 |
| Shares | 3,514 |
| New Followers | 1,262 |
| Total Followers | 19,337 |

Facebook

| Metric | Result |
|-------------------------|---------|
| Posts | |
| Total | 72 |
| Reach | 125,819 |
| Impressions | 134,187 |
| Clicks | 3,177 |
| Likes & Reactions | 1,704 |
| Comments | 335 |
| Average Post Engagement | 5.56% |
| Page | |
| Reach | 108,131 |
| Impressions | 163,669 |
| Engagement | 7,135 |
| Reactions | 2,708 |
| Shares | 707 |
| New Likes | 294 |
| New Followers | 321 |
| Total Followers | 11,082 |

| Age | Percentage | Difference (2023-2024) |
|-------|------------|------------------------|
| 18-24 | 0.3% | - 0.2% |
| 25-34 | 5.2% | - 0.9% |
| 35-44 | 14% | +2% |
| 45-54 | 27.4% | +4.8% |
| 55-64 | 23.8% | -2.4% |
| 65+ | 29.3% | -3% |

X (formerly Twitter)

| Metric | Result |
|----------------------|---------|
| Tweets | 905 |
| Post Impressions | 219,850 |
| Post Engagement | 10,760 |
| Post Engagement Rate | 6.38% |
| Post Likes | 3,083 |
| Post Retweets | 2,025 |
| Post Link Clicks | 981 |
| Post Hashtag Clicks | 72 |
| Mentions | 654 |
| Post Replies | 271 |
| New Followers | 26 |
| Total Follows | 7,459 |

Instagram

| Metric | Result |
|-----------------|--------|
| Posts | 2,660 |
| Post Engagement | 1,453 |
| Post Reach | 25,985 |

| | |
|---------------------|--------|
| Profile Engagement | 1,123 |
| Profile Impressions | 28,830 |
| Profile Reach | 20,428 |
| Profile Visits | 19,026 |
| New Followers | 209 |

LinkedIn

| Metric | Result |
|----------------------|--------|
| Posts | 2,660 |
| Post Comments | 110 |
| Post Impressions | 81,777 |
| Post Reach | 53,330 |
| Post Engagement Rate | 9.21% |
| Profile Impressions | 83,037 |
| Profile Reach | 42,213 |
| New Followers | 697 |

YouTube

| Metric | Result |
|--------------------|--------|
| Impressions | 69,221 |
| Views | 5,281 |
| Page Shares | 109 |
| Page Engagements | 244 |
| Watch Time (Hours) | 433.9 |
| Subscribers Gained | 34 |
| Impressions CTR | 2.06% |

TikTok


| Metric | Result |
|------------------|--------|
| Views | 43,941 |
| Reach | 30,493 |
| Shares & Reposts | 11 |
| Likes | 638 |
| Comments | 45 |
| New Followers | 21 |

Website Overview

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

| Keyword | Country | Position | Total Searches | Estimated Traffic |
|----------------|---|----------|----------------|-------------------|
| hourglass |  | 2 | 33,100 | 5,362 |
| hourglass |  | 5 | 27,100 | 1,271 |
| hourglass |  | 10 | 90,500 | 1,023 |
| hourglass |  | 6 | 14,800 | 500 |
| hourglass |  | 6 | 9,900 | 335 |
| hourglass |  | 9 | 14,800 | 222 |
| hourglass |  | 5 | 4,400 | 206 |
| the hour glass |  | 5 | 2,900 | 136 |
| hourglass |  | 10 | 9,900 | 112 |
| hourglass uk |  | 3 | 880 | 86 |

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



12,407

Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

| Position | Keywords |
|-----------------|----------|
| Position 1 | 3 |
| Position 2-3 | 6 |
| Position 4-10 | 36 |
| Position 11-20 | 34 |
| Position 21-30 | 49 |
| Position 31-100 | 111 |

Links

Backlink Summary

You have a very strong level of backlink activity to this page.




Domain
Strength



Page
Strength

 **68.1k**
Backlinks

 **824**
Referring Domains

 **243**

NoFollow Backlinks

 **67.8k**

DoFollow Backlinks

 **1**

Edu Backlinks

 **160**

Gov Backlinks

 **520**

Subnets

 **628**

IPs

Top Pages by Backlinks



These are the pages on your site with the most the backlinks from other sites.

| URL | Backlinks | |
|---|-----------|-------------|
| http://www.wearehourglass.org/ | 14,752 | <div></div> |
| http://www.wearehourglass.org/ni | 14,603 | <div></div> |
| https://www.wearehourglass.org/ | 4,299 | <div></div> |
| https://wearehourglass.org/shop | 4,141 | <div></div> |
| https://wearehourglass.org/donate | 2,826 | <div></div> |
| https://www.wearehourglass.org/ni | 2,343 | <div></div> |
| https://www.wearehourglass.org/newsletter-sign | 2,100 | <div></div> |
| https://wearehourglass.org/recruitment | 2,095 | <div></div> |
| https://wearehourglass.org/contact-us | 2,082 | <div></div> |
| https://wearehourglass.org/england | 2,071 | <div></div> |

Top Anchors by Backlinks



These are the top pieces of Anchor Text we found used to link to your site.

| Anchor | Backlinks | |
|--|-----------|-------------|
| wearehourglass.org | 14,674 | <div></div> |
| wearehourglass.org/ni | 14,589 | <div></div> |
| Please donate | 2,565 | <div></div> |
| England | 2,338 | <div></div> |
| Northern Ireland | 2,078 | <div></div> |
| Newsletter sign up | 2,070 | <div></div> |
| Shop | 2,070 | <div></div> |
| Terms and Conditions | 2,069 | <div></div> |
| Complaints | 2,067 | <div></div> |

Google Ad Grant

| Metric | Result |
|-----------------------|----------|
| Total Clicks | 46 |
| Impressions | 126 |
| Average CTR | 36.51% |
| Average CPC | \$3.50 |
| Total Cost | \$161.06 |
| Total Conversion Rate | 82.61% |

Webinars

Six webinars were held in this period covering topics including:

- World Elder Abuse Awareness Day
- Hourglass Election Special
- Sexual Violence against Older People in NHS Hospitals
- Safer Ageing Week – Wille's Law
- The Sexual Abuse of Older People
- Power of Attorney and Economic Abuse

A total of 1,319 people booked onto these webinars, with a total live attendance of 1,297. Webinars are recorded and added to the Hourglass YouTube channel and Knowledge Bank. This garnered an additional 1,353 views, giving a total webinar audience of 2,650.

FUNDRAISING OVERVIEW OF THE YEAR (2024/25).

2024/25 saw Hourglass continue in its positive trajectory of securing vital income across a number of different channels to both support existing activity, and to invest and develop in new workstreams.

The Income Generation activity throughout 2024/25 led to a total income of £2,053,096, an increase of 58% from the previous year. Hourglass has seen particular successes in Corporate Engagement, Trusts and Foundations Income, and Legacies, with continued development generating unrestricted funds. Alongside the continued support from the Home Office and the Police and Crime Commissioners, this has enabled Hourglass to head into 2025/26 with a robust plan for growth and development, whilst securing the charity's core activities.

Hourglass has historically benefited from strong support from Trusts and Foundations, forming a vital part of the charity's income strategy. Building on focused development efforts in 2023/24, the charity saw continued success in this funding source in 2024/25, raising £239,300 from 53 Trusts and Foundations. Notably, 75% of this income was unrestricted. Looking ahead to 2025/26, Hourglass will continue to strengthen this important funding stream while strategically balancing and expanding additional income sources.

Support from The National Lottery (Community Funds and Awards for All) equated to £208,284 during the year with plans to build on this support across all nations in 2025/26.

Community Funds continue to be a valuable source of income and engagement and activity within this stream brought in £30,200 during the year. With a consolidated income generation strategy and approach being planned for 2025/26, engagement with Community Funds will be increased, with a particular focus on geographic areas where we are delivering focused frontline activity.

Corporate Engagement & Partnerships

Following on from the previous year, Hourglass continues to see a strong growth in income generated from corporate donors. Two key corporate partnerships have been built on during the year, with corporate support bringing in a total of £185,436 during the year.

The Churchill Foundation partnership is a key focus for us, with a commitment of three years of activity, and a pledge of £400k over this time period - Churchill Retirement, the Churchill Foundation, and Churchill Independent Living officially launched their partnership with Hourglass on 12th February 2025.

They have pledged £400,000 over three years, making this is the largest corporate partnership in Hourglass' history.

The initial £100,000 was given in February 2025, with another £100,000 due at the end of August. For the subsequent two years, £100,000 per year will be donated.

The launch event took place on 13th February in Basingstoke at Austin Lodge, one of Churchill Independent Living's newer locations. It was a chance to meet owners and learn how the charity's focus on independent living and safer ageing aligns with the values of the Churchill Foundation. Directors from Churchill attended the event, along with lodge owners, Hourglass Trustees, Frontline teams and Directors.

The Churchill Foundation generate their charitable funds through a combination of different activities including hosting high end events – planned for 2025 are a Charity Shoot and a Bonfire Party, as well as the opportunity to get involved with other initiatives and opportunities including the Hourglass Christmas Campaign and other fundraising and engagement activity.

This partnership will open up opportunities with high-net worth individuals and as such needs careful stewardship. There is also the opportunity through this to build on an “Hourglass Champion” role within Churchill housing stock, supporting awareness, engagement and future income generation.

Just Group

2024/25 saw us enter what we believed was the final year of our partnership with Just Group. The main fundraising highlight was the London “Just Oarsome” dragon boat race at Wimbledon Park. Twelve boats competed, including our own Hourglass team, comprising trustees, employees, volunteers, friends, and family. The event raised £36,079, including Gift Aid. In Belfast, the “Hubble Bubble” Halloween Ball raised £8,125. An additional £7,000 came in through employee surveys and various ad hoc fundraisers. As a result of this partnership and continued stewardship, Just Group confirmed extending the partnership into a third year (2025/26).

Give An Hour

As part of our ongoing activity with this programme of activity, we were pleased to welcome four more organisations to the Give an Hour scheme, opening up the offer of pro bono legal advice to Hourglass callers across the North, Midlands and South London.

Burnetts, Prosperity Law and HCR Law joined the scheme in July 2023 and are each providing at least an hour of support every week to those affected by abuse. Burnetts, based in Cumbria, are helping callers across the North West and up to Newcastle. They also secured local media coverage to raise awareness of Hourglass and the services we offer.

HCR Law, with offices across the UK, have not only joined the scheme but also hosted a conference where CEO Richard Robinson was invited to speak.

Prosperity Law, with offices in Liverpool and Manchester, are now part of the network too, helping support our callers across the North.

We’re also grateful to Baron Grey, based in South West London, who are now offering free legal support to older people in South West London and Surrey.

Anthony Gold continues to be a valued partner, and we are currently in discussions with them about further support in the following financial year.

While the charity has not historically focused on income generation through fundraising campaigns or individual giving, 2024/25 marked a positive shift in this area. This growth was driven by a series of targeted campaigns throughout the year, most notably Hourglass’s first major Christmas initiative, the *Advent Calendar & 12 Days of Christmas* campaign, which successfully engaged new supporters and raised vital unrestricted funds.

Annual Conference

The Annual Conference, held in Brighton, was supported and represented through the income generation team and proved to be a great opportunity for the team to consolidate some business relationships and encourage future involvement and engagement.

Relationships with business organisations, that address mutually beneficial partnerships are a key area of focus within the Income Generation team, and will continue to be built on during 2025/26 with a programme of activity that spans Trusts & Grants, Corporate Engagement, Community Fundraising, Individual Giving and Legacies and maximising existing Hourglass initiatives such as Give An Hour and OATH to reach a broader supporter audience.

Fundraising activity relies upon consistent engagement, including the need to raise awareness of the sensitive subject matter of older people suffering abuse. As such, our fundraising offer continues to be shaped to build on this, with open conversations, sharing of statistics and compelling stories, and a suite of income generation “tools” that support our mission.

The Year Ahead

2025/26 is a critical year for Income Generation at Hourglass with a need to develop strategies and programmes that reduce the reliance on statutory funding, and build a robust but flexible income generation programme that supports all areas of the organisation.

This strategy will include the development of some new income streams including opportunities for Retail, Individual Giving, Digital Fundraising, Training and Community & School Partnerships, alongside consolidating our offer for corporate engagement. Underpinning all of this will be the comprehensive trusts and foundations activity that provides the backbone of income. Whilst income generation will undoubtedly continue to be a challenging environment, the charity has the potential and opportunity to build a forward-thinking income strategy that supports both the core functions and future development areas to protect the safety of older people across the United Kingdom.

During the year 2024/25 Hourglass (Safer Ageing) received grants and financial support from the following trusts, foundations, community funders, corporate donors and statutory bodies.

Supporters 2024/25

| | | |
|--|--|-----------------------------|
| Alexander Moncur Trust | National Lottery Community Fund: | Settlement |
| Ardnave Trust | People and Places Wales | Wokingham Borough Council |
| Baron Davenport's Charity | National Lottery Community Fund: | Woodroffe Benton Foundation |
| Churchill Foundation | Reaching Communities England | |
| Clifford Chance Foundation | Office of the Police and Crime | |
| David & Ruth Lewis Family Charitable Trust | Commissioner for Cambridgeshire & Peterborough | |
| East Sussex County Council - | Office of the Police and Crime | |
| Domestic Abuse Small Grant Fund | Commissioner for Surrey | |
| Fitton Trust | Office of the Police and Crime | |
| Fowler Smith and Jones Trust | Commissioner for Thames Valley | |
| Friarsgate Trust | Office of the Sussex Police and Crime | |
| Frognaal Trust | Commissioner | |
| Community Foundation Surrey: | Pilkington Charities' Fund | |
| Gatwick Foundation Fund | Queensberry House Trust | |
| Community Foundation Surrey: Sente | Souter Charitable Trust | |
| Software Fund | Squarepoint Foundation | |
| Cambridgeshire Community | Sudbury Town Council Community Grant | |
| Foundation: Co-op Community Cares | Sylvia Aitken Charitable Trust | |
| (East of England) Fund | The A M Fenton Trust | |
| Essex Community Foundation: Saffron | The Annie Tranmer Charitable Trust | |
| Community Fund | The Chalk Cliff Trust | |
| Community Foundation: Co-op | The Charles & Elsie Sykes Trust | |
| Community Cares Essex (East of | The Dowager Countess Eleanor Peel | |
| England) Fund | Trust | |
| Kent Community Foundation: Pargiter | The Ericson Trust | |
| Trust Grantmaking Programme | The Ernest Kleinwort Charitable Trust | |
| Suffolk Community Foundation: Suffolk | The Eveson Trust | |
| Giving Fund | The Francis Winham Foundation | |
| Suffolk Community Foundation: | The Frank Litchfield Charitable Trust | |
| Pargiter Trust Fund | The Gilbert and Eileen Edgar Foundation | |
| Suffolk Community Foundation: The | The Grace Trust | |
| JA Grantmaking Fund | The Hadrian Trust | |
| Suffolk Community Foundation: Co-op | The Hugh Fraser Foundation | |
| Community Cares (East of England) | The Ian Askew Charitable Trust | |
| Fund | The Jenour Foundation | |
| Garfield Weston Foundation | The L & R Gilley Charitable Trust | |
| Gowling WLG (UK) Charitable Trust | The Maud Elkington Charitable Trust | |
| Heart of Bucks Community Safety | The Pamela Barlow Charitable Trust | |
| Fund | The Patricia Routledge Foundation | |
| J & J R Wilson Trust | The Paul Bassham Charitable Trust | |
| Just Group Plc | The Roger De Haan Charitable Trust | |
| Kent Police and Crime Commissioner | The Rope Trust | |
| Ladbroke's Coral Trust | The Shanly Foundation | |
| Marsh Charitable Trust | The Simon Gibson Charitable Trust | |
| Mayor's Office for Policing and Crime | The Sir James Roll Charitable Trust | |
| (MOPAC) | The Tula Trust | |
| Michael Cornish Charitable Trust | The UK Home Office | |
| National Lottery Awards for All | The Vandervell Foundation | |
| Scotland | The W O Street Charitable Foundation | |
| National Lottery Community Fund: | Thistledown Trust | |
| Improving Lives Scotland | Thomas Sivewright Catto Charitable | |

FINANCIAL REVIEW

Andrea Nicholas-Jones,
Chair, Hourglass.

a. Financial Position

Total income for the year amounted to £2,053,096 (2023/24: £1,298,346) an increase of 53% from the previous year. Total expenditure amounted to £1,446,920 (2023/24: £1,285,858) which is an increase of £159,615 on the previous year. The charity achieved a net surplus of £608,700 (2023/24 surplus of £30,317), 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 £1,060,401 and we therefore required a minimum of £265,100 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 £1,206,335 (2023/24: £597,635), £77,017 of which were restricted (2023/2024: £88,720). Free reserves (unrestricted funds excluding the net book value of unrestricted fixed assets) stood at £1,129,318 (2023/24: £506,046), 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).

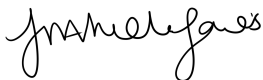
They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The Directors/Trustees are responsible for the maintenance and integrity of the charitable company and financial information 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:



Andrea Nicholas-Jones,

Chair, Hourglass (Safer Ageing)

Dated: 15 July 2025

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 2025 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 2025, 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.

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: 15 September 2025

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

For the year ended 31 March 2025

| | | 2025 | | | 2024 | | |
|--|----------|-------------------|------------------|------------------|-------------------|-----------------|------------------|
| | Note | Unrestricted £ | Restricted £ | Total £ | Unrestricted £ | Restricted £ | Total £ |
| Income from: | | | | | | | |
| Donations and legacies | 2 | 890,689 | 1,153,560 | 2,044,250 | 316,300 | 964,593 | 1,280,893 |
| Charitable activities | 3 | 1,064 | (1,250) | (186) | 5,581 | 1250 | 6,831 |
| Investments – dividend and Interest | | 9,033 | 0 | 9,033 | 10,622 | – | 10,622 |
| Total income | | 900,786 | 1,152,310 | 2,053,096 | 332,503 | 965,843 | 1,298,346 |
| Expenditure on: | | | | | | | |
| Raising funds | 4 | 89,218 | 674 | 89,892 | 84,238 | – | 84,238 |
| Charitable activities | | | | 0 | | | |
| Helpline | | 0 | 444,064 | 444,064 | 8,971 | 384,259 | 393,230 |
| Social policy development | | 155,570 | 73,104 | 228,674 | 163,813 | – | 163,813 |
| Media promotion | | 38,118 | 62,626 | 100,745 | 107,342 | – | 107,342 |
| Programmes and projects | | | 583,545 | 583,545 | 12,438 | 524,797 | 537,235 |
| Total expenditure | 4 | 282,906 | 1,164,013 | 1,446,919 | 376,802 | 909,056 | 1,285,858 |
| Net income/(expenditure) before net gains / (losses) on investments | | 617,880 | (11,703) | 606,177 | (44,299) | 56,787 | 12,488 |
| Net gains/ (losses) on investments | | 2,523 | 0 | 2,523 | 17,829 | – | 17,829 |
| Net income / (expenditure) for the year | | 620,403 | (11,703) | 608,700 | (26,470) | 56,787 | 30,317 |
| Transfers between funds | | | | 0 | – | – | – |
| Net movement in funds | | 620,403 | (11,703) | 608,700 | (26,470) | 56,787 | 30,317 |
| Reconciliation of funds: | | | | | | | |
| Total funds brought forward | | 508,915 | 88,720 | 597,635 | 535,385 | 31,933 | 567,318 |
| Total funds carried forward | 16 | 1,129,318 | 77,017 | 1,206,335 | 508,915 | 88,720 | 597,635 |

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.

The unrestricted fund is made up of £500,000 of designated funds for charitable purposes and future development.

BALANCE SHEET

As at 31 March 2025

| | Note | £ | 2025 £ | £ | 2024 £ |
|---|------|------------------|------------------|----------------|----------------|
| Fixed assets: | | | | | |
| Investments | 11 | | 289,775 | | 360,773 |
| | | | <u>289,775</u> | | <u>360,773</u> |
| Current assets: | | | | | |
| Debtors | 12 | 244,673 | | 212,817 | |
| Investments | 11 | 5,735 | | 5,746 | |
| Cash at bank and in hand | | 717,065 | | 86,420 | |
| | | <u>967,473</u> | | <u>304,983</u> | |
| Liabilities: | | | | | |
| Creditors: amounts falling due within one year | 13 | 50,913 | | 68,121 | |
| Net current assets / (liabilities) | | | <u>916,560</u> | | <u>236,862</u> |
| | | | | | |
| Total net assets / (liabilities) | 15 | | <u>1,206,335</u> | | <u>597,635</u> |
| | | | | | |
| The funds of the charity: Restricted income funds | 16 | | | | |
| | | | 77,017 | | 88,720 |
| Unrestricted income funds: General funds | | 1,129,318 | | 508,915 | |
| | | <u>1,129,318</u> | | <u>508,915</u> | |
| Total unrestricted funds | | | <u>1,129,318</u> | | <u>508,915</u> |
| Total charity funds | | | <u>1,206,335</u> | | <u>597,635</u> |

Approved by the trustees on
 15 July 2025
 and signed on their behalf by



Sarah Lock – Treasurer

STATEMENT OF CASH FLOWS

For the year ended 31 March 2025

| | Note | £ | 2025 £ | £ | 2024 £ |
|---|------|-----------------|-----------------------------|-----------------|---------------------------|
| Net income / (expenditure) for the reporting period | | | 608,700 | | 30,317 |
| Depreciation charges | | | – | | – |
| (Gains)/losses on investments | 11 | | (2,523) | | (17,829) |
| Dividends, interest and rent from investments | | | (9,033) | | (10,622) |
| (Increase)/decrease in cash held in investments | | | 11 | | 20,253 |
| (Increase)/decrease in debtors | 12 | | (31,856) | | (147,344) |
| Increase/(decrease) in creditors | 13 | | (17,208) | | (25,477) |
| Net cash from/(used in) operating activities | | | <u>548,091</u> | | <u>(150,702)</u> |
| Cash flows from investing activities: Dividends, interest and rents from investments | 11 | 9,032 | | 10,622 | |
| Proceeds from sale of investments | | 83,596 | | 116,000 | |
| Net purchase of investments | | <u>(10,074)</u> | | <u>(43,702)</u> | |
| Net cash provided by / (used in) investing activities | | | <u>82,554</u> | | <u>82,920</u> |
| Change in cash and cash equivalents in the year | | | 630,645 | | (67,782) |
| Cash and cash equivalents at the beginning of the year | | | 86,420 | | 154,202 |
| Cash and cash equivalents at the end of the year | | | <u>717,065</u> | | <u>86,420</u> |
| Analysis of cash and cash equivalents | | | | | |
| | | | At 31 March 2025 £ | | At 31 March 2,024 £ |
| Cash in hand and at bank | | | 717,065 | | 86,420 |
| Total cash and cash equivalents | | | <u>717,065</u> | | <u>86,420</u> |

Notes to the Financial Statements

1 ACCOUNTING POLICIES

a) Company information

Hourglass (Safer Ageing) is a charitable company limited by guarantee registered in England with registration number 07290092. 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 a minimum of 12 months and 1 day. 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.

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 | 6% |
| • Helpline | 31% |
| • Social policy development | 16% |
| • Media promotion and website | 7% |
| • Programmes and projects | 40% |

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 |
|-------------|---------|

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.

2 Income from donations and legacies

| | Unrestricted £ | Restricted £ | 2025 total Total £ | 2024 Total £ |
|--|-------------------|------------------|--------------------------|--------------------|
| Legacies | 509,915 | – | 509,915 | 145 |
| Individual and corporate donations and gift aid | 199,474 | 7,750 | 207,224 | 131,026 |
| Trusts and Foundations | 179,300 | 60,000 | 239,300 | 246,629 |
| Government Funds | – | 432,121 | 432,121 | 361,109 |
| Local Authority Funds | – | 417,205 | 417,205 | 406,442 |
| Community Fund | – | 208,284 | 208,284 | 135,542 |
| Community Foundations | 2000 | 28,200 | 30,200 | |
| | <u>890,689</u> | <u>1,153,560</u> | <u>2,044,250</u> | <u>1,280,893</u> |

Of the total income from donations and legacies £1,153,560 (2024: £964,593) was restricted and £890,689 (2024: £316,300) was unrestricted

3 income from charitable activities

| | Unrestricted £ | Restricted £ | 2025 Total £ | 2024 Total £ |
|---|-------------------|-----------------|--------------------|--------------------|
| Training | 1,064 | | 1064 | 5,581 |
| Other | | (1,250) | (1,250) | 1,250 |
| Total income from charitable activities | <u>1,064</u> | <u>(1,250)</u> | <u>(186)</u> | <u>6,831</u> |

4 Analysis of Expenditure

| | | Charitable activities | | | | | |
|--|-----------------------|-----------------------|---------------------------|-----------------------------|-------------------------|------------------------------|------------|
| | Cost of raising funds | Helpline | Social policy development | Media promotion and website | Programmes and projects | Support and Governance costs | 2025 Total |
| | £ | £ | £ | £ | £ | £ | £ |
| Staff costs (Note 7) | 69,085 | 241,009 | 189,843 | 87,920 | 470,417 | 2,129 | 1,060,401 |
| Staff Recruitment and training | - | 1,377 | 5,754 | - | 8,708 | 154 | 15,994 |
| Staff travel and volunteer expenses | 326 | 4,192 | 935 | 485 | 10,427 | 182 | 16,548 |
| PR, media and promotion | 344 | 5,848 | 14,605 | 3,629 | 6,459 | | 31,089 |
| CRM, website, IT and Internet | 4,190 | 23,276 | 8,113 | 3,044 | 20,905 | 204 | 60,524 |
| Postage and Stationery | 309 | 2,331 | 795 | 924 | 3,296 | 996 | 8,045 |
| Phones and sundry | 676 | 148,097 | 698 | 405 | 37,876 | 390 | 194,536 |
| Trustee meetings and expenses | - | - | - | - | - | 6,783 | 234 |
| Audit fee | - | - | - | - | - | 234 | 9,000 |
| Consultancy | 12,663 | 6,141 | 2,063 | 1,094 | 9,412 | 9,000 | 31,746 |
| Rent and insurance | 1,025 | 5,501 | 2,628 | 1,816 | 7,778 | 373 | 18,803 |
| | 88,618 | 437,772 | 225,434 | 99,318 | 575,278 | 54 | 1,446,920 |
| Support and Governance cost allocation | 6% | 31% | 16% | 7% | 40% | | |
| Total expenditure 2025 | 1,274 | 6,292 | 3,240 | 1,427 | 8,268 | -20,500 | - |
| | 89,892 | 444,064 | 228,674 | 100,745 | 583,546 | - | 1,446,920 |

Of the total expenditure, £282,906 was unrestricted (2024: £376,802) and £1,164,013 was restricted (2024: £909,056).

4 Analysis of Expenditure (contd)

| | Cost of raising funds | Charitable activities | | | | Support and Governance costs | 2024 Total |
|--|--------------------------|-----------------------|------------------------------|--------------------------------|----------------------------|------------------------------------|------------|
| | | Helpline | Social policy development | Media promotion and website | Programmes and projects | | |
| | £ | £ | £ | £ | £ | £ | £ |
| 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) | – |
| Total expenditure 2024 | 84,238 | 393,230 | 163,813 | 107,342 | 537,235 | – | 1,285,858 |

| | | | |
|---|-------------------------------------|------|------|
| 5 | Net Incoming resources for the year | 2025 | 2024 |
| | | £ | £ |

This is stated after charging/crediting Depreciation Loss or Profit on disposal of fixed assets

| | | |
|--|--------|--------|
| Interest Payable | – | – |
| Operating Lease Rentals: Property | 14,500 | 14,501 |
| Auditors Remuneration (Including VAT): Audit | 9,000 | 7,110 |

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

| | | |
|---|------------------|----------------|
| | 2025 | 2024 |
| | £ | £ |
| Staff costs were as follows: | | |
| Salaries and wages | 971,790 | 843,324 |
| Social security costs | 64,058 | 72,056 |
| Employer's contribution to defined contribution pension schemes | 24,553 | 21,484 |
| | <u>1,060,401</u> | <u>936,864</u> |

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

| | | |
|-------------------|------|------|
| | 2025 | 2024 |
| £60,000 – £69,999 | 1 | 1 |
| £70,000 – £79,999 | – | – |
| £90,000 – £99,999 | 1 | 1 |

8 Staff Numbers

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

| | | |
|------------------|------|------|
| | 2025 | 2024 |
| No. of employees | 35 | 33 |

This does not include Directors as they are not remunerated.

9 Related party transactions

No trustees were paid or received any other benefits from employment with the charity in the year (2024: £44,236). No trustee received payment for professional or other services supplied to the charity (2024: £nil). There are no other related party transactions to disclose for 2025 (2024: none).

Trustees' expenses include reimbursement of travel and subsistence costs totaling £Nil; (2024: £1,720) 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.

Staff Loan in the year balance outstanding 2025 £1,560 (2024 £1,680) no interest is charged on this Loan.

10 Tangible fixed assets

| Cost | Computer & Office equipment £ | Total £ |
|---|--|------------|
| 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 | 0 | 0 |
| At the end of the year | (74,891) | (74,891) |
| Net book value | | |
| At the end of the year | 0 | 0 |
| At the start of the year | 0 | 0 |
| All of the above assets are used for charitable purposes. | | |

11 Listed investments

| | 2025 | 2024 |
|--|----------|-----------|
| | £ | £ |
| Fair value at the start of the year | 360,773 | 360,773 |
| Additions at cost | 10,074 | 43,702 |
| Disposal proceeds | (83,596) | (116,000) |
| Net gain / (loss) on change in fair value | 2,523 | 17,829 |
| Fair value at the end of the year | 289,774 | 360,773 |
| Historic cost at the end of the year | 287,500 | 348,895 |
| Investments comprise: | 2025 | 2024 |
| | £ | £ |
| Bonds and Shares listed on the London Stock Exchange | 289,774 | 360,773 |
| Cash | 5,735 | 5,746 |
| | 295,509 | 366,519 |

12 Debtors

| | 2025 | 2024 |
|----------------|----------------|----------------|
| | £ | £ |
| Trade debtors | 584 | 78,750 |
| Other debtors | 1,560 | 1,680 |
| Prepayments | 3,407 | 5,481 |
| Accrued income | 239,122 | 126,906 |
| | <u>244,674</u> | <u>212,817</u> |

13 Creditors: amounts falling due within one year

| | 2025 | 2024 |
|------------------------------|---------------|---------------|
| | £ | £ |
| Trade creditors | 18,079 | 12,349 |
| Taxation and social security | 17,872 | 17,687 |
| Other creditors | 1,165 | 4,695 |
| Accruals | 13,797 | 8,402 |
| Deferred income (note 14) | – | 24,988 |
| | <u>50,913</u> | <u>68,121</u> |

14 Deferred income

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

| | 2025 | 2024 |
|---------------------------------------|----------|---------------|
| | £ | £ |
| Balance at the beginning of the year | 24,988 | 71,506 |
| Amount released to income in the year | (24,988) | (71,506) |
| Amount deferred in the year | – | 24,988 |
| Balance at the end of the year | <u>0</u> | <u>24,988</u> |

15 Analysis of net assets between funds

| | General unrestricted | Designated | Restricted | Total funds 2025 |
|-----------------------------------|-------------------------|------------|------------|---------------------|
| | £ | £ | £ | £ |
| Investments | 289,774 | – | | 289,774 |
| Net current assets | 339,544 | 500,000 | 77,017 | 916,561 |
| Net assets at the end of the year | 629,318 | 500,000 | 77,017 | 1,206,335 |

15 Analysis of net assets between funds

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

16 Movements in funds

| | At 1 April 2024 £ | Incoming resources & gains £ | Outgoing resources & losses £ | Transfers £ | At 31 March 2025 £ |
|---------------------------------------|-------------------------|---------------------------------------|--|----------------|-----------------------------|
| Restricted funds: | | | | | |
| Awards for All – Scotland | | 19,988 | (19,016) | | 972 |
| Community Fund (Wales)" People and P | 35,119 | 70,979 | (101,860) | – | 4,237 |
| Community Fund (England) | 39,938 | 81,506 | (120,673) | – | 771 |
| Community Fund (BLF) 2022–23 | 5,317 | 35,812 | (39,866) | – | 1,263 |
| Community Fund (Bucks) | | 5,000 | (5,000) | – | – |
| Home Office VAWG (By and For) | 70 | 432,121 | (432,191) | – | – |
| Wokingham Borough Council | – | 31,050 | (15,116) | – | 15,934 |
| Sovereign Healthcare Charitable Trust | 2,280 | – | – | – | 2,280 |
| Sussex SafeSpace Funding | – | 89,238 | (89,238) | – | – |
| Sussex Safe Place Funding | – | 28,072 | (28,072) | – | – |
| East Sussex County Council | | 10,000 | (7,725) | | 2,275 |
| West Sussex County Council | | 20,000 | – | | 20,000 |
| Kent PCC (IDVA) | – | 53,368 | (53,364) | – | 4 |
| Thames Valley PCC (IDVA) | – | 46,684 | (46,684) | – | – |
| London MOPAC (DA) | | 65,200 | (65,164) | | 36 |
| London MOPAC (IDVA) | – | 37,343 | (37,343) | – | – |
| Cambridgeshire PCC (IDVA) | – | 19,950 | (18,678) | – | 1,272 |
| Babergh & Mid Suffolk Council | 4,746 | | (4,746) | – | – |
| Suffolk Giving Fund | | 3,000 | (3,000) | – | – |
| Surrey PCC (DA) | | 16,300 | (16,300) | – | – |
| Community Foundation (Surrey) | | 10,000 | (2,435) | – | 7,565 |
| East of England Co–Op Cambs CF | | 1,667 | (1,667) | – | – |
| East of England Co–Op – SCF | | 1,667 | (1,667) | – | – |
| East of England Co–Op – ECF | | 1,667 | (1,667) | – | – |
| Saffron Building Society | | 2,750 | – | – | 2,750 |
| Small grants (various) | 1,250 | 68,950 | (52,541) | – | 17,659 |
| Total restricted funds | 88,720 | 1,152,310 | (1,164,013) | – | 77,017 |
| Unrestricted funds: General funds | 508,915 | 903,309 | (282,906) | – | 1,129,318 |
| Total unrestricted funds | 508,915 | 903,309 | (282,906) | – | 1,129,318 |
| Total funds | 597,635 | 2,055,619 | (1,446,919) | – | 1,206,335 |

16 Movements in funds (Contd)

| | At 1 April 2023 £ Restated | Incoming resources & gains £ | Outgoing resources & losses £ | Transfers £ | At 31 March 2024 £ |
|---------------------------------------|--|---------------------------------------|--|----------------|-----------------------------|
| Restricted funds: | | | | | |
| 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 |
| Total restricted funds | 31,933 | 965,843 | (909,056) | – | 88,720 |
| Unrestricted funds: General funds | 535,385 | 332,503 | (358,973) | – | 508,915 |
| Total unrestricted funds | 535,385 | 332,503 | (358,973) | – | 508,915 |
| Total funds | 567,318 | 1,298,346 | (1,268,029) | – | 597,635 |

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

17 Operating lease commitments

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

| | 2025 | 2024 |
|----------------------|----------------|----------------|
| Property & Equipment | £ | £ |
| Less than one year | 111,090 | 102,967 |
| One to five years | 73,973 | 79,446 |
| | <u>185,062</u> | <u>182,413</u> |

18 Legal status of the charity

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



Hourglass

Safer ageing • Stopping abuse

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