ACTION FOR ELDERS TRUST

England & Wales · Charity number 1145996

Details

Status	Registered
Legal form	Charitable company
Company number	07698491
Registered	2012-02-21
Register	View on the Charity Commission register

Contact

Address	Advantage Accountancy & Advisory Ltd Avalon House 5-7 Cathedral Road Cardiff CF11 9HA
Phone	03033030132
Email	info@actionforelders.org.uk
Website	www.actionforelders.org.uk

Activities

Objects: TO RELIEVE SICKNESS AND SOCIAL ISOLATION AND TO PRESERVE AND PROTECT HEALTH AMONGST THOSE AGED 50 AND OVER AND IN PARTICULAR (BUT NOT EXCLUSIVELY) THOSE AGED 75 AND OVER WHOSE INDEPENDENCE OR PHYSICAL MOBILITY MAY BE RESTRICTED THROUGH PHYSICAL OR MENTAL ILLNESS.

Activities: Action For Elders was formed with the purpose of co-creating a world where we place older people at the heart of the community, giving them the support they deserve to ensure that they get as much value out of later life as possible.Our aim is to tackle the major health and social challenges of ageing in particular mobility and loneliness and empower older people to think differently about ageing

Classification

- **How:** Provides Services
- **What:** General Charitable Purposes, The Advancement Of Health Or Saving Of Lives
- **Who:** Elderly/old People

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Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-09-30	£302,548	£295,762	-	-
2023-09-30	£137,029	£406,795	-	-
2022-09-30	£425,651	£421,633	-	-
2021-09-30	£519,538	£386,140	£348,553	5
2020-09-30	£414,821	£312,291	-	-

Trustees

Name	Role	Appointed
ACTION FOR ELDERS CIC CORPORATE TRUSTEE		2012-07-26
Dr Jacqueline Lesley Ruth Hayward		2020-12-04
Eddie Sherwood		2014-03-28
JACQUELINE SHARON Marshall-Cyrus		2022-03-31
LORRAINE MORGAN		2012-07-25

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ACTION FOR ELDERS TRUST

England & Wales - Charity number 1145996

Accounts

REGISTERED COMPANY NUMBER: 07698491 (England and Wales)
REGISTERED CHARITY NUMBER: 1145996

Report of the Trustees and

Unaudited Financial Statements for the Year Ended 30 September 2024

for

ACTION FOR ELDERS TRUST

Advantage Accountancy & Advisory Ltd
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

ACTION FOR ELDERS TRUST

Contents of the Financial Statements
for the Year Ended 30 September 2024

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Chairman's Report
for the Year Ended 30 September 2024

As Chair of Action For Elders, I am proud to reflect on another year of determined progress, innovation, and unwavering commitment to older people across the UK - particularly during a time of economic hardship and societal challenge.

The landscape for older people has grown more complex. Austerity, inflation, and the erosion of key supports - such as the Winter Fuel Payment - have placed new pressures on older adults, many of whom already live with invisible hardship. Yet amid these challenges, Action For Elders has continued to stand firm, offering practical, preventative, and compassionate support through our award-winning programmes and emerging campaigns.

This year, we scaled the reach of our Balanced Lives and Better Together programmes, with new pilots and hubs meeting older people in their communities and equipping them with the tools to remain mobile, resilient, and connected. At a time when many services focus on crisis response, we are resolutely committed to early intervention - a principle that defines our ethos and sets us apart.

We have also advanced our Think Differently About Ageing campaign, challenging deep-rooted ageism and highlighting the voices and lived experience of older adults. Our #AgeLiberationCollective has begun to shift narratives - not only within society, but within policy circles too. We are proud that our campaigning work is helping to reshape how ageing is perceived and experienced.

Behind the scenes, we have continued to work diligently on governance, partnerships, and future sustainability. Our financial position remains cautiously optimistic thanks to the tireless work of our team and new philanthropic links, though the sector remains competitive. The scale of the demographic shift - the arrival of the "ageing population tsunami" - makes our work more vital than ever. Yet public policy and funding models still lag behind this new reality.
I would like to extend my deepest thanks to our staff, volunteers, funders, and partners. Your shared belief in the potential of later life - and in Action For Elders - allows us to continue this vital journey.

As we look ahead, our focus remains clear: to build a society where ageing is valued, supported, and celebrated. We are not just responding to a crisis - we are leading a movement.

Lorraine Morgan
June 2025

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 September 2024.The trustees have adopted the provisions of Accounting and Reporting by the 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.

OBJECTIVES AND ACTIVITIES

About Action for Elders

Our Charitable Objectives

Action For Elders exists to support older people to live independently, age positively, and enjoy a better quality of life - whatever their circumstances. We are the only UK charity solely dedicated to promoting Positive Ageing through a holistic, evidence-based approach.

Our aims are:
> To reduce isolation and loneliness.

> To prevent health deterioration through early intervention.

> To increase the physical, mental, and social resilience of older people.

> To challenge ageism and reshape attitudes towards ageing.

We prioritise working with those who are marginalised, facing poverty, or otherwise underserved by mainstream services.

Activities and Programme Delivery 2023-24

In the past year, our focus has remained firmly on delivering community-led, preventative support through our integrated model of wellbeing. Our main strands of activity included:

1. Balanced Lives Programme:
Delivered in community settings, care homes, and online, this flagship programme combines physical movement, mental stimulation, and social engagement. Outcomes from 2023-24 show:

> 74% of participants maintained or improved mobility.

> 86% reported reduced social isolation.

> 72% reported improved overall quality of life.

2. Better Together: Building Resilience with Older Adults
This pilot project in Ponthir demonstrated a successful place-based model of support for isolated older adults. The programme led to improved balance, reduced pain (e.g. arthritis, sciatica), and increased social connection - laying the groundwork for expansion across Gwent.

Participant Voice:
"I find Action For Elders very helpful. The Tai Chi is very good for my balance and I enjoy all the aspects of the class - like the mindfulness too. I have lots of new friends in the group."
- Participant, Ponthir Group

3. Think Differently About Ageing Campaign
This national campaign continues to grow through the #AgeLiberationCollective, amplifying older people's voices and tackling structural ageism. New research briefings and storytelling initiatives reached national media and policy audiences.

4. Community Engagement and Volunteer Development
We have invested in localised outreach and are developing our Actioneers volunteer network - older adults leading support for peers, with the aim of fostering resilience and peer-to-peer empowerment.

We design and deliver all programmes with the input of older adults themselves, building on their existing strengths, and linking closely with wider health and community infrastructure.

Our Approach

At Action For Elders, we believe that older age should be a time of purpose, dignity, and connection - not decline, isolation, or invisibility. Our approach is rooted in the principles of Positive Ageing, early intervention, and whole-person support. We do not simply deliver services; we co-create solutions with older people to enhance their health, independence, and quality of life.

A Holistic, Resilience-Based Model
We recognise that physical, mental, and social wellbeing are deeply interconnected. Our Balanced Lives model integrates these dimensions through a programme of movement, mindfulness, and social engagement - proven to improve strength, reduce falls, alleviate anxiety, and rebuild connection.

We work to build resilience at every level - for individuals, communities, and systems. Resilience means the ability not only to withstand challenges such as illness, bereavement, or poverty, but to adapt, recover, and thrive.

People-Led, Strength-Based, and Connected

> People-Led: Older people help shape our programmes. Their insights, lived experience, and feedback directly inform design and delivery.

> Strength-Based: We start from what people can do - their skills, passions, and networks - rather than what they lack.

> Connected: We work in partnership with health, social care, community groups, and local volunteers to create wrap around support and avoid duplication.

Community Embedded, Nationally Recognised
While our reach is growing across the UK, our roots remain local. We focus on areas of high need - places where older people are underserved or invisible to statutory services - and embed ourselves in communities to build trust.

Our programmes are offered:
> In person (e.g. local hubs, community centres, care homes)

> Online (interactive sessions for isolated participants)

> Through campaigns and national advocacy (e.g. Think Differently About Ageing)

Why We're Different

Action For Elders is one of the few charities combining practical delivery with advocacy and systems change. We challenge the outdated "deficit" view of ageing and instead promote Age Liberation - the idea that later life can be a time of growth, value, and contribution.

"We're not only supporting older people; we're changing how society thinks about ageing. That's what makes our work transformational."
- James Lewis, Chief Executive

Public benefit

In setting the charity's objectives, the trustees have paid due regard to Public Benefit guidance published by the Charity Commission. How the charity fulfills this responsibility is contained in the various sections of this report and review.

ACHIEVEMENT AND PERFORMANCE

Our 2024 Year in Review

The 2023-24 year has been one of both consolidation and innovation, as Action For Elders continued to meet the increasing demand for early intervention and preventative services among older people - while also investing in new programmes, partnerships, and advocacy.

Responding to Escalating Need

The cost-of-living crisis deepened this year, with more older adults reporting financial hardship, loneliness, and declining health. In this challenging landscape, our services were a lifeline:

1. We delivered over 1,000 Balanced Lives sessions across community venues, care homes, and online platforms.

2. More than 400 older people per week engaged with our wellbeing programmes, many for the first time.

3. We expanded our support to new areas, including rural and underserved communities in South Wales and the North of England.

Piloting New Models

Our successful Better Together pilot in Ponthir provided a blueprint for place-based resilience support. The 10-week programme showed measurable improvements in mobility, social connection, and self-management of health conditions - helping to shape our plans for wider rollout.

Campaigning and Advocacy

We strengthened our campaigning voice through our Think Differently About Ageing work, which received national media coverage and policy interest. The #AgeLiberationCollective gave older adults a platform to speak out on ageism, healthcare access, and the right to live well in later life.

We also launched new storytelling and research activities, helping funders and policymakers better understand the reality of ageing in today's UK.

Collaboration and Connection

1. We deepened ties with partners like GAVO, TVA, and health boards, becoming a trusted part of multi-agency networks such as Community Conversations and Social Prescribing pathways.

2. Our work was recognised as directly supporting the Social Services and Well-being (Wales) Act 2014 and the Welsh Government's Older People and Frailty Integrated Quality Statement.

A Foundation for Growth

Internally, we made progress on trustee development, fundraising diversification, and planning for a Council of Elders - an advisory group of older people helping shape strategy.

"Action For Elders has shown what's possible when older people are supported early, meaningfully, and with respect. This year, we've not only met need - we've helped change the narrative." - Lorraine Morgan, Chair

2023-24 Stats Snapshot

Areas Reached
12 regions across Wales and England - including Neath Port Talbot, Powys, Swansea, Vale of Glamorgan, Torfaen, Hereford and York

Older People Supported
Over 400 older adults engage with our programmes every week

Balanced Lives Sessions Delivered
1,035 sessions focused on physical, mental, and social wellbeing

Physical Resilience Outcomes
74% improved or maintained mobility
76% increased physical activity

Mental Wellbeing Gains
50% reported higher happiness levels++62% had a more positive outlook on life

Social Resilience
86% felt more socially connected++72% reported improved quality of life

Community Voice
Over 250 participants contributed to surveys, focus groups and campaign insights

Campaign Reach
Think Differently About Ageing campaign reached over 10,000 people through media and community engagement

New Local Partnerships
5 new collaborations with GP clusters, wellbeing networks, and local authorities

From the Chief Executive

This year, perhaps more than any other, has shown us the urgency - and the opportunity - of our work. The realities faced by older people across the UK are stark: rising costs, increasing loneliness, health deterioration, and a pervasive sense of being left behind. But at Action For Elders, we have not stood still. We have moved forward, not only responding to crisis, but reshaping the possibilities for ageing in our society.

We have continued to deliver practical, preventative support through our Balanced Lives and Better Together programmes, reaching over 400 older adults per week and expanding our geographic footprint across Wales and England. These programmes have delivered tangible outcomes - improved mobility, mental wellbeing, and social connection - all built on a foundation of trust, consistency, and local presence.

But our ambition does not stop at delivery. Through our Think Differently About Ageing campaign, we've amplified the voices of older people who are too often unheard. We've challenged policy-makers, funders and the public to see ageing differently - not as a burden, but as a stage of life with value, strength, and contribution. Our #AgeLiberationCollective is beginning to shape the national conversation.

This work is timely. The removal of the Winter Fuel Payment for some and growing cost-of-living pressures have deepened health inequalities and exposed systemic ageism. The people we support - many of whom fall just beneath the threshold for statutory care - face very real hardship. They are navigating later life with resilience, but also with increasing vulnerability. It is our job to stand beside them and to push for change.

Internally, we have strengthened our capacity, deepened our partnerships, and laid the groundwork for future growth. We are exploring new philanthropic pathways, and planning for a Council of Elders to ensure older people remain at the heart of our governance and strategy.
I am deeply grateful to our funders, volunteers, staff and participants - and to our Chair and Trustees who continue to guide us with vision and resolve. You are the reason we are able to offer not just services, but a movement for change.

In the year ahead, we will continue to build resilience - physical, mental, social, and structural - for older people. We will continue to lead the way in showing what's possible when we design support that is respectful, relational, and rooted in community.

James Lewis
Chief Executive
Action For Elders

Strategic Focus for 2024-25

As we look ahead, our strategic direction for the coming year is shaped by three interlocking priorities: resilience, reach, and recognition. These priorities respond to the urgent challenges facing older people - and position Action For Elders as a national leader in preventative ageing support and policy influence.

Our Strategic Goals

1. Deepen Community Impact

We will enhance the reach and quality of our core programmes - especially Balanced Lives and Better Together - ensuring they meet the evolving needs of older people at local level.

Objectives:

> Expand Balanced Lives delivery to 6 new localities, with emphasis on areas of high deprivation or rural isolation.

> Integrate co-production sessions into all programme sites by Q3, to strengthen people-led delivery.

> Introduce at least 2 new tailored sessions for older people with complex needs (e.g. dementia-friendly, post-hospital discharge).

2. Build Structural Resilience

We will secure the organisation's future through diversified funding, governance evolution, and smarter use of data to demonstrate long-term impact.

Objectives:

> Launch a new philanthropic development plan, targeting major donors and trusts by end of Q2.

> Recruit at least two new trustees with lived experience and/or professional expertise in health, ageing or equality.

> Implement a centralised outcomes framework and data dashboard to support impact reporting across all programmes.

3. Lead the National Conversation on Ageing

We will grow our voice and influence through campaigns, storytelling, and policy engagement - helping to reframe ageing as a time of strength, not decline.

Objectives:

> Expand Think Differently About Ageing campaign reach by 25%, with a focus on engaging intergenerational allies.

> Establish a Council of Elders to advise on policy, strategy and lived experience engagement.

> Publish two national briefings based on participant stories and qualitative research on ageism and late-life wellbeing.

FINANCIAL REVIEW

Financial review

Despite a challenging financial climate, Action For Elders closed the year ending 30 September 2024 in a stable position, posting a modest net surplus and continuing to deliver a full programme of services and advocacy work.

Income

Total income for the year was £302,548 representing a healthy diversification of funding sources. Our largest income stream remained grant income, which totalled £213,101 - demonstrating continued confidence from key funders in the impact and value of our work.

Other notable sources included:

> Donations: £64,199 - a testament to the growing public awareness of our mission.

> Service-generated income: £23,247 from delivery contracts and programme-related work.

> Unity Lottery and interest income also made modest contributions to our income base.

Financial Out-Turn

The presentation of these statements for the year reflects our responsibilities in relation to the various grant funders and donors that have invested in us, whether with restricted funds towards projects or unrestricted funds for the overall development of the organisation as defined in the SOFA guidance with corresponding expenditure.

All of our financial income and expenditure-both restricted and unrestricted-underpins our mission, The Board wishes to thank all of its financial supporters, both big and small, and takes its responsibilities of stewardship in the distribution of monies awarded to the charity with the due diligence expected of custodians.

Reserves Policies

Even though having reserves is not a legal requirement the board of trustees regularly monitor an extensive reserve policy as part of their due diligence in organisational governance.As set out in our review of 2021 they have agreed that the charity should continue to work towards building unrestricted reserves of up to six months running costs. This will help to ensure the charity's stability in the case of unexpected loss of funding and allow us to meet any unforeseen expenditure and take advantage of any new opportunities which present themselves, as they always will. The unfortunate reality is that a charity with reserves set aside for a proverbial rainy day is less obviously in need and if that ever becomes the case for Action For Elders then any amount over our proposed target of six months running costs will be immediately reinvested into operational activity for the benefit of our beneficiaries.

As at 30th September 2024 the charity had total funds of £84,789 (2023: £78,003) of which £52,441 (2023: £73,259) were unrestricted funds after accounting for fixed assets, the charity had fixed reserves of £52,441 (2023: £72,066).

Risk Management

During 2023/24, the board upgraded all of its risk assessment and management systems. A review of risk is a standing item at all board meetings and a designated trustee oversees the 'traffic light' system in operation by senior management outside of board meetings. As an organisation that believes in continuously learning, we are always in discussion with our professional advisors on matters of governance, strategy, finance, and all associated risks.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Recruitment and Appointment of new Trustees

The charity has a board of trustees that have a very diverse set of skills that it deems necessary to execute due diligence, governance, and necessary skills in the areas required not only for good governance but also for specific subject expertise that are deemed useful in the execution of the organisation's objectives.

The trustees of the charity during the year were Lorraine Morgan, Eddie Sherwood, Dr Lesley Hayward, Jackie Marshall-Cyrus and Action For Elders CIC.

We will shortly be embarking on a mission to 'recruit' a select number of Elders to raise our profile and take us into new territories. These will be separate from the board and will have a specific brief.

The board itself will continue to look for exceptional people who will serve our mission and objectives. We are particularly interested to look at those with expertise in the areas of expats, veterans, international development, fundraising, philanthropy, marketing and young people. It would be particularly good to recruit someone of a younger age to our current board members. As previously stated in reviews of this nature we are fiercely protective of our culture of care and responsibility to those we serve and we would expect all new additions to the board to hold these values as well.

Organisational structure

This report and review is provided by the Trustees of Action For Elders Trust (charity no.1145996), whose registered office is currently at:. Action for Elders Trust is also a registered company (07698291) private, limited by guarantee and with no share capital.

The administration and operational procedures of the charity are the responsibility of the current Board of Trustees,who delegate the day to day strategic management of the charity to the Chief Executive and through this position to the appropriate staff through the method of employment ,sub-contracting and delegation ,where applicable.

The Board meets a minimum of three times a year , or as otherwise directed by the Chair and Chief Executive. At one of these meetings, its AGM , the officers are elected for an annual term of office.

During the course of 2023/24 the Board of Trustees met three times to review the charity's strategy,operations,risk and finance. In addition,monthly meetings or as required took place online between the Chair and senior management . Other trustees were also frequently consulted and informed, providing advice and challenge in equal measure. In our review of 2021 the charity highlighted the decision that each trustee should 'own' an area of our strategic work and be responsible for it. This work continues and trustees have been active in also introducing us to senior contacts in the health services and local Government which are crucial to our development and diversification of income.

Unfortunately the plans to establish a 'Council Of Elders' which links participants directly to our board via formal committees did not come to fruition during the year in question however it remains a strategic priority for next year.

Action For Elders CIC, which has a separate board, is a Community Interest Company. It will donate all of its surplus (when in a position to do so) to the Trust through an asset lock. Directors of the CIC are legally allowed to sit on the Trust's Board and give strategic and management advice, as required for the benefit of the charity. However, voting rights are restricted to one collective vote for those directors in attendance. The Trust views this extra external input as fundamental to its governance and values the roles of the CIC Directors which are similar to that of Non Executives.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
07698491 (England and Wales)

Registered Charity number
1145996

Registered office
Second Floor
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

Trustees
J L Morgan — Chair
Action for Elders UK C.IC
E P Sherwood
Dr L Hayward
JS Marshall-Cyrus

Senior Management
James Lewis
Vicki Evans

Company Secretary
Action for Elders UK C.I.C.

Independent Examiner
Advantage Accountancy & Advisory Limited
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Bankers
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WC1B 5HA

Unity Trust Bank Plc
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Birmingham
B1 2HB

Santander
Bootle
Merseyside
L30 4GB

ACTION FOR ELDERS TRUST

Report of the Trustees
for the Year Ended 30 September 2024

This report has been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Approved by order of the board of trustees on 29/7/25 and signed on its behalf by:

.....

J L Morgan - Trustee

Independent examiner's report to the trustees of Action For Elders Trust ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2024.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Stephen John Bickerton
The Association of Chartered Certified Accountants

Advantage Accountancy & Advisory Ltd
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

Date: .....

Statement of Financial Activities
for the Year Ended 30 September 2024

	Notes	Unrestricted fund £	Restricted fund £	2024 Total funds £	2023 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies		64,199	-	64,199	76,306
Charitable activities					
Advancement of Health		48,027	188,321	236,348	57,605
Other trading activities	3	624	-	624	1,578
Investment income	4	1,377	-	1,377	1,540
Total		114,227	188,321	302,548	137,029
EXPENDITURE ON					
Raising funds		-	-	-	1,749
Charitable activities					
Advancement of Health		134,800	160,717	295,517	409,768
Other		245	-	245	80
Total		135,045	160,717	295,762	411,597
NET INCOME/(EXPENDITURE)		(20,818)	27,604	6,786	(274,568)
RECONCILIATION OF FUNDS					
Total funds brought forward		73,259	4,744	78,003	352,571
TOTAL FUNDS CARRIED FORWARD		52,441	32,348	84,789	78,003

The notes form part of these financial statements

Balance Sheet
30 September 2024

	Notes	Unrestricted fund £	Restricted fund £	2024 Total funds £	2023 Total funds £
FIXED ASSETS					
Intangible assets	9	-	-	-	1,193
CURRENT ASSETS					
Debtors	10	65,443	2,127	67,570	58,439
Cash at bank		75,032	30,221	105,253	130,865
		140,475	32,348	172,823	189,304
CREDITORS					
Amounts falling due within one year	11	(31,417)	-	(31,417)	(53,477)
NET CURRENT ASSETS		109,058	32,348	141,406	135,827
TOTAL ASSETS LESS CURRENT LIABILITIES		109,058	32,348	141,406	137,020
CREDITORS					
Amounts falling due after more than one year	12	(56,617)	-	(56,617)	(59,017)
NET ASSETS		52,441	32,348	84,789	78,003
FUNDS	14				
Unrestricted funds				52,441	73,259
Restricted funds				32,348	4,744
TOTAL FUNDS				84,789	78,003

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

continued...

Balance Sheet - continued
30 September 2024

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 29/7/25 and were signed on its behalf by:

J L Morgan - Trustee

The notes form part of these financial statements

1. STATUTORY INFORMATION

Action for Elders Trust is a private company limited by guarantee, incorporated in Wales within the United Kingdom. The registered office is 5-7 Cathedral Road, Cardiff, CF11 9HA.

Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The financial statement are presented in Sterling (£), the company's functional currency, and rounded to the nearest pound.

The principal activities and nature of the charity's operations is to help older people and society to cope with the major health and wellbeing challenges posed by increasing longevity and to co-create a world where older people are placed at the heart of a community, giving them support, they deserve to ensure that they get as much value out of their later life as possible.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Going concern
The challenging economic times and its effects on the sector have been dealt with elsewhere in this review. Nevertheless, the trustees have every confidence in the senior management to execute plans and judgements in accordance with the relevant circumstances both internally and externally. The repositioning of the charity and the greater challenge of an ageing population and how society must rise to this unprecedented situation give the trustees confidence to state that no adjustments are required to the financial statements at this time and given these circumstance the charity is well placed to play a leading role in the future of the health and wellbeing of older people. For these reasons, the trustees believe that it is also appropriate for the financial statements to be prepared as a going concern.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

It is not the policy of the charity to show income net of expenditure.

Donations and legacies income
Donations and legacies income includes donations, gifts and grants that provide core funding or are of a general nature and are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Such income is only deferred when the donor specifies it must be used In future accounting periods or the donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income from charitable activities

continued...

2. ACCOUNTING POLICIES - continued

Income
Income from charitable activities includes income received under contract or where entitlement to grant funding is subject to specific performance conditions. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

Income from other trading activities
Income from other trading activities includes income received under contract. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

Investment income
Investment income is recognised on a receivable basis.

Basis of recognition of liabilities
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Expenditure on costs of raising funds include fundraising costs.

Expenditure on charitable activities comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves produce or constitute the output of the charitable activity. This includes governance costs which are those costs associated with meeting the constitutional and statutory requirements of the charity and include the accountancy fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs
All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

Intangible assets
Intangible assets are capitalised at cost.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Website development costs - over 5 years

Taxation
The charity is exempt from corporation tax on its charitable activities.

continued...

2. ACCOUNTING POLICIES - continued

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.

Debtors
Debtors with no stated interest rate and receivable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Creditors
Creditors 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 are normally recognised at their settlement amount after allowing for any trade discounts due.

Fund accounting
Unrestricted funds
Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

Restricted funds
Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure, which meets this criteria, is charged to the fund, together with a fair allocation of support and governance costs.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

3. OTHER TRADING ACTIVITIES

	2024	2023
	£	£
Action for Elders lottery	624	1,578

4. INVESTMENT INCOME

	2024	2023
	£	£
Deposit account interest	1,377	1,540

continued...

5. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2024	2023
	£	£
Computer software amortisation	1,193	1,302
Independent Examiners fees	3,600	3,180

6. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 September 2024 nor for the year ended 30 September 2023.

Trustees' expenses

	2024	2023
	£	£
Trustees' expenses	245	80

7. STAFF COSTS

The average monthly number of employees during the year was as follows:

	2024	2023
Average employees	3	3

No employees received emoluments in excess of £60,000.

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund	Restricted fund	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Donations and legacies	76,306	-	76,306
Charitable activities			
Advancement of Health	1,000	56,605	57,605
Other trading activities	1,578	-	1,578
Investment income	1,540	-	1,540
Total	80,424	56,605	137,029
EXPENDITURE ON			
Raising funds	1,749	-	1,749
Charitable activities			
Advancement of Health	151,385	258,383	409,768
Other	80	-	80

continued...

8. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted fund £	Total funds £
Total	153,214	258,383	411,597
NET INCOME/(EXPENDITURE)	(72,790)	(201,778)	(274,568)
Transfers between funds	(159,759)	159,759	-
Net movement in funds	(232,549)	(42,019)	(274,568)
RECONCILIATION OF FUNDS			
Total funds brought forward	305,808	46,763	352,571
TOTAL FUNDS CARRIED FORWARD	73,259	4,744	78,003

9. INTANGIBLE FIXED ASSETS

	Computer software £
COST	
At 1 October 2023 and 30 September 2024	6,510
AMORTISATION	
At 1 October 2023	5,317
Charge for year	1,193
At 30 September 2024	6,510
NET BOOK VALUE	
At 30 September 2024	-
At 30 September 2023	1,193

10. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024 £	2023 £
Other debtors	809	1,450
Action For Elders UK C.I.C.	44,264	44,264
Prepayments and accrued income	22,497	12,725
	67,570	58,439

The above debtors include £22,497 (2023: £12,725) of accrued income in respect of grants relating to the financial year ended 30th September 2024 which has been received during the year.

continued...

11. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Bank loans and overdrafts (see note 13)	2,225	3,956
Other loans (see note 13)	1,906	1,906
Trade creditors	-	471
Social security and other taxes	21,313	9,265
Other creditors	723	2,205
Accruals and deferred income	5,250	35,674
	31,417	53,477

The above creditors include £NIL (2023: £7,981) of deferred income in respect of grants relating to the financial year ended 30th September 2024 which has been received during the year.

12. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2024	2023
	£	£
Bank loans (see note 13)	40,004	40,498
Other loans (see note 13)	16,613	18,519
	56,617	59,017

13. LOANS

An analysis of the maturity of loans is given below:

	2024	2023
	£	£
Amounts falling due within one year on demand:		
Bank loans	2,225	3,956
Other loans	1,906	1,906
	4,131	5,862
Amounts falling due between two and five years:		
Bank loans - 2-5 years	40,004	40,498
Other loans - 2-5 years	16,613	18,519
	56,617	59,017

continued...

14. MOVEMENT IN FUNDS

	At 1.10.23 £	Net movement in funds £	At 30.9.24 £
Unrestricted funds			
General fund	73,259	(20,818)	52,441
Restricted funds			
Project delivery and development	4,744	27,604	32,348
TOTAL FUNDS	78,003	6,786	84,789

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	114,227	(135,045)	(20,818)
Restricted funds			
Project delivery and development	188,321	(160,717)	27,604
TOTAL FUNDS	302,548	(295,762)	6,786

Comparatives for movement in funds

	At 1.10.22 £	Net movement in funds £	Transfers between funds £	At 30.9.23 £
Unrestricted funds				
General fund	305,808	(72,790)	(159,759)	73,259
Restricted funds				
Project delivery and development	46,763	(201,778)	159,759	4,744
TOTAL FUNDS	352,571	(274,568)	-	78,003

continued...

14. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	80,424	(153,214)	(72,790)
Restricted funds			
Project delivery and development	56,605	(258,383)	(201,778)
TOTAL FUNDS	137,029	(411,597)	(274,568)

During the year under review the charity received grant funding from a number of highly respectable sector funders both large and small as listed within note 6 of these financial statements.

Specific comments and restrictions are outlined below:

Our Funders and Supporters 2023-24
We are deeply grateful to the following funders, whose contributions enabled us to deliver vital programmes that enhance the lives of older people across the UK.

The National Lottery Community Fund - Cost of Living Fund
Provided essential funding for our projects throughout South Wales, enabling us to offer targeted support to older adults most affected by economic hardship, including activity hubs and resilience-building programmes.

The National Lottery Awards for All - England
Supported our local engagement and programme expansion in Hereford, helping to deliver Balanced Lives sessions and community connection activities in underserved areas.

Regional Integration Fund - GAVO (Newport and Monmouthshire)
Enabled delivery of our Better Together pilot and early intervention services in Newport and Monmouthshire, working in alignment with health and social care networks.

Regional Integration Fund - TVA (Torfaen)
Backed our community-based resilience programmes in Torfaen, providing a platform to scale preventative health work with local partners.

Regional Integration Fund - PAVO (Powys)
Supported our outreach and wellbeing sessions in Powys, allowing us to reach isolated rural communities with critical physical, mental, and social support.

Glamorgan Voluntary Services (GVS)
Provided several targeted grants throughout the year to strengthen our Community Resilience Projects in the Vale of Glamorgan, enabling older people to remain active and connected.

Vale of Glamorgan Council - Stronger Communities Fund
Contributed to the development of localised programmes in the Vale, helping us to extend our work through local venues and community hubs.

continued...

14. MOVEMENT IN FUNDS - continued

Postcode Community Lottery
Supported the ongoing development of our Balanced Lives model and enabled us to further adapt delivery to meet the diverse needs of participants.

National Grid Community Fund
Supported our work in the Neath Port Talbot Area.

The Henry Smith Charity
2023-24 marked the final year of a three-year project funded by this prestigious grant-maker. Their support transformed our delivery in Hereford, reopening Balanced Lives sessions post-pandemic and piloting a new model in partnership with Connexus at an assisted living housing complex.

City and County of Swansea
Provided several small but critical grants to support delivery of our city-wide services - including group sessions and targeted wellbeing support - ensuring continuity of care and engagement.

EF Bulmer Benevolent Fund
Continued to support our work in Hereford, helping us sustain and evolve our programmes in response to community feedback and emerging needs.

And a Very Special Thank you to - The Moondance Foundation who continue to support our programme delivery and mission throughout Wales.

15. RELATED PARTY DISCLOSURES

Action For Elders UK CIC is a separate organisation to Action For Elders Trust with a separate board but the two entities are linked by an asset lock through which transactions can be made for a variety of reasons. If Action For Elders UK CIC makes a surplus in any one year then it must under law give those surpluses to the Trust through its asset lock.

During the year, payments were made to J Lewis as a Freelance Contractor to the amount of £60,000 (2023: £73,500). The contract work that J Lewis carried out was extensive. It included but was not limited to project management, implementation and development. Also strategic planning around the areas of growth, control and governance. Plus guidance on marketing and public relations matters. In our 2014 Annual Report it was recognised that J Lewis had waived a significant proportion of fees each year since inception. This has now been recognised. J Lewis is a director of Action for Elders UK C.I.C. There was no outstanding balance at the year end (2023: £nil).

As at 30 September 2024 a balance of £44,264 (2023: £44,264) was due from Action for Elders UK C.I.C. The balance has arisen as a result of transactions paid for/on behalf of an bank transfers with Action for Elders UK C.I.C.

ACTION FOR ELDERS TRUST

England & Wales - Charity number 1145996

Accounts

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

REGISTERED COMPANY NUMBER: 07698491 (England and Wales)
REGISTERED CHARITY NUMBER: 1145996

Report of the Trustees and

Unaudited Financial Statements for the Year Ended 30 September 2023

for

ACTION FOR ELDERS TRUST

Advantage Accountancy & Advisory Ltd
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

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ACTION FOR ELDERS TRUST

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for the Year Ended 30 September 2023

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ACTION FOR ELDERS TRUST

Chairman's Report
for the Year Ended 30 September 2023

I am pleased to present the Chair's report for this year's charitable accounts, reflecting on a year that has been both challenging and transformative for our organisation.

The past year has posed significant financial challenges. The lingering effects of the pandemic have created an exceptionally competitive environment for funding. Consequently, we have seen a reduction in the financial support we receive, necessitating the utilisation of our reserves to sustain our vital programmes that support so many vulnerable older adults. This decision was not taken lightly, but it was essential to ensure that we continued to meet the needs of those we serve.

Despite these financial pressures, we have not wavered in our commitment to innovation and impact. In May, we launched our Age Liberation campaign at the Senedd in Cardiff, and have positioned ourselves to meet the challenges of an Ageing Population in a unique manner that will both benefit vulnerable and healthy older adults but society at large as well. Our programmes are uniquely designed to address these challenges with a strong focus on building individual and community resilience and preventative services. By fostering both individual and collective strength, we aim to create a supportive and empowered community for all. This vision focused on preventative health and social care remains at the heart of our efforts, driving us to deliver services that make a real difference in the lives of older adults.

As our Chief Executive and Founder will state elsewhere in this report, there are promising signs that our situation is beginning to improve. We are seeing an upturn in our income, a testament to the dedication and hard work of our small team in identifying and securing new funding streams. This positive trend, though still in its early stages, gives us hope for a more stable financial future. As Chair, funding is one of my most vexing issues as there is such a clear need for our services and yet little recognition that the 'Tsunami' that is an Ageing Population has actually already arrived and needs to be dealt with rather than continuing to follow an acute model which clearly isn't working on a number of different levels both economically and in older people's health and wellbeing.

In a troubled economic climate, with the cost of living leaving so many older people struggling to survive, our unwavering commitment and passions for our mission, combined with robust and strategic management are crucial to navigating these challenging times and I am confident that this will lead to the successful outcomes that we deserve.

As we look ahead, we remain focused on delivering high-impact programmes and securing the financial stability needed to sustain our work from a position of strength. We are well positioned to continue innovating and adapting to meet the needs of the community, thanks to the strong foundation we have built and the resilience we have demonstrated.

I extend my deepest gratitude to our staff, volunteers, funders, partners, and supporters for their ongoing dedication and commitment. Together, we will continue to overcome challenges and drive positive change for the benefit of our clients and for society in general as with the assistance of charities like ours it begins to realise just how much of a challenge an ageing population will be, not only in the areas of health and social care but in a wider economic context.

Until Next Time,



Lorraine Morgan
Chair of Trustees

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 September 2023. The trustees have adopted the provisions of Accounting and Reporting by the 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.

OBJECTIVES AND ACTIVITIES

About Action for Elders

THE ONLY UK CHARITY DEDICATED TO POSITIVE AGEING.

Action for Elders exists to help older adults live more independently with a better quality of life whatever their circumstances. Whilst we embrace all and love all, we do pay special attention to those who are marginalised, in poverty or ill health and are hard to reach.

We are an award winning, evidenced based and people centred organisation that works in the areas of health prevention, acute and chronic conditions, health inequalities and age liberation.

An increasingly ageing population both in the UK and globally means that the need for our services is becoming more apparent particularly when new research has shown that the connection between positive ageing and healthy ageing is linked to a better and longer later life.

Undoubtedly, more of us are living longer, however, statistically, the average 'healthy life expectancy age' at which we live free of a life-limiting condition is still only 63. This means that older people live on average two decades with poor health, which can have detrimental consequences to their quality of life and fulfilment in their later years. Additionally, we work with those that are 'healthy older people' (HOP) to prevent health deterioration in later years and maintain wellbeing. Health Prevention and early prevention is also key to our objectives.

The ageing process has a compounding impact on the wellbeing of older people due to the interconnectedness between physical, mental, and social health. Research highlighted by the World Health Organisation (WHO) describes how the reduced physical capabilities associated with the ageing process can inhibit the ability of older people to care for themselves and carry out daily activities, which can lead to reduced opportunities for social engagement and lead to isolation, loneliness, and psychological distress. Those living with physical health conditions, which often develop in later life, are also more likely to become depressed. Our Community based 'Balanced Lives' programmes recognise this with its three related pillars: Physical, Mental, and Social all working holistically together. Underpinning all of our work is the importance of building resilience and a positive ageing attitude to what is in effect just another stage of life. We have termed this Age Liberation which is at the heart of our 'Think Differently About Ageing' Campaigns.

Story 1 :(The charity is receiving more requests via email like this one from Manchester)

"YES TO BE HONEST I AM LONELY.I HAVE LOST ALL MY FAMILY ,AND MY ONLY GOOD FRIEND I HAVE, IS ON HIS DEATHBED CANCER HE IS IN HOSPITAL,HE KEEPS TELLING ME ,TO TRY AND SOCIALIZE.AND MAKE FRIENDS,HE NOW DOES NOT HAVE MUCH TIME.AND HE IS WORRIED ABOUT ME,I KEEP LOOKING FOR SOMETHING TO JOIN ETC,BUT I CANNOT FIND ANYTHING,SO YOU ARE LEFT WITH NO MOTIVATION,I MUST STOP ,I SHOULD NOT BE GIVING YOU MY TALES OF WOW" - JACQUI

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Our Approach

We work with and support older adults to remain active, social, resilient and mobile with our community-based, online and care home programmes.

Our flagship Balanced Lives model addresses all aspects of wellbeing, and focuses on empowering the individual and building their resilience so that they are better able to deal with the challenges they may face in older age. The model is designed to improve:

-Physical wellbeing, by building strength, balance, mobility, endurance, flexibility and increasing individuals' control over their own health.
-Mental wellbeing, by building confidence, resilience, a more positive attitude, and a greater sense of self-worth.
-Social wellbeing, by building friendships, a stronger sense of community, openness to discussing problems, and a sense of value to society.

Our work and service delivery is based on extensive evidence and research, and is designed to meet the needs of the ageing population as birth rates drop and the population of older people rises. Our model provides a holistic programme of support, involving specialist mobility classes, specifically targeted for those with or without physical challenges along with a wide range of offerings to support social and mental wellbeing, including but not limited to social walks, cultural and celebration events, various meaningful and learning activities to stimulate the mind and bespoke digital support.

Our understanding of the process of ageing is changing and we are at the forefront of this change as we deliver practically not only through our services but also educationally through our 'Think Differently About Ageing' campaign.

Our Flagship and Award Winning Balanced Lives Programme

The Balanced Lives programme is at the heart of our work and philosophy. It is designed as a direct response to the need highlighted by research from Sheffield Institute for Studies on Ageing (SISA) of which we were a part over 10 years ago, that identified a gap in community-based health care provision, particularly for those aged 50 and over. We regularly review the programme using both existing research and our own robust data collection methods, through regular stakeholder engagement, consultations, programme monitoring and evaluation, to ensure our work is effectively addressing the needs of older people in the communities we serve.

Our approach is:
-People-driven - we place people at the centre of what we do, encouraging and facilitating feedback from participants to inform delivery and utilising the Senses Framework, which creates a relationship-centred self-development process, based in the values of Security, Belonging, Continuity, Purpose, Achievement and Significance.

-Expert-led - our mobility classes are delivered by experts who have a wealth of experience in delivering Tai Chi to improve mobility in older age and use their skills and experience in responding to the individual needs of the participants. Socially, we use a range of fully trained and experienced individuals capable of mature engagement.

-Data-informed - we use a robust data collection strategy to help us understand the changing needs of our participants and to enable us to continually learn and develop.

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The Balanced Lives Programme is delivered through weekly sessions led by a physical mobility teacher, who focuses on the five elements for improved mobility in older people, based on research conducted as part of an audit on the National Services Framework for Older People, Department of Health 2002. The programme is also facilitated by a Social Host who focuses on supporting older people through group discussions and activities based on the relationship-centred Senses Framework. The Balanced Lives programme helps to give older people an improved understanding of their physical, social and emotional wellbeing and introduces them to the tools to make positive changes to enrich their physical and mental wellbeing in later life.

" Your classes are extremely beneficial from both a mental and health perspective. I have really benefited from them! I would like to congratulate you on this excellent initiative." - Anne, Cardiff.

Having an improved awareness of their body and mind boosts their confidence in carrying out Activities of Daily Living and increases their ability to live an independent and active life. The safe, trusting, open and supportive space provided by the programme enables older people to feel able to share things, receive support, and learn how to improve their wellbeing. Through the increased understanding of their own wellbeing and having the tools to make changes, older people feel better equipped to deal with the challenges that life throws at them.
In simple terms our approach is underpinned by those that have gone before us. People like Sophia Loren, the Italian Actress, now 89 who famously said, 'Don't let anyone help you get out of a chair'. It is these attitudes or beliefs of being independent and positive about ageing that run through all of our programmes. Today, as the approaching 'Tsunami' of an ageing population challenges the world to change its attitude to the ageing process, people's attitudes have to change too, including those who are currently old or ageing. Our work is just starting, as we lead the way to change the individual, community and societal attitudes to ageing and replace the negative ageing beliefs with a more positive and intergenerational recognition that older adults can still live a life full of purpose and meaning and maybe live longer and healthier as a result.

Public benefit
In setting the charity's objectives, the trustees have paid due regard to Public Benefit guidance published by the Charity Commission. How the charity fulfills this responsibility is contained in the various sections of this report and review.

ACHIEVEMENT AND PERFORMANCE
Our 2023 Year in Review

Achievements and Performance

Our 11th Year in numbers:
Older Adults attending our Community Programmes:7,000
Hours of Balanced Lives Community Programmes Delivered:500
Social Hubs Hours Delivered: 400. Social Walks completed 225.
Jigsaws delivered to lonely older people or those with Dementia 150.
Online Health and Wellbeing Programmes in hours : 90. Online Attendees: 400
Bespoke Digital Support:120 Bespoke Digital support in hours: 350
Digital workshops delivered 35
Individual Requests for help and/or advice 200
Social Media Reach: 20K Engagement: 5K YouTube Channel Views: 35K

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From the Chief Executive

It is sometimes quite humbling to remind ourselves of our progress and impact as a charity, particularly in the year that is the focus of this report. Our 11th year has been without doubt our most challenging year yet since our early days of formation. We are no longer a small charity but then neither are we big enough to absorb the pressures of the current economic climate and in particular the absurdity of sector funding without taking a hit- and this year we most certainly have. Since the pandemic, the nature and funding of the sector has changed dramatically, particularly in the area of health and social care. Indeed with my 30 years experience of running charities at a senior level, I have never known circumstances such as this even in the big economic crash of 2008. We have a philosophy of remaining true to the people that we are responsible for and if we are to exert change in their health and wellbeing then our mission is to keep community programmes open for as long as possible. With hindsight, given the severe economic climate, and the change in funding mechanisms, that might have been an executive decision too far. But then you have to ask the question-WHY DO WE EXIST? We did not analyse quickly enough how the nature of funding was changing and with it a severity not known in the sector before. Like most things there is not one reason for a change in circumstances, there are many ranging from the cost of living crisis, through to budget cuts and restraints, to the loss of vital European funding which the sector gained so much benefit from. The challenge for us is to maintain a charity with a heart in a business like manner and perhaps that ideal at this stage in our development with the income we have is not within our reach. But then if we maintain that thought process we keep ourselves limited to a narrow view of expectation and which then limits the potential that we have. It is a very fine balancing act and one we constantly struggle with on a daily basis.

Clearly, we cannot afford for us to have a similar year again, but unlike a number of charities we have survived and are once again turning the corner. More encouraging is where we are positioning ourselves in the current climate of an ageing population. As Andrew J.Scott the author of 100 years life states, "we are seeing a major shift in the disease burden towards chronic disease. This creates a need to focus on prevention and keeping people healthy rather than intervening too late to treat the actual disease," or to put it more bluntly and to paraphrase the late Bishop Desmond Tutu, "What is the point of pulling people who are drowning out of the river when you should be looking upriver to see what is causing them to fall in!"

Over the last 12 months, we have done a lot of work on positioning us at the forefront of the Prevention agenda for older people. We placed more focus on this in our programmes and the importance of building individual resilience and its positive effect on the community. We have re-introduced the importance of the Senses Framework into our programmes especially its focus on purpose and meaning as relevant in the lives of older people. We have become stronger in our belief that we are indeed on the right track and have a major advantage over our main competitors, and yes, regrettably we have some even in the charitable sector. But it is our resolve to change both the individual and society's view of ageing which drives us on for the next 12 months. For on both levels, there needs to be a dramatic change on how we as a society view ageing before the 'Tsunami' of an ageing population hits us. Governments, Health Boards, Municipal Councils and Individuals from the young through to older people themselves need to recognise that a change is coming and coming soon. It is our role to both educate and support everyone through this process. It is our duty to teach society that everyone, if lucky, can reach later life and once there it should be an honour not a noose around your neck full of negativity and illness. The preventative agenda will change that as will attitudes on ageing from the very young to those who have already reached later life. There is a LOT of work to be done and we are only starting!

"Know that you are the perfect age. Each year is special and precious for you shall only live it once. Be comfortable with growing old." - Louise Hay.

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New Focus

We have long held the belief in a relationship centred approach to our work and have incorporated The Senses Framework in our programmes from the very beginning. In short, this evidenced based research dating back to 2006 supports our philosophy that giving older adults confidence and a sense of meaning is key to their wellbeing in later life. During the year under review, we focused on improving the attitude of our participants to the challenges they faced both internally and externally. We did this primarily by building the six characteristics of resilience (self-knowledge, a sense of hope, healthy coping skills, strong interpersonal relationships, a personal meaning to life, and heart rate variability) both into our programmes and into the individual. In 2022, resilience became more important than ever as the problems older people faced became more intensified. As well as suffering from the lasting impacts of the pandemic, they faced new challenges due to the rising cost of living. For many, this forced them to make decisions over eating, heating, and meeting socially with others leading to a detrimental impact on their health and overall quality of life.

New Social Hubs incorporating Balanced Lives

We quickly introduced new 'Social Hubs' across our community areas to combat the effects of the cost-of-living crisis, increasing our social offer, and combating the epidemic of loneliness through relationship centred support. Building on our flagship Balanced Lives model which offers a holistic view of physical, mental and social well being we additionally supplied hot food and drink to participants, offered advice on practical matters, gave out heat pads and blankets to keep them warm in their homes and increased our digital offer. These 'hubs' were opened for on average 4-6 hours a day.

"I now only put the heating on when struggling to breathe and my fingers turn white-despite wearing a few jumpers, two dressing gowns, gloves and a hat indoors."

79% of participants reported improvements in their physical wellbeing. 59%of participants showed reduced levels of anxiety on the ONS-4 scale.

New Services focused on Health Prevention

The opportunities available to us as we age are usually dependent on our health. As such, any intervention that focuses on the health of older people from earlier in the life span is important as it should help them to stay well in later life. To align with this thinking, and 'The Life Approach' of the NHS, we have been piloting, initially online, a new group targeting an important area of focus for the charity, health prevention. Given the title of HOP (Healthy Older People), it's aim is to work with those 50+ who at least can stand unaided for 45 minutes to ensure that any physical or mental decline is either reduced or removed completely. This sits nicely with the strategic plans of the NHS who also view health prevention as a key area of investment to reduce the huge cost associated with acute and chronic conditions at a later advanced stage. This programme attracts a wide selection of older people from across the UK and is currently fully subscribed. Leaving us with a funding challenge in developing this work both in terms of further online classes but also when we deliver the programmes into the community.

76% of participants reported improvements in their physical wellbeing including increased mobility, strength and balance

"These HOP classes are an excellent idea and are so convenient online. It has given me a general 'boost'. I feel happier, I am moving better and I'm more motivated.....It really does set me up for the week ahead!"

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Expanding our Social Offer

Since the pandemic, there has been a rapid rise in demand for social offerings; older adults want safe accessible opportunities to meet with others, develop social connections and reduce their isolation. In 2022, we increased the number and variety of social offers in order to provide more opportunities for people to meet and support one another. In conjunction with partners, such as City and County of Swansea and many others, we introduced one off events, including a Beach Festival, Jubilee parties, live music afternoons, and special Halloween days encouraging older adults to embrace life through their inner child. These were attended by just over 2,000 older adults throughout the year, and encouraged those who were less likely to socialise to hide behind the theme of the event and mix openly with others.

"Having friendship,understanding and people that care has helped me so much."

"Action For Elders has made a significant impact on my life. Being able to socialise more is renewing my confidence levels."

84% of participants reported feeling more socially connected. 81% of participants reported feeling more able to openly talk with others.

Loneliness and Social Isolation

There is no doubt that our communities are still suffering from the effects of the pandemic in terms of mental health issues exacerbated by the newer cost of living crisis. Older adults are still anxious about so many things and there has been great attention brought to social isolation and loneliness as a result. As mentioned previously in this report, we have increased our social offering, but social isolation and loneliness, whilst linked, are totally different animals. Loneliness is a deeply personal and negative human emotion with research suggesting that there will be over 2 million older people who will be lonely by 2026. Over the last 12 months, our own research has shown loneliness to be a huge and increasing problem with 63% of our participants feeling lonely on a regular basis. The charity has taken the view that combatting loneliness requires a more in-depth level of support and have, throughout this year, piloted a personalisation approach to loneliness driven by our embracement of the relationship-centred Senses Framework with great success. This framework provides the personalisation required to support older people to experience what we all deserve to experience: security, belonging, continuity, purpose, achievement, and significance. Our successful weekly online group, 'Chat and Chi,' held on a Friday evening has also been instrumental in breaking down social isolation and loneliness through its combination of mindfulness,breathing exercises and gentle movements.

"Action For Elders has given me a general boost and encouraged me to plan for the future".

As mentioned in the strategic development and priorities section of this report, we intend to build on this work over the next 12 months through the introduction of a brand new type of volunteer called an ActionEER.

56% of participants reported improvements in their outlook on life.

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Digital Social Support

Throughout 2023, our digital service became even more popular. Started as a result of the Pandemic and our belief that getting on the Internet should be a basic human right for all older adults, if required, to lessen isolation and improve independence. In short, we wanted to help older adults make the most out of technology to improve their wellbeing and independence. We increased this service over the year to include group Q&A and learning sessions at our Social Hubs and home visits were applicable. This was in addition to our successfully delivered online remote work. Time and again, we found that building relationships was the key to increased confidence in getting online. This coupled with the fact that participants knew we were there with them for the long term to support and guide them in partnership together. Additionally, our bespoke service grew organically as the need arose to include other practical and social help when required ranging from the installations of security doorbells, online shopping, and even the erection of an indoor christmas tree! At the time of writing, one of our team has just made a visit to a dog pound to return the dog to its vulnerable owner. The dog now has an identification tag in the hope that these circumstances will not recur again. Additionally, we have been involved with a research project in partnership with the University of Surrey to enhance cyber security for older adults and offer them more protection from online scams and phishing.

"It's helped me feel less isolated and my mental health has improved..... I've made new friends too."

87% of participants reported that they felt more confident with the Internet and all that it offered them to improve social connections and isolation.

Measuring our true Impact and Value: Pushing the Boundaries

Measuring and building evidence of our impact has always been at the heart of our DNA. We believe that any responsible organisation should ensure that it has a robust system of evaluations on its impact grounded in its own 'Theory of Change.' This provides a complete framework for understanding why the charity exists, what success looks like, how we create value in the community, and how it uses data to improve its mission attainment. Regrettably though, just like other areas of governance the charity does not receive funding for this but recognises its importance and continues to invest in this area. During 2022, we raised the bar on the evidence surrounding our impact by making the decision that we don't exist to save the taxpayer money and equate value only to cost savings but we want to centre on the value of our work to the individual. In other words, we didn't want to confuse cost savings with the value of our work. In short, we needed to use a deeper demonstration of value, and one that is of greater social value to the individual, rather than just of economic value to the NHS. Based on one real life case study the results have been extremely surprising:

- State Value after six months on Balanced Lives Intervention in reducing GP visits £135.

- Social Value after six months on Balanced Lives Intervention in improving mobility, anxiety, pain/discomfort/depression: £3,040.

Our aim going forward is to capture the benefits of our work to the individual and look at ways in which we can influence, and educate those who put state value in excess of social value. There is room for both but the individual should always be at the centre.

"GroundBreaking Stuff." Dr. Sally Lewis, Director of Welsh Value in Health Centre, National Clinical Lead for Value-Based and Prudent Healthcare.

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Our 11th Year in Summary

Overall, to echo the words of our Chair, it's been a hugely frustrating year for the charity. Even our official celebratory 10th birthday event at the Senedd had to be postponed due to circumstances beyond our control. Balanced Lives has always shown itself to be a flexible model, and we again kept ahead of the curve by introducing our Social Hubs to assist older people during the cost of living crisis, and our recognition that to deal with the epidemic of loneliness needed a different way of working. Under these difficult circumstances, we continued to develop as best we could with more of an emphasis on our social offers. Sometimes though, there is a feeling that looking at the bigger picture of an ageing population and trying to introduce how that can be relevant to a local community in the current climate actually counts against us. Community is the key to most of the social problems in society, but any intervention has to be driven by a sound strategy and leadership otherwise it just becomes short termist and doomed to failure when everyone/thing else has moved on-as they will in time. There is no doubt that our messaging has to improve and the emotional engagement with those that support us. These are both works in progress as is the development of additional income streams. These themes are not new to this report but until we get significant investment into our central management areas, we are going to just go round in circles in a survival mode and not a mode of strength and expansion. This, in turn, affects both morale and motivation amongst our committed but small team. Those in positions of authority need to realise that there is a 'tsunami' approaching when the world will see for the very first time more older adults than those under the age of 5. We have a fantastic innovative product that should be at the front and centre of service delivery in the health and wellbeing of older adults. The next section will deal with how over the next five years we position ourselves to reach this objective.

Strategic Vision and development: 10 years is a marker for the next 10

As mentioned elsewhere in this report, Action For Elders has in terms of organisational development entered a transitional phase. It has become a medium sized organisation largely through organic growth extending its reach and impact to older adults which has caused a focus on successful project delivery to the detriment of maintaining the resources to focus on the financial growth necessary to build the sustainability required for the long term. This is hampered by the nature of Restricted and Unrestricted funding, the latter being very hard to achieve over a short period of time. As mentioned elsewhere in this report we live in a short termism world but that is not good enough when it comes down to looking after the health and wellbeing of older people where long term interventions are the ones that work best. We have come a long way in 11 years, but in charitable terms we are but a mere baby and sometimes that counts against our ambitions to become a recognised leader in our field. Those who have been going longer and are well run have built up not only a track record but adequate reserves. In our view though, reserves are not a legal requirement and should not be utilised as frequently as they are at the moment they are one of the signs of a responsible organisation. Of greater importance to us as a business minded organisation is the track record of year on year income growth and development. Sadly, it looks as if that is not going to be achievable over the next two years. With inflation shocking the economy and putting pressure on our standard of living we have to find new ways of fundraising to both maintain and improve our position. As you will note in this review, those changes to our previous fundraising methods are beginning to show results, albeit slowly and not at the level we have targeted. Nevertheless it is a start. Over the last 12 months, we have been in discussion with an international fundraising company to assist our growth and sustainability through philanthropy and, whilst currently in the negotiation stages, we are confident that early 2024 will see us beginning down the road of greater financial sustainability and independence through a fundraising partnership. Fuller details cannot be disclosed at this time due to confidentiality reasons but also involve a third party who will financially support the organisation to commence this work.

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In tandem with this, we are repositioning the organisation. We have been concerned for some time that, since the pandemic, everyone seems to be focusing on the areas of our work which were until recently largely our domain. In the words of General David Petraeus " .....the only thing better than a little competition is a lot of competition as it sets challenges for your team to excel". Of course, when he made these comments his 'team' were half of the US Army, slightly different circumstances but, nevertheless, we generally concur with this viewpoint and that is why time has been spent identifying new areas of focus.

A change in society is coming, there will be more older people alive and living longer than there are new children born. It is not good enough anymore to just say we can help with health and wellbeing of older adults and focus on healthy ageing, health prevention and health inequality. These will all remain important areas to us, but the challenge is going to be bigger than that. It requires a radical shift in how individuals and society view ageing. In short, we are launching an Age Liberation movement to both change the attitude of individuals and the wider society to the ageing process. The 'Think Differently About Ageing Campaign' was launched at the Senedd in May 2023 and will be the catalyst for this.

This review is not the vehicle to discuss this strategy in depth but our full business Ppan is available on request.

To fulfil this strategic vision, we will have to endure some pain in the short term but to paraphrase a movie star now aged 77, ".....there is no gain without pain."

Strategic Priorities and areas of focus

(Please note that all of these strategic areas are interlinked with one another)

Strategic Priority 1: Building Sustainability In Funding

Not a new area to our Annual Report, but one which we must always keep in mind. The challenge for us is that all the areas of building sustainability in funding are interlinked. Thus, you can't focus on legacies for example without thinking of your messaging and you can't think of that without involving the website. We could go on! Nevertheless, we are making progress, albeit small steps. Next year's accounts will show an increase in online donations led by our involvement with the Big Give Campaigns. We hope, also, to be showing the early results of our philanthropic partnership mentioned above. There is no doubt that we are making progress with diversifying our income streams as this latest report shows but our board expects to see more progress made than has been to date and they are right.

Strategic Priority 2: Raising our Profile

We were once called 'the best kept secret' and this has to change if we are to become sustainable. There are three main areas of focus; 1) Social Media and the website; 2) Links with various Governmental Ministers and departments plus health boards and councils; 3) Gaining exposure through national media coverage and interviews. Throughout the year under review we built up an innovative branding message on all social media outlets thus increasing our reach to over 15K, secured national newspaper coverage as an authority on older people's affairs in the 'i' newspaper and were interviewed on a number of national and international podcasts, both as experts in older people's health, and also as experts in matters related to the sector. With increased exposure and a rise in profile one would hope to see increased opportunities for the charity and indeed a rise in income. At the time of writing, we are about to take our messaging into ethnic minorities with an interview on Voice of Islam UK, and have a number of new interviews and podcasts scheduled. We are hopeful that our repositioning and strategic message will increase our profile but we need to be continually proactive in all of these areas and that requires that old chestnut....appropriate funding.

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Strategic Priority 3: Building Resilience

Putting this as a strategic priority might mistakenly be seen as an organisational objective, which it is. But it is also far more. We have, since our early beginnings, always championed that having a sense of purpose or meaning in life will allow our participants to live longer. As Philosopher Friedrich Nietzche wrote, "He who has a why can endure almost any how." We intend to build resilience into our value systems and introduce it into our groups through the Senses Framework. Recent research supports this initiative through research undertaken in regards to positive ageing. It can also be linked with a number of our other strategic priorities and will become key to our ways to link the organisation and its participants into one whole.

Strategic Priority 4: Invest in our team

The effects of the pandemic have taken a toll on our team in many ways, and the organisation must be protective of those that remain. At the same time, we cannot continue to absorb the roles that have been lost as this can lead to mistakes being made, lack of concentration on key areas, and worse, individual 'burn-out'. As a responsible organisation, we must find ways to invest in further personnel particularly in the areas of fundraising, project and volunteer management. We must also create an environment which allows individuals to have a career path with appropriate benefits. The fact that the sector, with its short term funding, continual focus on new projects and reluctance to invest in core makes this a challenge that corporate business do not have. If we do not keep this as a priority, then we will lose focus and again one of the routes to moving forward in this area is to diversify our income streams and build sustainability in our funding. (see 1 above)

Strategic Priority 5: Think Differently About Ageing

As mentioned elsewhere in this review, society is moving for the first time towards a population where the number of older adults will outweigh those that are being born under the age of 5. To meet this challenge, society must change its view on ageing and older adults in so many ways. This seismic shift will involve launching campaigns, which we will generally call 'Age Liberation' that will focus on structural ageism and in tandem with this individual attitudes to the ageing process from younger people through to older people themselves. Critical to this, is the support of recent research undertaken by Yale University, which has shown that those with more positive attitude to ageing live an average of 7 years longer than those that don't. This is a huge area for the charity going forwards to build sustainability and it intends to become an authority against ageism in our society. (See also 2 and 3 above)

Strategic Priority 6: Develop our Volunteer Base

Until now, as a less well known charity, we have found it difficult to recruit volunteers to assist us with the running of our programmes. But with the focus firmly on the epidemic, which is loneliness escalating to 2 million people over 50 by 2026, we think that at last we have found a way in which volunteering for us can be as meaningful for the volunteer as it can be for the charity and our beneficiaries. Branded as ActionEERS, this new type of volunteer will be trained in the Senses Framework to bring meaning and purpose into the lives of older people who are lonely. This relationship centred concept will be crucial to those who are lonely which is at the end of the day a personal negative emotion and can therefore only be effectively reduced on a personal basis. (see also 2, 3 and 5 above)

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FINANCIAL REVIEW

Financial review

Action For Elders financial year end is 30 September 2023. In order to maintain services, innovate in line with the increased need and demand, raise funds and retain key experienced members of staff the charity continues to ensure that its accounting procedures are robust, and that it is alert to the strategic issues and risks associated with the management of funds under its guardianship. As we have maintained in previous reports, it is our belief that charities are set up to fail such are the unique and difficult operating conditions we are expected to manage through. There are, now as we write this report, new external factors that are beginning to affect the sector and this charity is not immune to these, indeed it is a reason for a downturn in income for the year under review. Having said that, it has still attracted new money including grants from the Welsh Government and a service level agreement from Aneurin Bevan Health Board and Neath and Port Talbot Council, plus an increase in overall donations to over 60K, clearly showing that we are beginning to diversify our income streams away from the grants and foundation income of the past. This, however, puts us firmly in a transitional phase of organisational development which, by its very nature, needs an intensity of management that can be draining, particularly when you are expected to fulfil a number of roles and are unable to delegate. Further pressures in this phase include the continual need to have sufficient unrestricted funds to ensure capable staff members have the support to execute the strategic plans of the organisation. This continuous vicious circle can lead to staff burnout, and worse, putting more strain on the organisation as it seeks to secure a sustainable future.

In terms of funding, we are continually aware of the 'Starvation Cycle' associated with the sector and identified over 15 years ago and have become increasingly frustrated by the fact that it is still allowed to continue .In just one example, we spent considerable time on a two stage application to be turned down purely on the number of people our programmes would reach compared to our competitors who, if you follow the Havard research stated above, continually exaggerate the reach to ensure successful application outcome. In last year's report, we cited that there would be greater competition coming out of the pandemic and that has been proven to be correct. Added to this has been the serious reduction in European grants and investment and the final punch...inflationary costs, which is putting pressure on our general standard of living. These circumstances are challenging to say the least, but we are confident in our abilities to position this organisation to not just have a secure future, but one as a leading authority in the field of older adults health and wellbeing. We continue to follow our Business Plan 'Sustaining what is and building what isn't' to achieve these aims.

Our professional relationships in the fields of finance continued to be a source of some good and again we were courted for flexible borrowing. Those in business will know that this is the usual way to expand and develop. We, as always, gave these 'opportunities' careful consideration as it could well have assisted us to move forward with our strategic plans sooner. However, given the current climate mentioned previously, we still keep these opportunities at arms length and apart from a 'Bounce Back Loan' our view on the finance options available to us remains a cautious one.

The relationship between this organisation and its bankers continues to mirror society - you have lots of money, you get supported - you have under a certain level and nobody knows or cares who you are! Sadly, we also had to change our accountants during the processing of these statements as they were unexpectedly taken over and communication was lost. We are grateful to our professional contacts at Acuity Law for setting up initial meetings with a potential new firm and for Advantage Accountancy for agreeing to take on our account at such short notice. We hope to develop our relationship with the relevant personnel in this firm over a long period of time.

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Financial Out-Turn

The presentation of these statements for the year reflects our responsibilities in relation to the various grant funders and donors that have invested in us, whether with restricted funds towards projects or unrestricted funds for the overall development of the organisation as defined in the SOFA guidance with corresponding expenditure.

All of our financial income and expenditure-both restricted and unrestricted-underpins our mission, projects, and objectives.

This year saw a significant reduction in income, while our expenditure remained steady. Despite these financial challenges, we have continued to deliver critical support to older adults, demonstrating our resilience and commitment to promoting healthy and positive ageing and age liberation to individuals and society at large.

These statements show that we are beginning to move away from the reliance on grant and trust fundraising to other income streams, and this will continue through our strategic plans. We are not reliant on one funder, which reflects good management. Our relationships with all who invest in us, supported by our robust Impact Reports, continue to be excellent.

The economic climate that the charity sector found itself in this year has been unprecedented, leading to a continuing trend to reduce multi-year funding and a general reduction in amounts awarded. Many funders have closed their funds, some permanently, some temporarily, as they cannot cope with the level of applications that they are receiving. This is having a short-term effect on our developmental plans. However, we see this as a temporary measure driven by the uncertain economic environment.

We are committed to increasing our unrestricted income streams and have made steady strides, since the 2022 review, but there is still a long way to go, particularly in the areas of legacy income and membership. However, in line with a new YouGov poll on fundraising, we are pleased to see that our website traffic has increased significantly, which aligns with the poll's findings that this has become the 'go-to' method for people to look for information and donations on charities.

The Board wishes to thank all of its financial supporters, both big and small, and takes its responsibilities of stewardship in the distribution of monies awarded to the charity with the due diligence expected of custodians.

Principal Funding Sources

After 10 years of operations, the principal funding streams are beginning to change. Whilst we are still heavily reliant on grants and trust foundations, we can see that income streams are diversifying-albeit slowly. This year funders ,such as The Moondance Foundation and others, felt confident enough in our abilities and impact to donate generous funds for us to develop our services in line with our strategic plans. The road, though, is slow and we are hopeful that some of the funding plans outlined above will help us over the next 24 months to break out of the cycle of grant funding so that it becomes the 'icing on the cake,' and not an area of reliance for survival. Again, we know exactly what to do and can develop this internally, but this is frankly holding us back and we are still in the catch 22 situation of reaching the turnover level where a significant investment to recruit appropriate fundraising talent will outperform the financial risk in doing so.

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Investment Policy and Objectives

At this stage in our development, unless we have significant legacies or endowments, then there are unfortunately insufficient unrestricted funds to consider an investment policy. We do, though, have a policy in attracting the best possible interest rates on funds in deposit at our bankers. When the time arises for us to consider our investment, policies, and objectives, then the charity has the professional contacts to ensure that we have the expected level of expertise for an organisation of this nature. The board of trustees and senior management team are fully aware of the ethical considerations to apply should future monies become available and have developed an ethical policy to inform future discussions as part of our governance portfolio.

Reserves Policies

Even though having reserves is not a legal requirement, the board of trustees regularly monitor an extensive reserve policy as part of their due diligence in organisational governance. As set out in our review of 2021, they have agreed that the charity should continue to work towards building unrestricted reserves of up to six months running costs. This will help to ensure the charity's stability in the case of unexpected loss of funding and allow us to meet any unforeseen expenditure and take advantage of any new opportunities which present themselves, as they always will. The unfortunate reality is that a charity with reserves set aside for a proverbial rainy day is less obviously in need and, if that ever becomes the case for Action For Elders, then any amount over our proposed target of six months running costs will be immediately reinvested into operational activity for the benefit of our beneficiaries.

As at 30th September 2023 the charity had total funds of £78,003 (2022: £352,571) of which £73,259 (2022: £305,808) were unrestricted funds after accounting for fixed assets, the charity had fixed reserves of £72,066 (2022: £303,313).

Risk Management

During 2022/23, the board upgraded all of its risk assessment and management systems. A review of risk is a standing item at all board meetings and a designated trustee oversees the 'traffic light' system in operation by senior management outside of board meetings. As an organisation that believes in continuously learning, we are always in discussion with our professional advisors on matters of governance, strategy, finance, and all associated risks.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Governance Strategy

In 2021, we extensively reviewed all of our activities, opportunities, marketing, fundraising income, expenditure, and capacity. We set out a 5 year business plan reviewed annually to achieve financial sustainability and progressive service development. The annual review, we believe, allows for greater flexibility and speedier decision making in this current climate of uncertainty. Indeed, it has allowed us in this year under review to reposition the charity in line with ageism, societies challenge in regard to an increasingly ageing population, and recent research highlighting the importance of giving meaning to older adults in later life. Whilst this flexibility of model and strategy allows us to keep ahead of the curve, the fact that it is also a long term plan allows us to never deviate from the mission of the charity, its values, vision, aims, and objectives and provides a framework for the reports of the Chief Executive to the Board throughout a particular year, alongside regular Trustee reports, as appropriate together with periodic risk appraisals.

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Recruitment and Appointment of new Trustees

The charity has a board of trustees that have a very diverse set of skills that it deems necessary to execute due diligence, governance, and necessary skills in the areas required not only for good governance but also for specific subject expertise that are deemed useful in the execution of the organisation's objectives.

The trustees of the charity during the year were Lorraine Morgan, Eddie Sherwood, Dr Lesley Hayward, Jackie Marshall-Cyrus and Action For Elders CIC.

We will shortly be embarking on a mission to 'recruit' a select number of 'Age Ambassadors' to raise our profile and take us into new territories. These will be separate from the board and will have a specific brief.

After undergoing a selection process procedure and interview, all potential Trustees enter into a six month probationary period, which includes an induction programme that follows the guidelines as set out in the Charity Commission publication 'The Essential Trustee'.

The board itself will continue to look for exceptional people who will serve our mission and objectives. We are particularly interested to look at those with expertise in the areas of expats, veterans, international development, fundraising, philanthropy, marketing, and young people .It would be particularly good to recruit someone of a younger age to our current board members. As previously stated in reviews of this nature, we are fiercely protective of our culture of care and responsibility to those we serve, and we would expect all new additions to the board to hold these values as well.

Management and Staffing

The charity has a founding Chief Executive, together with a Deputy Chief Executive who has responsibility for finance. Both have senior corporate experience and have been with the organisation for a number of years.
They work together as a 'partnership,' overseeing the strategic and operational activity of the charity making decisions that are carried to the board as required for decision.

The charity has operated a Hybrid model from the outset which has enabled it to scale up as appropriate and provides a flexible working structure which allows the organisation to be responsive to changes in a very volatile funding environment. It has also allowed its staff team to be flexible in regards to home working and a quality of life. Since the pandemic the Hybrid model is seen as the 'norm' for those companies that lead the way in adopting a culture that believes in a home/work balance. Research has also shown that those companies that embrace this style of working have a happier and more effective workforce.

Whilst the charity has appointed other people in a senior capacity, particularly in the areas of partnership engagement and impact reporting, these are on a part time basis until funds permit otherwise. In other areas of middle management, the charity employs a small nucleus of people whose main focus is on project management and service delivery. Its model of outsourcing its sessional work remains and allows the organisation to respond as appropriate to fluctuating work and funding patterns.

Throughout its staffing and management Action For Elders maintains a small, tight, highly skilled, and experienced workforce of mixed ages. We are active in measuring our effectiveness and how this translates to staff members. It is frustrating that, at this moment, we are unable to employ a fundraiser or community engagement staff in various parts of the UK where we have our programmes, as it believes that this is a route to financial sustainability, but until the emphasis on short term funding changes together with the lack of focus on central costs then we will not be able to progress in these areas as quickly as we would like.

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We would also highlight that unlike a normal business in the corporate sector we are unable to provide long term security of employment and a clear career path at this time. We are, therefore, very grateful for all those team members for their loyalty in these circumstances.

Certainly, our hybrid model and attitude to home working is a strength but as we steer a course through rather choppy waters in the short term we need to be more compassionate to our staff in recognising that the pressures of taking on a number of roles can sometimes come at a cost to one's own health and mental wellbeing. We have arranged regular 'team' meetings and wellbeing days to try and compensate for this.

Going forward, the charity requires to recruit more staff, particularly in the community, but this can only be done with the required finance in place.

As a learning organisation, the charity continually evaluates the roles, workload, effectiveness, and placements of its team.

Organisational structure

This report and review is provided by the Trustees of Action For Elders Trust (charity no.1145996), whose registered office is currently at: 5-7 Cathedral Road, Cardiff, CF11 9HA. Action for Elders Trust is also a registered company (07698291) private, limited by guarantee and with no share capital.

The administration and operational procedures of the charity are the responsibility of the current Board of Trustees, who delegate the day to day strategic management of the charity to the Chief Executive and through this position to the appropriate staff through the method of employment, sub-contracting and delegation, where applicable.

The Board meets a minimum of three times a year , or as otherwise directed by the Chair and Chief Executive. At one of these meetings, its AGM, the officers are elected for an annual term of office.

During the course of 2022/23 the Board of trustees met three times to review the charity's strategy, operations, risk and finance. In addition, monthly meetings or as required took place online between the Chair and senior management. Other trustees were also frequently consulted and informed, providing advice and challenge in equal measure. In our review of 2021, the charity highlighted the decision that each trustee should 'own' an area of our strategic work and be responsible for it. This work continues, and trustees have been active in also introducing us to senior contacts in the health services and local Government which are crucial to our development and diversification of income.

Unfortunately the plans to establish a 'Council Of Elders' which links participants directly to our board via formal committees did not come to fruition during the year in question.

Action For Elders CIC, which has a separate board, is a Community Interest Company. It will donate all of its surplus (when in a position to do so) to the Trust through an asset lock. Directors of the CIC are legally allowed to sit on the Trust's Board and give strategic and management advice, as required for the benefit of the charity. However, voting rights are restricted to one collective vote for those directors in attendance. The Trust views this extra external input as fundamental to its governance and values the roles of the CIC Directors which are similar to that of Non Executives.

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REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
07698491 (England and Wales)

Registered Charity number
1145996

Registered office
Second Floor
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

Trustees
LJ Morgan — Chair
Action for Elders UK C.IC
EP Sherwood
Dr L Hayward
JS Marshall-Cyrus

Senior Management
James Lewis
Vicki Evans

Company Secretary
Action for Elders UK C.I.C.

Independent Examiner
Advantage Accountancy & Advisory Limited
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

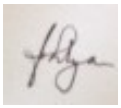
Bankers
Metro Bank
One Southampton Row
London
WC1B 5HA

Unity Trust Bank Plc
Nine Brindley Place
Birmingham
B1 2HB

Santander
Bootle
Merseyside
L30 4GB

Approved by order of the board of trustees on 30 July 2024 and signed on its behalf by:

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3



J L Morgan - Trustee

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

Independent examiner's report to the trustees of Action For Elders Trust ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2023.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Stephen John Bickerton

Stephen John Bickerton

Advantage Accountancy & Advisory Ltd
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

30 July 2024

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

ACTION FOR ELDERS TRUST

Statement of Financial Activities
for the Year Ended 30 September 2023

	Notes	Unrestricted fund £	Restricted fund £	2023 Total funds £	2022 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	76,306	-	76,306	59,696
Charitable activities	6				
Advancement of Health		1,000	56,605	57,605	365,328
Other trading activities	4	1,578	-	1,578	451
Investment income	5	1,540	-	1,540	176
Total		80,424	56,605	137,029	425,651
EXPENDITURE ON					
Raising funds		1,749	-	1,749	-
Charitable activities	7				
Advancement of Health		151,385	258,383	409,768	421,633
Other		80	-	80	-
Total		153,214	258,383	411,597	421,633
NET INCOME/(EXPENDITURE)		(72,790)	(201,778)	(274,568)	4,018
Transfers between funds	19	(159,759)	159,759	-	-
Net movement in funds		(232,549)	(42,019)	(274,568)	4,018
RECONCILIATION OF FUNDS					
Total funds brought forward		305,808	46,763	352,571	348,553
TOTAL FUNDS CARRIED FORWARD		73,259	4,744	78,003	352,571

The notes form part of these financial statements

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

ACTION FOR ELDERS TRUST

Balance Sheet
30 September 2023

	Notes	Unrestricted fund £	Restricted fund £	2023 Total funds £	2022 Total funds £
FIXED ASSETS					
Intangible assets	14	1,193	-	1,193	2,495
CURRENT ASSETS					
Debtors	15	45,714	12,725	58,439	58,917
Cash at bank		130,865	-	130,865	389,242
		176,579	12,725	189,304	448,159
CREDITORS					
Amounts falling due within one year	16	(45,496)	(7,981)	(53,477)	(35,832)
NET CURRENT ASSETS		131,083	4,744	135,827	412,327
TOTAL ASSETS LESS CURRENT LIABILITIES		132,276	4,744	137,020	414,822
CREDITORS					
Amounts falling due after more than one year	17	(59,017)	-	(59,017)	(62,251)
NET ASSETS		73,259	4,744	78,003	352,571
FUNDS	19				
Unrestricted funds				73,259	305,808
Restricted funds				4,744	46,763
TOTAL FUNDS				78,003	352,571

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2023 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

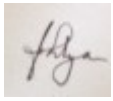
The notes form part of these financial statements

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Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 30 July 2024 and were signed on its behalf by:



J L Morgan - Trustee

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

ACTION FOR ELDERS TRUST

Cash Flow Statement
for the Year Ended 30 September 2023

	Notes	2023 £	2022 £
Cash flows from operating activities			
Cash generated from operations	1	(253,627)	19,040
Interest paid		(1,453)	(500)
Net cash (used in)/provided by operating activities		(255,080)	18,540
Cash flows from investing activities			
Interest received		1,540	176
Net cash provided by investing activities		1,540	176
Cash flows from financing activities			
Loan repayments in year		(4,837)	(1,795)
Net cash used in financing activities		(4,837)	(1,795)
Change in cash and cash equivalents in the reporting period		(258,377)	16,921
Cash and cash equivalents at the beginning of the reporting period		389,242	372,321
Cash and cash equivalents at the end of the reporting period		130,865	389,242

The notes form part of these financial statements

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

1. RECONCILIATION OF NET (EXPENDITURE)/INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2023 £	2022 £
Net (expenditure)/income for the reporting period (as per the Statement of Financial Activities)	(274,568)	4,018
Adjustments for:		
Depreciation charges	1,302	1,302
Interest received	(1,540)	(176)
Interest paid	1,453	500
Decrease in debtors	478	5,525
Increase in creditors	19,248	7,871
Net cash (used in)/provided by operations	(253,627)	19,040

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.10.22 £	Cash flow £	At 30.9.23 £
Net cash			
Cash at bank	389,242	(258,377)	130,865
	389,242	(258,377)	130,865
Debt			
Debts falling due within 1 year	(7,465)	1,603	(5,862)
Debts falling due after 1 year	(62,251)	3,234	(59,017)
	(69,716)	4,837	(64,879)
Total	319,526	(253,540)	65,986

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1. STATUTORY INFORMATION

Action for Elders Trust is a private company limited by guarantee, incorporated in Wales within the United Kingdom. The registered office is 5-7 Cathedral Road, Cardiff, CF11 9HA.

Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The financial statement are presented in Sterling (£), the company's functional currency, and rounded to the nearest pound.

The principal activities and nature of the charity's operations is to help older people and society to cope with the major health and wellbeing challenges posed by increasing longevity and to co-create a world where older people are placed at the heart of a community, giving them support, they deserve to ensure that they get as much value out of their later life as possible.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Going concern
The challenging economic times and its effects on the sector have been dealt with elsewhere in this review. Nevertheless, the trustees have every confidence in the senior management to execute plans and judgements in accordance with the relevant circumstances both internally and externally. The repositioning of the charity and the greater challenge of an ageing population and how society must rise to this unprecedented situation give the trustees confidence to state that no adjustments are required to the financial statements at this time and given these circumstance the charity is well placed to play a leading role in the future of the health and wellbeing of older people. For these reasons, the trustees believe that it is also appropriate for the financial statements to be prepared as a going concern.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

It is not the policy of the charity to show income net of expenditure.

Donations and legacies income
Donations and legacies income includes donations, gifts and grants that provide core funding or are of a general nature and are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Such income is only deferred when the donor specifies it must be used ln future accounting periods or the donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income from charitable activities

continued...

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2. ACCOUNTING POLICIES - continued

Income
Income from charitable activities includes income received under contract or where entitlement to grant funding is subject to specific performance conditions. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

Income from other trading activities
Income from other trading activities includes income received under contract. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

Investment income
Investment income is recognised on a receivable basis.

Basis of recognition of liabilities
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Expenditure on costs of raising funds include fundraising costs.

Expenditure on charitable activities comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves produce or constitute the output of the charitable activity. This includes governance costs which are those costs associated with meeting the constitutional and statutory requirements of the charity and include the accountancy fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs
All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

Intangible assets
Intangible assets are capitalised at cost.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:
Website development costs - over 5 years

Taxation
The charity is exempt from corporation tax on its charitable activities.

continued...

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2. ACCOUNTING POLICIES - continued

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..

Debtors
Debtors with no stated interest rate and receivable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Creditors
Creditors 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 are normally recognised at their settlement amount after allowing for any trade discounts due.

Fund accounting
Unrestricted funds
Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

Restricted funds
Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure, which meets this criteria, is charged to the fund, together with a fair allocation of support and governance costs.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

3. DONATIONS AND LEGACIES

	2023	2022
	£	£
Donations	76,306	59,696

4. OTHER TRADING ACTIVITIES

	2023	2022
	£	£
Action for Elders lottery	1,578	451

continued...

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

5. INVESTMENT INCOME

	2023	2022
	£	£
Deposit account interest	1,540	176

6. INCOME FROM CHARITABLE ACTIVITIES

	Activity	2023	2022
		£	£
Grants	Advancement of Health	56,605	330,686
Provision of services	Advancement of Health	1,000	34,642
		57,605	365,328

Grants received, included in the above, are as follows:

	2023	2022
	£	£
Postcode Community Trust	-	22,360
Swansea Council for Voluntary Service	4,800	2,378
Glamorgan Voluntary Services	9,838	4,899
Healthy and Active Fund (Welsh Government)	-	72,349
National Lottery Community Fund	15,961	-
Two Ridings Community Foundation	6,646	-
The Henry Smith Charity	-	50,358
lnchrye Trust	1,000	1,000
Welsh Government: Winter Pressures Fund	-	154,700
Neath Port Talbot Council	-	22,642
E F Bulmer Trust	3,360	-
Evelyn May Trust	2,000	-
Newby Trust Ltd	10,000	-
Connexus	3,000	-
	56,605	330,686

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 8)	Support costs (see note 9)	Totals
	£	£	£
Advancement of Health	406,794	2,974	409,768

continued...

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8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2023	2022
	£	£
Staff costs	78,941	102,552
Direct charitable activities - Balanced Lives Programme	146,969	108,949
Project development, implementation and research	35,482	61,452
Direct office costs	33,825	43,017
IT and web services	1,565	963
PR and marketing costs	14,782	23,431
Bank charges	249	92
Control and compliance	93,679	76,105
Depreciation	1,302	1,302
	406,794	417,863

9. SUPPORT COSTS

	Finance	Governance costs	Totals
	£	£	£
Raising donations and legacies	369	1,380	1,749
Advancement of Health	1,084	1,890	2,974
	1,453	3,270	4,723

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2023	2022
	£	£
Computer software amortisation	1,302	1,302
Independent Examiners fees	3,180	3,180

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 September 2023 nor for the year ended 30 September 2022.

Trustees' expenses

	2023	2022
	£	£
Trustees' expenses	80	-

continued...

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

12. STAFF COSTS

	2023	2022
	£	£
Wages and salaries	75,793	96,489
Social security costs	1,340	4,175
Other pension costs	1,808	1,888
	78,941	102,552

The average monthly number of employees during the year was as follows:

	2023	2022
Average employees	3	5

No employees received emoluments in excess of £60,000.

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund	Restricted fund	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Donations and legacies	59,696	-	59,696
Charitable activities			
Advancement of Health	212,702	152,626	365,328
Other trading activities	451	-	451
Investment income	176	-	176
Total	273,025	152,626	425,651
EXPENDITURE ON			
Charitable activities			
Advancement of Health	170,542	251,091	421,633
NET INCOME/(EXPENDITURE)	102,483	(98,465)	4,018
RECONCILIATION OF FUNDS			
Total funds brought forward	203,325	145,228	348,553
TOTAL FUNDS CARRIED FORWARD	305,808	46,763	352,571

continued...

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

14. INTANGIBLE FIXED ASSETS

	Computer software £
COST	
At 1 October 2022 and 30 September 2023	6,510
AMORTISATION	
At 1 October 2022	4,015
Charge for year	1,302
At 30 September 2023	5,317
NET BOOK VALUE	
At 30 September 2023	1,193
At 30 September 2022	2,495

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Other debtors	1,450	1,928
Action For Elders UK C.I.C.	44,264	44,264
Prepayments and accrued income	12,725	12,725
	58,439	58,917

The above debtors include £12,725 (2022: £12,725) of accrued income in respect of grants relating to the financial year ended 30th September 2023 but received after this date.

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023 £	2022 £
Bank loans and overdrafts (see note 18)	3,956	7,465
Other loans (see note 18)	1,906	-
Trade creditors	470	7,821
Social security and other taxes	9,265	12,071
Other creditors	2,206	1,285
Accruals and deferred income	35,674	7,190
	53,477	35,832

The above creditors include £7,981 (2022: £nil) of deferred income in respect of grants relating to the financial year ended 30th September 2024 but received before this date.

continued...

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

17. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2023	2022
	£	£
Bank loans (see note 18)	40,498	40,740
Other loans (see note 18)	18,519	21,511
	59,017	62,251

18. LOANS

An analysis of the maturity of loans is given below:

	2023	2022
	£	£
Amounts falling due within one year on demand:		
Bank loans	3,956	7,465
Other loans	1,906	-
	5,862	7,465
Amounts falling due between two and five years:		
Bank loans - 2-5 years	40,498	40,740
Other loans - 2-5 years	18,519	21,511
	59,017	62,251

19. MOVEMENT IN FUNDS

	At 1.10.22	Net movement in funds	Transfers between funds	At 30.9.23
	£	£	£	£
Unrestricted funds				
General fund	305,808	(72,790)	(159,759)	73,259
Restricted funds				
Project delivery and development	46,763	(201,778)	159,759	4,744
TOTAL FUNDS	352,571	(274,568)	-	78,003

continued...

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

19. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	80,424	(153,214)	(72,790)
Restricted funds			
Project delivery and development	56,605	(258,383)	(201,778)
TOTAL FUNDS	137,029	(411,597)	(274,568)

Comparatives for movement in funds

	At 1.10.21 £	Net movement in funds £	At 30.9.22 £
Unrestricted funds			
General fund	203,325	102,483	305,808
Restricted funds			
Project delivery and development	145,228	(98,465)	46,763
TOTAL FUNDS	348,553	4,018	352,571

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	273,025	(170,542)	102,483
Restricted funds			
Project delivery and development	152,626	(251,091)	(98,465)
TOTAL FUNDS	425,651	(421,633)	4,018

During the year under review the charity received grant funding from a number of highly respectable sector funders both large and small as listed within note 6 of these financial statements.

Specific comments and restrictions are outlined below:

continued...

Docusign Envelope ID: 0DACA070-DC1A-435D-900B-BB9AC07995B3

19. MOVEMENT IN FUNDS - continued

The National Lottery Community Fund - Cost of Living
The National Lottery has supported our projects throughout South Wales through its designated Cost of Living Fund. This allowed us to provide vital support to the older peoples communities in these areas.

Glamorgan Voluntary Services (GVS)
This excellent regional supporter of charities in the Vale of Glamorgan Continues to support the charity with a number of smaller but relevant grants.The monies received this year supported our Community Resilience Projects.

The Henry Smith Charity
The final year of funding from this prestigious funder as part of a three year project to improve the physical,social and mental wellbeing of older people in Hereford.Following the successful online programmes presented during the pandemic we were again able to reopen our Balanced Lives in various areas of Hereford and enter into partnership with local provider Connexus to pilot a programme within their assisted living housing complex.We are currently working on ways in which we can sustain these as they have proved very successful.

City and Council of Swansea.
A number of small but vital grants from Swansea Council to aid delivery of our various programmes within the city.

Small but vital Donors.

Connexus - Contribution towards the running of the programme in their assisted living house complex in Hereford
Inchrye Trust - Final year of multi year support our Hereford Programmes.
Evelyn May Trust - For our work in Swansea
EF Bulmer - For supporting our work in Hereford
Two ridings Community Fund - For supporting our programmes in York.

And a Very Special Thank you to - The Moondance Foundation who continue to support our programme delivery and mission throughout Wales.

20. RELATED PARTY DISCLOSURES

During the year, payments were made to J Lewis as a Freelance Contractor to the amount of £73,500 (2022: £83,000). The contract work that J Lewis carried out was extensive. It included but was not limited to project management, implementation and development. Also strategic planning around the areas of growth, control and governance. Plus guidance on marketing and public relations matters. In our 2014 Annual Report it was recognised that J Lewis had waived a significant proportion of fees each year since inception. This has now been recognised. J Lewis is a director of Action for Elders UK C.I.C. There was no outstanding balance at the year end (2022: £nil).

As at 30 September 2023 a balance of £44,264 (2022: £44,264) was due from Action for Elders UK C.I.C. The balance has arisen as a result of transactions paid for/on behalf of an bank transfers with Action for Elders UK C.I.C.

ACTION FOR ELDERS TRUST

England & Wales - Charity number 1145996

Accounts

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REGISTERED COMPANY NUMBER: 07698491 (England and Wales)
REGISTERED CHARITY NUMBER: 1145996

Report of the Trustees and

Unaudited Financial Statements for the Year Ended 30 September 2022

for

ACTION FOR ELDERS TRUST

Advantage Accountancy & Advisory Ltd
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

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ACTION FOR ELDERS TRUST

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for the Year Ended 30 September 2022

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ACTION FOR ELDERS TRUST

Chairman's Report
for the Year Ended 30 September 2022

It's been somewhat of an interesting year on so many fronts for all of us. At times challenging, hugely frustrating and always despairing of the actions of others who try to control our lives in so many ways. Most of these things also come to mind when I sit here thinking about the past year in the life of this charity, Action For Elders. The pressures on our small team as we have come out of the pandemic and straight into a Cost of living crisis have been quite extraordinary. With funding opportunities reducing and the need escalating to levels never before experienced in recent times, just to survive seems to be a huge plus. Thanks to very strict financial controls-survive we have but we are so frustrated that we have not been able to do more.

In these accounts we celebrate our 10th year as a charity-a milestone in itself- and yet there is so much more we can do to make a difference in later life. For the first time ever mainstream research is highlighting what we have known since we launched and indeed what has been inbuilt into our work since inception-that there is a link between positive ageing and healthy ageing. We are keen to invest in this further. Expansion of our 'in person' community groups, more care home interventions, digital and online working, the attention to ageism and the personalisation of loneliness plus an added focus on building personal resilience across all of our three 'pillars', physical, mental and social wellbeing are all key to moving forward. It is also key to a health and social care system that is under so much strain. As mentioned elsewhere in this report our ageing population is increasing and we have to be able to respond to this. Action For Elders has positioned itself to become a leader in both this area and the ways in which we can achieve the best possible results. This year saw the first article on our work and impact in the national press. We need to do more of this and raise our profile not just on our services but equally important on how and why we are different from all those that have since the pandemic believed that they can set up similar groups. Most of these will be short term and we know of many where the training and hiring of exercise leaders is inferior in so many ways leading to greater damage to those who attend. We have also changed the term of those that lead the groups to 'Teachers' as it is important that people understand that our methods will allow older adults to both maintain their health and wellbeing but also live a more satisfying and resilient later life. Yet the key to becoming a renowned authority and trail blazer is not just in having impactful ways of working and stories to tell. It is also about raising the funds to keep us doing more and consistently doing it better than everyone else. That must be our goal!

I would like to thank my fellow trustees, some of whom have been on this journey as long as I have and show no sign of being less passionate or committed, the Senior Management Team who continue to work tirelessly to ensure the continuation and sustainability of the charity, equally important other team members who deliver a standard of outstanding care on the ground to our participants in the execution of our services and to our funders of which there are many but as yet sadly not enough, our new brand of volunteer (ActionEER) who make such a difference and finally to all our increasing number of partners, we couldn't do it without any of you!

Until Next Time



Lorraine Morgan
Chair of Trustees

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The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 September 2022.The trustees have adopted the provisions of Accounting and Reporting by the 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.

OBJECTIVES AND ACTIVITIES

About Action for Elders

Why we exist

Action for Elders exists to help older adults live more independently with a better quality of life whatever their circumstances. Whilst we embrace all and love all we do pay special attention to those who are marginalised, in poverty or ill health and are hard to reach.

We are an award winning, evidenced based and people centred organisation that works in the areas of health prevention, acute and chronic conditions, health inequalities and age liberation.

An increasingly ageing population both in the UK and globally means that the need for our services is becoming more apparent particularly when new research has shown that the connection between positive ageing and healthy ageing is linked to a better and longer later life.

Undoubtedly, more of us are living longer, however statistically the average 'healthy life expectancy age' at which we live free of a life-limiting condition is still only 63. This means that older people live on average two decades with poor health, which can have detrimental consequences to their quality of life and fulfilment in their later years. Additionally, we work with those that are 'healthy older people' (HOP) to prevent health deterioration in later years and maintain wellbeing. Health Prevention and early prevention is also key to our objectives.

The ageing process has a compounding impact on the wellbeing of older people due to the interconnectedness between physical, mental and social health. Research highlighted by the World Health Organisation (WHO) describes how the reduced physical capabilities associated with the ageing process can inhibit the ability of older people to care for themselves and carry out daily activities, which can lead to reduced opportunities for social engagement and lead to isolation, loneliness and psychological distress. Those living with physical health conditions, which often develop in later life, are also more likely to become depressed. Our Community based 'Balanced Lives' programmes recognise this with its three related pillars: Physical,Mental and Social all working holistically together. Underpinning all of our work is the importance of building resilience and a positive ageing attitude to what is in effect just another stage of life. We have termed this Age Liberation which is at the heart of our 'Think Differently About Ageing' Campaigns.

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CASE STUDY

" I just want to share something with you.....

I am 65 years old and for most of my life I have pursued fitness and health. Coming out of the past few years and the Pandemic I have lost the ability to be physically spontaneous. My knee is giving me pain and my hips and legs have lost their strength and agility. I feel scared and stuck and need to face up to my age really.I can't start where I have started in the past my body won't let me. You go online and its all lovely young things doing videos,even most of the videos I have found for older folk are led by lovely young things,I used to teach exercise to older folk when I was a lovely young thing, but I realise now we don't fully appreciate older bodies until we are in one! Then I found you online and since then I am slowly turning my life around with your support and input. I have realised that getting older does bring it's challenges but it doesn't matter about being a lovely young thing anymore, it is more important to believe in whom I now am and to embrace it fully

Many thanks for letting me get that off my chest.

PS.I am now moving again and in less pain.

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How we help

We work with and support older adults to remain active, social, resilient and mobile with our community-based,online and care home programmes

Our flagship Balanced Lives model addresses all aspects of wellbeing and focuses on empowering the individual and building their resilience so that they are better able to deal with the challenges they may face in older age. The model is designed to improve:

- **Physical wellbeing**, by building strength, balance, mobility, endurance, flexibility and increasing individuals' control over their own health.
- **Mental wellbeing**, by building confidence, resilience, a more positive attitude, and a greater sense of self-worth.
- **Social wellbeing**, by building friendships, a stronger sense of community, openness to discussing problems, and a sense of value to society.

Our work and service delivery is based on extensive evidence and research, and is designed to meet the needs of the ageing population as birth rates drop and the population of older people rises. Our model provides a holistic programme of support, involving specialist Mobility classes specifically targeted for those with or without physical challenges along with a wide range of offerings to support social and mental wellbeing, including but not limited to social walks, cultural and celebration events, various meaningful and learning activities to stimulate the mind and bespoke digital support.

Our understanding of the process of Ageing is changing and we are at the forefront of this change as we deliver practically not only through our services but also educationally through our Think Differently About Ageing campaign.

Our Flagship and Award Winning Balanced Lives Programme

The Balanced Lives programme is at the heart of our work and philosophy. It is designed as a direct response to the need highlighted by research from Sheffield Institute for Studies on Ageing (SISA) of which we were a part over 10 years ago,that identified a gap in community-based health care provision, particularly for those aged 50 and over. We regularly review the programme using both existing research and our own robust data collection methods, through regular stakeholder engagement, consultations, programme monitoring and evaluation, to ensure our work is effectively addressing the needs of older people in the communities we serve.

Our approach is:

- People-driven - we place people at the centre of what we do, encouraging and facilitating feedback from participants to inform delivery and utilising the Senses Framework, which creates a relationship-centred self-development process, based in the values of Security, Belonging, Continuity, Purpose, Achievement and Significance.

- Expert-led - our mobility classes are delivered by experts who have a wealth of experience in delivering Tai Chi to improve mobility in older age and use their skills and experience in responding to the individual needs of the participants. Socially, we use a range of fully trained and experienced individuals capable of mature engagement.

- Data-informed - we use a robust data collection strategy to help us understand the changing needs of our participants and to enable us to continually learn and develop.

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The Balanced Lives Programme is delivered through weekly sessions led by a Physical Mobility Teacher, who focuses on the five elements for improved mobility in older people , based on research conducted as part of an audit on the National Services Framework for Older People, Department of Health 2002. The programme is also facilitated by a Social Host who focuses on supporting older people through group discussions and activities based on the relationship-centred Senses Framework. The Balanced Lives programme helps to give older people an improved understanding of their physical, social and emotional wellbeing and introduces them to the tools to make positive changes to enrich their physical and mental wellbeing in later life.

"The mobility classes have enabled me to be proactive and learn more about how to use my body to benefit me"

Having an improved awareness of their body and mind boosts their confidence in carrying out Activities of Daily Living and increases their ability to live an independent and active life. The safe, trusting, open and supportive space provided by the programme enables older people to feel able to share things, receive support and learn how to improve their wellbeing. Through the increased understanding of their own wellbeing and having the tools to make changes, older people feel better equipped to deal with the challenges that life throws at them.

In simple terms our approach is underpinned by those that have gone before us. People like Maggie Kuhn, leader of The Gray Panthers who saw ageing not as a disastrous disease which nobody wants to admit to but as a victory to be celebrated. Today, as the world changes, this approach is now more relevant than ever for the growing ageing population and we will be leading the way.

Public benefit
In setting the charity's objectives, the trustees have paid due regard to Public Benefit guidance published by the Charity Commission. How the charity fulfills this responsibility is contained in the various sections of this report and review.

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ACHIEVEMENT AND PERFORMANCE

Our 2022 Year in Review

Our 10th Year in numbers:

Older Adults attending our Community Programmes:5K

Hours of Balanced Lives Community Programmes Delivered:450

Social Hubs Hours Delivered: 360.

Online Health and Wellbeing Programmes in hours :180. Online Attendees: 900.

Bespoke Digital Support:65 Bespoke Digital support in hours: 160

Social Media Reach: 15.2K Engagement: 2.5K YouTube Channel Views: 28K

To be able to write our latest Annual Report in our 10th year is somewhat of an achievement in itself. The majority of new charities fail before they get to five years and those that survive beyond that go through a period of transition that can only be described as challenging! Add a cost of living crisis into the mix and the absurdity which is sector funding and you have a situation which is not for the faint hearted. Here sits Action For Elders currently: too big to be small and too small to be big.

How then does this charity still receive plaudits for its work, continue to meet the demands placed on it by the increasing need and produce an impact that changes the lives of older adults. The answer is strong effective leadership, an experienced passionate team, tight financial controls and the ability to continually embrace new ways of working that are always people focused and at the heart of the community.

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The last 12 months have been a time of crisis for many older people.Both the pandemic and now the economic climate are truly putting pressure on charities and at times it seems like a catch 22.In what commentators are calling the second biggest challenge to face humanity,the global demographic of an increasing ageing population also adds to our somewhat unique set of circumstances. All in all it's been an interesting last 12 months but history has proven time and time again that tough times drive innovations in service provision and that 'hope' keeps us going. Ultimately , the key to success has been staying flexible and open to new things during these challenging times and a passion for what we do.

"The cost of living has affected all areas of my life. I have cut back on heating,using hot water,using my oven and hob, as well as food"

New Focus

We have long held the belief in a relationship centred approach to our work and have incorporated The Senses Framework in our programmes from the very beginning. In short this evidenced based research dating back to 2006 supports our philosophy that giving older adults confidence and a sense of meaning is key to their wellbeing in later life.During the year under review we focused on improving the attitude of our participants to the challenges they faced both internally and externally. We did this primarily by building the six characteristics of resilience (self-knowledge,a sense of hope,healthy coping skills,strong interpersonal relationships,a personal meaning to life and heart rate variability) both into our programmes and into the individual. In 2022 resilience became more important than ever as the problems older people faced became more intensified. As well as suffering from the lasting impacts of the pandemic they faced new challenges due to the rising cost of living. For many this forced them to make decisions over eating,heating and meeting socially with others leading to a detrimental impact on their health and overall quality of life.

Providing health and social safety nets

New Social Hubs incorporating Balanced Lives

We quickly introduced new 'Social Hubs' across our community areas to combat the effects of the cost-of-living crisis increasing our social offer and combating the epidemic of loneliness through relationship centred support.Building on our flagship Balanced Lives model which offers a holistic view of physical, mental and social well being we additionally supplied hot food and drink to participants, offered advice on practical matters, gave out heat pads and blankets to keep them warm in their homes and increased our digital offer. These 'hubs' were opened for on average 4-6 hours a day.

" I now only put the heating on when struggling to breathe and my fingers turn white-despite wearing a few jumpers, two dressing gowns,gloves and a hat indoors"

79% of participants reported improvements in their physical wellbeing. 59%of participants showed reduced levels of anxiety on the ONS-4 scale

New Services focused on Health Prevention

The opportunities available to us as we age are usually dependent on our health. As such any intervention that focuses on the health of older people from earlier in the life span is important as it should help them to stay well in later life. To align with this thinking and 'The Life Approach' of the NHS we have been piloting, initially online, a new group targeting an important area of focus for the charity, health prevention. Given the title of HOP (Healthy Older People) it's aim is to work with those 50+ who at least can stand unaided for 45 minutes to ensure that any physical or mental decline is either reduced or removed completely. This sits nicely with the strategic plans of the NHS who also view health prevention as a key area of investment to reduce the huge cost associated with acute and chronic conditions at a later advanced stage. This programme attracts a wide selection of older people from across the UK and is currently fully subscribed. Leaving us with a funding challenge in developing this work both in terms of further online classes but also when we deliver the programmes into the community.

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76% of participants reported improvements in their physical wellbeing including increased mobility,strength and balance.

" These HOP classes are an excellent idea and are so convenient online. It has given me a general 'boost'. I feel happier, I am moving better and I'm more motivated...It really does set me up for the week ahead!"

Expanding our Social Offer

Since the pandemic, there has been a rapid rise in demand for social offerings ; older adults want safe accessible opportunities to meet with others,develop social connections and reduce their isolation. In 2022 we increased the number and variety of social offers in order to provide more opportunities for people to meet and support one another. In conjunction with partners such as City and County of Swansea and many others we introduced one off events including a Beach Festival, Jubilee parties,live music afternoons and special Halloween days encouraging older adults to embrace life through their inner child. These were attended by just over 2,000 older adults throughout the year and encouraged those who were less likely to socialise to hide behind the theme of the event and mix openly with others.

" Having friendship,understanding and people that care has helped me so much"

" Action For Elders has made a significant impact on my life.Being able to socialise more is renewing my confidence levels"

84% of participants reported feeling more socially connected. 81% of participants reported feeling more able to openly talk with others.

Loneliness and Social Isolation

There is no doubt that our communities are still suffering from the effects of the Pandemic in terms of mental health issues exacerbated by the newer cost of living crisis. Older adults are still anxious about so many things and there has been great attention brought to social isolation and loneliness as a result. As mentioned previously in this report we have increased our social offering but social isolation and loneliness whilst linked are totally different animals. Loneliness is a deeply personal and negative human emotion with research suggesting that there will be over 2 million older people who will be lonely by 2026. Over the last 12 months our own research has shown Loneliness to be a huge and increasing problem with 63% of our participants feeling lonely on a regular basis. The charity has taken the view that combatting loneliness requires a more in-depth level of support and have throughout this year piloted a personalisation approach to loneliness driven by our embracement of the relationship-centred Senses Framework with great success. This framework provides the personalisation required to support older people to experience what we all deserve to experience: Security,Belonging ,Continuity , Purpose, Achievement and Significance. Our successful weekly online group **'Chat and Chi'** held on a friday evening has also been instrumental in breaking down social isolation and loneliness through its combination of mindfulness,breathing exercises and gentle movements

"Action For Elders has given me a general boost and encouraged me to plan for the future"

As mentioned in the strategic development and priorities section of this report we intend to build on this work over the next 12 months through the introduction of a brand new type of volunteer called an actinoid.

56% of participants reported improvements in their outlook on life

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Digital Social Support

Throughout 2022 our digital service became even more popular. Started as a result of the Pandemic and our belief that getting on the Internet should be a basic human right for all older adults if required to lessen isolation and improve independence. In short we wanted to help older adults make the most out of technology to improve their wellbeing and independence. We increased this service over the year to include group Q&A and learning sessions at our Social Hubs and home visits were applicable. This was in addition to our successfully delivered online remote work. Time and again we found that building relationships was the key to increased confidence in getting online. This coupled with the fact that participants knew we were there with them for the long term to support and guide them in partnership together. Additionally, our bespoke service grew organically as the need arose to include other practical and social help when required ranging from the installations of security doorbells,online shopping and even the erection of an indoor christmas tree! At the time of writing one of our team has just made a visit to a dog pound to return the dog to its vulnerable owner. The dog now has an identification tag in the hope that these circumstances will not recur again. Additionally we have been involved with a research project in partnership with the University of Surrey to enhance cyber security for older adults and offer them more protection from online scams and phishing.

" It's helped me feel less isolated and my mental health has improved..... I've made new friends too."

87% of participants reported that they felt more confident with the Internet and all that it offered them to improve social connections and isolation.

Measuring our true Impact and Value: Pushing the Boundaries

Measuring and building evidence of our impact has always been at the heart of our DNA. We believe that any responsible organisation should ensure that it has a robust system of evaluations on its impact grounded in its own Theory of Change.This provides a complete framework for understanding why the charity exists,what success looks like, how we create value in the community and how it uses data to improve its mission attainment. Regrettably though just like other areas of governance the charity does not receive funding for this but recognises its importance and continues to invest in this area. During 2022 we raised the bar on the evidence surrounding our impact by making the decision that we don't exist to save the taxpayer money and equate value only to cost savings but we want to centre on the value of our work to the individual.In other words we didn't want to confuse cost savings with the value of our work. In short we needed to use a deeper demonstration of value and one that is of greater social value to the individual rather than just of economic value to the NHS. Based on one real life case study the results have been extremely surprising:

State Value after six months on Balanced Lives Intervention in reducing GP visits £135

Social Value after six months on Balanced Lives Intervention in improving mobility, anxiety,pain/discomfort/depression: £3,040

Our aim going forward is to capture the benefits of our work to the individual and look at ways in which we can influence and educate those who put state value in excess of social value. There is room for both but the individual should always be at the centre.

" GroundBreaking Stuff" Dr. Sally Lewis.Director of Welsh Value in Health Centre.National Clinical Lead for Value-Based and Prudent Healthcare

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Our 10th Year in Summary

Overall to echo the words of our Chair it's been a hugely frustrating year for the charity. Even our official celebratory 10th birthday event at the Senedd had to be postponed due to circumstances beyond our control. Balanced Lives has always shown itself to be a flexible model and we again kept ahead of the curve by introducing our Social Hubs to assist older people during the cost of living crisis and our recognition that to deal with the epidemic of loneliness needed a different way of working. Under these difficult circumstances we continued to develop as best we could with more of an emphasis on our social offers. Sometimes though there is a feeling that looking at the bigger picture of an ageing population and trying to introduce how that can be relevant to a local community in the current climate actually counts against us.

Community is the key to most of the social problems in society but any intervention has to be driven by a sound strategy and leadership otherwise it just becomes short termist and doomed to failure when everyone/thing else has moved on-as they will in time. There is no doubt that our messaging has to improve and the emotional engagement with those that support us. These are both works in progress as is the development of additional income streams. These themes are not new to this report but until we get significant investment into our central management areas we are going to just go round in circles in a survival mode and not a mode of strength and expansion. This in turn affects both morale and motivation amongst our committed but small team. Those in positions of authority need to realise that there is a Tsunami approaching when the world will see for the very first time more older adults than those under the age of 5. We have a fantastic innovative product that should be at the front and centre of service delivery in the health and wellbeing of older adults. The next section will deal with how over the next five years we position ourselves to reach this objective.

Strategic Vision and development: 10 years is a marker for the next 10

As mentioned elsewhere in this report Action For Elders has in terms of organisational development entered a transitional phase. It has become a medium sized organisation largely through organic growth extending its reach and impact to older adults which has caused a focus on successful project delivery to the detriment of maintaining the resources to focus on the financial growth necessary to build the sustainability required for the long term. This is hampered by the nature of Restricted and Unrestricted funding, the latter being very hard to achieve over a short period of time. As mentioned elsewhere in this report we live in a short termism world but that is not good enough when it comes down to looking after the health and well being of older people where long term interventions are the ones that work best. We have come a long way in 10 years but in charitable terms we are but a mere baby and sometimes that counts against our ambitions to become a recognised leader in our field. Those who have been going longer and are well run have built up not only a track record but adequate reserves. In our view though reserves are not a legal requirement and should not be utilised as frequently as they are at the moment they are one of the signs of a responsible organisation.

Of greater importance to us as a business minded organisation is the track record of year on year income growth and development. Sadly, it looks as if that is not going to be achievable over the next two years. With inflation shocking the economy and putting pressure on our standard of living we have to find new ways of fundraising to both maintain and improve our position. As you will note in this review those changes to our previous fundraising methods are beginning to show results, albeit slowly and not at the level we have targeted. Nevertheless it is a start. Over the last 12 months we have been in discussion with an international fundraising company to assist our growth and sustainability through Philanthropy and whilst currently in the negotiation stages we are confident that early 2024 will see us beginning down the road of greater financial sustainability and independence through a fundraising partnership. Fuller details cannot be disclosed at this time due to confidentiality reasons but also involve a third party who will financially support the organisation to commence this work.

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In tandem with this we are repositioning the organisation. We have been concerned for some time that since the pandemic everyone seems to be focusing on the areas of our work which were until recently largely our domain. In the words of General David Petraeus " .....the only thing better than a little competition is a lot of competition as it sets challenges for your team to excel". Of course when he made these comments his 'team' were half of the US Army , slightly different circumstances but nevertheless we generally concur with this viewpoint and that is why time has been spent identifying new areas of focus.

A change in society is coming, there will be more older people alive and living longer than there are new children born. It is not good enough anymore to just say we can help with health and wellbeing of older adults and focus on healthy ageing,health prevention and health inequality.These will all remain important areas to us but the challenge is going to be bigger than that. It requires a radical shift in how individuals and society view ageing In short we are launching an Age Liberation movement to both change the attitude of individuals and the wider society to the ageing process.The 'Think Differently About Ageing Campaign' was launched at the Senedd in May 2023 and will be the catalyst for this.

This review is not the vehicle to discuss this strategy in depth but Our Full Business Plan is available on request.
To fulfil this strategic vision we will have to endure some pain in the short term but to paraphrase a movie star now aged 77 ".....there is no gain without pain"

Strategic Priorities and areas of focus

(Please note that all of these strategic areas are interlinked with one another)

Strategic Priority 1: Building Sustainability In Funding
Not a new area to our Annual Report but one which we must always keep in mind. The challenge for us is that all the areas of building sustainability in funding are interlinked. Thus you can't focus on legacies for example without thinking of your messaging and you can't think of that without involving the website. We could go on! Nevertheless we are making progress,albeit small steps. Next year's accounts will show an increase in online donations led by our involvement with the Big Give Campaigns. We hope also to be showing the early results of our philanthropic partnership mentioned above. There is no doubt that we are making progress with diversifying our income streams as this latest report shows but our board expects to see more progress made than has been to date and they are right

Strategic Priority 2: Raising our Profile
We were once called 'the best kept secret' and this has to change if we are to become sustainable. There are three main areas of focus. 1) Social Media and the website 2) Links with various Governmental Ministers and departments plus health boards and councils, 3) Gaining exposure through national media coverage and interviews. Throughout the year under review we built up an innovative branding message on all social media outlets thus increasing our reach to over 15K , secured national newspaper coverage as an authority on Older People's affairs in the 'i' newspaper and were interviewed on a number of national and international podcasts both as experts in older people's health and also as experts in matters related to the sector. With increased exposure and a rise in profile one would hope to see increased opportunities for the charity and indeed a rise in income. At the time of writing we are about to take our messaging into ethnic minorities with an interview on Voice of Islam UK and have a number of new interviews and podcasts scheduled. We are hopeful that our repositioning and strategic message will increase our profile but we need to be continually proactive in all of these areas and that requires that old chestnut...appropriate funding.

Strategic Priority 3: Building Resilience

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Putting this as a strategic priority might mistakenly be seen as an organisational objective, which it is. But it is also far more. We have since our early beginnings always championed that having a sense of purpose or meaning in life will allow our participants to live longer. As Philosopher , Friedrich Nietzche wrote " He who has a why can endure almost any how" We intend to build resilience into our value systems and introduce it into our groups through the Senses Framework. Recent research supports this initiative through research undertaken in regards to positive ageing. It can also be linked with a number of our other strategic priorities and will become key to our ways to link the organisation and its participants into one whole.

Strategic Priority 4: Invest in our team

The effects of the pandemic have taken a toll on our team in many ways and the organisation must be protective of those that remain. At the same time we cannot continue to absorb the roles that have been lost as this can lead to mistakes being made,lack of concentration on key areas and worse individual 'burn-out'. As a responsible organisation we must find ways to invest in further personnel particularly in the areas of fundraising, project and volunteer management. We must also create an environment which allows individuals to have a career path with appropriate benefits. The fact that the sector with its short term funding, continual focus on new projects and reluctance to invest in core makes this a challenge that corporate business do not have. If we do not keep this as a priority then we will lose focus and again one of the routes to moving forward in this area is to diversify our income streams and build sustainability in our funding (see 1 above)

Strategic Priority 5: Think Differently About Ageing

As mentioned elsewhere in this review, society is moving for the first time towards a population where the number of older adults will outweigh those that are being born under the age of 5. To meet this challenge society must change its view on ageing and older adults in so many ways. This seismic shift will involve launching campaigns which we will generally call Age Liberation that will focus on structural ageism and in tandem with this individual attitudes to the ageing process from younger people through to older people themselves. Critical to this is the support of recent research undertaken by Yale University which has shown that those with more positive attitude to ageing live an average of 7 years longer than those that don't. This is a huge area for the charity going forwards to build sustainability and it intends to become an authority against ageism in our society (See also 2 and 3 above)

Strategic Priority 6: Develop our Volunteer Base

Until now as a less well known charity we have found it difficult to recruit volunteers to assist us with the running of our programmes. But with the focus firmly on the epidemic which is loneliness escalating to 2 million people over 50 by 2026 we think that at last we have found a way in which volunteering for us can be as meaningful for the volunteer as it can be for the charity and our beneficiaries. Branded as ActionEERS this new type of volunteer will be trained in the Senses Framework to bring meaning and purpose into the lives of older people who are lonely. This relationship centred concept will be crucial to those who are lonely which is at the end of the day a personal negative emotion and can therefore only be effectively reduced on a personal basis. (see also 2, 3 and 5 above)

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FINANCIAL REVIEW

Financial review

Action For Elders financial year end is 30 September 2022. In order to maintain services, innovate in line with the increased need and demand,raise funds and retain key experienced members of staff the charity continues to ensure that its accounting procedures are robust and that it is alert to the strategic issues and risks associated with the management of funds under its guardianship. As we have maintained in previous reports it is our belief that charities are set up to fail such are the unique and difficult operating conditions we are expected to manage through. There are now as we write this report new external factors that are beginning to affect the sector and this charity is not immune to these, indeed it is a reason for a downturn in income for the year under review. Having said that, it has still attracted new money including grants from the Welsh Government and a service level agreement from Aneurin Bevan Health Board and Neath and Port Talbot Council plus an increase in overall donations to over 60K,clearly showing that we are beginning to diversify our income streams away from the grants and foundation income of the past. This, however puts us firmly in a transitional phase of organisational development which by its very nature needs an intensity of management that can be draining, particularly when you are expected to fulfil a number of roles and are unable to delegate. Further pressures in this phase include the continual need to have sufficient unrestricted funds to ensure capable staff members have the support to execute the strategic plans of the organisation. This continuous vicious circle can lead to staff burnout and worse, putting more strain on the organisation as it seeks to secure a sustainable future.

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In terms of funding we are continually aware of the 'Starvation Cycle' associated with the sector and identified over 15 years ago and have become increasingly frustrated by the fact that it is still allowed to continue In just one example we spent considerable time on a two stage application to be turned down purely on the number of people our programmes would reach compared to our competitors who if you follow the Havard research stated above continually exaggerate the reach to ensure successful application outcome. In last year's report we cited that there would be greater competition coming out of the Pandemic and that has been proven to be correct. Added to this has been the serious reduction in European grants and investment and the final punch....inflationary costs which is putting pressure on our general standard of living. These circumstances are challenging to say the least but we are confident in our abilities to position this organisation to not just have a secure future but one as a leading authority in the field of older adults health and wellbeing. We continue to follow our Business Plan '**Sustaining what is and building what isn't'** to achieve these aims.

Our professional relationships in the fields of finance continued to be a source of some good and again we were courted for flexible borrowing. Those in business will know that this is the usual way to expand and develop. We, as always, gave these 'opportunities' careful consideration as it could well have assisted us to move forward with our strategic plans sooner. However, given the current climate mentioned previously we still keep these opportunities at arms length and apart from a 'Bounce Back Loan' our view on the finance options available to us remains a cautious one.

The relationship between this organisation and its bankers continues to mirror society -you have lots of money you get supported - you have under a certain level and nobody knows or cares who you are! Sadly, we also had to change our Accountants during the processing of these statements as they were unexpectedly taken over and communication was lost. We are grateful to our professional contacts at Acuity Law for setting up initial meetings with a potential new firm and for Adv Accounting for agreeing to take on our account at such short notice. We hope to develop our relationship with the relevant personnel in this firm over a long period of time.

Financial Out-Turn
The presentation of these statements for the year reflects our responsibilities in relation to the various grant funders and donors that have invested in us whether with restricted funds towards projects or unrestricted funds for the overall development of the organisation as defined in the SOFA guidance with corresponding expenditure.

All of our financial income and expenditure -both restricted and unrestricted -underpins our mission,projects and objectives.

This year saw a slight decrease in income due to the circumstances outlined elsewhere in this review. We are confident that this is a short term situation as we work hard to position the organisation to promote healthy and positive ageing and age liberation to individuals and society at large.

These statements show that we are beginning to move away from the reliance of grant and trust fundraising to other income streams and this will continue through our strategic plans. We are not reliant on one funder which is good management and our relationships with all who invest in us helped by our robust Impact Reports continues to be excellent.

Generally, in the current climate there seems to be a continuing trend to reduce multi-year funding as well as a general reduction in amounts awarded which is having a short term effect on our developmental plans but we see this as a temporary measure again driven by the uncertain economic climate.

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We are committed to increasing our unrestricted income streams and have made steady strides since the 2021 review but there is still a long way to go particularly in the areas of legacy income and membership.However, in line with a new YouGov poll on fundraising we are pleased to see that our website traffic has increased significantly which goes in line with the polls findings that this has become the 'go to' method for people to look for information and donations on charities.

The Board wishes to thank all of its financial supporters, both big and small and takes its responsibilities of stewardship in the distribution of monies awarded to the charity with the due diligence expected of custodians.

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Principal Funding Sources

After 10 years of operations the principal funding streams are beginning to change. Whilst we are still heavily reliant on grants and trust foundations which make up over 70% of our income we can see that income streams are diversifying-albeit slowly. This year funders such as The Moondance Foundation and others felt confident enough in our abilities and impact to donate generous funds for us to develop our services in line with our strategic plans.The road though is slow and we are hopeful that some of the funding plans outlined above will help us over the next 24 months to break out of the cycle of grant funding so that it becomes the 'icing on the cake' and not an area of reliance for survival. Again, we know exactly what to do and can develop this internally but this is frankly holding us back and we are still in the catch 22 situation of reaching the turnover level where a significant investment to recruit appropriate fundraising talent will outperform the financial risk in doing so.

Investment Policy and Objectives

At this stage in our development unless we have significant legacies or endowments then there are unfortunately insufficient unrestricted funds to consider an investment policy. We do though have a policy in attracting the best possible interest rates on funds in deposit at our bankers. When the time arises for us to consider our Investment policies and objectives, then the charity has the professional contacts to ensure that we have the expected level of expertise for an organisation of this nature. The board of trustees and senior management team are fully aware of the ethical considerations to apply should future monies become available and have developed an ethical policy to inform future discussions as part of our governance portfolio.

Reserves Policies

Creating reserves is easier said than done particularly when during this accounting period the charity received the majority of its income (over 70%) from restricted funding.These amounts have been distributed as per funder requirements to project research and implementation,delivery, sustainability building and reporting on impact.

Even though having reserves is not a legal requirement the board of trustees regularly monitor an extensive reserve policy as part of their due diligence in organisational governance.As set out in our review of 2021 they have agreed that the charity should continue to work towards building unrestricted reserves of up to six months running costs. Further that 10% of all unrestricted monies should be distributed into a CAF account or similar. This will help to ensure the charity's stability in the case of unexpected loss of funding and allow us to meet any unforeseen expenditure and take advantage of any new opportunities which present themselves, as they always will. The unfortunate reality is that a charity with reserves set aside for a proverbial rainy day is less obviously in need and if that ever becomes the case for Action For Elders then any amount over our proposed target of six months running costs will be immediately reinvested into operational activity for the benefit of our beneficiaries.

As at 30th September 2022 the charity had total funds of £352,571 (2021: £348,553) of which £305,808 (2021: £203,325) were unrestricted funds after accounting for fixed assets, the charity had fixed reserves of £303,313 (2021: £199,528).

Risk Management

During 2020/21 the board upgraded all of its risk assessment and management systems. A review of risk is a standing item at all board meetings and a designated trustee oversees the 'traffic light' system in operation by senior management outside of board meetings. As an organisation that believes in continuously learning we are always in discussion with our professional advisors on matters of governance, strategy, finance and all associated risks.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, a deed of trust, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

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Governance Strategy

In 2021 we extensively reviewed all of our activities, opportunities, marketing,fundraising income, expenditure and capacity. We set out a 5 year Business plan reviewed annually to achieve financial sustainability and progressive service development. The annual review we believe allows for greater flexibility and speedier decision making in this current climate of uncertainty. Indeed it has allowed us in this year under review to reposition the charity in line with ageism, societies challenge in regard to an increasingly ageing population and recent research highlighting the importance of giving meaning to older adults in later life. Whilst this flexibility of model and strategy allows us to keep ahead of the curve, the fact that it is also a long term plan allows us to never deviate from the mission of the charity, its values,vision,aims and objectives and provides a framework for the reports of the Chief Executive to the Board throughout a particular year,alongside regular Trustee reports, as appropriate together with periodic risk appraisals.

Recruitment and Appointment of new Trustees

The charity has a board of trustees that have a very diverse set of skills that it deems necessary to execute due diligence, governance and necessary skills in the areas required not only for good governance but also for specific subject expertise that are deemed useful in the execution of the organisation's objectives.

The trustees of the charity during the year were Lorraine Morgan, Eddie Sherwood, Dr Lesley Hayward, Margaret Abbett (resigned) Jackie Marshall-Cyrus and Action For Elders UK C.I.C.

During 2022 the charity welcomed a new trustee to the board. Jackie Marshall-Cyrus, joined us with an international reputation as an innovative strategist on ageing. Sadly, Margaret Abbett resigned from the board during the year although she has agreed to stay connected to the charity as an Ambassador for our work. We will shortly be embarking on a mission to 'recruit' a select number of 'Age Ambassadors' to raise our profile and take us into new territories. These will be separate from the board and will have a specific brief.

After undergoing a selection process procedure and interview, all potential Trustees enter into a six month probationary period which includes an induction programme that follows the guidelines as set out in the Charity Commission publication 'The Essential Trustee'.

The board itself will continue to look for exceptional people who will serve our mission and objectives. We are particularly interested to look at those with expertise in the areas of expats, veterans, international development, fundraising, philanthropy, marketing and young people.It would be particularly good to recruit someone of a younger age to our current board members. As previously stated in reviews of this nature we are fiercely protective of our culture of care and responsibility to those we serve and we would expect all new additions to the board to hold these values as well.

Management and Staffing

The charity has a founding Chief Executive, together with a Deputy Chief Executive who has responsibility for finance. Both have senior corporate experience and have been with the organisation for a number of years.
They work together as a 'partnership' overseeing the strategic and operational activity of the charity making decisions that are carried to the board as required for decision.

The charity has operated a Hybrid model from the outset which has enabled it to scale up as appropriate and provides a flexible working structure which allows the organisation to be responsive to changes in a very volatile funding environment.It has also allowed its staff team to be flexible in regards to home working and a quality of life.Since the pandemic the Hybrid model is seen as the 'norm' for those companies that lead the way in adopting a culture that believes in a home/work balance. Research has also shown that those companies that embrace this style of working have a happier and more effective workforce.

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Whilst the charity has appointed other people in a senior capacity , particularly in the areas of partnership engagement and impact reporting, these are on a part time basis until funds permit otherwise. In other areas of middle management the charity employs a small nucleus of people whose main focus is on project management and service delivery. Its model of outsourcing its sessional work remains and allows the organisation to respond as appropriate to fluctuating work and funding patterns.

Throughout its staffing and management Action For Elders maintains a small ,tight,highly skilled and experienced workforce of mixed ages.We are active in measuring our effectiveness and how this translates to staff members.It is frustrating that at this moment we are unable to employ a fundraiser or community engagement staff in various parts of the UK where we have our programmes as it believes that this is a route to financial sustainability but until the emphasis on short term funding changes together with the lack of focus on central costs then we will not be able to progress in these areas as quickly as we would like.

We would also highlight that unlike a normal business in the corporate sector we are unable to provide long term security of employment and a clear career path at this time. We are therefore very grateful for all those team members for their loyalty in these circumstances.

Certainly , our hybrid model and attitude to home working is a strength but as we steer a course through rather choppy waters in the short term we need to be more compassionate to our staff in recognising that the pressures of taking on a number of roles can sometimes come at a cost to one's own health and mental wellbeing. We have arranged regular 'team' meetings and wellbeing days to try and compensate for this.

Going forward, the charity requires to recruit more staff particularly in the community but this can only be done with the required finance in place.

As a learning organisation the charity continually evaluates the roles, workload, effectiveness and placements of its team.

Other Outsourced Support
As mentioned elsewhere in this review the charity changed its Accountants at short notice due to a merger.This meant that various aspects of this report and review were filed late. However, We would like to put on record our thanks to our previous Accountants for the last ten years of support and welcome the new team at Advantage Accountancy who agreed to perform an Independent Examination of our accounts and assist with advice and general strategy as and when required.

We would also like to thank our Outsourced health and wellbeing team who lead and help us deliver our Balanced Lives programmes across the UK both online and in the community.

Organisational structure
This report and review is provided by the Trustees of Action For Elders Trust (charity no.1145996), whose registered office is currently at: Elfed House, Oak Tree Court, Cardiff Gate Business Park, Cardiff. CF23 8RS. Action for Elders Trust is also a registered company (07698291) private, limited by guarantee and with no share capital.

The administration and operational procedures of the charity are the responsibility of the current Board of Trustees, who delegate the day to day strategic management of the charity to the Chief Executive and through this position to the appropriate staff through the method of employment ,sub-contracting and delegation ,where applicable.

The Board meets a minimum of three times a year , or as otherwise directed by the Chair and Chief Executive. At one of these meetings, its AGM, the officers are elected for an annual term of office.

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STRUCTURE, GOVERNANCE AND MANAGEMENT

During the course of 2021/22 the Board of trustees met three times to review the charity's strategy, operations, risk and finance. In addition, monthly meetings or as required took place online between the Chair and senior management . Other trustees were also frequently consulted and informed, providing advice and challenge in equal measure. In our review of 2021 the charity highlighted the decision that each trustee should 'own' an area of our strategic work and be responsible for it. This work continues and trustees have been active in also introducing us to senior contacts in the health services and local Government which are crucial to our development and diversification of income.

Unfortunately the plans to establish a 'Council Of Elders' which links participants directly to our board via formal committees did not come to fruition during the year in question.

Action For Elders UK C.I.C., which has a separate board, is a Community Interest Company. It will donate all of its surplus (when in a position to do so) to the Trust through an asset lock. Directors of the C.I.C. are legally allowed to sit on the Trust's Board and give strategic and management advice, as required for the benefit of the charity. However, voting rights are restricted to one collective vote for those directors in attendance. The Trust views this extra external input as fundamental to its governance and values the roles of the C.I.C. Directors which are similar to that of Non Executives.

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REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
07698491 (England and Wales)

Registered Charity number
1145996

Registered office
Elfed House
Oak Tree Court
Cardiff Gate Business Park
Cardiff
CF23 8RS

Trustees

LJ Morgan	Chair
Action for Elders UK C.IC	
EP Sherwood	
M Abbett	Resigned 1 July 2023
Dr L Hayward	
JS Marshall-Cyrus	

Senior Management
James Lewis
Vicki Evans

Company Secretary
Action for Elders UK C.I.C.

Independent Examiner
Advantage Accountancy & Advisory Limited
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

Bankers
Metro Bank
One Southampton Row
London
WC1B 5HA

Unity Trust Bank Plc
Nine Brindley Place
Birmingham
B1 2HB

Santander
Bootle
Merseyside

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Approved by order of the board of trustees on 22 September 2023 and signed on its behalf by:



J L Morgan - Trustee

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Independent examiner's report to the trustees of Action For Elders Trust ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2022.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Stephen John Bickerton

Stephen John Bickerton

Advantage Accountancy & Advisory Ltd
Avalon House
5-7 Cathedral Road
Cardiff
CF11 9HA

22 September 2023

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ACTION FOR ELDERS TRUST

Statement of Financial Activities
for the Year Ended 30 September 2022

	Notes	Unrestricted fund £	Restricted fund £	2022 Total funds £	2021 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	59,696	-	59,696	8,819
Charitable activities	6				
Advancement of Health		212,702	152,626	365,328	510,285
Other trading activities	4	451	-	451	283
Investment income	5	176	-	176	151
Total		273,025	152,626	425,651	519,538
EXPENDITURE ON					
Charitable activities	7				
Advancement of Health		170,542	251,091	421,633	386,140
NET INCOME/(EXPENDITURE)		102,483	(98,465)	4,018	133,398
RECONCILIATION OF FUNDS					
Total funds brought forward		203,325	145,228	348,553	215,155
TOTAL FUNDS CARRIED FORWARD		305,808	46,763	352,571	348,553

The notes form part of these financial statements

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ACTION FOR ELDERS TRUST

Balance Sheet
30 September 2022

	Notes	Unrestricted fund £	Restricted fund £	2022 Total funds £	2021 Total funds £
FIXED ASSETS					
Intangible assets	14	2,495	-	2,495	3,797
CURRENT ASSETS					
Debtors	15	46,192	12,725	58,917	64,442
Cash at bank		355,204	34,038	389,242	372,321
		401,396	46,763	448,159	436,763
CREDITORS					
Amounts falling due within one year	16	(35,832)	-	(35,832)	(30,496)
NET CURRENT ASSETS		365,564	46,763	412,327	406,267
TOTAL ASSETS LESS CURRENT LIABILITIES		368,059	46,763	414,822	410,064
CREDITORS					
Amounts falling due after more than one year	17	(62,251)	-	(62,251)	(61,511)
NET ASSETS		305,808	46,763	352,571	348,553
FUNDS	19				
Unrestricted funds				305,808	203,325
Restricted funds				46,763	145,228
TOTAL FUNDS				352,571	348,553

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

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These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 22 September 2023 and were signed on its behalf by:



J L Morgan - Trustee

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ACTION FOR ELDERS TRUST

Cash Flow Statement
for the Year Ended 30 September 2022

	Notes	2022 £	2021 £
Cash flows from operating activities			
Cash generated from operations	1	19,040	135,158
Interest paid		(500)	(1,250)
Net cash provided by operating activities		18,540	133,908
Cash flows from investing activities			
Interest received		176	151
Net cash provided by investing activities		176	151
Cash flows from financing activities			
New loans in year		-	21,511
Loan repayments in year		(1,795)	-
Net cash (used in)/provided by financing activities		(1,795)	21,511
Change in cash and cash equivalents in the reporting period		16,921	155,570
Cash and cash equivalents at the beginning of the reporting period		372,321	216,751
Cash and cash equivalents at the end of the reporting period		389,242	372,321

The notes form part of these financial statements

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Notes to the Cash Flow Statement for the Year Ended 30 September 2022

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2022 £	2021 £
Net income for the reporting period (as per the Statement of Financial Activities)	4,018	133,398
Adjustments for:		
Depreciation charges	1,302	1,302
Interest received	(176)	(151)
Interest paid	500	1,250
Decrease in debtors	5,525	14,155
Increase/(decrease) in creditors	7,871	(14,796)
Net cash provided by operations	19,040	135,158

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1.10.21 £	Cash flow £	At 30.9.22 £
Net cash			
Cash at bank	372,321	16,921	389,242
	372,321	16,921	389,242
Debt			
Debts falling due within 1 year	(10,000)	2,535	(7,465)
Debts falling due after 1 year	(61,511)	(740)	(62,251)
	(71,511)	1,795	(69,716)
Total	300,810	18,716	319,526

The notes form part of these financial statements

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1. STATUTORY INFORMATION

Action for Elders Trust is a private company limited by guarantee, incorporated in Wales within the United Kingdom. The registered off is Elfed House, Oak Tree Court, Mulberry Drive, Cardiff Gate Business Park, Cardiff, CF23 8RS.

Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The financial statement are presented in Sterling (£), the company's functional currency, and rounded to the nearest pound.

The principal activities and nature of the charity's operations is to help older people and society to cope with the major health and wellbeing challenges posed by increasing longevity and to co-create a world where older people are placed at the heart of a community, giving them support, they deserve to ensure that they get as much value out of their later life as possible.

The significant accounting policies applied in the preparation of these financial statements are ste out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Going concern
As society recovers from the negative economic effect of the coronavirus pandemic, the cost of living crisis comes along to add further economic challenges to society and the sector itself. We note that the charity has slightly reduced its income but increases its service delivery nationally through its raised profile and reputation. Over the next two years the trustees believe that the demands for our services will continue to grow but the amount of funds available from our usual traditional funders will decrease over the short term. There are many reasons for this and not one is within our control.The trustees have every confidence in senior management to execute plans and judgements that will navigate a course through these challenging times. Our strategic plans allow for a partnership with a third party fundraising team that will allow the charity to weather the coming storm and be more in control of its own destiny. For these reasons therefore the trustees believe that it is appropriate for the financial statements to be prepared as a going concern

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

It is not the policy of the charity to show income net of expenditure.

Donations and legacies income

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2. ACCOUNTING POLICIES - continued

Income
Donations and legacies income includes donations, gifts and grants that provide core funding or are of a general nature and are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Such income is only deferred when the donor specifies it must be used ln future accounting periods or the donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income from charitable activities
Income from charitable activities includes income received under contract or where entitlement to grant funding is subject to specific performance conditions. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

Income from other trading activities
Income from other trading activities includes income received under contract. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

Investment income
Investment income is recognised on a receivable basis.

Basis of recognition of liabilities
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Expenditure on costs of raising funds include fundraising costs.

Expenditure on charitable activities comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves produce or constitute the output of the charitable activity. This includes governance costs which are those costs associated with meeting the constitutional and statutory requirements of the charity and include the accountancy fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs
All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

Intangible assets
Intangible assets are capitalised at cost.

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2. ACCOUNTING POLICIES - continued

Allocation and apportionment of costs

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:
Website development costs - over 5 years

Taxation
The charity is exempt from corporation tax on its charitable activities.

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..

Debtors
Debtors with no stated interest rate and receivable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Creditors
Creditors 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 are normally recognised at their settlement amount after allowing for any trade discounts due.

Fund accounting
Unrestricted funds
Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

Restricted funds
Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure, which meets this criteria, is charged to the fund, together with a fair allocation of support and governance costs.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

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3. DONATIONS AND LEGACIES

	2022	2021
	£	£
Donations	59,696	8,819

4. OTHER TRADING ACTIVITIES

	2022	2021
	£	£
Action for Elders lottery	451	283

5. INVESTMENT INCOME

	2022	2021
	£	£
Deposit account interest	176	151

6. INCOME FROM CHARITABLE ACTIVITIES

		2022	2021
	Activity	£	£
Grants	Advancement of Health	330,686	510,285
Provision of services	Advancement of Health	34,642	-
		365,328	510,285

Grants received, included in the above, are as follows:

	2022	2021
	£	£
Postcode Community Trust	22,360	20,000
The W.G. Edwards Charitable Foundation	-	1,000
People's Health Trust - Active Communities Funding Programme	-	2,417
Groundwork UK - Tesco Bags of Help	-	1,000
Swansea Council for Voluntary Service	2,378	-
Glamorgan Voluntary Services	4,899	13,261
Big Lottery Fund - Balanced Lives Barry and the Vale	-	21,688
Masonic Charitable Foundation	-	5,000
Healthy and Active Fund (Welsh Government)	72,349	53,228
Co-Op Community Fund	-	1,355
Moondance Foundation	-	50,000
Community Foundation Wales	-	10,000
The Edward Gostling Foundation	-	5,000
The Henry Smith Charity	50,358	51,333
Independent Age	-	14,930
Julia & Hans Rausing Trust	-	48,200
Carried forward	152,344	298,412

continued...

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6. INCOME FROM CHARITABLE ACTIVITIES - continued

	2022	2021
	£	£
Brought forward	152,344	298,412
Inchrye Trust	1,000	1,000
Wales Council for Voluntary Action	-	159,971
Track 2000	-	15,000
Charities Aid Foundation	-	34,652
Other grants	-	1,250
Welsh Government: Winter Pressures Fund	154,700	-
Neath Port Talbot Council	22,642	-
	330,686	510,285

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 8)	Support costs (see note 9)	Totals
	£	£	£
Advancement of Health	417,863	3,770	421,633

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2022	2021
	£	£
Staff costs	102,552	78,994
Direct charitable activities - Balanced Lives Programme	108,949	115,922
Project development, implementation and research	61,452	43,885
Direct office costs	43,017	38,082
IT and web services	963	5,083
PR and marketing costs	23,431	31,673
Bank charges	92	91
Control and compliance	76,105	67,431
Depreciation	1,302	1,302
	417,863	382,463

continued...

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9. SUPPORT COSTS

	Finance	Governance costs	Totals
	£	£	£
Advancement of Health	500	3,270	3,770

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2022	2021
	£	£
Computer software amortisation	1,302	1,302
Independent Examiners fees	3,180	1,800

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 September 2022 nor for the year ended 30 September 2021.

Trustees' expenses

There were no trustees' expenses paid for the year ended 30 September 2022 nor for the year ended 30 September 2021.

12. STAFF COSTS

	2022	2021
	£	£
Wages and salaries	96,489	77,685
Social security costs	4,175	-
Other pension costs	1,888	1,309
	102,552	78,994

The average monthly number of employees during the year was as follows:

	2022	2021
Average employees	5	5

No employees received emoluments in excess of £60,000.

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13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund £	Restricted fund £	Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	8,819	-	8,819
Charitable activities			
Advancement of Health	306,326	203,959	510,285
Other trading activities	283	-	283
Investment income	151	-	151
Total	315,579	203,959	519,538
EXPENDITURE ON			
Charitable activities			
Advancement of Health	156,996	229,144	386,140
NET INCOME/(EXPENDITURE)	158,583	(25,185)	133,398
RECONCILIATION OF FUNDS			
Total funds brought forward	44,742	170,413	215,155
TOTAL FUNDS CARRIED FORWARD	203,325	145,228	348,553

14. INTANGIBLE FIXED ASSETS

	Computer software £
COST	
At 1 October 2021 and 30 September 2022	6,510
AMORTISATION	
At 1 October 2021	2,713
Charge for year	1,302
At 30 September 2022	4,015
NET BOOK VALUE	
At 30 September 2022	2,495
At 30 September 2021	3,797

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15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Other debtors	1,928	498
Action For Elders UK C.I.C.	44,264	32,764
Prepayments and accrued income	12,725	31,180
	58,917	64,442

The above debtors include £12,725 (2021: £28,780) of accrued income in respect of grants relating to the financial year ended 30th September 2022 but received after this date.

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Bank loans and overdrafts (see note 18)	7,465	10,000
Trade creditors	7,821	2,966
Social security and other taxes	12,071	4,572
Other creditors	1,285	433
Accruals and deferred income	7,190	12,525
	35,832	30,496

17. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2022	2021
	£	£
Bank loans (see note 18)	40,740	40,000
Other loans (see note 18)	21,511	21,511
	62,251	61,511

18. LOANS

An analysis of the maturity of loans is given below:

	2022	2021
	£	£
Amounts falling due within one year on demand:		
Bank loans	7,465	10,000
Amounts falling due between two and five years:		
Bank loans - 2-5 years	40,740	40,000
Other loans - 2-5 years	21,511	21,511
	62,251	61,511

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19. MOVEMENT IN FUNDS

	At 1.10.21 £	Net movement in funds £	At 30.9.22 £
Unrestricted funds			
General fund	203,325	102,483	305,808
Restricted funds			
Project delivery and development	145,228	(98,465)	46,763
TOTAL FUNDS	348,553	4,018	352,571

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	273,025	(170,542)	102,483
Restricted funds			
Project delivery and development	152,626	(251,091)	(98,465)
TOTAL FUNDS	425,651	(421,633)	4,018

Comparatives for movement in funds

	At 1.10.20 £	Net movement in funds £	At 30.9.21 £
Unrestricted funds			
General fund	44,742	158,583	203,325
Restricted funds			
Project delivery and development	170,413	(25,185)	145,228
TOTAL FUNDS	215,155	133,398	348,553

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19. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	315,579	(156,996)	158,583
Restricted funds			
Project delivery and development	203,959	(229,144)	(25,185)
TOTAL FUNDS	519,538	(386,140)	133,398

During the year under review the charity received grant funding from a number of highly respectable sector funders both large and small as listed within note 6 of these financial statements.

Specific comments and restrictions are outlined below:

Sports Council of Wales (Welsh Government Healthy and Active Fund)
Final year of funding in what due to the pandemic had become a four year funded project. Initially set up as direct delivery into care homes for very vulnerable older adults.Significant work was undertaken by the team in agreement with the funder to reposition the model to become a Pan Wales remote delivery model during the pandemic.In the year under review we again opened up our groups to in home delivery and combined this with our successful online work to deliver a successful model which we are currently working on sustaining.

Welsh Government : Winter Pressures Fund
This initiative from WG allowed us to open a wide variety of groups and deliver within a short timescale. (5 months) New initiatives and partnerships were formed including a substantial one with the City and County of Swansea and innovative programmes were launched.Services implemented and delivered during this time such as Social Walks, 'Get Together' Fridays and Balanced Lives programmes are still in operation at the time of writing this review.Thanks to all of the team for the hard work in putting these initiatives in place and managing them to a high standard.

Glamorgan Voluntary Services (GVS)
This excellent regional supporter of charities in the Vale of Glamorgan Continues to support the charity with a number of smaller but relevant grants.The monies received this year supported our Winter Pressure programme

The Henry Smith Charity
The final year of funding from this prestigious funder as part of a three year project to improve the physical,social and mental wellbeing of older people in Hereford.Following the successful online programmes presented during the pandemic we were again able to reopen our Balanced Lives in various areas of Hereford and enter into partnership with local provider Connexus to pilot a programme within their assisted living housing complex.We are currently working on ways in which we can sustain these as they have proved very successful.

Neath Port Talbot Council

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19. MOVEMENT IN FUNDS - continued

New funders to the charity which provided seed funding to launch new Better Together/Balanced Lives projects in the Upper Swansea Valley region which are now being sustained by another funder and have resulted in numerous partnerships with local organisations.

City and Council of Swansea
A number of small but vital grants from Swansea Council to aid delivery of our various programmes within the city.

Aneurin Bevan Health Board.
One year funding to provide Balanced Lives initiatives in Care Homes, Online and in the Community within the health board region.

Small but vital Donors.

Garfield Weston - One off donation for Weston Charity of the year award.
Inchrye Trust - Final year of 3K at 1K per year to support our Hereford Programmes.
Allan Clarke - Towards the running of our Balanced Lives group in Western Swansea.

And a very special thank you to:

Moondance Foundation - To support our programme delivery and Mission.

20. RELATED PARTY DISCLOSURES

During the year, payments were made to J Lewis as a Freelance Contractor to the amount of £83,000 (2021: £65,000). The contract work that J Lewis carried out was extensive. It included but was not limited to project management, implementation and development. Also strategic planning around the areas of growth, control and governance. Plus guidance on marketing and public relations matters. In our 2014 Annual Report it was recognised that J Lewis had waived a significant proportion of fees each year since inception. This has now been recognised. J Lewis is a director of Action for Elders UK C.I.C. There was no outstanding balance at the year end (2021: £nil).

As at 30 September 2022 a balance of £44,264 (2021: £32,764) was due from Action for Elders UK C.I.C. The balance has arisen as a result of transactions paid for/on behalf of an bank transfers with Action for Elders UK C.I.C.

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ACTION FOR ELDERS TRUST

Detailed Statement of Financial Activities
for the Year Ended 30 September 2022

	2022 £	2021 £
INCOME AND ENDOWMENTS		
Donations and legacies		
Donations	59,696	8,819
Other trading activities		
Action for Elders lottery	451	283
Investment income		
Deposit account interest	176	151
Charitable activities		
Grants	330,686	510,285
Provision of services	34,642	-
	365,328	510,285
Total incoming resources	425,651	519,538
EXPENDITURE		
Charitable activities		
Wages	96,489	77,685
Social security	4,175	-
Pensions	1,888	1,309
Direct charitable activities - Balanced Lives Programme	108,949	115,922
Project development, implementation and research	61,452	43,885
Direct office costs	43,017	38,082
IT and web services	963	5,083
PR and marketing costs	23,431	31,673
Bank charges	92	91
Control and compliance	76,105	67,431
Amortisation of intangible fixed assets	1,302	1,302
	417,863	382,463
Support costs		
Finance		
Bank loan interest	500	1,250

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ACTION FOR ELDERS TRUST

Detailed Statement of Financial Activities
for the Year Ended 30 September 2022

	2022 £	2021 £
Finance		
Governance costs		
Independent Examiners fees	3,180	1,800
Legal fees	90	627
	3,270	2,427
Total resources expended	421,633	386,140
Net income	4,018	133,398

ACTION FOR ELDERS TRUST

England & Wales - Charity number 1145996

Accounts

REGISTERED COMPANY NUMBER: 07698491 (England and Wales)
REGISTERED CHARITY NUMBER: 1145996

REPORT OF THE TRUSTEES AND

UNAUDITED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 SEPTEMBER 2021

FOR

ACTION FOR ELDERS TRUST

Watts Gregory LLP
Chartered Accountants
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

ACTION FOR ELDERS TRUST

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FOR THE YEAR ENDED 30 SEPTEMBER 2021

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ACTION FOR ELDERS TRUST

CHAIRMAN'S REPORT
FOR THE YEAR ENDED 30 SEPTEMBER 2021

As we emerge from the pandemic, we find the world to be an entirely different place: full of uncertainty, economically poorer, politically divided and devoid of values which have been the very essence of a civilised society. We are exposed daily to negative reports on global conflict, division and corruption. Our older population are vulnerable to these external factors and now more than ever the work of charities such as ours is vital to support the effect that all of this is having on their general health and wellbeing.

During the trials and tribulations of the last 12 months Action for Elders has time and again met increased demand for our services, introduced many new and innovative services such as our Digital Inclusion Programme based on that demand and continued despite increasing funding pressures to deliver to a phenomenally high standard complete with innovative impact reporting and evaluations. Exceptionally, we focus on giving older people a meaning to their lives as they are so often at the end of the queue, as we saw during the Covid-19 pandemic. Far too often we encounter those that feel that the best times are behind them. Our programmes and services highlight the wisdom, vibrancy, energy and fierceness of those in later life which is abundantly evident when given the support and confidence they need to become a vital part of their community again. In short, we work to give older people their lives back.

As we go forward into our 10th year I am proud to lead a passionate, principled and committed organisation that listens to the voices of older people and develops it into a loud roar for those that would otherwise be forgotten.

My thanks to everyone.

Lorraine Morgan
Chair of Trustees

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 September 2021. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND AIMS

About Action for Elders

Why we exist

Action for Elders exists to help older people live with a better quality of life whatever their circumstances, with a particular focus on those who are otherwise left out and marginalised.

While more of us are living longer, the average 'healthy age' at which we live free of a life-limiting condition is 63. This means that older people live on average two decades with poor health, which can have detrimental consequences to their quality of life and fulfilment in their later years.

The ageing process has a compounding impact on the wellbeing of older people due to the interconnectedness between physical, mental and social health. Research highlighted by the World Health Organisation (WHO) describes how the reduced physical capabilities associated with the ageing process can inhibit the ability of older people to care for themselves and carry out daily activities, which can lead to reduced opportunities for social engagement and lead to isolation, loneliness and psychological distress. Those living with physical health conditions, which often develop in old age, are also more likely to become depressed.

Harriet*'s Story

Harriet is a new participant on our Balanced Lives programme and her story is illustrative of the complexity of need some older period experience and particularly the impact of having a fall can have on the lives of older people. Harriet had experienced a fall in the last year whilst caring for her husband and she required a new hip joint and still has problems with her mobility as a result. She has had 2 6-week courses with physios but still hasn't returned to her previous level of physical health. Harriet also reported low mental wellbeing (possible depression) and low levels of happiness and life satisfaction as well as expressing guilt that her fall had led to her husband being moved to a care home. Harriet has joined the Balanced Lives programme to receive support from the group, help her to regain her physical fitness as well as her mental and social wellbeing.

*Name has been changed.

Many older people in the UK are living with pain, reduced mobility, anxiety, low life satisfaction, loneliness and, in some cases, depression. This often leads to older people feeling marginalised and powerless in improving their own health and wellbeing. Although we are living longer, the gap between the average healthy living age of 63 and our increasing life expectancy means that we can expect to live more years with poor health now than we did a decade ago. Alongside the incredible medical advances that are helping us to live longer we must also provide the support to enable those years to be spent with good health and fulfilment.

How we help

We support older people to remain active, social, resilient and mobile with our online and community-based programmes. Our flagship Balanced Lives model provides a holistic programme of support, involving 'Tai Chi for Mobility' classes along with a wide range of offerings to support social and mental wellbeing, including social walks, cultural events and celebration events.

Our Balanced Lives model provides holistic support to older people, addressing all aspects of wellbeing and focusing on empowering the individual and building their resilience so that they are better able to deal with the challenges they may face in older age. The model is designed to improve:

- **Physical wellbeing**, by building strength, balance, mobility, endurance, flexibility and increasing individuals' control over their own health.
- **Mental wellbeing**, by building confidence, resilience, a more positive attitude, and a greater sense of self-worth.
- **Social wellbeing**, by building friendships, a stronger sense of community, openness to discussing problems, and a sense of value to society.

The Balanced Lives Programme
The Balanced Lives programme was designed as a direct response to the need highlighted by research from Sheffield Institute for Studies on Ageing (SISA), which identified a gap in community-based health care provision, particularly for those aged 50 and over. We regularly review the programme using both existing research and our own data, through regular stakeholder engagement, programme monitoring and evaluation, to ensure our work is effectively addressing the needs of older people in the communities we serve.

Our approach is:

- **People-driven** – we place people at the centre of what we do, encouraging and facilitating feedback from participants to inform delivery and utilising the Senses Framework, which creates a relationship-centred self-development process, based in the values of Security, Belonging, Continuity, Purpose, Achievement and Significance.
- **Expert-led** – our Tai Chi (mobility) classes are delivered by experts who have a wealth of experience in delivering Tai Chi to improve mobility in older age and use their skills and experience in responding to the individual needs of the participants.
- **Data-informed** – we use a robust data collection strategy to help us understand the changing needs of our participants and to enable us to continually learn and develop.

The Balanced Lives Programme is delivered through weekly sessions delivered by a Physical Mobility (Tai Chi) Teacher, who focuses on the five elements for improved mobility in older people (balance, flexibility, strength, endurance and sustainability), based on research conducted as part of an audit on the National Services Framework for Older People, Department of Health 2002. The programme is also facilitated by a Social Host who focuses on supporting older people through group discussions and activities based on the relationship-centred Senses Framework. The Balanced Lives programme helps to give older people an improved understanding of their physical, social and emotional wellbeing and introduces them to the tools to make positive changes to enrich their wellbeing in later life.

At the centre of the programme is improved physical health and mobility; Tai Chi is used as the vehicle for change, helping older people to gain an awareness of their movement patterns and an ability to change them, enabling them to experience safe, efficient and effective functional movement.

"The mobility classes have enabled me to be proactive and learn more about how to use my body to benefit me"

Having an improved awareness of their body boosts their confidence in carrying out Activities of Daily Living and increases their ability to live an independent and active life. The safe, trusting, open and supportive space provided by the programme enables older people to feel able to share things, receive support and learn how to improve their wellbeing. Through the increased understanding of their own wellbeing and having the tools to make changes, older people feel better equipped to deal with the challenges that life throws at them.

Public benefit
In setting the charity's objectives, the trustees have paid due regard to Public Benefit guidance published by the Charity Commission. How the charity fulfills this responsibility is contained in the various sections of this report and review.

ACHIEVEMENT AND PERFORMANCE

Our 2021 Year In Review

Adapting During Covid-19
Action for Elders has provided Balanced Lives to over 3,000 people since COVID restrictions began. We made significant changes in our delivery to be able to support older people at a time they needed us most. This involved moving delivery online, providing digital support to enable people to access our support and introducing new programmes to reflect the changing needs of our participants.

Balanced Lives at Home
Our re-positioned programme 'Balanced Lives at Home' was designed to meet the immediate needs of our participants during Covid-19. Balanced Lives at Home was delivered throughout the lockdowns and was a complete programme of online support, helping older people to maintain and improve their physical, social and mental wellbeing. The following offers were delivered online as part of the Balanced Lives Programme:

- Mobility Sessions
- Wellbeing Sessions
- Book Club
- On-demand YouTube videos
- Weekly News and Information Sheet

Digital Support
Our Digital Support officer provided support to our participants to get online throughout the pandemic. Helping participants to get online and improve their digital skills has helped to broaden their independence, widening their access to other sources of support and social connections online, beyond our online offerings.

Since emerging from lockdown, our Digital Support Officer has been able to visit people in their homes and in community settings to provide digital support.

Liz's Story

She has travelled the world, but it was a local meeting in Swansea that led to former air hostess Liz being able to reconnect both nationally and internationally. After meeting Adrian Scott, our tech expert, at an afternoon of digital support and live stream of our Book Club, in the Waterfront Museum, Swansea, Liz told of the terrible problems she had been having with her mobile phone.

Adrian arranged a home visit and soon sorted out the phone issues. As a former air hostess, Liz has countless stories about her "expeditions around the world." Once her phone was up and running Liz then wanted advice on navigating the world of social media. Adrian was able to set Liz up with Facebook photos, adding contacts to her phone and email accounts.

"It was a fantastic service, I was very pleased with what Adrian was able to do for me," she said. Liz is now part of one of our local Balanced Lives exercise groups and whenever she sees Adrian, she greets him with a very big smile. It's the small things that matter. "Some things on social media can be confusing, but Adrian makes sure they are never complicated," says Liz.

Emerging from the Pandemic
Based on the success of our online support, and our participants' desire to continue with online delivery after the pandemic, we have developed a combined model of support, building on the Balanced Lives at Home model to help our participants to build back after Covid-19. This combined model of support involved community-based mobility classes, online sessions and social events.

Changing Needs
Since emerging from lockdown, many older people are facing greater challenges now than they did before the start of the pandemic, especially due to anxieties around social interaction and a lack of activity which has led to some deconditioning and reduced mobility.

Reduced opportunities to be physically active and get the support they need to look after their physical health has led to many older people experiencing reduced exercise levels, an increased risk of falls, and a reduced ability to conduct day to day activities due to deconditioning. Extensive periods of lockdown measures have also increased the risk of older people experiencing loneliness and isolation and a worsening of their mental wellbeing.

We did a survey of 65 participants attending our celebratory events and found that:

- **55%** have been feeling more stressed and anxious since the start of the Covid-19 pandemic.
- **57%** have had less confidence to socially connect with people since the start of the Covid-19 pandemic.

Since the lifting of lockdown restrictions and the return to face-to-face delivery, we have focused on delivering Balanced Lives in community settings and delivering social events to help older people to return safely to social interactions, through our 'Getting Back Out There' campaign.

Getting Back Out There
Since August 2021, we have been supporting older people with a programme of events as part of our *Getting Back Out There* campaign. Alongside our Balanced Lives Programme community-based classes we have also delivered the following:

- **Social Walk** – Every Thursday we invite participants on a gentle stroll round the marina followed by tea and chat back at the Waterfront Museum. This is a chance to walk safely in the company of others, the walk is suitable for all abilities.
- **Tea and Chat** – Every Friday afternoon we meet at the National Waterfront Museum, giving people the chance to chat with others over a cup of tea for some TLC (Tea, Laughter and Chatter).
- **Book Club** – a monthly online event, encouraging people to talk about their book of choice and enjoy discussing a variety of books with other people.

Our Impact

The Impact of Balanced Lives

The changes that we see in participants during the lifetime of the Balanced Lives programme contribute to older people feeling: happier, better understood, less anxious, more valued and socially connected, more physically able to live an active and independent lifestyle and ultimately live with a higher level of wellbeing in later life. Crucially, we provide marginalised older people with a source of support and kindness that makes them feel cared about and valued, which is the first step in helping them to improve their health and wellbeing.

The holistic support we provide on our Balanced Lives Programme leads to the following outcomes for older people:

- **Improved physical wellbeing** – better balance and mobility, increased ability to do daily activities, fewer GP appointments and lower risk of falls.
- **Improved mental wellbeing** – increased resilience, lower levels of anxiety, greater happiness, higher life satisfaction and greater feeling of self-worth.
- **Improved social wellbeing** – lower levels of social isolation and loneliness, increased number of social connections and a greater feeling of being supported.

"Action for Elders is essential for my wellbeing. I am fitter, stronger, [have] better posture, less isolated, have something to look forward to whatever the situation. My mood improves."

"Tai Chi has improved my flexibility, helped with back issues and mental health."

Providing a 'Lifeline' during the pandemic

We are proud to support older people to deal with the challenges in their life, no more so than since the emergence of Covid-19, when older people were one of the hardest hit groups from lockdown restrictions and the virus itself. Our incredibly dedicated and passionate team provided support to older people across England and Wales that some participants simply described as a 'life saver'.

Data from our online **Balanced Lives at Home programme**, attended by over 50 people during 2020/21, shows that:

- **83%** of participants reported improvements in their physical wellbeing, including increased strength, improved mobility and reduced pain.
- **92%** of participants reported improvements in their mental wellbeing, including increased resilience and improved life satisfaction.
- **100%** of participants reported improvements in their social wellbeing, including feeling closer to others, meeting new people and being part of a wider group.
- **83%** of participants said the online classes had a positive impact on their life.

"Online support has been a life saver through the pandemic. The online mobility classes have been good for my physical strength, and I also found the gentle form of exercise with a group very therapeutic and the deep breathing during tai chi so relaxing."

"I have always suffered with my mental health problems and got even worse through lockdown. Since I found Action for Elders and everything you do I feel happy again. I love promoting everything you do and I tell all my friends as I feel it will make a real difference."

Helping older people to 'Get Back Out There'

Following the lifting of lockdown restrictions, we returned to delivering 10 community-based Balanced Lives Programmes and are reaching older people across England and Wales through our community-based classes, online sessions and social events:

- **130** older people are attending weekly mobility classes
- **80** older people are attending weekly GBOT offerings
- **400+** older people are attending our celebratory events

We did a survey of 65 participants across our social event offerings and found that:

- **79%** have experienced improvements in their mental wellbeing, including feeling less anxious and more resilient.
- **76%** have experienced improvements in their physical wellbeing, including improved balance, strength and co-ordination.
- **95%** said the events feel like a safe way to get out and be with other people after Covid.
- **97%** said the events have helped them to feel more socially connected after Covid.

"I live on my own all week, so when I go to social events I struggle to make conversations. Since coming to your Tea and Chat I have really come out of my shell and gained my confidence as well as making many new friends."

"Getting back out in society and meeting people and attending events have been a great help toe me."

"It has made a great impact both physically and mentally. I join our lovely group for the Marina walk every Thursday and the chat and Tai Chi group on a Friday at Penllergaer."

"The best thing about Action for Elders is [the] chance to socialise with like-minded people. I have learned a lot during our chats. It has got me back out after the imposed isolation that the pandemic restrictions put on us. I really look forward to our meet ups and have made some lovely friends!"

Penny's Story

Penny, aged 84, attends our Social Walk and Tea and Chat in Swansea.

Penny lives on her own and before lockdown was diagnosed with lung cancer she became very ill going through chemotherapy and the removal of one lung made her mental and physical wellbeing take a hit. Thankfully, the treatment would work and she was on the road to recovery however, lockdown happened. Due to the chemotherapy her immune system had weakened, making any social interaction impossible as no one was able to check in on her. Penny said "lockdown was hard for me. I really struggled with loneliness. I would often have conversations with myself as I wouldn't see anyone for weeks at a time."

Thanks to our Getting Back Out There campaign Penny was able to find many of the events we were able to offer such as our Social Walk and Tea and Chat. Penny said "coming to your social events has really helped me and I couldn't be more grateful I have made many new friends which we often socialise on days we don't come to your events and the walk has really helped my breathing which I have struggled with since having one of my lungs removed. I just wanted to say everyone at Action for Elders is doing a great job and I want to say thank you."

Strategic Development

There is no doubt that the pandemic brought distinct economic challenges to the sector whilst at the same time those of us in the areas of health-care support saw an increase in the need for our services. Whilst some charities focused more on keeping their doors open Action for Elders undertook significant change to think differently about solutions. We realised that we should be using the insights from older people coupled with measurement results now more than ever. This we felt would enable the charity to focus its resources sustaining high quality services as well as adjusting activities to position the organisation well for the future. We wanted to remain agile, creative and optimistic to find new ways to meet the needs of our beneficiaries during these challenging times. In short, we re-set our strategy to embrace innovation, widen our demographic, introduce new services with a wide variety of partners and yet remain true to our core.

An increasingly competitive funding environment means that we must look at new ways to grow and develop. Our recent partnership with Value Based Healthcare in Wales is particularly exciting as it mirrors our own developments in understanding and promoting the social value that we bring to the health and wellbeing of older people. It also brings with it commercial opportunities!

The introduction of a 'Council of Elders' advisory board will ensure that we remain connected with our grassroots in every community that we are active in and allow for real reciprocal equal partnerships with older people. A factor crucially important to our funders at the moment.

It is a continuous frustration to the Board and executive team that the skills that we have as a small team to provide efficient and skilful management even in times of crisis are hindered by inadequate investment in our fundraising and administrative infrastructure which in turn has an impact on our organisational effectiveness. Just think what could be achieved if this was not the case!

Strategic Priorities

We will shortly be entering our 10th year of operations. As we do so our strategic priorities remain the same as previous years with some adjustments.

Our focus as always is to build the resilience and sustainability of the organisation in particular looking at ways to diversify our income streams but also increase the amount of unrestricted income at our disposal. Only by doing this will the organisation truly be in control of its own destiny and able to plan for the future.

Whilst as previously we are continuing to build a comprehensive and robust fundraising strategy our emphasis for the short term will be on developing a membership scheme which allows us to build a community of likeminded people that will benefit from our services and at the same time improve their health and wellbeing. This scheme will be open to all as donors but will be particularly relevant for those in need of health prevention in later life as well as those with more chronic conditions.

We have learnt partly from the pandemic that we have no difficulty in establishing new innovative services or finding new markets for these services. Our recent successful pilot with the Prison service is a fine example of this. Our challenges still lie in raising income away from the traditional channels which have become more competitive with all manner of organisations now competing for funds and worse introducing similar inferior services. Our reason for existence was that 10 years ago there were no other charities offering what we offer. Whilst that is still true to an extent there is no doubt that today we also have imitators!

Thus, with any focus on building income streams that are sustainable we must in tangent follow clear and consistent messaging illustrating our Unique Selling Points supported by stories that emotionally connect with people. As illustrated throughout this report we now have many stories to tell – it's just finding an effective and powerful way to tell them!

The next 12 months will continue to challenge us and yet we will continue to find opportunity in crisis...it is after all what is in our DNA.

FINANCIAL REVIEW

Financial Review

Action For Elders Trust's financial year end is 30 September 2021. In order to develop services, attract key experienced members of staff and research new opportunities the charity continues to ensure that its day to day finances are healthy, its accounting procedures are robust and that it is alert to the strategic issues and risks associated with the management of funds under its guardianship.

During the year the income of the charity grew again. Given that the majority of this was during a worldwide pandemic and economic decline the magnitude of which has not been seen in many people's lifetimes, it was particularly impressive. Whilst charities must be operated and run in a business-like manner, the rules of the corporate world do not regrettably always apply to the third sector. This is particularly noticeable for a medium sized charity such as ours. The complexity of funding is always high on the agenda, as is the nature of investing in central costs. Crucial at any stage but particularly for a charity in stage 2 of organisational development where robust systems and processes are of huge importance to our development, sustainability and resilience. For the second year running we have attracted more funders that recognise the importance of investing in our infrastructure. These include but are not limited to the Julia and Hans Rausing Trust, People's Postcode Community Lottery, Welsh Council for Voluntary Action (WCVA) and the Moondance Foundation. These enlightened funders know that it takes years of investment and continuous development to make a business sustainable. The funding complexities of the sector means that for us this whole process will take slightly longer. As mentioned elsewhere in this report we will continue to focus on our plans of building income away from Grants and Foundations. However, the next 12 months will be financially challenging for all of us as we see greater competition for funding, change of emphasis for funders towards a more grassroots approach and unfortunately competition between the charities themselves as they 'chase' the money. A number of years ago we launched a business plan entitled ' **Sustaining what is and Building what isn't'** that is still very much relevant to our operations today. We have IN FACT made progress albeit painfully slowly!

Sadly, after a promising start our relationship with new bankers was non-existent during the year. A sad reflection on the current state of the finance sector and its lack of emphasis on customer service but more on money lending. Whilst others might welcome this stance, it is not for us particularly with the funds held on deposit over the last 12 months. We continue to court good relationships with others and again interested parties discussed finance options with us throughout the year. Other than a 'Bounce Back ' Loan our view on this still remains cautious.

Financial Out-turn

The presentation of our accounts for the year reflects our responsibilities in relation to the various grant funders that have supported us with income that is separately identified as restricted income in the SOFA guidance with corresponding expenditure.

All of our financial income and expenditure -both restricted and unrestricted -underpins our mission and objectives.

This year saw an increase in our financial turnover of over 25% predominantly due to new funders investing in the organisation, its culture and services.

Again, we have not been overly reliant on a particular funder preferring a wider more balanced range of funders to invest in a quality product. Our relationship with key funders continues to be excellent and we have also concentrated and invested in our impact reporting to ensure that funders are aware of the value of their investment in the organisation.

Over the last 12 months the movement of funders into lowering the overall amount given and shortening its term has been something that has frustrated our plans on multi-year funding and budget planning. Nevertheless, we will continue with our plans to diversify our income streams to build sustainability.

Our unrestricted income though increasing remains modest and we are working as an organisation to decrease our reliance on external stakeholders to build more control over our strategic destiny.

The Board wishes to thank all of its financial supporters, both big and small and takes its responsibility of stewardship in the distribution of monies awarded to us with the due diligence expected of custodians.

Principal funding sources
Now in our ninth year of operations, the principal funding streams remained largely unchanged from 2019/20, other than we were able to attract a number of new funders to our work.

As reported previously, our strategic aim is to move away from this reliance on grant funding and we are currently investing heavily in other areas of income generation, particularly social media, corporates, events, fundraising and legacies.

Again, we are largely focused on developing this internally as we recognise that we are yet to reach the turnover level where a significant investment to recruit appropriate talent will outperform the financial risk in doing so.

Investment policy and objectives
There are insufficient unrestricted funds to consider an investment policy at this stage other than attracting the best possible interest rates on funds in the bank. The trustees are fully aware of the ethical considerations to apply should future monies become available and would take the necessary advice from our professional advisers at the time of deliberation. Trustees have also developed an ethical policy to inform future discussions as part of our governance portfolio.

Reserves policy
During this accounting period the trust has received the majority of its income from restricted funding. These amounts have been distributed as per funder requirements to project implementation, delivery and impact reporting and evaluation.

Over the last 12 months the Board have worked on and delivered a full reserve policy which is now part of our Governance Portfolio. In the medium term the trustees have agreed that the charity should work towards building unrestricted reserves of up to six months running costs. This will help to ensure the charity's stability in the case of unexpected loss of funding and allow us to meet any unforeseen expenditure and also take advantage of new opportunities which present themselves. In the event that our reserves exceed six months running costs we will reinvest this additional income in operational activity for the benefit of our beneficiaries.

At the 30 September 2021 the charity had total funds of £348,553 (2020 - £215,155), of which £203,325 (2020 - £44,742) were unrestricted funds, after accounting for fixed assets, the charity held free reserves of £199,528 (2019 - £39,643).

Risk management
Over the last twelve months the Board has worked diligently on upgrading its risk assessment and management systems. A review of risk is a standing item at board meetings and a designated trustee oversees the 'traffic light' system in operation by senior management. As a continuously learning organisation we are always in discussion with our professional advisors on matters of governance, strategy and associated risk.

STRUCTURE, GOVERNANCE AND MANAGEMENT
Governing document
The charity is controlled by its Memorandum and Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Governance Strategy
Following an extensive review of activities, income, expenditure and capacity, the charity has a business plan to achieve financial sustainability and progressive service development, which is regularly reviewed by senior management and at Trustee meetings. The plan has been restructured to focus on a 12 month period which senior staff believe allows for greater flexibility and speedier decision making in this current climate of uncertainty. The plan sets out the charity's mission, vision, values, aims and objectives for this period, and provides a framework for the reports of the Chief Executive to the Board throughout a particular year, alongside regular Trustee reports, as appropriate, and periodic risk appraisals.

Recruitment and appointment of new trustees
The charity has a board of trustees that have a very diverse set of skills that it deems necessary to execute due diligence, governance and necessary skills in the areas required for good management and governance.

During 2021 the charity appointed a new trustee, Dr Lesley Hayward to add to that of Lorraine Morgan (Chair) Eddie Sherwood, Margaret Abbett and Action for Elders CIC (corporate trustee). Lesley's responsibilities will include those of overseeing the charity's partnerships with statutory bodies and health boards. A further trustee, Jackie Marshall-Cyrus has also recently been appointed.

The Board intends to recruit again during the next two years bringing new blood to the board although maintaining its focus to only recruit those who fully understand the issues and challenges of older people and share the general philosophy of care and culture of the charity in regard to the betterment of the human condition and organisational development. Further, the charity strives to promote a culture of care responsibility and business acumen in equal measure and does not wish in its development to lose sight of its prime reason for existing.

Management and staffing
Action For Elders has a founding Chief Executive, together with a Chief Operating officer with responsibility for Finance. It operates a Hybrid model which has enabled it to scale up as appropriate and provides a flexible working structure which allows the organisation to be responsive to changes in a very volatile funding environment.

Whilst the charity has appointed other people in a senior capacity, particularly in the areas of partnership engagement and impact reporting, these are on a part time basis until funds permit otherwise. In other areas of middle management, the charity employs a small nucleus of people whose main focus is on project management and operations. It's model of outsourcing its sessional work remains and allows the organisation to respond as appropriate to fluctuating work and funding patterns.

Throughout its staffing and management Action for Elders maintains a small, tight, highly skilled and experienced workforce. It is frustrated by its capacity not to be able to employ further Community Engagement staff in various parts of the UK where we have our programmes but until the emphasis on short term funding solutions changes then we will not be able to progress forward in this area as quickly as we would like.

We would highlight that unlike perhaps a normal business we are unable to provide security of employment and a clear career path at this stage. This again frustrates us and places further pressure on an already extended workforce.

Certainly, our hybrid model and relaxed attitude to home working mixed with family responsibilities is a strength but the personal cost of sharing these responsibilities also requires careful and compassionate management which in itself is a skill.

Going forward, the charity certainly requires to recruit more staff particularly in operations but this can only be done with the required finance in place.

As a learning organisation the charity continually evaluates the roles and placements of its team.

Other outsourced support
The charity maintained and developed its relationship with its main financial advisers and accountants Watts Gregory LLP, who agreed to perform an independent examination of our accounts and gave advice far in excess of the fees charged. We are grateful to them for their support and understanding throughout the year.

Organisational Structure and Board
This report and review is provided by the Trustees of Action For Elders Trust (reg charity no. 1145996) whose registered address is at Elfed House, Oak Tree Court, Cardiff Gate Business Park, Cardiff, CF 23 8RS. Action For Elders Trust is also a registered company (07698291) private, limited by guarantee and with no share capital.

The administration and operational procedures of the charity are the responsibility of the current Board of Trustees, who delegate the day to day strategic management of the charity to the Chief Executive and through this position to the appropriate staff through the method of employment, sub-contracting and delegation, where applicable.

The Board meets a minimum of three times a year, or as otherwise directed by its chief executive. At one of these meetings, its AGM, the officers are elected for an annual term of office.

During the course of 2019/20 the Board of Trustees met three times to review the charity's strategy, operations, risk and finance. In addition, monthly meetings or as required took place between the Chair and senior management. Other trustees were frequently consulted and informed, providing advice and challenge.

During the year the charity held team meetings incorporating the Board with the Charities staff. The First was held face to face, the remainder online due to Covid 19. The charity started to work towards each board member overseeing a strategic area, which proved successful. It is hoped that this can be continued to ensure commitment to strategic goals and the charity's ethos.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
07698491 (England and Wales)

Registered Charity number
1145996

Registered office
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
CF23 8RS

Trustees

L J Morgan	Chair
Action for Elders UK C.I.C.	
E P Sherwood	
M Abbett	Appointed 4 December 2020
Dr L Hayward	Appointed 3 December 2020
J S Marshall-Cyrus	Appointed 31 March 2022

Senior Management
James Lewis
Vicki Evans

Company Secretary
Action for Elders UK C.I.C.

Independent Examiner
Watts Gregory LLP
Chartered Accountants
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

Bankers
Metro Bank
One Southampton Row
London
WC1B 5HA

Unity Trust Bank Plc
Nine Brindley Place
Birmingham
B1 2HB

Santander
Bootle
Merseyside
L30 4GB

Approved by order of the Board of Trustees on 28 July 2022 and signed on its behalf by:



.....
L Morgan - Trustee

Independent examiner's report to the trustees of Action for Elders Trust ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2021.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of ACCA which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Julia Mortimer FCCA
Watts Gregory LLP
Chartered Accountants
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

Date: 29 July 2022

ACTION FOR ELDERS TRUST

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 SEPTEMBER 2021

	Notes	Unrestricted fund £	Restricted fund £	2021 Total funds £	2020 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	8,819	-	8,819	4,262
Charitable activities	6				
Advancement of Health		306,326	203,959	510,285	410,128
Other trading activities	4	283	-	283	279
Investment income	5	151	-	151	152
Total		315,579	203,959	519,538	414,821
EXPENDITURE ON					
Charitable activities	7				
Advancement of Health		156,996	229,144	386,140	312,291
NET INCOME/(EXPENDITURE)		158,583	(25,185)	133,398	102,530
RECONCILIATION OF FUNDS					
Total funds brought forward		44,742	170,413	215,155	112,625
TOTAL FUNDS CARRIED FORWARD		203,325	145,228	348,553	215,155

The notes form part of these financial statements

ACTION FOR ELDERS TRUST

BALANCE SHEET
30 SEPTEMBER 2021

	Notes	Unrestricted fund £	Restricted fund £	2021 Total funds £	2020 Total funds £
FIXED ASSETS					
Intangible assets	14	3,797	-	3,797	5,099
CURRENT ASSETS					
Debtors	15	35,662	28,780	64,442	78,597
Cash at bank		255,873	116,448	372,321	216,751
		291,535	145,228	436,763	295,348
CREDITORS					
Amounts falling due within one year	16	(30,496)	-	(30,496)	(35,292)
NET CURRENT ASSETS		261,039	145,228	406,267	260,056
TOTAL ASSETS LESS CURRENT LIABILITIES		264,836	145,228	410,064	265,155
CREDITORS					
Amounts falling due after more than one year	17	(61,511)	-	(61,511)	(50,000)
NET ASSETS		203,325	145,228	348,553	215,155
FUNDS	19				
Unrestricted funds				203,325	44,742
Restricted funds				145,228	170,413
TOTAL FUNDS				348,553	215,155

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2021 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for
(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved and authorised for issue by the Board of Trustees on 28 July 2022 and were signed on its behalf by:



.....
L Morgan - Trustee

The notes form part of these financial statements

ACTION FOR ELDERS TRUST

CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 SEPTEMBER 2021

	Notes	2021 £	2020 £
Cash flows from operating activities			
Cash generated from operations	1	135,158	42,558
Interest paid		(1,250)	-
Net cash provided by operating activities		133,908	42,558
Cash flows from investing activities			
Interest received		151	152
Net cash provided by investing activities		151	152
Cash flows from financing activities			
New loans in year		21,511	50,000
Net cash provided by financing activities		21,511	50,000
Change in cash and cash equivalents in the reporting period		155,570	92,710
Cash and cash equivalents at the beginning of the reporting period		216,751	124,041
Cash and cash equivalents at the end of the reporting period		372,321	216,751

The notes form part of these financial statements

NOTES TO THE CASH FLOW STATEMENT
FOR THE YEAR ENDED 30 SEPTEMBER 2021

1. RECONCILIATION OF NET INCOME TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2021 £	2020 £
Net income for the reporting period (as per the Statement of Financial Activities)	133,398	102,530
Adjustments for:		
Depreciation charges	1,302	1,302
Interest received	(151)	(152)
Interest paid	1,250	-
Decrease/(increase) in debtors	14,155	(74,533)
(Decrease)/increase in creditors	(14,796)	13,411
Net cash provided by operations	135,158	42,558

2. ANALYSIS OF CHANGES IN NET FUNDS

	At 1/10/20 £	Cash flow £	At 30/9/21 £
Net cash			
Cash at bank	216,751	155,570	372,321
	216,751	155,570	372,321
Debt			
Debts falling due within 1 year	-	(10,000)	(10,000)
Debts falling due after 1 year	(50,000)	(11,511)	(61,511)
	(50,000)	(21,511)	(71,511)
Total	166,751	134,059	300,810

The notes form part of these financial statements

1. STATUTORY INFORMATION

Action for Elders Trust is a private company limited by guarantee, incorporated in Wales within the United Kingdom. The registered office is Elfed House, Oak Tree Court, Mulberry Drive, Cardiff Gate Business Park, Cardiff, CF23 8RS.

Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The financial statements are presented in Sterling (£), the company's functional currency, and rounded to the nearest pound.

The principal activities and nature of the charity's operations is to help older people and society cope with the major health and wellbeing challenges posed by increasing longevity and to co-create a world where older people are placed at the heart of a community, giving them the support, they deserve to ensure that they get as much value out of their later life as possible.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) '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)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Action for Elders Trust meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction values unless otherwise stated in the relevant accounting policy note(s).

Going concern
As society recovers from the negative economic effect of the Coronavirus pandemic, we note that the charity continues to increase its income and service delivery. As our reputation increases so do our opportunities for more significant funding especially from governments and statutory funders. Whilst there is still general uncertainty about the economic future and the reluctance of funders to invest in central costs sufficient enough to build sustainability over a short-term period, the trustees have every confidence in the senior management to execute plans and execute judgements in accordance with the relevant circumstances both internally and externally. That will see further increases as per the strategic plans and that no adjustments are required to the financial statements at this time. For these reasons, the trustees therefore believe that it is appropriate for the financial statements to be prepared as a going concern.

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received, and the amount can be measured reliably.

It is not the policy of the charity to show income net of expenditure.

Donations and legacies income
Donations and legacies income includes donations, gifts and grants that provide core funding or are of a general nature and are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Such income is only deferred when the donor specifies it must be used in future accounting periods or the donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income from charitable activities
Income from charitable activities includes income received under contract or where entitlement to grant funding is subject to specific performance conditions. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

continued...

2. ACCOUNTING POLICIES - continued

Income from other trading activities
Income from other trading activities includes income received under contract. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

Investment income
Investment income is recognised on a receivable basis.

Basis of recognition of liabilities
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings, they have been allocated to activities on a basis consistent with the use of resources.

Expenditure on costs of raising funds include fundraising costs.

Expenditure on charitable activities comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves produce or constitute the output of the charitable activity. This includes governance costs which are those costs associated with meeting the constitutional and statutory requirements of the charity and include the accountancy fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs
All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

Intangible assets
Intangible assets are capitalised at cost.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Website development costs – over 5 years

Taxation
The charity is exempt from corporation tax on its charitable activities.

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.

Debtors
Debtors with no stated interest rate and receivable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Creditors
Creditors 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 are normally recognised at their settlement amount after allowing for any trade discounts due.

continued...

2. ACCOUNTING POLICIES - continued

Fund accounting
Unrestricted funds
Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

Restricted funds
Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure, which meets this criteria, is charged to the fund, together with a fair allocation of support and governance costs.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

3. DONATIONS AND LEGACIES

	2021	2020
	£	£
Donations	8,819	4,262

4. OTHER TRADING ACTIVITIES

	2021	2020
	£	£
Action for Elders lottery	283	279

5. INVESTMENT INCOME

	2021	2020
	£	£
Deposit account interest	151	152

6. INCOME FROM CHARITABLE ACTIVITIES

	2021	2020
	£	£
Grants	510,285	380,405
Provision of services	-	29,723
	510,285	410,128

Grants received, included in the above, are as follows:

	2021	2020
	£	£
Oakdale Trust	-	1,000
Postcode Community Trust	20,000	-
Sheffield Town Trust	-	2,000
The W.G. Edwards Charitable Foundation	1,000	-
People's Health Trust - Active Communities Funding Programme	2,417	8,460
Groundwork UK - Tesco Bags of Help	1,000	1,750
Swansea Council for Voluntary Service	-	1,000
Glamorgan Voluntary Services	13,261	9,800
National Lottery - Awards for All	-	9,955
Big Lottery Fund - Balanced Lives Barry and the Vale	21,688	85,594
Herefordshire Community Foundation	-	5,000
Masonic Charitable Foundation	5,000	5,000
Healthy and Active Fund (Welsh Government)	53,228	132,366
Bay Cluster Grant Scheme	-	4,364
Carried forward	117,594	266,289

continued...

6. INCOME FROM CHARITABLE ACTIVITIES - continued

	2021	2020
	£	£
Brought forward	117,594	266,289
Earl Fitzwilliam Charitable Trust	-	1,000
The Dixie Rose Findlay Charitable Trust	-	2,000
Garfield Weston	-	26,500
National Lottery Community Fund	-	46,255
Co-Op Community Fund	1,355	528
Moondance Foundation	50,000	12,000
Community Foundation Wales	10,000	5,000
The Edward Gostling Foundation	5,000	5,000
Greggs Foundation	-	500
Two Ridings Community Foundation	-	2,500
The Henry Smith Charity	51,333	12,833
Independent Age	14,930	-
Julia & Hans Rausing Trust	48,200	-
Inchrye Trust	1,000	-
Wales Council for Voluntary Action	159,971	-
Track 2000	15,000	-
Charities Aid Foundation	34,652	-
Other grants	1,250	-
	510,285	380,405

7. CHARITABLE ACTIVITIES COSTS

	Direct Costs (see note 8)	Support costs (see note 9)	Totals
	£	£	£
Advancement of Health	382,463	3,677	386,140

8. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2021	2020
	£	£
Staff costs	78,994	28,140
Direct charitable activities - Balanced Lives Programme	115,922	175,088
Project development, implementation and research	43,885	36,681
Direct office costs	38,082	14,497
IT and web services	5,083	2,068
PR and marketing costs	31,673	10,606
Bank charges	91	238
Control and compliance	67,431	40,258
Depreciation	1,302	1,302
	382,463	308,878

continued...

9. SUPPORT COSTS

	Finance	Governance costs	Totals
	£	£	£
Advancement of Health	1,250	2,427	3,677

10. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2021	2020
	£	£
Computer software amortisation	1,302	1,302
Independent Examiners fees	1,800	1,800

11. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 September 2021 or for the year ended 30 September 2020.

Trustees' expenses
During the year, trustees' expenses totalling £0 (2020 - £413) were paid to or on behalf of no trustees (2020 - 2 trustees) in respect of travel and subsistence expenses.

12. STAFF COSTS

	2021	2020
	£	£
Wages and salaries	77,685	27,534
Social security costs	-	290
Other pension costs	1,309	316
	78,994	28,140

The average monthly number of employees during the year was as follows:

	2021	2020
Average employees	5	2

No employees received emoluments in excess of £60,000.

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	Unrestricted fund	Restricted fund	Total funds
	£	£	£
INCOME AND ENDOWMENTS FROM			
Donations and legacies	4,262	-	4,262
Charitable activities			
Advancement of Health	97,799	312,329	410,128
Other trading activities	279	-	279
Investment income	152	-	152
Total	102,492	312,329	414,821
EXPENDITURE ON			
Charitable activities			
Advancement of Health	72,908	239,383	312,291

continued...

13. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES - continued

	Unrestricted fund £	Restricted fund £	Total funds £
NET INCOME	29,584	72,946	102,530
RECONCILIATION OF FUNDS			
Total funds brought forward	15,158	97,467	112,625
TOTAL FUNDS CARRIED FORWARD	44,742	170,413	215,155

14. INTANGIBLE FIXED ASSETS

	Computer software £
COST	
At 1 October 2020 and 30 September 2021	6,510
AMORTISATION	
At 1 October 2020	1,411
Charge for year	1,302
At 30 September 2021	2,713
NET BOOK VALUE	
At 30 September 2021	3,797
At 30 September 2020	5,099

15. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021 £	2020 £
Trade debtors	-	1,455
Other debtors	498	281
Balance due from Action For Elders UK C.I.C.	32,764	-
Prepayments and accrued income	31,180	76,861
	64,442	78,597

The above debtors include £28,780 of accrued income in respect of grants relating to the financial year ended 30 September 2021 but received after this date.

continued...

16. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Bank loans and overdrafts (see note 18)	10,000	-
Trade creditors	2,966	695
Social security and other taxes	4,572	259
Other creditors	433	2,000
Balance due to Action for Elders UK C.I.C.	-	10,736
Accruals and deferred income	12,525	21,602
	30,496	35,292

17. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2021	2020
	£	£
Bank loans (see note 18)	40,000	50,000
Other loans (see note 18)	21,511	-
	61,511	50,000

18. LOANS

An analysis of the maturity of loans is given below:

	2021	2020
	£	£
Amounts falling due within one year on demand:		
Bank loans	10,000	-
Amounts falling between one and two years:		
Bank loans	10,000	10,000
Amounts falling due between two and five years:		
Bank loans	30,000	30,000
Other loans	21,511	-
	51,511	30,000
Amounts falling due in more than five years:		
Repayable by instalments:		
Bank loans	-	10,000

19. MOVEMENT IN FUNDS

	At 1/10/20	Net movement in funds	At 30/9/21
	£	£	£
Unrestricted funds			
General fund	44,742	158,583	203,325
Restricted funds			
Project delivery and development	170,413	(25,185)	145,228
TOTAL FUNDS	215,155	133,398	348,553

continued...

19. MOVEMENT IN FUNDS - continued

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	315,579	(156,996)	158,583
Restricted funds			
Project delivery and development	203,959	(229,144)	(25,185)
TOTAL FUNDS	519,538	(386,140)	133,398

Comparatives for movement in funds

	At 1/10/19 £	Net movement in funds £	At 30/9/20 £
Unrestricted funds			
General fund	15,158	29,584	44,742
Restricted funds			
Project delivery and development	97,467	72,946	170,413
TOTAL FUNDS	112,625	102,530	215,155

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	102,492	(72,908)	29,584
Restricted funds			
Project delivery and development	312,329	(239,383)	72,946
TOTAL FUNDS	414,821	(312,291)	102,530

During the year the charity received grant funding from a number of highly respectable sector funders both large and small as listed within note 6 of the financial statements.

Specific comments and restrictions are outlined below:

National Lottery Communities Fund: People and Places (Wales)
Third year funding from the National Lottery in Wales to support the development and running of a number of Balanced Lives community programmes throughout the Vale of Glamorgan. This was the final year of funding to what was the delivery of a very successful project to a number of communities in the Vale. National Lottery Communities Fund are regular supporters of the charity through a variety of funding streams. This was the final instalment of the grant.

continued...

19. MOVEMENT IN FUNDS - continued

People's Health Trust
Instalment Funding of £2,417 (2020 - £8,460) was received for a two year project to develop a group focused on social activities in the Hereford community of Belmont to aid in reducing loneliness and social isolation. With the agreement of the funder this group continued to meet online throughout the pandemic. People's Health Trust have been a regular supporter of the charity. These funds were released after the completion of a very successful end of grant report.

Sports Council of Wales (Welsh Government Healthy and Active Fund)
Third year funding of what has become because of the Pandemic now a four year project. Initially set up as direct delivery into care homes. Significant work was undertaken by the team in agreement with the funder to reposition the model to become a Pan Wales remote delivery model. We are pleased that WG continues to support this initiative for an extremely vulnerable group of older people. Work has now restarted to enable face to face delivery again supported by remote delivery online sessions.

Glamorgan Voluntary Services (GVS)
This excellent regional supporter of charities in the Vale of Glamorgan continues to support the charity with a number of smaller but relevant grants. The **Cardiff and Vale Health Charity** allowed us to pilot a programme to assist older people with anxiety challenges following the lockdown whilst the **Third Sector Older People Preventative Interventions fund** focused on the importance of our online services and digital inclusion work to ensure that the health and wellbeing of older people did not deteriorate during lockdown and the closure of public meetings.

The Henry Smith Charity
This prestigious funder agreed to fund the charity for three years to improve the physical, social and mental wellbeing of older people in Hereford. In agreement with the funder, this second year funding allowed us to continue with the delivery of our Balanced Lives programme albeit online only. However, this success allowed us to operate a number of different programmes focused on mobility, mental health and general wellbeing. We were also able to access more rural areas as the groups became less area specific and reach even more of our target audience.

Wales Council for Voluntary Action (WCVA)
A new funder to the charity that was very supportive of the sector and especially this charity during lockdown and beyond. This funding from Phase Two of the Third Sector Resilient Fund was a grant/loan mix designed to build resilience in the infrastructure of the charity. The complexities of doing this are mentioned elsewhere in this report and we are currently still working towards these objectives.

Prior year

Herefordshire Community Foundation
A new funder for the charity. This 'Hereford' specific grant was received from the launch of a Coronavirus Response Fund within the county. Donated monies supported the online model for both our participants and the wider network of older people the charity could now reach.

Swansea Council for Voluntary Service: Comic Relief
As a result of Covid-19 a number of local Voluntary Service branches received emergency funding from Welsh Government and others to fund local charities during the pandemic. Comic Relief emergency funding was also distributed in Wales and the charity received a small grant to support the funding of the new post of Digital Support Officer for its online services in Swansea. Swansea Council for Voluntary Services and Comic Relief are regular supporters of the charity.

Bay Cluster Grant
This funding represents grant monies secured through a local GP cluster in the West Swansea Bay area to run a series of Balanced Lives community programmes in the specific cluster area. The monies were fully utilised before the pandemic hit.

Sheffield Town Trust
This local grant trust to the Sheffield area maintained their support of our Care Home programme pre-pandemic. Regrettably the project ceased during the early stages of the pandemic and has been a casualty of these unprecedented times. We are confident that the pilot online project currently in development will be accepted by the care homes for us to return during 2022. Sheffield Town Trust has been a regular supporter of the charity.

continued...

19. MOVEMENT IN FUNDS - continued

Garfield Weston
A prestigious funder and once again that recognises the importance of funding central costs. Critical to the charity's strategic development plan during lockdown and beyond. With the agreement of the funder we utilised this funding to build our online model and sustainability for the future.

National Lottery Communities Fund: Awards for All
Once again, the charity was awarded a grant for a pilot project. This time to target Carers in the Bourne area. Working in partnership with Carers 1st this is a one year funded project which with the funders permission was moved online. National Lottery Communities Fund are regular supporters of the charity through a variety of funding streams.

Oakdale Trust
The charity has built a relationship with this small but vital grant funder and the contribution received during the year was specifically to assist us in maintaining our response to Covid-19 in the Swansea area. Oakdale Trust has been a regular supporter of the charity.

National Lottery Community Fund (People and Places/Reaching Communities)
The national lottery was the first funder to realise what the severity of the lockdown could mean to the sector and were very quick to release emergency funding to those that it had previously supported. The charity received funding to support its new initiatives to support older people throughout the pandemic and beyond. This enabled us to continue to support the communities of the Vale and York and to increase our reach throughout both communities. The National Lottery is a regular supporter of the charity through a number of different funding streams.

Community Foundation Wales
Another new funder, this time with funding supplied by the National Emergencies Trust Coronavirus Appeal. As a result of this funding we were able to produce on demand videos for our beneficiaries on a wide variety of health and wellbeing subjects to maintain mobility and positive mental health.

20. RELATED PARTY DISCLOSURES

During the year, payments were made to J Lewis as a Freelance Contractor to the amount of £65,000 (2020 - £54,946). The contract work that J Lewis carried out was extensive. It included but was not limited to project management, implementation and development. Also strategic planning around the areas of growth, control and governance. Plus guidance on marketing and public relations matters. In our 2014 Annual Report it was recognised that J Lewis had waived a significant proportion of fees each year since inception. This has now been recognised. J Lewis is a director of Action for Elders UK C.I.C. There was no outstanding balance at the year end (2020 - £Nil).

During the **early part of** the year, payments were made to M Lewis as a Freelance Contractor to the amount of £9,415 (2020 - £12,650). M Lewis subsequently became an employee of the charity as its Operations Manager reporting directly to the Chief Operating Officer. This was part of a strategic move by the charity to employ more people given its improving finances and medium term position. M Lewis received remuneration (including Employers NI) of £14,123 (2020 - £Nil). M Lewis is a close family member of J.Lewis.

As at 30 September 2021 a balance of £32,764 (2020 - to £10,736) was due from Action for Elders UK C.I.C. The balance has arisen as a result of transactions paid for/on behalf of and bank transfers with Action for Elders UK C.I.C.

ACTION FOR ELDERS TRUST

England & Wales - Charity number 1145996

Accounts

REGISTERED COMPANY NUMBER: 07698491 (England and Wales)
REGISTERED CHARITY NUMBER: 1145996

REPORT OF THE TRUSTEES AND UNAUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 SEPTEMBER 2020 FOR ACTION FOR ELDERS TRUST

Watts Gregory LLP
Chartered Accountants
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

ACTION FOR ELDERS TRUST

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FOR THE YEAR ENDED 30 SEPTEMBER 2020

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ACTION FOR ELDERS TRUST

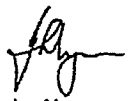
CHAIRMAN'S REPORT
FOR THE YEAR ENDED 30 SEPTEMBER 2020

What a year everyone has experienced. What a privilege it is to have a fantastic team of people to keep our focus and take all of our programmes around the UK from face to face to online. The Chief Executive Officer's passion and his committed growing team saw what needed to change. This was in order to support all our existing participants and to spread our Balanced Lives programme further around the UK and my goodness, they responded with a superb offer.

All this innovation and hard work was alongside a tragic pandemic situation for our society so I can't thank them enough when they were going through great difficulties themselves and with their families, as we all were.

We have all learnt new skills, as communicating face to face is very different from when you have to show people how to do certain exercises to a small camera, or tell them facts or a story; and extremely difficult for people who may not have used a tablet or smart phone before.

So my statement at the beginning is entirely about a thank you to a superb and caring team about whom I am so proud and I am sure, so are their families, funders and participants.



Lorraine Morgan
Chair of Trustees

The trustees, who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the year ended 30 September 2020. The trustees have adopted the provisions of Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019).

OBJECTIVES AND ACTIVITIES

Objectives and aims

Action for Elders Trust exists to help people live a better life in older age whatever their circumstances. We do this by supporting you to remain active, social, resilient and mobile with our online and community-based programmes.

The aims of our Balanced Lives Programme model are to improve:

- **Physical wellbeing**, by building strength, balance, mobility, endurance, flexibility and increasing individuals' control over their own health.
- **Mental wellbeing**, by building confidence, resilience, a more positive attitude, and a greater sense of self-worth.
- **Social wellbeing**, by building friendships, a stronger sense of community, openness to discussing problems, and a sense of value to society.

Our Approach

Our programmes are delivered using the principles from the Senses Framework, which creates the environment for a relationship-centred self-development process, based in the values of Security, Belonging, Continuity, Purpose, Achievement and Significance.

Our programmes are delivered by highly experienced Tai Chi teachers, which enables us to use an adapted form of Tai Chi as a vehicle for change. We focus on providing older people with the tools they can use to make positive changes and empower them to invest positively in their own wellbeing.

Outcomes

Participants are able to experience safe, efficient and effective functional movement, giving them an increased confidence in carrying out Activities of Daily Living. For example, an increased confidence in standing and improved posture.

Through the increased understanding of their own wellbeing and having the tools to change, participants experience a greater level of resilience and feel better equipped to deal with challenges. Feeling in a safe, trusted and open environment enables participants to feel valued, understood and socially connected.

Impact

Participants feel an increased opportunity to live an independent life, experience better health and wellbeing in later life, and think differently about ageing, helping them to embrace later life and feel valued by society.

Public benefit

In setting the charity's objectives, the trustees have paid due regard to Public Benefit guidance published by the Charity Commission. How the charity fulfils this responsibility is contained in the various sections of this report and review.

ACHIEVEMENT AND PERFORMANCE

Achievements and performance

Our Year in Review

2020 was a challenging year for Action for Elders Trust. Like many organisations, Covid-19 had a huge impact on us, as well as our participants. We have made significant changes to meet the immediate needs of our participants and embed resilience into the organisation to ensure our longer-term sustainability.

Challenges

When the first nationwide lockdown came into force in March 2020 our participants became one of the most impacted groups; they were one of the most vulnerable groups to Covid-19 and subsequently one of the most affected by the guidance and restrictions. Our community groups were immediately paused, yet to resume, and we had no existing structure in place to support our participants remotely. Our whole model of support became inappropriate, almost overnight, at a time when our participants needed us the most. It became essential that we overcome these challenges, for our sustainability as a charity and our ability to support our existing and future participants.

Successes

- We have been able to support our participants and meet their heightened needs at a time of great change and uncertainty.
- We have made key changes to embed resilience into the organisation and be in a strong position to sustainably support our participants moving forwards.
- Developing our online services and strategy has enabled us to embed digital inclusion into our delivery model.
- Re-positioning our model has opened up new opportunities to further support our participants and grow our geographical reach.
- We have made important steps to becoming a more data-driven organisation.
- We have survived a challenging year and have made important changes to enable us to not only survive, but to also grow and thrive.

Funding our work and the importance of core funding

2020 was a year of significant challenge for Action for Elders Trust. With older people being some of the most vulnerable to Covid-19 and the most impacted by the restrictions, we had to quickly and effectively adapt our programmes to support our participants. This required significant investment in areas that could not be covered through restricted grant funding, such as developing our social media and communications strategy and investing time and resource in re-positioning our delivery model to make it appropriate for our participants during Covid-19.

We have heavily invested in developing and implementing a refreshed organisational strategy in response to Covid-19, building our resilience and putting us in a strong position to thrive beyond the pandemic, ultimately to the benefit of our existing and future participants. All of this would not be possible without core funding. Without sufficient core funds we are susceptible to being drawn in to the 'starvation cycle' of unrealistic expectations about the true costs of development if our charity is to survive and thrive. We will continue to seek vital core funds to invest in our infrastructure, develop our organisational strategy and continue to build sustainability and resilience into the organisation.

Core funding has enabled us to invest in three key areas:

1 **Programme Sustainability** - we have adapted our model to ensure continuity and sustainability of support for our participants.
2 **Future Growth** - growing our digital offerings has widened our geographical reach and increased our service offerings potential.
3 **Business Improvement** - investments in impact analysis and our digital and communication strategies have improved and enhanced our business operations.

"To have funders focus on core costs is an important step forward for the sector. Lack of funding in this area undermines the potential of an organisation. No business could run effectively without proper investment in its infrastructure and a charity must be given equal rights with the rest of the business world to use the same system to get things done and by doing so enhance its effectiveness and social impact". ***James Lewis - Action for Elders Chief Executive***

Developing our model

We rapidly developed an effective model to support our participants during Covid-19; Balanced Lives at Home. Building on the success of this model, we have designed a combined model of support, involving community-based and remote delivery to support our participants beyond the Covid-19 pandemic.

How?

From a combination of published research and consultations with our participants, teachers and facilitators we gained insight into the needs of our target group, and we continue to develop our support based on their changing needs.

ACHIEVEMENT AND PERFORMANCE

Why?

The onset of the Covid-19 pandemic meant the delivery of the Balanced Lives Programme was not possible in its original form. The restrictions on social gatherings, combined with the new and acute challenges facing our participants, required a rapid and thorough re-positioning of our Balanced Lives Model.

What?

Our re-positioned programme 'Balanced Lives at Home' was designed to meet the immediate needs of our participants during Covid-19. Balanced Lives at Home is a complete programme of online support, helping older people to maintain and improve their physical, social and mental wellbeing.

Based on the success of our online support, and our participants' desire to continue with online delivery after the pandemic, we have developed a combined model of support, building on the Balanced Lives at Home model to help our participants to build back after Covid-19.

Moving Delivery Online

Developing our 'Balanced Lives at Home' model required significant investment in our digital infrastructure and development of our digital and communications strategies. We have also increased our focus on 'Digital Inclusion' for us and our participants.

A key element of providing remote support to older people is ensuring they can access it. We have brought a digital support officer on board to provide support to our participants in getting online. Having an easily accessible contact, who is able to build trusting relationships with our participants, has helped participants to overcome the fear and reluctance of getting online.

Helping participants to get online and improve their digital skills has helped to broaden their independence, widening their access to other sources of support and social connections online, outside of our remote delivery offerings.

The survey we conducted with our participants indicated that those with better digital skills were able to access more resources and social connections, and their wellbeing was less negatively impacted by the coronavirus restrictions, highlighting the significance of our digital support. 90% of our participants said they have used digital technology during the pandemic.

Reasons for using technology during Covid-19:-

- Online exercise classes
- Online shopping
- Information gathering
- Learning new skills
- Connecting with family and friends - this was the reason our participants mentioned the most for using technology during Covid-19. Being able to connect with family and friends through video calls has been a vital support for many older people throughout the pandemic.

"We have been on a steep learning curve getting to grips with the potential of new technologies. There are some significant challenges, but we have discovered workable solutions and devised ways to continuously improve the online experience." ***David Lipka - Head of Mobility, Action for Elders Trust***

Our Year in Numbers

- 200 hours of live Balanced Lives sessions delivered
- 50 people supported to get online
- 1.1k members on our private
- 2.1k YouTube channel video views

Maria's Year

Like many of us, Maria's life was turned upside down when Covid-19 hit in March 2020. Maria found our Balanced Lives groups through a friend's recommendation and speaks powerfully of how the pandemic has impacted her life and how Action for Elders has helped her to navigate some of the challenges she has faced.

"I was a very active person and I enjoyed my life very much. The change in my life due to the pandemic was so dramatic it was very difficult to deal with".

Maria described the struggles she was facing due to the restrictions imposed by the pandemic, reporting a reduced level of physical activity and a worsening of her mental wellbeing since Covid-19. Her fear of going outside led to her stopping her daily walks. "I was losing touch with what was going on outside and was unable to do the things I had been doing happily for years beforehand. I was getting lower and lower and my spirit was getting lower and lower".

ACHIEVEMENT AND PERFORMANCE

Following a recommendation from a friend, Maria contacted Action for Elders and joined the Balanced Lives sessions via Zoom. After only a couple of weeks, the Balanced Lives mobility sessions became a highlight of her week. The introduction of the Balanced Lives wellbeing sessions were a further boost to Maria, but she was still feeling low. "Two weeks into the wellbeing class there was one particular day I didn't even want to do the class. This was how low my spirit was at the time. I pushed myself to join the class and thank goodness I did because when I opened up to Chris and the rest of the group they were so supportive and so understanding and full of compassion for me that it just gave me a real shift".

Speaking of the support from Chris (Action for Elders Mobility Teacher) and the group, Maria said "They encouraged me to go out. That was one of the problems, I had stopped going out for my daily walk. It was a breath of fresh air and it really was a lift. I wondered how I had got myself into such a low space. After that I haven't looked back". Speaking of the support from Action for Elders, Maria described it as 'A Life Saver'.

Strategic Development

We have made significant strategic developments over the last year, which have supported our response to the Covid-19 pandemic, as well as putting the organisation in a strong position moving forwards, as we look to help our participants re-build after the pandemic. Our three key areas of development were Programme Sustainability, Re-positioning and Future Planning and Business Improvement.

Programme Sustainability

The onset of the Covid-19 pandemic required us to develop a remote delivery model, 'Balanced Lives at Home', to maintain and promote improved health and wellbeing in older people during the pandemic, through a comprehensive programme of online support. Sustaining and developing our programme enabled us to offer continuity of support to our participants, at a time when they needed us most. Without introducing online delivery our programmes would not have been sustained throughout the pandemic, to the detriment of our participants and our long-term sustainability as a charity. Moving our programmes online has also enabled us to widen our geographical reach and support more people.

Re-positioning and Future Planning

Re-positioning our delivery model to adapt to the challenges posed by the Covid-19 pandemic has also opened up opportunities for the future growth of our programmes. We have developed a combined model of support, involving both remote and face to face support, to enhance and strengthen the impact of our programmes. This new model will be launched as restrictions are eased, creating opportunities for future growth and development through an increased geographical reach and an increase in the potential of our service offerings.

Business Improvement

Over the last year we had made significant progress in our aim of becoming a data driven charity, by creating and nurturing an evidence-based culture within the organisation to maximise the positive impact of the programmes for participants and to demonstrate this to current and potential future funders, to enable us to reach more people. We have also increased our focus on digital inclusion throughout the pandemic, which has involved investment in the infrastructure to enable us to deliver our programmes remotely in an accessible way to our participants. Central to this is providing participants with the confidence and knowhow to access our digital programmes and resources and the wider sources of digital support. We have also made a series of investments to build our infrastructure as an organisation, including introducing new roles (Impact & Evaluation Officer, Digital Support Officer) and strengthening our marketing and communications activities.

Strategic Priorities

Our strategic priorities for the upcoming year have been shaped by our experiences of this last year. Diversifying our income streams will empower us to make vital investments for long-term sustainability. We have identified other ways to increase our resilience, including by linking with experts to widen our accessibility with hard to reach groups.

Income Diversification

Action for Elders has survived the recent pandemic predominantly through our relationship with current grant funders and our ability to re-position the model to effectively deal with the challenges presented by remote delivery. However, we acknowledge the need to both improve and diversify our funding strategy for future development, and to improve the resilience and sustainability of our provision for our beneficiaries and our staff. This is a long-term process, which will require consistent investment.

Developing a comprehensive and robust fundraising strategy will allow us to become less reliant on grant funding to deliver our programmes. We are also investing in digital ways to raise money, by utilising our website and social media, and strengthening our branding and communications strategy to increase our potential to diversify income streams. Increasing our revenue through diversification and enhancing our ability to fundraise nationally will enable us to increase our digital and community programme capacity and secure its sustainability, to consistently reach more people.

ACHIEVEMENT AND PERFORMANCE

Build Resilience and Sustainability

Diversifying our income streams forms part of the wider objective to build our sustainability and resilience as an organisation. Building our capabilities, through linking with experts across a range of fields will help us to gain insight into new target groups and engage with older people from harder to reach groups, and contributes to our wider aim to build a community of people, internally and externally, to have an emotional connection with our work.

Another significant component of increasing our resilience will be to build on the learnings from our digital delivery to effectively launch our new combined model of support. Our face to face delivery is geographically limited and restricted by costs and the grant-application structure, which limits the development and impact of our work. Delivering our programmes digitally removes some of these barriers, adding the potential for new services and reducing the restrictions of geographical funding. By further developing our digital delivery and using it to complement our face to face delivery we can increase our geographical reach and provide an enhanced level of support for those who can attend the community groups alongside the digital support. Our ambition is to ensure that our programmes are available throughout England and Wales, both digitally online and in the community with sustainable funding, so all older people can access them. To achieve this, we will need to invest significant resources to develop an effective combined model of support, to maximise the benefit to our participants.

FINANCIAL REVIEW

Financial Position

Action for Elders Trust's financial year end is 30 September 2020. In order to develop services, attract key experienced members of staff and research new opportunities the charity continues to ensure that it's day to day finances are healthy, its accounting procedures are robust and that it is alert to the strategic issues and risks associated with the management of funds under its guardianship.

During the year the income of the charity grew again. Given that the majority of this was during a worldwide pandemic and economic decline the magnitude of which has not been seen in many people's lifetimes, it was particularly impressive. Whilst charities must be operated and run in a business-like manner, the rules of the corporate world do not regrettably always apply to the third sector. This is particularly noticeable for a medium sized charity such as ours. The complexity of funding is always high on the agenda, as is the nature of investing in central costs. Crucial at any stage but particularly for a charity in stage 2 of organisational development where robust systems and processes are of huge importance to our development, sustainability and resilience. This year we have attracted more funders prepared to fund solely our central costs, these include but are not limited to: Garfield Weston and National Lottery Community Fund to smaller trusts and foundations such as Moondance and the Community Foundations. There is no doubt that the pandemic has made funders think of 'emergency' funds to ensure that the fabric of our society and the third sector which holds it up does not collapse but this focus must continue as in corporate life it takes years of investment and continuous development to make a business sustainable, it is the same in the world of charities and non-profits. The next twelve months for Action For Elders will remain one of healthy growth but we must ensure that we invest in our future sustainability as well and that in a sector where 'charities are set up to fail' is a huge challenge.

During the year as highlighted in the financial review of 2019 we moved our main accounts to a new commercial bank from a sector specialist provider due to customer service issues and are generally pleased with the outcome. A number of interested parties discussed finance options with us throughout the year. and our stance on this remains cautious.

Financial Out-turn

The presentation of our accounts for the year reflects our responsibilities in relation to the various grant funders that have supported us with income that is separately identified as restricted income in the SOFA guidance with corresponding expenditure.

All of our financial income and expenditure -both restricted and unrestricted -underpins our mission and objectives.

This year saw an increase in our financial turnover of over 20% predominantly due to new funders investing in the organisation, its culture and services.

Again, we have not been overly reliant on a particular funder preferring a wider more balanced range of funders to invest in a quality product. Our relationship with key funders continues to be excellent and we have also concentrated and invested in our impact reporting to ensure that funders are aware of the value of their investment in the organisation.

We are continuing to work on multi-year funding and the diversification of income streams to build sustainability.

Our unrestricted income though increasing remains modest and we are working as an organisation to decrease our reliance on external stakeholders to build more control over our strategic destiny.

The Board wishes to thank all of its financial supporters, both big and small and takes its responsibility of stewardship in the distribution of monies awarded to us with the due diligence expected of custodians.

Principal funding sources

Now in our ninth year of operations, the principal funding streams remained largely unchanged from 2018/19, other than we were able to attract a number of new funders to our work.

As reported previously, our strategic aim is to move away from this reliance on grant funding and we are currently investing heavily in other areas of income generation, particularly social media, corporates, events, fundraising and legacies.

Again, we are largely focused on developing this internally as we recognise that we are yet to reach the turnover level where a significant investment to recruit appropriate talent will outperform the financial risk in doing so.

FINANCIAL REVIEW

Investment policy and objectives

There are insufficient unrestricted funds to consider an investment policy at this stage other than attracting the best possible interest rates on funds in the bank. The trustees are fully aware of the ethical considerations to apply should future monies become available and would take the necessary advice from our professional advisers at the time of deliberation. Trustees have also developed an ethical policy to inform future discussions as part of our governance portfolio.

Reserves policy

During this accounting period the trust has received the majority of its income from restricted funding. These amounts have been distributed as per funder requirements to project implementation, delivery and impact reporting and evaluation.

Over the last 12 months the Board have worked on and delivered a full reserve policy which is now part of our Governance Portfolio. In the medium term the trustees have agreed that the charity should work towards building unrestricted reserves of up to six months running costs. This will help to ensure the charity's stability in the case of unexpected loss of funding and allow us to meet any unforeseen expenditure and also take advantage of new opportunities which present themselves. In the event that our reserves exceed six months running costs we will reinvest this additional income in operational activity for the benefit of our beneficiaries.

At the 30 September 2020 the charity had total funds of £215,155 (2019 - £112,625), of which £44,742 (2019 - £15,158) were unrestricted funds after accounting for fixed assets, the charity held free reserves of £39,643 (2019 - £8,757).

Risk management

Over the last twelve months the Board has worked diligently on upgrading its risk assessment and management systems. A review of risk is a standing item at board meetings and a designated trustee oversees the 'traffic light' system in operation by senior management. As a continuously learning organisation we are always in discussion with our professional advisors on matters of governance, strategy and associated risk.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Organisational Structure and Board

This report and review is provided by the Trustees of Action For Elders Trust (reg charity no. 1145996) whose registered address is at Elfed House, Oak Tree Court, Cardiff Gate Business Park, Cardiff, CF 23 8RS. Action For Elders Trust is also a registered company (07698291) private, limited by guarantee and with no share capital.

The administration and operational procedures of the charity are the responsibility of the current Board of Trustees, who delegate the day to day strategic management of the charity to the Chief Executive and through this position to the appropriate staff through the method of employment, sub-contracting and delegation, where applicable.

The Board meets a minimum of three times a year, or as otherwise directed by its chief executive. At one of these meetings, its AGM, the officers are elected for an annual term of office.

During the course of 2019/20 the Board of Trustees met three times to review the charity's strategy, operations, risk and finance. In addition, monthly meetings or as required took place between the Chair and senior management. Other trustees were frequently consulted and informed, providing advice and challenge.

During the year the charity held team meetings incorporating the Board with the Charities staff. The first was held face to face, the remainder online due to Covid 19. The charity started to work towards each board member overseeing a strategic area, which proved successful. It is hoped that this can be continued to ensure commitment to strategic goals and the charity's ethos.

Governing document

The charity is controlled by its Memorandum and Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006.

Governance Strategy

Following an extensive review of activities, income, expenditure and capacity, the charity has a business plan to achieve financial sustainability and progressive service development, which is regularly reviewed by senior management and at trustee meetings. The plan has been restructured to focus on a 12-month period which senior staff believe allows for greater flexibility and speedier decision making in this current climate of uncertainty. The plan sets out the charity's mission, vision, values, aims and objectives for this period, and provides a framework for the reports of the Chief Executive to the Board throughout a particular year, alongside regular trustee reports, as appropriate, and periodic risk appraisals.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Recruitment and appointment of new trustees

We are grateful to have a committed and highly expert Board of Trustees with a mix of skill sets.

The trustees of the charity during the year were Lorraine Morgan (Chair), Margaret Abbett, Wynford Emanuel, Edward Sherwood and Action for Elders CIC.

Wynford Emanuel took the decision to retire as a trustee in July 2020, due to personal health reasons. The Board and Management Staff are extremely grateful for all of his support over the last 6 years.

For future recruitment, the Board recognises that it is important to recruit those who fully understand the issues and challenges of older people and share the general philosophy of care and culture of the Trust in regard to the betterment of the human condition and organisational development. The charity strives to promote a culture of care and business acumen in equal measure and does not wish in its development to lose sight of its prime reason for existing.

Management and staffing

The charity has a founding Chief Executive, together with a Finance and Operations Director, Part time Development Director, Communications Director, Physical Mobility Lead, Data and Research Manager who work on a freelance basis. This has proved a highly effective way to manage the charity as it has scaled up and grown, providing a flexible resource which allows us to be responsive to changes in funding and new project development.

The charity became an employer for PAYE purposes for the first time during this year, after being successful in achieving some multi-year funding. This allowed us to take on 2 part time community ambassadors.

Furthermore, the charity has worked with 15 sessional staff during the course of the year, who provide facilitation - either as a Physical Mobility Teacher or a Social Host, for our Balanced Lives local projects.

As a learning organisation the charity continually evaluates the roles and placements of its team.

Other outsourced support

The charity maintained and developed its relationship with its main financial advisers and accountants Watts Gregory LLP, who agreed to perform an independent examination of our accounts and gave advice far in excess of the fees charged. We are grateful to them for their support and understanding throughout the year.

The charity is also grateful to Capital Law and Red Kite LLP, for their services in advising the charity on employment law matters.

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number
07698491 (England and Wales)

Registered Charity number
1145996

Registered office
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
CF23 8RS

ACTION FOR ELDERS TRUST

REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 30 SEPTEMBER 2020

REFERENCE AND ADMINISTRATIVE DETAILS

Trustees

L J Morgan	Chair
Action for Elders UK C.I.C.	
E P Sherwood	
W Emanuel	
M Abbett	Resigned 1 July 2020
Dr L Hayward	Appointed 3 December 2020

Senior Management
James Lewis
Vicki Evans

Company Secretary
Action for Elders UK C.I.C.

Independent examiner
Watts Gregory LLP
Chartered Accountants
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

Bankers
Metro Bank
One Southampton Row
London
WC1B 5HA

Unity Trust Bank Plc
Nine Brindley Place
Birmingham
B1 2HB

Santander
Boolle
Merseyside
L30 4GB

Approved by order of the Board of Trustees on 30.6.2021 and signed on its behalf by:

L. Morgan - Trustee

Independent examiner's report to the trustees of Action for Elders Trust ('the Company')
I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 September 2020.

Responsibilities and basis of report
As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5) (b) of the 2011 Act.

Independent examiner's statement
Since your charity's gross income exceeded £250,000 your examiner must be a member of a listed body. I can confirm that I am qualified to undertake the examination because I am a registered member of ACCA which is one of the listed bodies

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached

Julia Mortimer FCCA
Watts Gregory LLP
Chartered Accountants
Elfed House
Oak Tree Court
Cardiff Gate Business Park
CARDIFF
County of Cardiff
CF23 8RS

Date: 30 June 2021

ACTION FOR ELDERS TRUST

STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 30 SEPTEMBER 2020

	Notes	Unrestricted fund £	Restricted fund £	2020 Total funds £	2019 Total funds £
INCOME AND ENDOWMENTS FROM					
Donations and legacies	3	4,262	-	4,262	12,331
Charitable activities	6				
Advancement of Health		97,799	312,329	410,128	327,937
Other trading activities	4	279	-	279	460
Investment income	5	152	-	152	154
Total		102,492	312,329	414,821	340,882
EXPENDITURE ON					
Raising funds	7	-	-	-	100
Charitable activities	8				
Advancement of Health		72,908	239,383	312,291	310,497
Total		72,908	239,383	312,291	310,597
NET INCOME		29,584	72,946	102,530	30,285
RECONCILIATION OF FUNDS					
Total funds brought forward		15,158	97,467	112,625	82,340
TOTAL FUNDS CARRIED FORWARD		44,742	170,413	215,155	112,625

The notes form part of these financial statements

ACTION FOR ELDERS TRUST

BALANCE SHEET
AT 30 SEPTEMBER 2020

	Notes	Unrestricted fund £	Restricted fund £	2020 Total funds £	2019 Total funds £
FIXED ASSETS					
Intangible assets	15	5,099	-	5,099	6,401
CURRENT ASSETS					
Debtors	16	1,736	76,861	78,597	4,064
Cash at bank		110,582	106,169	216,751	124,041
		112,318	183,030	295,348	128,105
CREDITORS					
Amounts falling due within one year	17	(22,675)	(12,617)	(35,292)	(21,881)
NET CURRENT ASSETS		89,643	170,413	260,056	106,224
TOTAL ASSETS LESS CURRENT LIABILITIES		94,742	170,413	265,155	112,625
CREDITORS					
Amounts falling due after more than one year	18	(50,000)	-	(50,000)	-
NET ASSETS		44,742	170,413	215,155	112,625
FUNDS	20				
Unrestricted funds				44,742	15,158
Restricted funds				170,413	97,467
TOTAL FUNDS				215,155	112,625

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 September 2020.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 September 2020 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

(a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and

(b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees on 30.6.2021 and were signed on its behalf by:

.....
L Morgan -Trustee

The notes form part of these financial statements

1. STATUTORY INFORMATION

Action for Elders Trust is a private company limited by guarantee, incorporated in Wales within the United Kingdom. The registered office is Elfed House, Oak Tree Court, Mulberry Drive, Cardiff Gate Business Park, Cardiff, CF23 8RS.

Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the charity in the event of liquidation.

The financial statements are presented in Sterling (£), the company's functional currency, and rounded to the nearest pound.

The principal activities and nature of the charity's operations is to help older people and society cope with the major health and wellbeing challenges posed by increasing longevity and to co-create a world where older people are placed at the heart of a community, giving them the support they deserve to ensure that they get as much value out of their later life as possible.

The significant accounting policies applied in the preparation of these financial statements are set out below. These policies have been consistently applied to all years presented unless otherwise stated.

2. ACCOUNTING POLICIES

Basis of preparing the financial statements
The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

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

Going concern
Despite the Coronavirus pandemic, and its economic effect on our society, the charity has increased its income. The trustees therefore believe that it is appropriate for the financial statements to be prepared as a going concern. Whilst there is still general uncertainty about the economic future the trustees have confidence in the senior management to execute plans that will see further increases as per the strategic plans and that no adjustments are required to the financial statements at this time.

2. ACCOUNTING POLICIES - continued

Income
All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

It is not the policy of the charity to show income net of expenditure.

Donations and legacies income
Donations and legacies income includes donations, gifts and grants that provide core funding or are of a general nature and are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Such income is only deferred when the donor specifies it must be used in future accounting periods or the donor has imposed conditions which must be met before the charity has unconditional entitlement.

Income from charitable activities
Income from charitable activities includes income received under contract or where entitlement to grant funding is subject to specific performance conditions. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

Income from other trading activities
Income from other trading activities includes income received under contract. This income is recognised as the related services are provided and there is entitlement, probability of receipt and the amount can be measured with sufficient reliability. Income is deferred when the amounts received are in advance of the performance of the service or event to which they relate.

Investment income
Investment income is recognised on a receivable basis.

Basis of recognition of liabilities
Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Expenditure on costs of raising funds include fundraising costs.

Expenditure on charitable activities comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.

Support costs are those costs that, whilst necessary to deliver an activity, do not themselves produce or constitute the output of the charitable activity. This includes governance costs which are those costs associated with meeting the constitutional and statutory requirements of the charity and include the accountancy fees and costs linked to the strategic management of the charity.

Allocation and apportionment of costs
All costs are allocated between the expenditure categories on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly; others are apportioned on an appropriate basis.

Intangible assets
Intangible assets are capitalised at cost.

Amortisation is calculated so as to write off the cost of an asset, less its estimated residual value, over the useful life of that asset as follows:

Website development costs	- Over 5 years

2. ACCOUNTING POLICIES - continued

Taxation
The charity is exempt from corporation tax on its charitable activities.

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.

Debtors
Debtors with no stated interest rate and receivable within one year are recorded at transaction price. Any losses arising from impairment are recognised in expenditure.

Creditors
Creditors 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 are normally recognised at their settlement amount after allowing for any trade discounts due.

Fund accounting
Unrestricted funds
Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

Restricted funds
Restricted funds are to be used for specific purposes as laid down by the donor. Expenditure, which meets this criteria, is charged to the fund, together with a fair allocation of support and governance costs.

Pension costs and other post-retirement benefits
The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

3. DONATIONS AND LEGACIES

	2020	2019
	£	£
Donations	4,262	12,331

4. OTHER TRADING ACTIVITIES

	2020	2019
	£	£
Action for Elders lottery	279	460

5. INVESTMENT INCOME

	2020	2019
	£	£
Deposit account interest	152	154

6. INCOME FROM CHARITABLE ACTIVITIES

	2020	2019
	£	£
Grants	380,405	294,882
Event income	-	168
Provision of services	29,723	32,887
	410,128	327,937

Grants received, included in the above, are as follows:

	2020	2019
	£	£
Oakdale Trust	1,000	-
E.F. Bulmer Benevolent Fund	-	5,000
Postcode Community Trust (Postcode Lottery)	-	17,000
Sheffield Town Trust	2,000	-
The Harry Bottom Charitable Trust	-	2,500
The Austin Bailey Foundation	-	500
Big Lottery Fund - Reaching Communities	-	38,050
People's Health Trust - Active Communities Funding Programme	8,460	13,294
Joesph Rowntree Housing Trust	-	4,000
Groundwork UK - Tesco Bags of Help	1,750	2,000
Swansea Council for Voluntary Service	1,000	4,000
Glamorgan Voluntary Service	9,800	-
National Lottery - Awards for All	9,955	-
Big Lottery Fund - Balanced Lives Barry and the Vale	85,594	80,661
Herefordshire Community Foundation	5,000	25,100
The Dunhill Medical trust	-	19,524
Anchor Legacy Fund	-	5,250
The Purey Cust Trust	-	5,000
Mynydd Y Gwair Community Fund	-	6,220
Masonic Charitable Trust	5,000	5,000
Sports Council for Wales	132,366	50,146
Bay Cluster Grant Scheme	4,364	11,637
Earl Fitzwilliam Charitable Trust	1,000	-
The Dixie Rose Findlay Charitable Trust	2,000	-
Garfield Weston	26,500	-
National Lottery Community Fund	46,255	-
Co-Op Community Fund	528	-
Moondance Foundation	12,000	-
Community Foundation Wales	5,000	-
The Edward Gostling Foundation	5,000	-
Greggs Foundation	500	-
Two Ridings Community Foundation	2,500	-
The Henry Smith Charity	12,833	-
	380,405	294,882

7. RAISING FUNDS

Other trading activities

	2020	2019
	£	£
Fundraising costs	-	100

8. CHARITABLE ACTIVITIES COSTS

	Direct costs (See note 9)	Support costs (See note 10)	Totals
	£	£	£
Advancement of Health	308,878	3,413	312,291

9. DIRECT COSTS OF CHARITABLE ACTIVITIES

	2020	2019
	£	£
Staff costs	28,140	-
Direct charitable activities - Balanced Lives Programme	175,088	180,095
Project development, implementation and research	36,681	68,880
Direct office costs	14,497	10,567
IT and web services	2,068	1,701
PR and marketing costs	10,606	3,550
Bank charges	238	389
Control and compliance	40,258	40,699
Depreciation	1,302	109
	308,878	305,990

10. SUPPORT COSTS

	Governance costs
	£
Advancement of Health	3,413

11. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	2020	2019
	£	£
Computer software amortisation	1,302	109
Independent Examiners fees	1,800	1,800

12. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 September 2020 or for the year ended 30 September 2019.

Trustees' expenses
During the year, trustees' expenses totalling £413 (2019 - £28) were paid to or on behalf of 2 trustees (2019 - 1 trustees) in respect of travel and subsistence expenses.

13. STAFF COSTS

	2020	2019
	£	£
Wages and salaries	27,534	-
Social security costs	290	-
Other pension costs	316	-
	28,140	-

The average monthly number of employees during the year was as follows:

	2020	2019
Average employees	2	-

No employees received emoluments in excess of £60,000.

14. COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

	2019 Unrestricted fund £	2019 Restricted fund £	2019 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies	12,331	-	12,331
Charitable activities			
Advancement of Health	75,305	252,632	327,937
Other trading activities	460	-	460
Investment income	154	-	154
Total	88,250	252,632	340,882
EXPENDITURE ON			
Raising funds	100	-	100
Charitable activities			
Advancement of Health	75,843	234,654	310,497
Total	75,943	234,654	310,597
NET INCOME	12,307	17,978	30,285
RECONCILIATION OF FUNDS			
Total funds brought forward	2,851	79,489	82,340
TOTAL FUNDS CARRIED FORWARD	15,158	97,467	112,625

15. INTANGIBLE FIXED ASSETS

	Computer software £
COST	
At 1 October 2019	6,510
AMORTISATION	
At 1 October 2019	109
Charge for year	1,302
At 30 September 2020	1,411
NET BOOK VALUE	
At 30 September 2020	5,099
At 30 September 2019	6,401

16. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade debtors	1,455	3,860
Other debtors	281	204
Prepayments and accrued income	76,861	-
	78,597	4,064

The above debtors include £76,861 of accrued income in respect of grants relating to the financial year ended 30 September 2020 but received after this date.

17. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020 £	2019 £
Trade creditors	695	16,531
Social security and other taxes	259	-
Other creditors	2,000	-
Balance due to Action for Elders UK C.I.C.	10,736	3,550
Accruals and deferred income	21,602	1,800
	35,292	21,881

18. CREDITORS: AMOUNTS FALLING DUE AFTER MORE THAN ONE YEAR

	2020 £	2019 £
Bank loans (see note 19)	50,000	-

19. LOANS

An analysis of the maturity of loans is given below:

	2020 £	2019 £
Amounts falling between one and two years:		
Bank loans - 1-2 years	10,000	-
Amounts falling due between two and five years:		
Bank loans - 2-5 years	30,000	-
Amounts falling due in more than five years:		
Repayable by instalments:		
Bank loans more 5 yr by instal	10,000	-

20. MOVEMENT IN FUNDS

	At 1/10/19 £	Net movement in funds £	At 30/9/20 £
Unrestricted funds			
General fund	15,158	29,584	44,742
Restricted funds			
Project delivery and development	97,467	72,946	170,413
TOTAL FUNDS	112,625	102,530	215,155

Net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	102,492	(72,908)	29,584
Restricted funds			
Project delivery and development	312,329	(239,383)	72,946
TOTAL FUNDS	414,821	(312,291)	102,530

Comparatives for movement in funds

	At 1/10/18 £	Net movement in funds £	At 30/9/19 £
Unrestricted Funds			
General fund	2,851	12,307	15,158
Restricted Funds			
Project delivery and development	79,489	17,978	97,467
TOTAL FUNDS	82,340	30,285	112,625

20. MOVEMENT IN FUNDS - continued

Comparative net movement in funds, included in the above are as follows:

	Incoming resources £	Resources expended £	Movement in funds £
Unrestricted funds			
General fund	88,250	(75,943)	12,307
Restricted funds			
Project delivery and development	252,632	(234,654)	17,978
TOTAL FUNDS	340,882	(310,597)	30,285

20. MOVEMENT IN FUNDS - continued

During the year the charity received grant funding from a number of highly respectable sector funders both large and small as listed within note 6 of the financial statements.

Specific comments and restrictions are outlined below:-

National Lottery Communities Fund: People and Places (Wales)
Third year funding from the National Lottery in Wales to support the development and running of a number of Balanced Lives community programmes throughout the Vale of Glamorgan. This was the final year of funding to what was the delivery of a very successful project to a number of communities in the Vale. National Lottery Communities Fund are regular supporters of the charity through a variety of funding streams.

Herefordshire Community Foundation
A new funder for the charity. This 'Hereford' specific grant was received from the launch of a Coronavirus Response Fund within the county. Donated monies supported the online model for both our participants and the wider network of older people the charity could now reach.

People's Health Trust
Instalment Funding of £8,460 (2019 - £13,294) was received for a two-year project to develop a group focused on social activities in the Hereford community of Belmont to aid in reducing loneliness and social isolation. With the agreement of the funder this group continued to meet online throughout the pandemic. People's Health Trust have been a regular supporter of the charity.

Swansea Council for Voluntary Service: Comic Relief
As a result of Covid-19 a number of local Voluntary Service branches received emergency funding from Welsh Government and others to fund local charities during the pandemic. Comic Relief emergency funding was also distributed in Wales and the charity received a small grant to support the funding of the new post of Digital Support Officer for its online services in Swansea. Swansea Council for Voluntary Services and Comic Relief are regular supporters of the charity.

Sports Council of Wales (Welsh Government Healthy and Active Fund)
Second year funding of what has become because of the Pandemic now a four-year project. Initially set up as direct delivery into care homes. Significant work was undertaken by the team in agreement with the funder to reposition the model to become a Pan Wales remote delivery model. It is hoped to combine the two methods of working in the future.

Bay Cluster Grant
This funding represents grant monies secured through a local GP cluster in the West Swansea Bay area to run a series of Balanced Lives community programmes in the specific cluster area. The monies were fully utilised before the pandemic hit.

Sheffield Town Trust
This local grant trust to the Sheffield area maintained their support of our Care Home programme pre-pandemic. Regrettably the project ceased during the early stages of the pandemic and has been a casualty of these unprecedented times. We are confident that the pilot online project currently in development will be accepted by the care homes for us to return during 2022. Sheffield Town Trust has been a regular supporter of the charity.

Garfield Weston
A prestigious funder and once again that recognises the importance of funding central costs. Critical to the charity's strategic development plan during lockdown and beyond. With the agreement of the funder we utilised this funding to build our online model and sustainability for the future.

National Lottery Communities Fund: Awards for All
Once again, the charity was awarded a grant for a pilot project. This time to target Carers in the Bourne area. Working in partnership with Carers 1st this is a one-year funded project which with the funder's permission was moved online. National Lottery Communities Fund are regular supporters of the charity through a variety of funding streams.

Community Foundation Wales
Another new funder, this time with funding supplied by the National Emergencies Trust Coronavirus Appeal. As a result of this funding we were able to produce on demand videos for our beneficiaries on a wide variety of health and wellbeing subjects to maintain mobility and positive mental health.

20. MOVEMENT IN FUNDS - continued

Oakdale Trust
The charity has built a relationship with this small but vital grant funder and the contribution received during the year was specifically to assist us in maintaining our response to Covid-19 in the Swansea area. Oakdale Trust has been a regular supporter of the charity.

The Henry Smith Charity
This prestigious funder agreed to fund the charity for three years to improve the physical, social and mental wellbeing of older people in Hereford. This was the first instalment of that funding.

National Lottery Community Fund (People and Places/Reaching Communities)
The national lottery were the first funder to realise what the severity of the lockdown could mean to the sector and were very quick to release emergency funding to those that it had previously supported. The charity received funding to support it's new initiatives to support older people throughout the pandemic and beyond. This enabled us to continue to support the communities of the Vale and York and to increase our reach throughout both communities. The National Lottery is a regular supporter of the charity through a number of different funding streams.

Prior year
Joseph Rowntree Foundation
A brand new funder to the charity. Based in York the foundation agreed to support our funding requirements for the Balanced Lives community group run in the Clifton area of the city.

Swansea Council for Voluntary Service
Swansea Council for Voluntary Service (SCVS) administer funding on behalf of the ABMU Health Board Social Care and Well Being 'Changing for the Better' small grant initiative. The monies were paid to support a Balanced Lives community group in West Cross a suburb situated in West Swansea. The focus of this group was social isolation and loneliness.

Mynydd Y Gwair Community Fund
The monies from this new funder originate out of the Mynydd Y Gwair Wind Fund Project and are specifically for the designated Town Council areas in the vicinity of the Wind Farm. Our project 'Health Our Way' is to improve the wellbeing of older people in the Town Council area of Clydach near Swansea over a 12-month period.

Big Lottery - Reaching Communities
Final Instalments of a three-year funded project to' Improve the Health and Wellbeing of older people in York'. The success of this project is shown in the final Impact Report.

Dunhill Medical Trust
Final year funding for a two year project to pilot an innovative programme throughout Swansea Bay GP clusters which involved placing 'volunteer activators' within GP surgeries throughout the cluster area to signpost older people to a wide number of community services, including Balanced Lives. The successful programme has been the subject of much attention in regard to its positive impact and results.

21. RELATED PARTY DISCLOSURES

During the year, payments were made to J Lewis as a Freelance Contractor to the amount of £54,946 (2019 - £52,259). The contract work that J Lewis carried out was extensive. It included but was not limited to project management, implementation and development. Also, strategic planning around the areas of growth, control and governance. Plus, guidance on marketing and public relations matters. In our 2014 Annual Report it was recognised that J Lewis had waived a significant proportion of fees each year since inception. This has now been recognised. J Lewis is a director of Action for Elders UK C.I.C. There was no outstanding balance at the year end (2019 - £Nil).

During the year, payments were made to M Lewis as a Freelance Contractor to the amount of £12,650 (2019 - £8,250). The contract work that M Lewis carried out included support work for the Development Director in the research and writing of funding bids. He also undertook a number of administration functions as required by other key personnel. M Lewis is a close family member of J Lewis.

As at 30 September 2020 a balance of £10,736 (2019 - £3,550) was due to Action for Elders UK C.I.C. The balance has arisen as a result of transactions paid for/on behalf of and bank transfers with Action for Elders UK C.I.C.