

# ELDERLY ACCOMMODATION COUNSEL

England & Wales · Charity number 292552

## Details

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**Other names** EAC

**Status** Registered

**Legal form** Charitable company

**Company number** [01955490](#)

**Registered** 1985-11-07

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** Eac  
Brigade House  
Brigade Street  
Lonon  
SE3 0TW

**Phone** 02078203755

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

**Website** [www.eac.org.uk](http://www.eac.org.uk)

## Activities

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**Objects:** PROMOTE THE RELIEF OF THE ELDERLY BY THE PROVISION OF INFORMATION AND ADVICE TO THOSE SEEKING ACCOMMODATION SUITABLE TO MEET THE NEEDS OF THE ELDERLY.

**Activities:** We provide a free national service to help older people make informed decisions about meeting their care, support and accommodation needs. We lead a network of partner organisations and older people's groups who provide local support and advocacy when required. We maintain, and make freely available, directories of information about services and specialist accommodation for older people.

## Classification

- **How:** Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** The Advancement Of Health Or Saving Of Lives, Disability, Accommodation/housing, Other Charitable Purposes
- **Who:** Elderly/old People, People With Disabilities, Other Charities Or Voluntary Bodies

## Geography

- Throughout England And Wales

## Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£231,616	£156,085	-	-
2023-12-31	£208,018	£136,537	-	-
2022-12-31	£255,651	£197,946	-	-
2021-12-31	£230,015	£221,612	-	-
2020-12-31	£212,487	£283,007	-	-

## Trustees

Name	Role	Appointed
<b>PROFESSOR ANN PENELOPE NETTEN</b>	Chair	
Dr Gemma Louise Penn		2020-08-28
John Galvin		2025-10-10
Richard Lloyd Hawkes		2026-02-06

**ELDERLY ACCOMMODATION COUNSEL**

England & Wales - Charity number 292552

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# Accounts

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# **Elderly Accommodation Counsel**

Registered charity

Company limited by guarantee

## **Report and Financial Statements for the year ended 31<sup>st</sup> December 2024**

Company Registration Number 01955490

Charity Registration Number 292552

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# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2024

### Declaration

The Trustees present their report and financial statements for the year ended 31 December 2024. The financial statements have been prepared in accordance with the Charities Statement of Recommended Practice (FRS 102), applicable law and the charity's governing document.

## 1. Introduction

This report is provided by the Trustees of Elderly Accommodation Counsel (EAC), charity no 292552, whose operating office is at Brigade House, Brigade Street, London SE3 OTW. EAC is a registered Company (no 01955490) private, limited by guarantee and with no share capital.

EAC's charitable mission is to help older people reach informed decisions about meeting their housing and care needs. Since 1985 we have done this by compiling extensive directories of housing and care facilities and services for older people, making these widely available through our website [HousingCare.org](http://HousingCare.org), and until recently providing a free, expert telephone Advice Line service.

In recent years, we have focused our efforts on building our independent income earning capacity to enable us to continue maintaining our directories and investing in our website. From 2023 we, alongside many other individuals and interested organisations, committed huge amounts of time to working within the Government appointed *Older People's Housing Taskforce (OPHTF)*, and separately the *Housing & Ageing Alliance (HAA)* coalition, to help evidence and articulate a vision for a new national Housing Options Information and Advice (I&A) initiative.

In 2023 our CEO John Galvin was invited to join the *Older People's Housing Taskforce*, set up by Government to help our "understanding of the market in England for older people's housing today and into the future, and develop a viable and implementable approach to enhancing the housing choices available to older people". Through 18 months of work alongside invitees from a wide range of disciplines and services, we were able to able to amass evidence to support a vision and set of 10 detailed recommendations, presented to Government in summer 2024. An entire chapter articulates the need for a new national, independent and impartial service framework to deliver independent, impartial advice to help older people and their families make informed decisions about their housing options.

During 2024 both initiatives resulted in reports containing forceful recommendations:

[HAA, Apr 2024: Creating homes we want to grow old in: A 15-point plan](#)

*"Older people should have access to independent information, advice and advocacy around housing and care options in later life."*

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2024

OPHTE, Nov 2024: Our Future Homes: Housing that promotes wellbeing and community for an ageing population

*“Establish a national information platform and local hubs.”*

Since the publication of these reports we have been pleased to see continuing strong support for ensuring that EAC continues as the champion of housing options information and advice for older people

Working within the taskforce and HAA helped maintain, focus and strengthen EAC’s relationships with allies in the older people’s charities / housing provider worlds and by early 2025 provided us with the confidence to test out a proposition with major specialist housing providers that they underwrite a recruitment and succession strategy for the charity.

### **2. Overview of the Year**

Throughout the year the Board of Trustees met regularly, reviewing the budget, financial positioning and forecasts. The data and website upgrade strategies were further developed over the last year, with the plan for full deployment in 2025.

Further to the publication of the Older Peoples’ Housing Taskforce Report in the summer of 2024, the trustees and employees of EAC have continued along with other bodies, such as the Housing and Ageing Alliance to pursue the case for a revived national housing options information and advice service.

In addition to this, we have continued to maintain the charity’s unique housing information resources, which are used to populate our free to access website, whose reach is approximately 3.5 million users in 2024.

We are pleased to report that the charity's financial position has continued to strengthen, with uncommitted reserves at the end of 2024 of £339,566.00. This provides a strong base for the charity for the forthcoming year and will enable the future plans of the incoming Chief Executive and trustees to be realised, for the benefit of older people considering their housing and care options.

### **3. Key Activities, Achievements and Performance**

In 2024, EAC’s main activities were: Maintaining the information directories and website HousingCare.org as well as participating in the Government’s Older Peoples’ Housing Taskforce. The UK retirement housing directory encompasses all forms of specialist housing available to older people including those of modest means as well as the newer provision at the higher end of the market. It is designed to help older people and their families to

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2024

understand the variety of options available to them, so they are able to reach informed decisions about meeting their housing and care needs, both now and into the future.

In order to do this, information is regularly checked, updated and amended on over 26,000 existing housing developments, which are run by over 2,000 companies. This information is collated from a variety of sources, looking at new developments opening as well as closures and refurbishments. We also share information on properties which are immediately available.

We recognise that the majority of people wish to remain in their current home, and through our directory of home services focus on support and/or services that may be required in order for someone to be able to 'stay put', for example: Home improvement, handyperson and gardening services, aids and adaptations, transport and day centres, befriending and telecare services.

Our searchable directories, along with explanatory materials, are the centrepiece of EAC's main website [www.housingcare.org](http://www.housingcare.org), which has been redesigned to make it more easily navigable and user friendly. This redesign work is ongoing and will be completed in 2025. In 2024 the site received 3.5 million visits. Our linked 'Housing Options for Older People' web 'app' [hoop.eac.org.uk](http://hoop.eac.org.uk) provides an alternative interface to EAC resources structured as suggestions in response to a range of concerns that users identify.

### **Services to housing providers and related organisations**

8 housing providers and 5 estate agencies use our service to augment the presentation of their housing facilities on our website. This subscription service is regarded as marketing by subscribers, but in EAC's terms it enables us to present more informative profiles of housing facilities than we could otherwise. We also license use of our specialist housing data to 11 housing researchers, planning advisors, developers, investment brokers and social landlords. This data product has earned a reputation as the most comprehensive and independently monitored information about specialist housing for older people available anywhere. Revenue from both these business streams remained stable in 2024 and provides a substantial contribution to our income.

We maintain a less detailed directory of registered care homes, but are still able to present all options when someone is considering their housing and care requirements. This enables us to present a full picture of older people's accommodation incorporating housing and care elements.

## **4. Legal and Financial Report**

### **Our Charitable and Business Activities**

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2024

Our main charitable activities during 2024 were to maintain a number of datasets and a library of information and guidance materials, and to make these widely available via two websites in order to offer free, independent and authoritative information, advice and guidance to older people and their families about housing and care options for later life.

### **Public Benefit**

In setting the charity's objectives, the Trustees have paid due regard to the Public Benefit guidance published by the Charity Commission. All of the work we do is intended to contribute to our mission - to help older people reach informed choices about meeting their housing and care needs.

### **Staffing and staff costs**

Until mid 2025 EAC employed 2 salaried staff (1.8fte) - John Galvin (CEO) and Alex Billeter (Projects Manager) who were EAC's key management personnel during the year. From July 2025 Emma Webster was appointed as new CEO. As required, EAC engages the services of consultants with expertise in ICT and web development and support, data management and charity finances.

### **Financial Out-turn**

Core income during the last 3 years has been stable, totalling £215k (2022), £208k (2023) and £232k (2024). Annual expenditure has been within budget over the same period: £198k (2022), £137k (2023), £156k (2024). The outcome has been an increasingly healthy reserves position which has enabled EAC to plan the next phase of its evolution with increased confidence.

### **Reserves Policy**

Trustees conducted a detailed review of the Charity's Reserves Policy in March 2022, under the following headings: protection against disaster, cushion against the unforeseen and protection against / mitigating risk. It was agreed to set an interim reserves requirement equal to the charity's actual reserves at the end of 2021 which we felt was both prudent and commensurate with the charity's then current turnover and scale of operation.

Subsequently we have routinely reviewed requirements and concluded that nothing material had changed to impact on either our approach to determining reserves requirements or the figure we adopted in 2022.

A further detailed review of the Charity's Reserves Policy will take place in 2025, as a result of the appointment of a new Chief Executive, and will take into account the priorities of the charity moving forwards.

### **Treasury Management**

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2024

Total income in 2024 was £232k (2024). Funds were held across 3 accounts in 2 banks, both members of the Financial Services Compensation Scheme.

### **Risk Management**

Our attitude to risk has evolved over recent years, as we have learnt to adapt to changing priorities of funders and allied older people's charities in post-Covid times. As a result, we have learnt to be self-sufficient, while also cutting costs. We are pleased to report a new Chief Executive will be starting on 1<sup>st</sup> July 2025, replacing the Chief Executive who will be retiring after over 30 years of dedicated service to the charity. This is a positive step forward and demonstrates the importance of the succession planning undertaken by the trustees and employees of EAC over the years.

### **Data Protection**

EAC is committed to ensuring that it is compliant with the requirements of the Data Protection Act 2018 and General Data Protection Regulation (GDPR).

## **5. Structure, Governance and Management**

### **Trustees**

EAC's Trustees are appointed by invitation of the Board, informed by regular skills audits. The Board of Trustees met 6 times in 2024, communicating regularly between meetings and offering support to our CEO as and when needed.

### **Trustees' Responsibilities Statement**

The Trustees (who are also directors of Elderly Accommodation Counsel for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2024

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant independent examination information of which the charitable company's independent examiner is unaware;
- and The Trustees have taken all steps necessary to make themselves aware of any relevant examination information and to establish that the independent examiner is aware of that information.

### Staff Responsibilities

See Section 4: Staffing and staff costs.

## 6. Acknowledgements

We continue to be grateful for the dedication and hard work of our trustees, employees and consultants, as well as those who work in organisations and services within our wider network.

Thanks should also go to our service subscribers and licensees. We are grateful to developers, investors, consultants and planners who licence our specialist accommodation supply data, for their ongoing support. An important part of our income comes from the delivery of these services, which enables us to continue to provide information and advice services to the general public, without charge.

This year special thanks are due to both our trustees and staff for the dedication and hard work they have brought to the task of developing and implementing a succession plan for the charity in preparation for the retirement of its Chief Executive and Projects Manager. This spanned an extended period from mid 2024 to early 2025, with a new Chief Executive appointed from 1st July 2025. The trustees look forward very much to working with Emma Webster in this new era in EAC's history.

**Signed on behalf of the Board of Trustees**



**Professor Ann Netten, Chair of Trustees**

**16 September 2025**

# Elderly Accommodation Counsel

## Independent Examiners's Report

for the year ended 31<sup>st</sup> December 2024

### Independent Examiner's Report for the year ended 31 December 2024

#### Independent Examiner's Report to the Trustees of Elderly Accommodation Counsel

I report to the charity trustees on my examination of the accounts of Elderly Accommodation Counsel for the year ended 31 December 2024.

#### Responsibility and basis of report

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

Having satisfied myself that the accounts of Elderly Accommodation Counsel 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 the 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 all applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### Independent examiner's statement

Although the charity's gross income did not exceed £250,000 and therefore require an examiner from a listed body, I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

1. accounting records were not kept in respect of the Company as required under section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with accounting requirements under 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.

This report is made solely to the trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a body for my work or for this report.

Trevor James FCA DChA FCIE  
Dormer Cottage  
Old Broyle Road  
West Broyle  
Chichester  
West Sussex PO19 3PR

# Elderly Accommodation Counsel

## Statement of Financial Activities (SoFA)

At 31<sup>st</sup> December 2024

		Unrestricted funds	Restricted funds		
	Notes	General	General	Total funds 2024	Total funds 2023
		£	£	£	£
<b>Income and endowments from:</b>					
<i>Donations and legacies</i>					
Legacy & Client Donations		2,721		2,721	77
<i>Charitable activities</i>					
Research & Development		48,610	-	48,610	48,503
<i>Other trading activities</i>		144,097	-	144,097	155,749
<i>Other income</i>	3	28,550		28,550	-
<i>Investments</i>		7,637	-	7,637	3,689
<b>Total income and endowments</b>		<b>231,616</b>	<b>0</b>	<b>231,616</b>	<b>208,018</b>
<b>Expenditure on:</b>					
Fundraising and publicity		2,749	-	2,749	2,776
<i>Charitable activities</i>					
Research & Development	1	34,335	-	34,335	34,045
Advice Service	1	22,335	-	22,335	20,789
Misc. Charity Services	1	19,090	-	19,090	17,276
IT infrastructure	1	77,575	-	77,575	61,651
<b>Total expenditure on charitable activities</b>		<b>156,085</b>	<b>0</b>	<b>156,085</b>	<b>133,761</b>
<b>Total expenditure</b>	1	<b>156,085</b>	<b>0</b>	<b>156,085</b>	<b>136,537</b>
<b>Net income (expenditure)</b>		<b>75,531</b>	<b>0</b>	<b>75,531</b>	<b>71,480</b>
<b>Transfer between funds</b>		-	-	-	-
<b>Net movement in funds</b>		<b>75,531</b>	<b>0</b>	<b>75,531</b>	<b>71,480</b>
<b>Reconciliation of funds:</b>					
Funds balance brought forward at 1 January 2024		264,035	0	264,035	192,555
<b>Funds balance carried forward at 31 December 2024</b>		<b>339,566</b>	<b>0</b>	<b>339,566</b>	<b>264,035</b>

The accompanying notes form part of these financial statements

# Elderly Accommodation Counsel

## Balance Sheet

At 31<sup>st</sup> December 2024

	Notes	2024 £	£	2023 £	£
<b>FIXED ASSETS</b>					
Intangible fixed assets	4	1	1	1	1
Tangible fixed assets		-	-	-	-
<b>CURRENT ASSETS</b>					
Debtors	5	28,421		15,396	
Cash at bank and in hand		412,531		329,893	
		<u>440,952</u>		<u>345,289</u>	
<b>CREDITORS: amounts falling due within one year</b>					
	6	(101,386)		<u>(81,254)</u>	
<b>NET CURRENT ASSETS</b>			339,565		264,034
<b>NET ASSETS</b>			<u>339,566</u>		<u>264,035</u>
<b>FUNDS</b>					
Unrestricted funds			339,566		244,488
Restricted Funds	7		<u>0</u>		<u>0</u>
			<u>339,566</u>		<u>244,488</u>

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

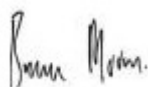
The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The Financial Statements were approved and authorised by Trustees on 16 September 2025 and were signed on its behalf by:



A Netten  
Chair



Bruce Moore  
Trustee

Company registration number: 01955490

# Elderly Accommodation Counsel

## Statement of Cash Flows

For the year ended 31<sup>st</sup> December 2024

	2024	2023
	£	£
<b>Cash flows from operating activities:</b>		
<b>Net cash provided by (used in) operating activities</b>	<b>75,001</b>	<b>79,063</b>
<b>Cash flows from investing activities:</b>		
Dividends, interest and rents from investments	7,637	3,689
Net cash provided by (used in) investing activities	0	0
<b>Cash flows from financing activities:</b>		
Net cash provided by (used in) financing activities	0	0
<b><i>Change in cash and cash equivalents in the reporting period</i></b>	<b>82,638</b>	<b>82,752</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>	<b>329,893</b>	<b>247,141</b>
<b><i>Cash and cash equivalents at the end of the reporting period</i></b>	<b>412,531</b>	<b>329,893</b>

<b>1. Reconciliation of net movement in funds to net cash flow from operating activities</b>	<b>2024</b>	<b>2023</b>
	£	£
<b>Net movement in funds for the reporting period (as per the statement of financial activities)</b>	<b>75,531</b>	<b>71,480</b>
Adjustments for:		
Dividends, interest and rents from investments	(7,637)	(3,689)
(Increase)/decrease in debtors	(13,025)	15,498
Increase/(decrease) in creditors	20,132	(4,226)
<b>Net cash provided by (used in) operating activities</b>	<b>75,001</b>	<b>79,063</b>

<b>2. Analysis of cash and cash equivalents</b>	<b>2024</b>	<b>2023</b>
	£	£
Cash in hand	412,531	329,893
<b>Total cash and cash equivalents</b>	<b>412,531</b>	<b>329,893</b>

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2024

### Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### (a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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

#### (b) Preparation of accounts on a going concern basis

The trustees have considered and reviewed the charity's financial position, reserves levels and future plans, and have confidence that the charity remains a going concern for the foreseeable future. The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern.

#### (c) Fund accounting

Unrestricted general funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. Designated funds are unrestricted funds earmarked by the Trustees for a specific purpose.

Restricted funds are funds subject to specific trusts which may be declared by the donors or with their authority, but are still within the objects of the charity.

#### (d) Income

Income from charitable activities includes income received from grant funding or received under contract. Grant income and donations included in this category are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability.

#### (e) Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Charitable expenditure consists of costs incurred by the charity in the delivery of its activities and services for its beneficiaries.

Central overheads are allocated to charitable activities and fundraising functions on the basis of the use of central support services.

Governance costs include expenditure on the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2024

### **(f) Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

- Office equipment – 25% per annum
- Cost of computer equipment is expended in the year which it is incurred.

### **(g) Amortisation of Database costs**

The value of the charity's accommodation databases have been capitalised and amortised to a nominal value of £1. They remain a unique and indispensable asset without which the charity could not fulfil its primary purpose, and from which the charity derives considerable income to support its charitable activities.

### **(h) Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

### **(i) Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments.

### **(j) Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### **(k) Employee benefits**

#### *Short term benefits*

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

#### *Employee termination benefits*

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

#### *Pension scheme*

The charity operates a defined contribution pension scheme for the benefit of its employees. The assets of the scheme are held independently from those of the charity in an independently administered fund. The pensions costs charged in the financial statements represent the contributions payable during the year.

### **(l) Operating leases**

Operating lease rentals are charged to the Statement of Financial Activities over the period in which the cost is incurred.

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2024

<b>Note 1 - Analysis of total expenditure</b>	<b>Staff costs</b>	<b>Overheads</b>	<b>Other direct costs</b>	<b>Total 2024</b>	<b>%</b>	<b>Total 2024</b>	<b>%</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>		<b>£</b>	
<i>Cost of generating funds</i>							
Fundraising and publicity	2,369	380	-	2,749	2%	2,776	2%
<i>Charitable activities</i>							
Research & Development	29,587	4,748	-	34,355	22%	34,045	25%
Advice Service	19,246	3,089	-	22,335	14%	20,789	15%
Miscellaneous Charity Services	16,450	2,640	-	19,909	12%	17,276	13%
IT Infrastructure	66,848	10,728	-	77,575	50%	61,651	45%
<b>Subtotal</b>	<b>132,131</b>	<b>21,205</b>	<b>0</b>	<b>153,336</b>	<b>98%</b>	<b>133,761</b>	<b>98%</b>
<b>Total expenditure</b>	<b>134,500</b>	<b>21,585</b>	<b>0</b>	<b>156,085</b>	<b>100%</b>	<b>136,537</b>	<b>100%</b>

### Support Costs

	<b>Office-related costs</b>	<b>Other costs</b>	<b>Total 2024</b>	<b>Total 2023</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Fundraising and publicity	285	95	380	408
Research & Development	3,564	1,184	4,748	4,999
Miscellaneous Charity Services	4,300	1,429	5,729	5,589
IT Infrastructure development	8,052	2,676	10,728	9,052
	<b>16,200</b>	<b>5,384</b>	<b>21,585</b>	<b>20,046</b>

### Governance Costs

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
Independent Examiner's fee	750	725
Reimbursement of expenses to Trustees	-	-
	<b>750</b>	<b>725</b>

### Note 2 - Staff Costs

	<b>2024</b>	<b>2023</b>
	<b>£</b>	<b>£</b>
<u>Regular payroll staff</u>		
Gross salary	39,282	39,282
Social security cost	-	-
Pension contributions	-	-
Recruitment	-	-
	<b>39,282</b>	<b>39,232</b>
Independent Consultants & Service Providers	95,218	77,209
<b>Total</b>	<b>134,500</b>	<b>116,491</b>
Average no. of employees in the year	2	2
Employees earning more than £60k in the year	-	-
Total pay for key management personnel	39,282	39,282

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2024

### Note 3 – Other Income

Previously carried forward monies transferred to general funds

### Note 4 - Intangible Fixed Assets

	2024	2023
	£	£
Notional value of EAC datasets	1	1

### Note 5 - Debtors

	2024	2023
	£	£
Trade debtors	24,480	13,080
Prepayments and accrued income	3,941	2,316
	<u>28,421</u>	<u>15,396</u>

### Note 6 - Creditors: Amounts falling due within one year

	2024	2023
	£	£
Other creditors and accruals	20,947	22,619
Accruals	58,187	1,636
Deferred Income	20,722	53,690
Other taxes and social security payable	1,531	3,309
	<u>134,355</u>	<u>81,254</u>

### Note 7 – Restricted funds

None

### Note 8 – Donations

None

### Note 9 - Operating Lease Commitments

#### Land & Buildings

	2024	2023
	£	£
Amounts due:		
Within 1 year	9,100	9,100
Later than 1 year not later than 5 years	15,925	15,925
More than 5 years		-
	<u>25,026</u>	<u>25,026</u>

### Note 10 – Related Party Transactions

During the year, EAC provided web & data services to Housing21 whose Chief Executive, Bruce Moore, is a Trustee of the charity. Housing 21 paid a fee of £10,950 (2023: £10,950) to EAC for these services.

There were no other related party transactions in either the current or the preceding year.

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2024

### Status

Elderly Accommodation Counsel (more usually known as EAC) is:

- A Company Limited by Guarantee no.01955490, registered under The Companies Act 2006
- An incorporated charity, no. 292552

It is registered for VAT with HMRC (VAT reg. no. 386 3167 27)

The objects of the Charity are defined in its Memorandum and Articles of Association as “to promote the relief of the elderly by the provision of information and advice to those seeking to meet the needs of the elderly”.

The Charity is governed by a Board of Trustees. All of the Charity’s Trustees also serve as Directors of the Company.

### Board of Trustees

Professor Ann Netten (Chair)

Dr Gemma Penn

Dr Bruce Moore

### Chief Executive & Secretary

John Galvin (to 30/06/2025)

Emma Webster (from 01/07/2025)

### Registered Office

42 Christopher Boones Court, Blessington Road, London SE13 5FW

### Independent Examiner

Trevor James, Dormer Cottage, West Broyle, Chichester, West Sussex, PO19 3PR

### Bankers

Unity Trust Bank plc, Four Brindleyplace, Birmingham B1 2JB

National Westminster Bank, 55 Kensington High Street, London W8 5ZG

Lloyds Bank plc, 25 Gresham Street, London EC2V 7HN

### Solicitors

William Sturges, Burwood House, 14-16 Caxton St, London SW1H 0QY

Bates Wells & Braithwaite London LLP, 10 Queen Street Place, London, EC4R 1BE

**ELDERLY ACCOMMODATION COUNSEL**

England & Wales - Charity number 292552

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# Accounts

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# **Elderly Accommodation Counsel**

Registered charity

Company limited by guarantee

## **Report and Financial Statements for the year ended 31<sup>st</sup> December 2023**

Company Registration Number 01955490

Charity Registration Number 292552

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# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2023

### Declaration

The Trustees present their report and financial statements for the year ended 31 December 2023. The financial statements have been prepared in accordance with the Charities Statement of Recommended Practice (FRS 102), applicable law and the charity's governing document.

## 1. Introduction

This report is provided by the Trustees of Elderly Accommodation Counsel (EAC), charity no 292552, whose operating office is at Brigade House, Brigade Street, London SE3 0TW. EAC is a registered Company (no 01955490) private, limited by guarantee and with no share capital.

EAC's charitable mission is to help older people make informed choices about meeting their housing and care needs. Since 1985 we have done this by compiling extensive directories of housing and care facilities and services for older people, making these widely available through our website [HousingCare.org](http://HousingCare.org), and providing a free telephone Advice Line service.

In recent years, we have focused our efforts on building our independent income earning capacity to enable us to continue maintaining our directories and investing in our website, and latterly on articulating the case for investment by Government and industry into a new national Housing Options Information and Advice (I&A) initiative.

During the last year we have been particularly pleased to work within the Housing and Ageing Alliance, and the Government-appointed Older People's Housing Taskforce (OPHTF), to start to shape a vision of what this might look like. Our previous experience of collaborative working between agencies in the voluntary, statutory and private sectors, supported by older volunteer 'peer mentors', convinces us that this remains a relevant and well evaluated model to build on – alongside exploring the potential efficiency gains that AI technology might enable.

Our focus over the next year will be to engage energetically with potential partners to continue trying to help make this happen, and then contributing as much as we are able to its successful delivery.

The charity's Trustees in the year were, and remain:-

- Professor Ann Netten (Chair)
- Dr Gemma Penn
- Dr Bruce Moore

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2023

### 2. Overview of the year

The Board of Trustees meet regularly to review the charity's budget, financial position and forecasts and to continue their efforts to ensure that its role is focused on helping to rebuild an 'ecosystem' of dynamic, independent housing options information and advice services (I&A) to older people, underpinned by comprehensive and trusted information about the full range of housing choices open to them.

EAC was an active participant in the Government's Taskforce, and continues working with allies in the Housing and Ageing Alliance and elsewhere, to pursue the case for a revived, national housing options I&A service. In parallel we continued to maintain the charity's unique housing information resources, which currently populate our own website, whose reach remained at around 3.7 million users in 2023 and whose content we hope will meet many of the needs of future national and local I&A services.

We made substantial progress towards implementing an ICT, web and data upgrade strategy, designed to facilitate the long term maintenance of our information assets – though some elements of this were deferred to 2024 due to a decision we made mid year to commit a substantial amount of our CEO's time to contributing to a Government-commissioned taskforce on older people's housing.

We are pleased to report that the charity's financial position has continued to strengthen, with uncommitted reserves at the end of 2023 of £241k, covering a full year's operating costs, and a stable income forecast into 2025.

### 3. Key Activities, Achievements and Performance

In 2023, EAC's main activities were:

#### **Maintaining our information directories and website [HousingCare.org](https://www.housingcare.org)**

Our directory of UK retirement housing is detailed and unique, encompassing all specialist housing available to older people. It includes comprehensive coverage of accommodation for people with limited means as well as newer 'high end' provision, and is designed to help older people, with their families, to understand and compare the increasingly diverse mix of provision now becoming available. Maintaining the directory requires regularly checking and updating information on 26,000 existing housing developments run by over 2,000 companies, using multiple sources to identify new developments and closures, and collating data on immediately available properties

Our directory of home services focuses on those which help the large majority of older people, who wish to remain in their current homes, to identify any support or services they require to 'stay put' successfully – such as home improvement, handy person and gardening services, aids and adaptations, transport and day centres, befriending and telecare services.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2023

During 2023 we reduced our investment in maintaining our own directory of registered care homes as other sources are increasingly available. We do however maintain a skeleton dataset in order to identify those which form part of 'retirement village' complexes.

Our searchable directories, along with explanatory materials, are the centrepiece of EAC's main website [www.housingcare.org](http://www.housingcare.org), which has been redesigned to make it more easily navigable and user friendly. This redesign work is ongoing. In 2023 the site received 3.7 million visits.

Our linked 'Housing Options for Older People' web 'app' [hoop.eac.org.uk](http://hoop.eac.org.uk) provides an alternative interface to EAC resources structured as suggestions in response to a range of concerns that users identify. HOOP attracted over 13,000 visitors during the year.

### **Services to housing providers and related organisations**

9 housing providers and 4 estate agencies use our service to augment the presentation of their housing facilities on our website. This subscription service is regarded as marketing by subscribers, but in EAC's terms it enables us to present more informative profiles of housing facilities than we could otherwise.

We also license use of our specialist housing data to 12 housing researchers, planning advisors, developers, investment brokers and social landlords. This data product has earned a reputation as the most comprehensive and independently monitored information about specialist housing for older people available anywhere.

Revenue from both these business streams remained stable in 2023 and provides a substantial contribution to our income.

## **4. Legal and Financial Report**

### **Our Charitable and Business Activities**

Our main charitable activities during 2023 were to maintain a number of datasets and a library of information and guidance materials, and to make these widely available via two websites in order to offer free, independent and authoritative information, advice and guidance to older people and their families about housing and care options for later life.

### **Public Benefit**

In setting the charity's objectives, the Trustees have paid due regard to the Public Benefit guidance published by the Charity Commission. All of the work we do is intended to contribute to our mission – to help older people make informed choices about meeting their housing and care needs.

### **Staffing and staff costs**

EAC currently employs 2 salaried staff (1.8fte) - John Galvin (Chief Executive) and Alex Billeter (Projects Manager) who were EAC's key management personnel during the year. As required, EAC engages the services of consultants with expertise in ICT and web development and support, data management and charity finance.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2023

### Financial Out-turn

Core income during the last 3 years has been stable, totalling £190k (2021), £215k (2022) and £208k (2023).

Annual expenditure has reduced over the same period from £222k (2021) to £198k (2022) to £137k (2023) – though the 2023 figure is significantly lower than originally budgeted due to delayed spend on our ICT/Web/Data upgrade programme.

### Reserves Policy

Trustees conducted a detailed review of the Charity's Reserves Policy in March 2022, under the following headings: protection against disaster, cushion against the unforeseen and protection against / mitigating risk. It was agreed to set an interim reserves requirement equal to the charity's actual reserves at the end of 2021 which we felt was both prudent and commensurate with the charity's then current turnover and scale of operation.

Subsequently we have routinely reviewed requirements and concluded that nothing material has changed to impact on either our approach to determining reserves requirements or the figure we adopted in 2022. Both will however be kept under review as the charity's future plans evolve.

### Treasury Management

Total income in 2023 was £208,018. Funds were held across 3 accounts in 2 banks, both members of the Financial Services Compensation Scheme.

### Risk Management

Our attitude to risk has evolved over recent years, as we have adapted to the fast changing priorities of both funders and allied older people's charities post-Covid. We have learned to be self-sufficient while cutting costs and significantly reducing our staff complement.

The risk we have focused on most during the last two years is failing to ensure the continuation of EAC's pioneering work on housing options for older people into the future. To counter this risk, we are thinking creatively, and looking afresh at opportunities to partner or work collaboratively with other organisations that share or could support our ambitions. Our priority for the remainder of 2024 is to accelerate this work.

### Data Protection

EAC is committed to ensuring that it is compliant with the requirements of the Data Protection Act 2018 and General Data Protection Regulation (GDPR).

## 5. Structure, Governance and Management

### Trustees

EAC's Trustees are appointed by invitation of the Board, informed by regular skills audits.

The Board of Trustees met 5 times in 2023, communicating regularly between meetings and offering support to our CEO as and when needed.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2023

### **Trustees' Responsibilities Statement**

The Trustees (who are also directors of Elderly Accommodation Counsel for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant independent examination information of which the charitable company's independent examiner is unaware; and
- The Trustees have taken all steps necessary to make themselves aware of any relevant examination information and to establish that the independent examiner is aware of that information.

### **Staff Responsibilities**

See Section 4: Staffing and staff costs.

## **6. Acknowledgements**

### **Thank You to Trustees and staff**

We owe particular thanks to our small band of Trustees, staff and consultants for whom this has been a particularly busy and demanding year. Thank you for your energy and determination.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2023

### **Thank You to colleagues working in allied services and organisations**

EAC's network includes people working or volunteering in a wide range of roles that relate to older people and their families. Thank you all for your support, encouragement, and in many cases friendships. And a particular Thank You to colleagues in the Housing and Ageing Alliance for continuing to articulate a vision of how we as a society can create better futures for all older people.

### **Thank You to our service subscribers and licensees**

An important part of EAC's income comes from those housing and care providers who subscribe to our web marketing services and the developers, investors, consultants and planners who licence our specialist accommodation supply data. We are grateful to you all for your continuing support.

## **7. Looking Ahead**

The detailed work we have done over the last two years to understand the evolving landscape of information and advice services to older people and their families has been a valuable and necessary exercise, and has proved an important stimulus to thinking about EAC's role and responsibilities going forward. Our ongoing research has highlighted how patchy and precarious the availability of fully independent 'housing and care options' advice services has become.

Funding for most voluntary sector organisations has come under increasing pressure, and the priorities of those serving older people have become more focused on relieving immediate challenges of poverty and loneliness. In this climate preventative work, like providing housing options advice, can easily be squeezed – and has been.

So as the national charity most strongly identified with housing advice to older people, we feel a responsibility to continue pressing the case that ageing successfully requires thinking and planning ahead to ensure that the home we live in is 'age friendly' and the support services we might need are available, accessible and affordable.

Our imperative must and will be to find ways of leveraging EAC's limited resources, its networks, IP assets and expertise to make maximum impact on the availability and quality of 'housing options' information and advice to all older people.

**Signed on behalf of the Board of Trustees**



**Professor Ann Netten, Chair of Trustees**

**Date: 16th September 2024**

# Elderly Accommodation Counsel

## Independent Examiners's Report

for the year ended 31<sup>st</sup> December 2023

### Independent Examiner's Report for the year ended 31 December 2023

#### Independent Examiner's Report to the Trustees of Elderly Accommodation Counsel

I report to the charity trustees on my examination of the accounts of Elderly Accommodation Counsel for the year ended 31 December 2023.

#### Responsibility and basis of report

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

Having satisfied myself that the accounts of Elderly Accommodation Counsel 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 the 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 all applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### Independent examiner's statement

Although the charity's gross income did not exceed £250,000 and therefore require an examiner from a listed body, I can confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

1. accounting records were not kept in respect of the Company as required under section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with accounting requirements under 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.

This report is made solely to the trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a body for my work or for this report.

Trevor James FCA DChA FCIET  
Dormer Cottage  
West Broyle  
Chichester  
West Sussex  
PO19 3PR

# Elderly Accommodation Counsel

## Statement of Financial Activities

for the year ended 31<sup>st</sup> December 2023

		Unrestricted funds	Restricted funds		
	Notes	General	Other	Total funds 2023	Total funds 2022
		£	£	£	£
<b>Income from:</b>					
<b><i>Donations and legacies</i></b>					
Legacy & client donations		77	-	77	5
Organisations		0	-	0	40,500
<b><i>Charitable activities</i></b>					
Research & Development		48,503	-	48,503	51,361
Miscellaneous Charity Services		-	-	-	-
<b><i>Other trading activities</i></b>					
		155,749	-	155,749	162,871
<b><i>Investments</i></b>					
		3,689	-	3,689	-
<b>Total income</b>		<b>208,018</b>	<b>-</b>	<b>208,018</b>	<b>255,651</b>
<b><i>Less: Expenditure on raising funds</i></b>					
Fundraising and publicity		(2,776)	-	(2,776)	(2,946)
<b>Net income</b>		<b>205,242</b>	<b>-</b>	<b>205,242</b>	<b>252,705</b>
<b>Expenditure on:</b>					
<b><i>Charitable activities</i></b>					
Research & Development	1	34,045	-	34,045	42,812
Advice Service	1	20,789	-	20,789	60,365
Miscellaneous Charity Services	1	17,276	-	17,276	18,458
ICT infrastructure	1	61,651	-	61,651	70,365
<b>Total expenditure on charitable activities</b>		<b>133,761</b>	<b>-</b>	<b>133,761</b>	<b>195,000</b>
<b>Total expenditure</b>	1	<b>136,537</b>	<b>-</b>	<b>136,537</b>	<b>197,946</b>
<b>Net income/(expenditure)</b>		<b>71,480</b>	<b>-</b>	<b>71,480</b>	<b>57,705</b>
<b>Transfer between funds</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net movement in funds</b>		<b>71,480</b>	<b>-</b>	<b>71,480</b>	<b>57,705</b>
<b>Reconciliation of funds:</b>					
Fund balances brought forward at 1 January 2023		192,555	-	192,555	134,850
<b>Fund balances carried forward at 31 December 2023</b>		<b>264,035</b>	<b>-</b>	<b>264,035</b>	<b>192,555</b>

The accompanying notes form part of these financial statements.

# Elderly Accommodation Counsel

## Balance Sheet

At 31<sup>st</sup> December 2023

	Notes	2023	2022
		£	£
<b>FIXED ASSETS</b>			
Intangible fixed assets	4	1	1
<b>CURRENT ASSETS</b>			
Debtors	5	15,396	30,894
Cash at bank and in hand		<u>329,893</u>	<u>247,141</u>
		345,289	278,035
<b>CREDITORS: amounts falling due within one year</b>	6	<u>(81,254)</u>	<u>(85,481)</u>
<b>NET CURRENT ASSETS</b>		264,034	192,554
<b>NET ASSETS</b>		<u>264,035</u>	<u>192,555</u>
<b>FUNDS</b>			
Unrestricted funds			
General		264,035	192,555
Restricted Funds		<u>-</u>	<u>-</u>
		<u>264,035</u>	<u>192,555</u>

For the financial year in question the company was entitled to exemption under section 477 of the Companies Act 2006 relating to small companies.

No members have required the company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.


The directors acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and for the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies' regime.

The Financial Statements were approved and authorised by Trustees on 16th September 2024 and were signed on its behalf by



**A Netten**  
Chair



**B Moore**  
Trustee

Company registration number: 01955490

# Elderly Accommodation Counsel

## Statement of Cash Flows

For the year ended 31<sup>st</sup> December 2023

### Statement of cash flows

	Note	2023 £	2022 £
<b>Cash flows from operating activities:</b>			
<b>Net cash provided by (used in) operating activities</b>	1	<b>79,063</b>	<b>53,846</b>
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments		3,689	913
<b>Change in cash and cash equivalents in the reporting period</b>		<b>82,752</b>	<b>54,760</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>	2	<b>247,141</b>	<b>192,381</b>
<b>Cash and cash equivalents at the end of the reporting period</b>	2	<b>329,893</b>	<b>247,141</b>

### 1. Reconciliation of net movement in funds to net cash flow from operating activities

	2023	2022 £
<b>Net movement in funds for the reporting period (as per the statement of financial activities)</b>	<b>71,480</b>	<b>57,705</b>
Adjustments for:		
Dividends, interest and rents from investments	(3,689)	(913)
(Increase)/decrease in debtors	15,498	16,417
Increase/(decrease) in creditors	(19,362)	(19,368)
<b>Net cash provided by (used in) operating activities</b>	<b>79,063</b>	<b>53,846</b>

### 2. Analysis of cash and cash equivalents

	2022	2021 £
Cash in hand	329,893	247,141
<b>Total cash and cash equivalents</b>	<b>329,893</b>	<b>247,141</b>

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2023

### Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### (a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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

#### (b) Preparation of accounts on a going concern basis

The trustees have considered and reviewed the charity's financial position, reserves levels and future plans, and have confidence that the charity remains a going concern for the foreseeable future. The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern.

#### (c) Fund accounting

Unrestricted general funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. Designated funds are unrestricted funds earmarked by the Trustees for a specific purpose.

Restricted funds are funds subject to specific trusts which may be declared by the donors or with their authority, but are still within the objects of the charity.

#### (d) Income

Income from charitable activities includes income received from grant funding or received under contract. Grant income and donations included in this category are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability.

#### (e) Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Charitable expenditure consists of costs incurred by the charity in the delivery of its activities and services for its beneficiaries.

Central overheads are allocated to charitable activities and fundraising functions on the basis of the use of central support services.

Governance costs include expenditure on the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2023

### **(f) Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

- Office equipment – 25% per annum
- Cost of computer equipment is expended in the year which it is incurred.

### **(g) Amortisation of Database costs**

The value of the charity's accommodation databases have been capitalised and amortised to a nominal value of £1. They remain a unique and indispensable asset without which the charity could not fulfil its primary purpose, and from which the charity derives considerable income to support its charitable activities.

### **(h) Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

### **(i) Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments.

### **(j) Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

### **(k) Employee benefits**

#### *Short term benefits*

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

#### *Employee termination benefits*

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

#### *Pension scheme*

The charity operates a defined contribution pension scheme for the benefit of its employees. The assets of the scheme are held independently from those of the charity in an independently administered fund. The pensions costs charged in the financial statements represent the contributions payable during the year.

### **(l) Operating leases**

Operating lease rentals are charged to the Statement of Financial Activities over the period in which the cost is incurred.

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2023

<b>Note 1 - Analysis of total expenditure</b>	<b>Staff costs</b>	<b>Overheads</b>	<b>Other direct costs</b>	<b>Total 2023</b>	<b>%</b>	<b>Total 2022</b>	<b>%</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>		<b>£</b>	<b>£</b>
<i>Cost of generating funds</i>							
Fundraising and publicity	2,368	408	-	2,776	2%	2,946	1%
<i>Charitable activities</i>							
Research & Development	29,047	4,999	-	34,045	25%	42,812	22%
Advice Service	17,737	3,052	-	20,789	15%	60,365	30%
Miscellaneous Charity Services	14,740	2,536	-	17,276	13%	18,458	9%
IT Infrastructure	52,599	9,052	-	61,651	45%	73,365	37%
<b>Subtotal</b>	<b>114,122</b>	<b>19,639</b>	<b>0</b>	<b>133,761</b>	<b>99%</b>	<b>195,000</b>	<b>99%</b>
<b>Total expenditure</b>	<b>116,491</b>	<b>20,046</b>	<b>0</b>	<b>136,537</b>	<b>100%</b>	<b>197,946</b>	<b>100%</b>

### Support Costs

	<b>Office-related costs</b>	<b>Other costs</b>	<b>Total 2023</b>	<b>Total 2022</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Fundraising and publicity	306	102	408	564
Research & Development	3,752	1,247	4,999	8,198
Miscellaneous Charity Services	4,195	1,394	5,589	11,135
IT Infrastructure development	6,794	2,258	9,052	14,048
	<b>15,045</b>	<b>5,001</b>	<b>20,046</b>	<b>33,945</b>

### Governance Costs

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
Independent Examiner's fee	725	700
Reimbursement of expenses to Trustees	-	-
	<b>725</b>	<b>700</b>

### Note 2 - Staff Costs

	<b>2023</b>	<b>2022</b>
	<b>£</b>	<b>£</b>
<u>Regular payroll staff</u>		
Gross salary	39,282	39,282
Social security cost	-	-
Pension contributions	-	-
Recruitment	-	-
	<b>39,232</b>	<b>39,232</b>
Independent Consultants & Service Providers	77,209	104,300
<b>Total</b>	<b>116,491</b>	<b>143,332</b>

### Note 3 - Trustees' Remuneration and

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2023

### Reimbursed Expenses

Expenses of £nil were reimbursed to Trustees in the year (2022: £nil).

### Note 4 - Intangible Fixed Assets

	2023	2022
	£	£
Notional value of EAC datasets	1	1

### Note 5 - Debtors

	2023	2022
	£	£
Trade debtors	13,080	23,460
Prepayments and accrued income	2,316	7,434
	<u>15,396</u>	<u>30,894</u>

### Note 6 - Creditors: Amounts falling due within one year

	2023	2022
	£	£
Other creditors and accruals		
Accruals	22,619	19,218
Deferred Income	1,636	2,694
Other taxes and social security payable	53,690	59,647
	<u>3,309</u>	<u>3,921</u>
	<u>81,254</u>	<u>85,481</u>

### Note 7 – Restricted funds

None

### Note 8 – Donations

None

### Note 9 - Operating Lease Commitments

#### Land & Buildings

	2023	2022
	£	£
Amounts due:		
Within 1 year	9,100	8,600
Later than 1 year not later than 5 years	15,925	26,926
More than 5 years	-	-
	<u>25,026</u>	<u>35,526</u>

### Note 10 – Related Party Transactions

During the year, EAC provided web & data services to Housing21 whose Chief Executive, Bruce Moore, is a Trustee of the charity. Housing 21 paid a fee of £10,950 (2022: £10,950) to EAC for these services.

There were no other related party transactions in either the current or the preceding year.

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2023

### Status

Elderly Accommodation Counsel (more usually known as EAC) is:

- A Company Limited by Guarantee no.01955490, registered under The Companies Act 2006
- An incorporated charity, no. 292552

It is registered for VAT with HMRC (VAT reg. no. 386 3167 27)

The objects of the Charity are defined in its Memorandum and Articles of Association as “to promote the relief of the elderly by the provision of information and advice to those seeking to meet the needs of the elderly”.

The Charity is governed by a Board of Trustees. All of the Charity’s Trustees also serve as Directors of the Company.

### Board of Trustees

Professor Ann Netten (Chair)

Dr Gemma Penn

Dr Bruce Moore

### Chief Executive & Secretary

John Galvin

### Registered Office

42 Christopher Boones Court, Blessington Road, London, England, SE13 5FW

### Independent Examiner

Trevor James, Dormer Cottage, West Broyle, Chichester, West Sussex, PO19 3PR

### Bankers

Unity Trust Bank, Nine Brindleyplace, Birmingham B1 2HB

National Westminster Bank, 55 Kensington High Street, London W8 5ZG

Lloyds Bank plc, 25 Gresham Street, London EC2V 7HN

### Solicitors

William Sturges, Burwood House, 14-16 Caxton St, London SW1H 0QY

Bates Wells & Braithwaite London LLP, 10 Queen Street Place, London, EC4R 1BE

**ELDERLY ACCOMMODATION COUNSEL**

England & Wales - Charity number 292552

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# Accounts

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# **Elderly Accommodation Counsel**

Registered charity

Company limited by guarantee

## **Report and Financial Statements for the year ended 31<sup>st</sup> December 2022**

Company Registration Number 01955490

Charity Registration Number 292552

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# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2022

### Declaration

The Trustees present their report and financial statements for the year ended 31 December 2022. The financial statements have been prepared in accordance with the Charities Statement of Recommended Practice (FRS 102), applicable law and the charity's governing document.

## 1. Introduction

This report is provided by the Trustees of Elderly Accommodation Counsel (EAC), charity no 292552, whose operating office is at Brigade House, Brigade Street, London SE3 0TW. EAC is a registered Company (no 01955490) private, limited by guarantee and with no share capital.

EAC's charitable mission is to help older people make informed choices about meeting their housing and care needs. Since 1985 we have done this by compiling extensive directories of housing and care facilities and services for older people, making these widely available through our website [HousingCare.org](http://HousingCare.org), and providing a free telephone Advice Line service.

The charity's Trustees in the year were:-

- Professor Ann Netten (Chair)
- Dr Gemma Penn
- Dr Bruce Moore

## 2. Overview of the year

The Board of Trustees met 7 times in 2022 to review the charity's budget, financial position and forecasts and also to consider the future structure and focus of the charity.

We are pleased to report that the charity's financial position has continued to improve and we have built on last year's success and managed to further add to the charity's reserves that had been significantly depleted during the Covid crisis.

During 2022 we continued the wide-ranging review and evaluation of EAC's organisational, structural & collaborative options for the future, whilst also remaining focused on delivering our charitable services and achieving the income we projected at the start of the year.

## 3. Key Activities, Achievements and Performance

In 2022, EAC's main activities have been:

### **Maintaining our information directories and website [HousingCare.org](http://HousingCare.org)**

Our directory of all UK retirement housing is detailed and unique, encompassing all specialist housing available to older people. It includes comprehensive coverage of

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2022

accommodation for people with limited means as well as newer 'high end' provision, and recognises that across the board, older people considering moving home are more likely to find what they need and can afford in an older development rather than a brand new one.

Maintaining the directory therefore requires regular checking and updating information on 25,600 existing developments alongside identifying around 300 new ones and a smaller number of closures each year. This work is time and resource intensive, but necessary to ensure that EAC's datasets remain the definitive resource for older people's accommodation in the UK.

In parallel our directory of services focuses on those which help the vast numbers of older people who wish to remain in their current homes to identify the support and services they require to 'stay put' successfully, such as home improvement, handyman and gardening services, aids and adaptations, transport and day centres, befriending and telecare services.

These directories, along with explanatory materials, are the centrepiece of EAC's website – HousingCare.org – which has been redesigned to make it more easily navigable and user friendly. This redesign work is ongoing. In 2022 the site received 3.7 million visitors.

### **EAC Advice – a telephone advice service**

This 12 month initiative, funded by a generous donation from OneFamily, ended in June 2022. EAC Advice helped over 4,500 older people to live better at home or to move to a more suitable home. The challenges faced by many clients reflected their experiences of the Covid pandemic and its lingering aftermath – of anxiety and isolation, of frustration at the inability to contact support services, and of residual restrictions on moving home.

A majority of telephone callers had already visited our website, but looked for answers to specific questions and/or guidance on finding the information they wanted on the site. A substantial minority looked for help to decide what to do for the best in complex situations – many of these were referred to our service by local authorities and other charities. One Family's support was also intended to assist EAC in exploring ways of funding the ongoing delivery of a free, independent and impartial 'housing options' advice to older people and their families. Whilst the 12 month funding period proved too short to fully explore all funding opportunities, how we take forward EAC Advice remains an open question and is central to our conversations with other information and advice organisations.

### **Services to housing providers and related organisations**

Housing providers use our service to augment the presentation on our website of their organisation and its housing facilities. For many we also feature currently available properties. The service is regarded as marketing by subscribers, but in EAC's terms it enables us to present more informative profiles of housing facilities than we could otherwise. 14 housing and care home providers now subscribe to EAC's service, along with 5 national specialist estate and lettings agencies.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2022

EAC also licenses use of its specialist housing supply data to housing researchers, planning advisors, developers, investment brokers and social landlords. This data product has earned a reputation as the most comprehensive and independently monitored information about specialist housing for older people available anywhere. Government departments DHSC and DLUHC, and an increasing number of local authorities, regularly request either raw data or extracted statistics.

Revenue from both these streams increased further in 2022 and we are encouraged by the increasing use of EAC data by each of the customer groups identified above, and excited by the potential to further develop and commercially exploit the charity's IP assets to help fund work that we currently cannot afford to do.

### **Building a Network**

EAC benefits greatly from its relationships with a number of overlapping networks of individuals and organisations operating across the spectrum of research, policy formulation and service delivery to older people. Maintaining these relationships became more difficult during the Covid pandemic, but during 2022 we determinedly made up for lost time. Despite its relatively small size and limited resources, EAC is seen as a significant contributor/partner and an important part of a broader alliance of bodies concerned with the challenges faced by an ageing population.

## **4. Legal and Financial Report**

### **Our Charitable and Business Activities**

EAC's mission is to help older people make informed decisions about meeting their housing and care needs.

Our main charitable activities during 2022 were to maintain two websites and (until mid year) to provide an accompanying, personalised telephone advice service.

### **Websites**

[HousingCare.org](https://www.housingcare.org) provides detailed information on all 36,700 specialist housing facilities and care homes in the UK, plus around 7,000 services that can help older people live safely and well at home, and an extensive library of reading materials covering all aspects of understanding, comparing, accessing and affording suitable housing, care and support in later life.

[hoop.eac.org.uk/](https://www.hoop.eac.org.uk/), our linked 'Housing Options for Older People' web 'app' provides an alternative interface to EAC resources structured as suggestions in response to a range of concerns that users identify.

### **EAC Advice**

From July 2021 to Jun 2022, we ran EAC Advice, a telephone advice line closely linked to our websites.

### **Public Benefit**

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2022

In setting the charity's objectives, the Trustees have paid due regard to the Public Benefit guidance published by the Charity Commission. How the charity fulfils this responsibility is contained in the various sections of this report. Key outcomes were:

Activity	2022
Detailed information compiled and regularly updated on accommodation and services for older people, and available on EAC HousingCare website	<ul style="list-style-type: none"><li>• 25,712 retirement housing developments</li><li>• 10,786 care homes</li><li>• 6,888 home services</li></ul>
Information and guidance materials produced for older people, their families and professional who work with them, and available on EAC HousingCare website	<ul style="list-style-type: none"><li>• 18 Factsheets</li><li>• 11 'Quick Guides'</li><li>• 2 booklet Guides</li></ul>
HousingCare and HOOP users	<ul style="list-style-type: none"><li>• 3.7 million</li></ul>
Advice Line customers	<ul style="list-style-type: none"><li>• 4,517</li></ul>

### Remuneration policy

EAC currently employs 2 salaried staff (1.8fte) - John Galvin (Chief Executive) and Alex Billeter (Projects Manager) who were EAC's key management personnel during the year. When required, EAC engages the services of consultants to provide services in the areas of IT development and support, finance, housing options advice and data.

### Financial Out-turn

Income in 2022 increased by 10% vs 2021, largely due to an ongoing rebuild of EAC's main website which generated more revenue. All income was unrestricted.

Total expenditure in 2022 decreased by 10% vs 2021 due to further reductions in costs that began in 2020. This has brought the charity back to a position where its costs are more than covered by its income each year. At the year end, EAC's reserves were £192,555.

### Reserves Policy

Trustees conducted a detailed review of the Charity's Reserves Policy in March 2022, under the following headings: protection against disaster, cushion against the unforeseen and protection against / mitigating risk.

It was agreed to set an interim reserves requirement equal to the charity's reserves at the end of 2021 which it is felt both prudent and commensurate with the charity's current turnover and scale of operation. This will be kept under review as the charity's future plans evolve.

### Treasury Management

Total income in 2022 was £255,651. Funds were held across 3 accounts in 2 banks, both members of the Financial Services Compensation Scheme.

### Risk Management

The Covid-related challenges we faced from March 2020 were very different from those of the past, but early on we appraised worst case risks, and on the basis of this adopted a

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2022

survival strategy that cut costs where needed to achieve a broadly balanced budget for 2021 and beyond.

We maintained delivery to our key stakeholders, retained sufficient staff to ensure continuity, recruited new Trustees and by mid 2021 reached a point where we could project income matching expenditure over at least 18 months ahead. In the event, we did better than expected, broadly breaking even over 2021 as a whole, and moving into reliable monthly surpluses since the start of 2022.

Nevertheless we remain alert to the risks and challenges facing EAC. We will proceed cautiously as we seek to take advantage of the new opportunities we have managed to open up, both alone and in partnership with others, within the framework of a balanced budget, and with a level of reserves sufficient to ensure an orderly recovery from the main assessed risks.

### **Data Protection**

EAC is committed to ensuring that it is compliant with the requirements of the Data Protection Act 2018 and General Data Protection Regulation (GDPR).

## **5. Structure, Governance and Management**

### **Trustees**

EAC's Trustees are appointed by invitation of the Board, informed by regular skills audits.

The commitment and expertise of 2020 appointees Gemma Penn and Bruce Moore, and their determination to safeguard the future of EAC's mission and work, has been vital to enabling EAC to continue to have a significant impact, both directly to older people and in the evolving policy and practice debate around how the housing and care needs and aspirations of older people can best be met.

The Board of Trustees met 7 times in 2022 together with communicating regularly between meetings and offering support to our CEO as and when needed.

### **Trustees' Responsibilities Statement**

The Trustees (who are also directors of Elderly Accommodation Counsel for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2022

- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant independent examination information of which the charitable company's independent examiner is unaware; and
- The Trustees have taken all steps necessary to make themselves aware of any relevant examination information and to establish that the independent examiner is aware of that information.

### **Staff and Consultant Responsibilities**

At 2022 year end the charity employed 2 members of staff (1.8 fte) John Galvin (Chief Executive) and Alex Billeter (Projects Manager). When required, EAC engages the services of consultants to provide services in the areas of IT development and support, finance, housing options advice and data.

## **6. Acknowledgements**

Several warm *Thank You's* are in order this year.

### **Thank You to Trustees and Staff**

We owe particular thanks to our Trustees, both new and not so new, for their unstinting efforts over the last year to forge a bright future for EAC by helping rebuild its capacity to deliver a unique service to older people and their families, and extending its reach through collaboration and partnerships with other like minded local and national organisations.

The Trustees also extend their thanks to each of our staff, consultants and service providers for their hard work and dedication.

Thank you all very much.

### **Thank You to our Service Subscribers & Licensees**

An important part of EAC's income comes from the 19 housing and care providers who subscribe to our web marketing services and the 11 housing developers, investors, consultants and planners who licence our accommodation supply data.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2022

We are grateful to you all for your continuing support.

### **Thank you to OneFamily**

OneFamily made a leap of faith in offering to support the re-launch of EAC's advice line service. As a mutual business which offers equity release and lifetime mortgage solutions to its many older members, its leadership team understood the importance of impartial and knowledgeable information and advice to good decision making in older age. Their contribution was a substantial one, replacing some of the smaller donations they would normally make.

We are very grateful for the opportunity this offered EAC to get back involved with the older people we were able to help, and many of their family members

Neil Sharp, who introduced us to OneFamily, helped strengthen our case for funding, and remained engaged throughout, deserves his own huge Thank You.

### **Thank You to Bassetlaw Action Centre (BAC)**

Finally our warm thanks to Lynn Tupling, CEO of BAC, and her team in Nottinghamshire, without whom we would have struggled to deliver EAC Advice. They brought knowledge and professionalism to the role, quickly learned to engage with customers across the UK, and always worked with a smile.

## **7. Looking Ahead in 2023**

The detailed work that we have done over the last year to understand the new landscape of information and advice services to older people and their families has been challenging, but is proving enormously helpful in thinking about EAC's future role.

EAC's starting point, since its inception in 1985, is that ageing successfully requires thinking and planning ahead to ensure that the home we live in is 'age friendly' and the support services we might need are available, accessible and affordable. We were the first national organisation to devise information and advice service dedicated to helping people to do this, and over the years we encouraged and supported the creation of similar local services in many parts of the country.

But our recent fact-finding has shown how patchy, and precarious the availability of fully independent 'housing and care options' advice services has become. This against an increasingly sombre backdrop of Covid's lingering impact on older people, continuing delays to reform and re-funding of social care, the re-emergence of pensioner poverty and the reality of a national housing stock still largely unfit to age in, and now more expensive even to heat.

So as we continue to work on our own forward plan, we are clear that our imperative must be to find ways of leveraging EAC's very limited resources, its networks, IP assets and

# **Elderly Accommodation Counsel**

## **Report of the Trustees**

**for the year ended 31<sup>st</sup> December 2022**

expertise to make maximum impact on the availability and quality of 'housing options' advice to those many older people who remain ill-served.

**Signed on behalf of the Board of Trustees**

A handwritten signature in black ink, appearing to read 'Ann Netten', written in a cursive style.

**Professor Ann Netten, Chair of Trustees**

**Date: 14<sup>th</sup> December 2023**

# Elderly Accommodation Counsel

## Independent Examiners's Report

for the year ended 31<sup>st</sup> December 2022

### Independent Examiner's Report for the year ended 31 December 2022

#### Independent Examiner's Report to the Trustees of Elderly Accommodation Counsel

I report to the charity trustees on my examination of the accounts of Elderly Accommodation Counsel for the year ended 31 December 2022.

#### Responsibility and basis of report

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

Having satisfied myself that the accounts of Elderly Accommodation Counsel 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 the 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 all applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

#### Independent examiner's statement

Since the 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 Institute of Chartered Accountants in England and Wales, which is one of the listed bodies.

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

- accounting records were not kept in respect of the Company as required under section 386 of the 2006 Act; or
- the accounts do not accord with those records; or
- the accounts do not comply with accounting requirements under 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
- 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.

This report is made solely to the trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the trustees as a a body for my work or for this report.

Trevor James FCA DChA FCIE  
Dormer Cottage  
West Broyle  
Chichester  
West Sussex  
PO19 3PR

# Elderly Accommodation Counsel

## Statement of Financial Activities

for the year ended 31<sup>st</sup> December 2022

	Notes	Unrestricted funds		Restricted funds		Total funds 2022	Total funds 2021
		General	Other				
		£	£				
<b>Income from:</b>							
<b><i>Donations and legacies</i></b>							
Legacy & client donations		5	-	5	55	5	55
Organisations		40,500	-	40,500	40,500	40,500	40,500
<b><i>Charitable activities</i></b>							
Research & Development		51,361	-	51,361	48,001	51,361	48,001
Miscellaneous Charity Services		-	-	-	3,333	-	3,333
<b><i>Other trading activities</i></b>							
		162,871	-	162,871	138,117	162,871	138,117
<b><i>Investments</i></b>							
		913	-	-	9	-	9
<b>Total income</b>		<b>255,651</b>	<b>-</b>	<b>255,651</b>	<b>230,015</b>	<b>255,651</b>	<b>230,015</b>
<b><i>Less: Expenditure on raising funds</i></b>							
Fundraising and publicity		(2,946)	-	(2,946)	(4,581)	(2,946)	(4,581)
<b>Net income</b>		<b>252,705</b>	<b>-</b>	<b>252,705</b>	<b>225,434</b>	<b>252,705</b>	<b>225,434</b>
<b>Expenditure on:</b>							
<b><i>Charitable activities</i></b>							
Research & Development	1	42,812	-	42,812	56,369	42,812	56,369
Advice Service	1	60,365	-	60,365	52,613	60,365	52,613
Miscellaneous Charity Services	1	18,458	-	18,458	24,516	18,458	24,516
ICT infrastructure	1	70,365	-	70,365	80,528	70,365	80,528
<b>Total expenditure on charitable activities</b>		<b>195,000</b>	<b>-</b>	<b>195,000</b>	<b>217,031</b>	<b>195,000</b>	<b>217,031</b>
<b>Total expenditure</b>	1	<b>197,946</b>	<b>-</b>	<b>197,946</b>	<b>221,613</b>	<b>197,946</b>	<b>221,613</b>
<b>Net income/(expenditure)</b>		<b>57,705</b>	<b>-</b>	<b>57,705</b>	<b>8,403</b>	<b>57,705</b>	<b>8,403</b>
<b>Transfer between funds</b>		-	-	-	-	-	-
<b>Net movement in funds</b>		<b>57,705</b>	<b>-</b>	<b>57,705</b>	<b>8,403</b>	<b>57,705</b>	<b>8,403</b>
<b>Reconciliation of funds:</b>							
Fund balances brought forward at 1 January 2021		134,850	-	134,850	126,447	134,850	126,447
<b>Fund balances carried forward at 31 December 2021</b>		<b>192,555</b>	<b>-</b>	<b>192,555</b>	<b>134,850</b>	<b>192,555</b>	<b>134,850</b>

The accompanying notes form part of these financial statements.

# Elderly Accommodation Counsel

## Balance Sheet

At 31<sup>st</sup> December 2022

	Notes	£	2022	£	2021	£
<b>FIXED ASSETS</b>						
Intangible fixed assets	4			1		1
<b>CURRENT ASSETS</b>						
Debtors	5	30,894			47,311	
Cash at bank and in hand		<u>247,141</u>			<u>192,381</u>	
		278,035			239,692	
<b>CREDITORS: amounts falling due within one year</b>	6	<u>(85,481)</u>			<u>(104,843)</u>	
<b>NET CURRENT ASSETS</b>				192,554		134,849
<b>NET ASSETS</b>				<u>192,555</u>		<u>134,850</u>
<b>FUNDS</b>						
Unrestricted funds						
General				192,555		134,850
Restricted Funds				<u>-</u>		<u>-</u>
				<u>192,555</u>		<u>134,850</u>

The Financial Statements were approved and authorised by Trustees on 14<sup>th</sup> December 2023 and were signed on its behalf by



**A Netten**  
Chair



**B Moore**  
Trustee

Company registration number: 01955490

# Elderly Accommodation Counsel

## Statement of Cash Flows

For the year ended 31<sup>st</sup> December 2022

### Statement of cash flows

	Note	2022 £	2021 £
<b>Cash flows from operating activities:</b>			
<b>Net cash provided by (used in) operating activities</b>	1		5,739
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments			9
<b><i>Change in cash and cash equivalents in the reporting period</i></b>			<b>5,748</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>	2		186,633
<b><i>Cash and cash equivalents at the end of the reporting period</i></b>	2		<b>192,381</b>

### 1. Reconciliation of net movement in funds to net cash flow from operating activities

	2022	2021
		£
<b>Net movement in funds for the reporting period (as per the statement of financial activities)</b>	<b>53,846</b>	<b>8,403</b>
Adjustments for:		
Dividends, interest and rents from investments	(913)	(9)
(Increase)/decrease in debtors	16,417	(22,727)
Increase/(decrease) in creditors	(19,362)	20,072
<b>Net cash provided by (used in) operating activities</b>	<b>53,846</b>	<b>5,739</b>

### 2. Analysis of cash and cash equivalents

	2022	2021
		£
Cash in hand	247,141	192,381
<b>Total cash and cash equivalents</b>	<b>247,141</b>	<b>192,381</b>

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2022

### Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### (a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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

#### (b) Preparation of accounts on a going concern basis

The trustees have considered and reviewed the charity's financial position, reserves levels and future plans, and have confidence that the charity remains a going concern for the foreseeable future. The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern.

#### (c) Fund accounting

Unrestricted general funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. Designated funds are unrestricted funds earmarked by the Trustees for a specific purpose.

Restricted funds are funds subject to specific trusts which may be declared by the donors or with their authority, but are still within the objects of the charity.

#### (d) Income

Income from charitable activities includes income received from grant funding or received under contract. Grant income and donations included in this category are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability.

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2022

### Accounting Policies (continued)

#### (e) Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Charitable expenditure consists of costs incurred by the charity in the delivery of its activities and services for its beneficiaries.

Central overheads are allocated to charitable activities and fundraising functions on the basis of the use of central support services.

Governance costs include expenditure on the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

#### (f) Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Office equipment – 25% per annum

Cost of computer equipment is expended in the year which it is incurred.

#### (g) Amortisation of Database costs

The value of the charity's accommodation databases have been capitalised and amortised to a nominal value of £1. They remain a unique and indispensable asset without which the charity could not fulfil its primary purpose, and from which the charity derives considerable income to support its charitable activities.

#### (h) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

#### (i) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2022

### Accounting Policies (continued)

#### **(j) Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

#### **(k) Employee benefits**

##### *Short term benefits*

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

##### *Employee termination benefits*

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

##### *Pension scheme*

The charity operates a defined contribution pension scheme for the benefit of its employees. The assets of the scheme are held independently from those of the charity in an independently administered fund. The pensions costs charged in the financial statements represent the contributions payable during the year.

#### **(l) Operating leases**

Operating lease rentals are charged to the Statement of Financial Activities over the period in which the cost is incurred.

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2022

<b>Note 1 - Analysis of total expenditure</b>	<b>Staff costs</b>	<b>Overheads</b>	<b>Other direct costs</b>	<b>Total 2022</b>	<b>%</b>	<b>Total 2021</b>	<b>%</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>		<b>£</b>	
<i>Cost of generating funds</i>							
Fundraising and publicity	2,382	564	-	2,964	1%	4,581	2%
<i>Charitable activities</i>							
HOOP	-	-	-	-	0%	5,530	3%
Research & Development	34,615	8,198	-	42,812	22%	56,369	25%
National Housing for Older People Awards	-	-	-	-	0%	(2,525)	(1%)
Advice Service	32,095	7,601	20,669	60,365	30%	52,613	24%
Miscellaneous Charity Services	14,924	3,534	-	18,458	9%	24,516	11%
Designated Reserves Spend	59,317	14,048	-	73,365	37%	80,528	36%
<b>Subtotal</b>	<b>140,950</b>	<b>33,381</b>	<b>20,669</b>	<b>195,000</b>	<b>99%</b>	<b>217,031</b>	<b>98%</b>
<b>Total expenditure</b>	<b>143,331</b>	<b>33,945</b>	<b>20,669</b>	<b>197,946</b>	<b>100%</b>	<b>221,612</b>	<b>100%</b>

### Support Costs

	<b>Office-related costs</b>	<b>Other costs</b>	<b>Total 2022</b>	<b>Total 2021</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
Fundraising and publicity	423	141	564	859
HOOP	-	-	-	1,036
Research & Development	6,153	2,045	8,198	10,565
Miscellaneous Charity Services	8,358	2,777	11,135	11,689
IT Infrastructure development	10,544	3,504	14,048	15,093
	<b>25,477</b>	<b>8,467</b>	<b>33,945</b>	<b>39,242</b>

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
<u>Governance Costs</u>		
Independent Examiner's fee	700	-
Auditor's fee	-	9,500
Reimbursement of expenses to Trustees	-	-
	<b>700</b>	<b>9,500</b>

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2022

### Note 2 - Staff Costs

	2022	2021
	£	£
<u>Regular payroll staff</u>		
Gross salary	39,282	41,945
Social security cost	-	858
Pension contributions	-	36
Employee redundancy payment	-250	7,500
Recruitment	-	250
	<hr/>	<hr/>
	39,232	50,634
Independent Consultants & Service Providers	104,300	119,497
	<hr/>	<hr/>
<b>Total</b>	<b>143,332</b>	<b>170,131</b>

### Note 3 - Trustees' Remuneration and Reimbursed Expenses

Expenses of £nil were reimbursed to trustees in the year (2021: £nil).

### Note 4 - Intangible Fixed Assets

	2022	2021
	£	£
Notional value of EAC datasets	1	1

### Note 5 - Debtors

	2022	2021
	£	£
Trade debtors	23,460	38,700
Prepayments and accrued income	7,434	8,611
	<hr/>	<hr/>
	30,894	47,311

### Note 6 - Creditors: Amounts falling due within one year

	2022	2021
	£	£
Other creditors and accruals	99,879	19,191
Accruals	2,694	12,853
Deferred Income	59,647	67,835
Other taxes and social security payable	3,921	4,964
	<hr/>	<hr/>
	85,481	104,843

### Note 7 – Restricted funds

None

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2022

### Note 8 - Donations

	B/fwd	Income	Expenditure	C/fwd
	£	£	£	£
OneFamily Foundation	0	40,500	40,500	0
	<u>0</u>	<u>40,500</u>	<u>40,500</u>	<u>0</u>

### Note 9 - Operating Lease Commitments

Land & Buildings	2022	2021
Amounts due:	£	£
Within 1 year	8,725	8,600
Later than 1 year not later than 5 years	25,026	6,450
More than 5 years	-	-
	<u>33,751</u>	<u>15,050</u>

### Note 10 – Related Party Transactions

During the year, EAC provided web & data services to Housing21 whose Chief Executive, Bruce Moore, is a Trustee of the charity. Housing 21 paid a fee of £10,950 (2021: £10,950) to EAC for these services.

There were no other related party transactions in either the current or the preceding year.

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2022

### Status

Elderly Accommodation Counsel (more usually known as EAC) is:

- A Company Limited by Guarantee no.01955490, registered under The Companies Act 2006
- An incorporated charity, no. 292552

It is registered for VAT with HMRC (VAT reg. no. 386 3167 27)

The objects of the Charity are defined in its Memorandum and Articles of Association as “to promote the relief of the elderly by the provision of information and advice to those seeking to meet the needs of the elderly”.

The Charity is governed by a Board of Trustees. All of the Charity’s Trustees also serve as Directors of the Company.

### Board of Trustees

Professor Ann Netten (Chair)

Dr Gemma Penn

Dr Bruce Moore

### Chief Executive & Secretary

John Galvin

### Registered Office

Room 1:2, Brigade House, Brigade Street, London SE3 0TW

### Independent Examiner

Trevor James, Dormer Cottage, West Broyle, Chichester, West Sussex, PO19 3PR

### Bankers

Unity Trust Bank, Nine Brindleyplace, Birmingham B1 2HB

National Westminster Bank, 55 Kensington High Street, London W8 5ZG

CAF Bank, 25 Kings Hill, West Malling, Kent ME19 4JQ

### Solicitors

Levine Mellins Klarfeld, 24-26 Church Road, Stanmore, Middlesex HA7 4AW

Bates Wells & Braithwaite London LLP, 10 Queen Street Place, London, EC4R 1BE

**ELDERLY ACCOMMODATION COUNSEL**

England & Wales - Charity number 292552

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# Accounts

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# **Elderly Accommodation Counsel**

Registered charity

Company limited by guarantee

## **Report and Financial Statements for the year ended 31<sup>st</sup> December 2021**

Company Registration Number 01955490

Charity Registration Number 292552

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# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

### Declaration

The Trustees present their report and financial statements for the year ended 31 December 2021. The financial statements have been prepared in accordance with the Charities Statement of Recommended Practice (FRS 102), applicable law and the charity's governing document.

## 1. Introduction

This report is provided by the Trustees of Elderly Accommodation Counsel (EAC), charity no 292552, whose operating office is at Brigade House, Brigade Street, London SE3 0TW. EAC is a registered Company (no 01955490) private, limited by guarantee and with no share capital.

EAC's charitable mission is to help older people make informed choices about meeting their housing and care needs. Since 1985 we have done this by compiling extensive directories of housing and care facilities and services for older people, making these widely available through our website [HousingCare.org](http://HousingCare.org), and providing a free telephone Advice Line service.

The charity's Trustees in the year were:-

- Professor Ann Netten
- Christopher Manthorp (resigned 10/03/21)
- Gemma Penn
- Bruce Moore

## 2. Overview of the year

The Board of Trustees held 7 meetings during 2021 and 5 to date in 2022. Most meetings now include allocated time for formal business, followed by an open forum for wide-ranging discussion on aspects of the future structure and activities of the charity.

Formal business has included detailed oversight of the running Budget and Forecasts reports prepared by our CEO, alongside the quarterly Management Accounts prepared by our Finance Manager. We are very pleased to report that the charity's financial position moved from one that had necessitated substantial drawdown from reserves in 2019 and 2020, to a small surplus balance in 2021.

Our room for manoeuvre, and optimism about the future, has grown during 2022. The impact of cost reduction measures taken in 2020 and 2021 is now accompanied by increasing earnings from our data assets and website, enabling us to project another small surplus for 2022. This has enabled and encouraged us to evaluate a wider range of future options as the year progressed.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

Financial scrutiny has extended beyond budget setting and reporting to encompass a thorough review of our reserves needs and policy, and separately, detailed costing of a succession plan to bring new senior staff into the charity.

However - over recent months we have had to remind ourselves that the challenges that preoccupied us from the start of 2020 have been replaced by new challenges. We, along with most businesses, charities and statutory authorities, face a raft of serious new uncertainties and threats. We live in extremely volatile times in which EAC will neither remain relevant, nor compete successfully for the resources to survive and grow, without an informed, forward looking strategy and the energy and wit to pursue it.

Blue sky thinking over the last 12 months has therefore addressed core questions about EAC's identity, values, priorities and business model. These are questions we have not explicitly re-addressed for many years, and perhaps understandably our journey has been exploratory and iterative, with digressions along the way to gather and interpret evidence, initiate conversations with other agencies, and model scenarios that interested us.

Our history of partnering led us to spend considerable time exploring structural options for the future, including:

- identifying and appraising potential partners amongst similarly sized, specialist and complementary non-profit organisations;
- identifying and appraising potential 'hosting' opportunities with a larger charity;
- appraising the benefits of separating EAC's charitable and business activities into separate entities;
- project or function-based partnerships to develop specific EAC activities or create joint charitable services or commercial products;
- outsourcing or even hiving off some of EAC's traditional work.

We are currently exploring the potential to attract commercial investment into building EAC's IP assets, whilst also identifying opportunities to reinforce the case for Government re-investment in a FirstStop-type model of providing a national housing options advice service to older people.

As at August 2022 we recognise that some of these options cannot be progressed quickly because of the state of flux in which potential partner organisations also find themselves. We therefore remain committed to continuing our review of EAC's organisational, structural and collaborative options whilst also focusing in the immediate on delivering our charitable services and achieving the balanced budget we have projected in our current Budget and Forecasts.

### **3. Key Activities, Achievements and Performance**

Over the last 12 months our main activities have been:

#### **Maintaining our information directories and website [HousingCare.org](https://www.housingcare.org)**

This work is painstaking and relentless, but necessary to delivering EAC's unique public services and continuing to increase its independent income.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

Our directory of all UK retirement housing is detailed and unique, encompassing all specialist housing available to older people. It includes comprehensive coverage of accommodation for people with limited means as well as newer 'high end' provision, and recognises that across the board, older people considering moving home are more likely to find what they need and can afford through a re-sale or re-let of an older property than a new one. Maintaining the directory therefore requires regular checking and updating information on 25,500 existing developments alongside identifying around 200 new ones and a similar number of closures each year.

Our smaller directory of c.11,000 residential care and nursing homes includes homes that cater exclusively or primarily for older people.

Our directory of home services focuses on those which help older people 'stay put' successfully, such as home improvement, handy person and gardening services, aids and adaptations, transport and day centres, befriending and telecare services.

These directories, along with explanatory materials, populate the new HousingCare website we launched at the start of 2020. In the last 12 months the site received 3.5 million visitors.

### **EAC Advice – a telephone advice service**

In mid 2021 we were able to re-launch an EAC telephone advice service, thanks to support from OneFamily, a mutual financial services organisation.

When planning EAC Advice from late 2020 we were determined to ensure we would be able to offer more time than in the past to those customers whose needs and circumstances warranted this. Happily this meant we were better able to respond to the experiences of the pandemic and its lingering aftermath that drove many older people or family members to contact us.

For the older generation, experiences of anxiety, isolation and loneliness; of inability to fulfil responsibilities to children and grandchildren; and of their own support services and networks suddenly curtailed or out of reach. For younger relatives, apprehension about not being there to help if something happened to Mum or Dad.

For both generations, much of their difficult thinking about housing and care options ("*Should I stay or should I move? Should we push Dad to live nearer us?*") had already been done, alone or in family conversations, and they looked for a knowledgeable and realistic appraisal of how to achieve a 'good enough' outcome without undue delay.

Gearing up to staff EAC Advice hadn't initially been easy, reflecting a loss of experienced 'housing options' advisors to more secure jobs outside our shrinking specialism. Despite this we assembled a team by bringing together 3 experienced advisors employed by EAC and 2 contracted from Bassetlaw Action Centre, which responded brilliantly to the demands of the moment.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

With 2.8 fte staffing we managed to keep the service open from 9am to 6pm on weekdays, and to respond to messages left outside these hours with call-backs, often in the evening and at weekends. We spent time showing many customers how the website is structured, what it contains and how to get the most from it – which most found immensely helpful and empowering. Over 12 months EAC Advice helped nearly 5,000 older people to live better at home or to move to a more suitable home. Roughly 55% of customers were older people themselves, 40% family members or friends and 5% professionals.

One Family's support was specifically intended to help EAC explore ways of funding the delivery of free, independent and impartial 'housing options' advice to older people and their families. Whilst the 12 month funding period proved too short to fully explore all the opportunities we initially identified for raising income from the service itself, it also became evident that increasing income from our website and information resources would be easier to achieve with the staffing resources we had available.

How we take forward EAC Advice remains an open question at the moment, but is central to our conversations with other information and advice organisations.

### **Subscription services to housing providers and related organisations**

For housing and care home providers our service augments the presentation on our website of their organisation and its facilities. For many we also feature currently available properties for rent and sale. The service is regarded as marketing by subscribers, but in EAC's terms enables us to present more informative profiles of housing facilities than we otherwise could. 14 providers now subscribe to EAC's service, along with 4 national specialist estate and lettings agencies.

Interest in licensing EAC's retirement housing supply data by housing researchers, planning advisors, developers, investment brokers and funds dipped a little in 2021 but bounced back strongly from the start of 2022. This data product has now earned a reputation as the only comprehensive and independently monitored information about specialist housing for older people available, and subscribers are therefore generally keen to acknowledge EAC as data source for their analyses, reports and publications. Government departments DHSC and DLUHC, and an increasing number of local authorities, request either raw data or extracted statistics.

We are very encouraged by the increasing use of EAC data by each of the customer groups identified above, and excited by the potential to further develop and commercially exploit the charity's IP assets to help fund work that we currently cannot afford to do.

### **Remaining in touch with individuals and plugging back into our networks**

EAC benefits greatly from its relationships with a number of overlapping networks of individuals and organisations operating across the spectrum of research, policy formulation and service delivery to older people. Maintaining these relationships became more difficult during the Covid pandemic, but during 2022 we are determinedly making up for lost time.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

### 4. Legal and Financial Report

#### Our Charitable and Business Activities

EAC's mission is to help older people make informed decisions about meeting their housing and care needs.

Our main charitable activities during 2021 were to maintain two websites and (from mid year) to provide an accompanying telephone advice line.

#### Websites

HousingCare.org provides detailed information on all 36,500 retirement housing facilities and care homes in the UK, plus around 7,000 services that help older people live safely and well at home, and an extensive library of reading materials covering all aspects of understanding, comparing, accessing and affording suitable housing, care and support in later life.

[hoop.eac.org.uk](http://hoop.eac.org.uk), our linked 'Housing Options for Older People' web 'app', provides an alternative interface to EAC resources structured as suggestions in response to concerns that users identify.

#### EAC Advice

In July 2021 we launched EAC Advice, a new telephone advice line closely linked to our websites.

#### Public Benefit

In setting the charity's objectives, the Trustees have paid due regard to the Public Benefit guidance published by the Charity Commission. How the charity fulfils this responsibility is contained in the various sections of this report. Key outcomes were:

Activity	2021
Detailed information compiled and regularly updated on accommodation and services for older people, and available on our HousingCare website	<ul style="list-style-type: none"><li>• 25,548 retirement housing developments</li><li>• 11,012 care homes</li><li>• 6,927 home services</li></ul>
Information and guidance materials produced for older people, their families and professional who work with them, and available on the HousingCare website	<ul style="list-style-type: none"><li>• 18 Factsheets</li><li>• 11 'Quick Guides'</li><li>• 2 booklet Guides</li></ul>
HousingCare and HOOP users	<ul style="list-style-type: none"><li>• 3.5 million</li></ul>
Advice Line customers	<ul style="list-style-type: none"><li>• 2,263 (+ similar in 2022)</li></ul>

#### Remuneration policy

EAC currently employs 2 salaried staff (1.8fte) and 7 specialist consultants (2.4 fte). It also benefits from the services of 2 (1.5 fte) staff employed by the charity Bassetlaw Action Centre and made available to us under a grant funding arrangement.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

Remuneration of all of our directly employed staff and consultants is at tested and sub-market rates. Our contract with Bassetlaw is based on market tested Advisor salaries of £27k pa.

### **Financial Out-turn**

Restricted income for the year involved the spending of the remainder of the National Lottery Community Fund's Covid small grant award from 2020 (2020: £6,667, 2021: £3,333). There were no new restricted funds in 2021.

Unrestricted income increased by c.10% over 2020, a trend which has continued into 2022 largely due to an ongoing rebuild of EAC's main website which has generated more revenue.

2021 also saw EAC secure an £81,000 donation from the OneFamily Foundation to part fund EAC Advice. This income is spread evenly between 2021 and 2022.

Total expenditure in 2021 was £221k vs £283k in 2020 due to significant reductions in costs. This has brought the charity back to a position where its costs are covered by its income each year. This is forecast to continue in 2022. At 2021 year end EAC's reserves were £134,850.

### **Reserves Policy**

Trustees conducted a detailed review of the Charity's Reserves Policy in March 2022, under the same headings as in 2014 – protection against disaster, cushion against the unforeseen and protection against / mitigating risk.

We concluded that, in the context of the charity's currently reduced scale of operations and unfinished work underway to set a new path, it made little sense to adopt a new reserves target that dealt only with those few risks that could be readily quantified. Instead we agreed that a sensible holding position was to set a reserves requirement equal to the charity's actual reserves at the end of 2021, ie. £126k, which we feel is prudent and commensurate with the charity's current turnover and scale of operation.

### **Treasury Management**

Total income in 2021 was £230,016, of which £3,333 was restricted grant funds. Funds were held across 3 accounts in 2 banks, both members of the Financial Services Compensation Scheme.

### **Risk Management**

The Covid-related challenges we faced from March 2020 were very different from those of the past, but at an early stage we appraised worst case risks, and on this basis adopted a survival strategy that cut costs where needed to achieve a broadly balanced budget for 2021 and beyond.

We maintained delivery to our key stakeholders, retained sufficient staff to ensure continuity, recruited new Trustees and by mid 2021 reached a point where we could project income matching expenditure over at least 18 months ahead. In the event,

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

we beat our target, breaking even over 2021 as a whole, and moving into reliable small monthly surpluses since the start of 2022.

However, as 2022 unfolds we become ever more acutely aware of new risks and challenges that our society faces, and could impact on the charity. The cost of living crisis is an obvious one, but there are clearly other challenges ahead whose potential impacts are difficult to predict. So we will proceed cautiously as we seek to take advantage of the new opportunities we have managed to open up, both alone and in partnership with others. We will work within the framework of a balanced budget, continue to re-appraise risks and how we might ameliorate them, and ensure that our reserves are adequate to fund an orderly recovery from those risks we identify as most likely to impact on EAC.

### **Data Protection**

During 2017 we initiated a comprehensive review of how we store and manage personal data, and subsequently implemented a number of changes to ensure compliance with the requirements of the Data Protection Act 2018 and General Data Protection Regulation (GDPR).

## **5. Structure, Governance and Management**

### **Trustees**

EAC's Trustees are appointed by invitation of the Board, informed by regular skills audits.

We lost a longstanding and invaluable trustee (Chris Manthorp) to ill health in early 2021. However the commitment and expertise of our 2020 appointees Gemma Penn and Bruce Moore, and their determination to safeguard the future of EAC's mission and work, has been inspirational.

The Board of Trustees met 7 times in 2021 and 5 times during 2022 to date – as well as communicating regularly between meetings and offering support to our CEO as and when needed.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

### **Trustees' Responsibilities Statement**

The Trustees (who are also directors of Elderly Accommodation Counsel for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware; and
- The Trustees have taken all steps necessary to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

### **Staff and Consultant Responsibilities**

At 2021 year end the charity employed 2 payroll staff (1.8 fte) and 7 regular consultants / contractors (2.4fte). EAC's key management personnel during the year were John Galvin (Chief Executive) and Alex Billeter (Projects Manager). IT development and support is provided by John Wigley and his sub-contractors Andrew Foster and Dean Russell. Phil Prasad is responsible for Finance. Moyra Riseborough and Cecilia Brodigan are Housing Options Advisors. Ben Harrison is a data officer.

## **6. Acknowledgements**

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

Several warm *Thank You's* are in order this year, and as Chair I would like to record these in detail.

### **Thank You to Trustees and Staff**

We owe particular thanks to our newer Trustees for their unstinting efforts over the last two years to forge a bright future for EAC by helping rebuild its capacity to deliver a unique service to older people and their families, and extending its reach through collaboration and partnerships with other local and national organisations.

The Trustees in turn extend their thanks to each of our staff, consultants and contractors for their hard work and dedication through a demanding period.

Thank you all very much.

### **Thank You to our Subscribers**

An absolutely crucial part of EAC's income comes from the 18 housing and care providers and estate agencies who subscribe to our web marketing services and the 11 housing developers, investors, consultants and planners who licence our accommodation supply data.

We are grateful to you all for your continuing support.

### **Thank you to OneFamily**

OneFamily made a leap of faith in offering to support the re-launch of an EAC advice line service. As a mutual business which offers equity release and lifetime mortgage solutions to its many older members, its leadership team understood the importance of impartial and knowledgeable information and advice to good decision making in older age. Their contribution was a substantial one, replacing some of the smaller donations they would normally make.

We are very grateful for the opportunity this offered EAC to supplement the provision of information and guidance through our website with the offer of one-to-one conversations with those clients who wanted this.

Neil Sharp, who introduced us to OneFamily, helped strengthen our case for funding, and remained engaged throughout, deserves his own huge Thank You.

### **Thank You to Bassetlaw Action Centre (BAC)**

Finally our warm thanks to Lynn Tupling, CEO of BAC, and her team in Nottinghamshire, without whom we would have struggled to launch EAC Advice. They brought knowledge and professionalism to the role, plus a willingness to learn in order to be able to engage with and deliver to customers across the UK.

## **7. Looking Ahead in 2022**

The detailed work that we have done over the last year to understand the new landscape of information and advice services to older people and their families has been sobering, but is proving enormously helpful in thinking about EAC's future role.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2021

EAC's starting point, since its inception in 1985, is that ageing successfully requires thinking and planning ahead to ensure that the home we live in is 'age friendly' and the support services we might need are available, accessible and affordable. We were the first national organisation to devise an information and advice service dedicated to helping people to do this, and over the years we have encouraged and supported the creation of similar local services in many parts of the country.

But our recent fact-finding has shown how patchy and precarious the availability of fully independent 'housing and care options' advice services has become. This is against an increasingly sombre backdrop of Covid's lingering impact on older people, continuing delays to reform and re-funding of social care, the re-emergence of pensioner poverty and the reality of a national housing stock still largely unfit to age in, and now even more expensive to heat in winter – and indeed to keep cool in summer.

We fully understand why other larger charities, as well as local authorities, both with substantially reduced incomes, feel they need to focus their resources on fewer priorities, and on immediate and urgent problems. However, warm, accessible, comfortable housing and support are critical to older people's quality of life and, for many, independent information and advice is an essential stepping stone to achieving this.

We recognise too that EAC's historically universal service offer faces increasingly stiff competition from more commercial advice services vying for the 'self payer' end of the care and retirement living markets.

So, as we continue to work on our forward plan, we are clear that our imperative must be to find a way of using the comparatively limited resources we have, our connections, IP assets and expertise, to make maximum impact on the availability and quality of 'housing options' information and advice to those many older people who remain poorly served.

It has been a challenging period of research and reflection for both trustees and staff - but at the same time a liberating and exciting journey. We still have conversations to complete, and further work to do. But our intention is to focus the charity's strategic objectives, operations, staffing and partnerships around a realistic appraisal of how EAC can most effectively deliver its mission in an increasingly volatile, fragmented and competitive environment.

**Signed on behalf of the Board of Trustees**



**Professor Ann Netten, Chair of Trustees**

**Date: 02/09/2022**

# Elderly Accommodation Counsel

## Independent Auditor's Report

for the year ended 31<sup>st</sup> December 2021

### Independent auditor's report to the members of Elderly Accommodation Counsel

#### Opinion

We have audited the financial statements of Elderly Accommodation Counsel for the year ended 31 December 2021 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2021 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

#### Basis for opinion

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

#### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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

#### Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustee's Annual Report. Our opinion on the financial

# Elderly Accommodation Counsel

## Independent Auditor's Report

for the year ended 31<sup>st</sup> December 2021

statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

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

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

- the information given in the Trustees' Annual Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Annual Report has been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

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

### **Responsibilities of trustees for the financial statements**

As explained more fully in the trustees' responsibilities statement set out on page 7, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is

# Elderly Accommodation Counsel

## Independent Auditor's Report

for the year ended 31<sup>st</sup> December 2021

necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

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

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to charity and company law applicable in England and Wales, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011, and considered other factors such as income tax, payroll tax and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to revenue recognition and management override of controls. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulations and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted with unusual account combinations, postings by unusual users or with unusual descriptions; and

# Elderly Accommodation Counsel

## Independent Auditor's Report

for the year ended 31<sup>st</sup> December 2021

- Challenging assumptions and judgements made by management in their critical accounting estimates

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### Use of our report

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



Lee Stokes (Senior Statutory Auditor)

For and on behalf of Haysmacintyre LLP, Statutory Auditor

Date: 6 September 2022

10 Queen Street Place

London

EC4R 1AG

# Elderly Accommodation Counsel

## Statement of Financial Activities

for the year ended 31<sup>st</sup> December 2021

	Notes	Unrestricted funds		Total funds 2021	Total funds 2020
		General	Restricted funds		
		£	Other £		
<b>Income from:</b>					
<b>Donations and legacies</b>					
Legacy & client donations		55	-	55	130
Organisations		40,500	-	40,500	
<b>Charitable activities</b>					
HOOP 'app' and services		-	-	-	7,983
Research & Development		48,001	-	48,001	89,366
National Housing for Older People Awards		-	-	-	6,700
Miscellaneous Charity Services		-	3,333	3,333	7,027
<b>Other trading activities</b>					
		138,117	-	138,117	100,950
<b>Investments</b>					
		9	-	9	331
<b>Total income</b>		<b>226,682</b>	<b>3,333</b>	<b>230,015</b>	<b>212,487</b>
<b>Less: Expenditure on raising funds</b>					
Fundraising and publicity		(4,581)	-	(4,581)	(5,784)
<b>Net income</b>		<b>222,101</b>	<b>3,333</b>	<b>225,434</b>	<b>206,703</b>
<b>Expenditure on:</b>					
<b>Charitable activities</b>					
HOOP 'app' and services	1	5,530	-	5,530	22,797
Research & Development	1	56,369	-	56,369	78,700
National Housing for Older People Awards	1	(2,525)	-	(2,525)	10,509
Advice Service	1	52,613	-	52,613	
Miscellaneous Charity Services	1	21,183	3,333	24,516	58,832
ICT development (from designated funds)	1	80,528	-	80,528	106,385
<b>Total expenditure on charitable activities</b>		<b>213,698</b>	<b>3,333</b>	<b>217,031</b>	<b>277,223</b>
<b>Total expenditure</b>	1	<b>218,279</b>	<b>3,333</b>	<b>221,612</b>	<b>283,007</b>
<b>Net income/(expenditure)</b>		<b>8,403</b>	<b>-</b>	<b>8,403</b>	<b>(70,520)</b>
<b>Transfer between funds</b>					
		-	-	-	-
<b>Net movement in funds</b>		<b>8,403</b>	<b>-</b>	<b>8,403</b>	<b>(70,520)</b>
<b>Reconciliation of funds:</b>					
Fund balances brought forward at 1 January 2021		126,447	-	126,447	196,967
<b>Fund balances carried forward at 31 December 2021</b>		<b>134,850</b>	<b>-</b>	<b>134,850</b>	<b>126,447</b>

The accompanying notes form part of these financial statements.

# Elderly Accommodation Counsel

## Statement of Financial Activities

for the year ended 31<sup>st</sup> December 2020

	Notes	Unrestricted funds	Restricted funds	Total funds 2020
		General	Other	
		£	£	£
<b>Income from:</b>				
<b>Donations and legacies</b>				
		130	-	130
<b>Charitable activities</b>				
HOOP 'app' and services		7,983	-	7,983
Research & Development		89,366	-	89,366
National Housing for Older People Awards		6,700	-	6,700
Miscellaneous Charity Services		360	6,667	7,027
<b>Other trading activities</b>				
		100,950	-	100,950
<b>Investments</b>				
		331	-	331
<b>Total income and endowments</b>				
		<b>205,820</b>	<b>6,667</b>	<b>212,487</b>
<b>Less: Expenditure on raising funds</b>				
Fundraising and publicity		(5,784)	-	(5,784)
<b>Net income and endowments</b>				
		<b>200,036</b>	<b>6,667</b>	<b>206,703</b>
<b>Expenditure on:</b>				
<b>Charitable activities</b>				
HOOP 'app' and services	1	22,797	-	22,797
Research & Development	1	78,700	-	78,700
National Housing for Older People Awards	1	10,509	-	10,509
Miscellaneous Charity Services	1	42,711	16,121	58,832
ICT development (from designated funds)		106,385	-	106,385
<b>Total expenditure on charitable activities</b>				
		<b>261,102</b>	<b>16,121</b>	<b>277,223</b>
<b>Total expenditure</b>				
	1	<b>266,886</b>	<b>16,121</b>	<b>283,007</b>
<b>Net income/(expenditure)</b>				
		<b>(61,066)</b>	<b>(9,454)</b>	<b>(70,520)</b>
<b>Transfer between funds</b>				
		(9,454)	9,454	-
<b>Net movement in funds</b>				
		<b>(70,520)</b>	-	<b>(70,520)</b>
<b>Reconciliation of funds:</b>				
Funds balance brought forward at 1 January 2020		196,967	-	196,967
<b>Funds balance carried forward at 31 December 2020</b>				
		<b>126,447</b>	-	<b>126,447</b>

The accompanying notes form part of these financial statements.

# Elderly Accommodation Counsel

## Balance Sheet

At 31<sup>st</sup> December 2021

	Notes	£	2021	£	2020	£
<b>FIXED ASSETS</b>						
Intangible fixed assets	4			1		1
<b>CURRENT ASSETS</b>						
Debtors	5	47,311			24,584	
Cash at bank and in hand		<u>192,381</u>			<u>186,633</u>	
		239,692			211,217	
<b>CREDITORS: amounts falling due within one year</b>	6	<u>(104,843)</u>			<u>(84,771)</u>	
<b>NET CURRENT ASSETS</b>				134,849		126,446
<b>NET ASSETS</b>				<u>134,850</u>		<u>126,447</u>
<b>FUNDS</b>						
Unrestricted funds						
General				134,850		126,447
Restricted Funds	7			<u>-</u>		<u>-</u>
				<u>134,850</u>		<u>126,447</u>

The Financial Statements were approved and authorised by Trustees on 2<sup>nd</sup> September 2022 and were signed on its behalf by

**A Netten**  
Chair



**B Moore**  
Trustee



Company registration number: 01955490

# Elderly Accommodation Counsel

## Statement of Cash Flows

For the year ended 31<sup>st</sup> December 2021

### Statement of cash flows

	Note	2021 £	2020 £
<b>Cash flows from operating activities:</b>			
<b>Net cash provided by (used in) operating activities</b>	1	<b>5,739</b>	<b>(39,004)</b>
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments		9	331
<b><i>Change in cash and cash equivalents in the reporting period</i></b>		<b>5,748</b>	<b>(38,673)</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>	2	<b>186,633</b>	<b>225,306</b>
<b><i>Cash and cash equivalents at the end of the reporting period</i></b>	2	<b>192,381</b>	<b>186,633</b>

### 1. Reconciliation of net movement in funds to net cash flow from operating activities

	2021 £	2020 £
<b>Net movement in funds for the reporting period (as per the statement of financial activities)</b>	<b>8,403</b>	<b>(70,520)</b>
Adjustments for:		
Dividends, interest and rents from investments	(9)	(331)
(Increase)/decrease in debtors	(22,727)	36,611
Increase/(decrease) in creditors	20,072	(4,764)
<b>Net cash provided by (used in) operating activities</b>	<b>5,739</b>	<b>(39,004)</b>

### 2. Analysis of cash and cash equivalents

	2021 £	2020 £
Cash in hand	192,381	186,633
<b>Total cash and cash equivalents</b>	<b>192,381</b>	<b>186,633</b>

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2021

### Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### (a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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

#### (b) Preparation of accounts on a going concern basis

The trustees have considered and reviewed the charity's financial position, reserves levels and future plans, and have confidence that the charity remains a going concern for the foreseeable future. The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern.

#### (c) Fund accounting

Unrestricted general funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. Designated funds are unrestricted funds earmarked by the Trustees for a specific purpose.

Restricted funds are funds subject to specific trusts which may be declared by the donors or with their authority, but are still within the objects of the charity.

#### (d) Income

Income from charitable activities includes income received from grant funding or received under contract. Grant income and donations included in this category are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability.

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2021

### Accounting Policies (continued)

#### (e) Expenditure

Expenditure is recognised on an accruals basis as a liability is incurred. Charitable expenditure consists of costs incurred by the charity in the delivery of its activities and services for its beneficiaries.

Central overheads are allocated to charitable activities and fundraising functions on the basis of the use of central support services.

Governance costs include expenditure on the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

#### (f) Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Office equipment – 25% per annum

Cost of computer equipment is expended in the year which it is incurred.

#### (g) Amortisation of Database costs

The value of the charity's accommodation databases have been capitalised and amortised to a nominal value of £1. They remain a unique and indispensable asset without which the charity could not fulfil its primary purpose, and from which the charity derives considerable income to support its charitable activities.

#### (h) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

#### (i) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments.

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2021

### Accounting Policies (continued)

#### (j) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

#### (k) Employee benefits

##### *Short term benefits*

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

##### *Employee termination benefits*

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

##### *Pension scheme*

The charity operates a defined contribution pension scheme for the benefit of its employees. The assets of the scheme are held independently from those of the charity in an independently administered fund. The pensions costs charged in the financial statements represent the contributions payable during the year.

#### (l) Operating leases

Operating lease rentals are charged to the Statement of Financial Activities over the period in which the cost is incurred.

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2021

### Note 1 - Analysis of total expenditure

	Staff costs £	Overheads £	Other direct costs £	Total 2021 £	%	Total 2021 £	%
<i>Cost of generating funds</i>							
Fundraising and publicity	3,722	859	-	4,581	2%	5,784	2%
<i>Charitable activities</i>							
HOOP	4,494	1,036	-	5,530	3%	22,797	8%
Research & Development	45,804	10,565	-	56,369	25%	78,700	28%
National Housing for Older People Awards			(2,525)	(2,525)	(1%)	10,510	4%
Volunteer Advice Service	30,755	7,094	14,764	52,613	24%	16,121	5%
Miscellaneous Charity Services	19,921	4,595	-	24,516	11%	42,711	15%
IT Infrastructure	65,435	15,093	-	80,528	36%	106,384	38%
<b>Subtotal</b>	<b>166,409</b>	<b>38,383</b>	<b>12,239</b>	<b>217,031</b>	<b>98%</b>	<b>277,223</b>	<b>98%</b>
<b>Total expenditure</b>	<b>170,131</b>	<b>39,242</b>	<b>12,239</b>	<b>221,612</b>	<b>100%</b>	<b>283,007</b>	<b>100%</b>

### Support Costs

	Office-related costs £	Other costs £	Total 2021 £	Total 2020 £
Fundraising and publicity	645	214	859	783
HOOP	778	258	1,036	3,084
Research & Development	7,930	2,635	10,565	10,660
National Housing for Older People Awards	-	-	-	743
Miscellaneous Charity Services	8,773	2,916	11,689	7,969
IT Infrastructure	11,328	3,765	15,093	14,410
	<u>29,454</u>	<u>9,788</u>	<u>39,242</u>	<u>37,649</u>

Staff costs include costs of salaried and non-salaried staff allocated directly to each project and activity.

Overheads include all office related costs and governance costs.

Other direct costs include all work required to deliver the Charity's telephone & ICT related web based services.

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2021

### Note 1 - Analysis of total expenditure (continued)

#### Note 1 - Analysis of total expenditure (2020)

	Staff costs	Support Costs	Other direct costs	Total 2020	%
	£	£	£	£	
<i>Cost of generating funds</i>					
Fundraising and publicity	5,001	783	-	5,784	2%
<i>Charitable activities</i>					
HOOP	19,683	3,084	30	22,797	8%
Research & Development	68,040	10,660	-	78,700	28%
National Housing for Older People Awards	4,742	743	5,025	10,510	4%
Volunteer Advice Service	13,937	2,184	-	16,121	5%
Miscellaneous Charity Services	36,926	5,785	-	42,711	15%
IT Infrastructure	91,974	14,410	-	106,384	38%
<b>Subtotal</b>	<b>235,302</b>	<b>36,866</b>	<b>5,055</b>	<b>277,223</b>	<b>98%</b>
<b>Total expenditure</b>	<b>240,303</b>	<b>37,649</b>	<b>5,055</b>	<b>283,007</b>	<b>100%</b>

#### Support Costs

	Office-related costs	Other costs	Total 2020
	£	£	£
Fundraising and publicity	440	343	783
HOOP	1,732	1,352	3,084
Research & Development	5,988	4,672	10,660
National Housing for Older People Awards	417	326	743
Miscellaneous Charity Services	4,476	3,493	7,969
IT Infrastructure	8,094	6,316	14,410
	<u>21,147</u>	<u>16,502</u>	<u>37,649</u>

Staff costs include costs of salaried and non-salaried staff allocated directly to each project and activity.

Overheads include all office related costs and governance costs.

Other direct costs include all work required to deliver the Charity's telephone & ICT related web based services.

Included in support costs is auditor's remuneration of £9,500 (2020: £6,500)

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2021

### Note 2 - Staff Costs

	2021	2020
	£	£
<u>Regular payroll staff</u>		
Gross salary	41,945	93,876
Social security cost	858	4,950
Pension contributions	36	1,465
Employee redundancy payment	7,500	3,375
	<hr/>	<hr/>
	50,339	103,666
Consultants and occasional staff	119,497	136,637
Consultants and occasional staff allocated directly to projects	295	-
	<hr/>	<hr/>
Total	170,131	240,303
	<hr/>	<hr/>
Average number of employees in the year	2	4
Employees earning more than £60,000 in the year	-	-
Total pay for key management personnel	39,282	71,452
	<hr/>	<hr/>

### Note 3 - Trustees' Remuneration and Reimbursed Expenses

Expenses of £nil were reimbursed to trustees in the year (2020: £nil).

### Note 4 - Intangible Fixed Assets

	2021	2020
	£	£
Notional value of EAC datasets	1	1
	<hr/>	<hr/>

### Note 5 - Debtors

	2021	2020
	£	£
Trade debtors	38,700	22,347
Prepayments and accrued income	8,611	2,237
	<hr/>	<hr/>
	47,311	24,584
	<hr/>	<hr/>

### Note 6 - Creditors: Amounts falling due within one year

	2021	2020
	£	£
Other creditors	19,191	16,933
Accruals	12,853	540
Deferred income	67,835	64,055
Other taxes and social security payable	4,964	3,243
	<hr/>	<hr/>
	104,843	84,771
	<hr/>	<hr/>

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2021

### Note 7 – Restricted funds

	Balance b'fwd £	Income £	Expenditure £	Transfers	Balance c'fwd £
Lottery Grant	-	3,333	(3,333)	-	-

#### *Purpose of restricted funds*

1. A £10k 6 month, time-limited Lottery Fund grant to assist with the costs of providing a largely volunteer-run advice service which ran between Sep 20 - Feb 21.

### *Restricted Funds (2020)*

	Balance b'fwd £	Income £	Expenditure £	Transfers	Balance c'fwd £
Lottery Grant	-	6,667	(16,121)	9,454	-

### Note 8 - Operating Lease Commitments

Land & Buildings	2021 £	2020 £
Amounts due:		
Within 1 year	8,600	15,917
Later than 1 year not later than 5 years	6,450	-
More than 5 years	-	-
	<u>15,050</u>	<u>15,917</u>

EAC has a termination clause in its current lease which is subject to 12 months' notice by EAC.

### Note 9 – Related Party Transactions

During the year the Charity provided web & data services to Housing 21, whose Chief Executive, Bruce Moore is a trustee of Elderly Accommodation Counsel. Housing 21 paid a fee to EAC for these services of £10,950 (2020: £10,950).

There were no other related party transactions in either the current or the preceding year.

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2021

### Status

Elderly Accommodation Counsel (more usually known as EAC) is:

- A Company Limited by Guarantee no.01955490, registered under The Companies Act 2006
- An incorporated charity, no. 292552

It is registered for VAT with HMRC (VAT reg. no. 386 3167 27)

The objects of the Charity are defined in its Memorandum and Articles of Association as “to promote the relief of the elderly by the provision of information and advice to those seeking to meet the needs of the elderly”.

The Charity is governed by a Board of Trustees, supported by a President and Life President. All of the Charity’s Trustees also serve as Directors of the Company.

A private limited company, Housingcare Services Limited, was registered in 2007, with the objects of carrying on any trade, business or undertaking with a view to raising funds for Elderly Accommodation Counsel. The company has since remained dormant.

A private limited company, Later Life Research Ltd, was registered in 2011 to undertake market research activities. The company has since remained dormant.

### Honorary positions

President                      The Countess of Mar

### Board of Trustees

Professor Ann Netten (Chair)

Christopher Manthorp (resigned 11 March 21)

Dr Gemma Penn

Bruce Moore

# **Elderly Accommodation Counsel**

## **Reference and administrative information**

**For the year ended 31<sup>st</sup> December 2021**

### **Chief Executive & Secretary**

John Galvin

### **Registered Office**

c/o Haysmacintyre LLP, 10 Queen Street Place, London EC4R 1AG

### **Operational address**

Brigade House, Brigade Street, London SE3 0TW

### **Auditor**

Haysmacintyre LLP, 10 Queen Street Place, London EC4R 1AG

### **Bankers**

Unity Trust Bank, PO Box 7193, Planetary Road, Willenhall WV1 9DG

### **Solicitors**

Levine Mellins Klarfeld, 24-26 Church Road, Stanmore, Middlesex HA7 4AW

Bates Wells & Braithwaite London LLP, 10 Queen Street Place, London EC4R 1BE

**ELDERLY ACCOMMODATION COUNSEL**

England & Wales - Charity number 292552

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# Accounts

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# **Elderly Accommodation Counsel**

Registered charity

Company limited by guarantee

## **Report and Financial Statements for the year ended 31<sup>st</sup> December 2020**

Company Registration Number 01955490

Charity Registration Number 292552

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# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2020

### Declaration

The Trustees present their report and financial statements for the year ended 31 December 2020. The financial statements have been prepared in accordance with the Charities Statement of Recommended Practice (FRS 102), applicable law and the charity's governing document.

## 1. Introduction

This report is provided by the Trustees of Elderly Accommodation Counsel (EAC), charity no 292552, whose operating office is at Unit A, 202 Lambeth Road, London SE1 7JW. EAC is a registered Company (no 01955490) private, limited by guarantee and with no share capital.

The charity's Trustees in the year were:-

- Mervyn Kohler (Chair, resigned 28/08/20)
- Professor Ann Netten (chair from 28/08/20)
- Christopher Manthorp (resigned 11/03/21)
- Steve Ongerri (resigned 28/08/20)
- Gemma Penn (appointed 28/08/20)
- Bruce Moore (appointed 28/08/20).

The charity's Trustees in the year were Mervyn Kohler (Chair, resigned 28/08/20), Professor Ann Netten (chair from 28/08/20), Christopher Manthorp (resigned 10/03/21), Steve Ongerri (resigned 28/08/20), Gemma Penn (appointed 28/08/20), Bruce Moore (appointed 28/08/20). The Board of Trustees held 4 quorate meetings during 2020 plus 3 that were inquorate due to the incapacity of the Chair at the time. During 2021 to date Trustees have met 3 times to conduct formal business and 3 times for informal discussion and strategic planning. The Chief Executive and Chair meet and consult frequently. No new Trustees have been appointed in 2021.

EAC's charitable mission is to help older people make informed choices about meeting their housing and care needs, and since 1985 we have done this by:

- compiling extensive national directories of information about housing and care facilities, as well as services that can help older people live safely and well at home;
- providing a highly regarded free telephone information and advice line service (I&A service), underpinned by these directories;
- managing the flagship information website [www.HousingCare.org](http://www.HousingCare.org) and successful *Housing Options for Older People* (HOOP) web 'app'.

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2020

### 2. Overview of the year

Sadly we accepted the resignations of two Trustees during 2020 (including our Chair, due to incapacity) and one in early 2021. However we were fortunate to be able to appoint two replacements who have brought expertise as well as dedication to bear on re-envisaging the charity.

Trustees have met either formally or in topic-based discussion and strategic planning sessions almost monthly over the last year, working through a comprehensive process of challenge and review.

During the 9 months since our last Report, we have moved decisively from the 'survival strategy' we adopted early in the Covid 19 pandemic into a more confident period during which we have:

- re-appraised EAC's position in the marketplace of housing information and advice services to older people and their families;
- identified and initiated dialogues with a number of other not-for-profit agencies about potential collaboration or possible merger;
- attracted new donation funding enabling us to re-launch our own 'housing options' advice service.

Financially we have re-appraised our needs and our ambitions which has enabled us to continue investing in EAC's infrastructure of information resources, website and 'apps', whilst also bringing to an end a period of reliance on reserves to supplement current income.

We have reached a clarity about the value of EAC's reputation which spans 3 inter-related areas of work and audiences:

- delivery of trusted information, advice and guidance to older people and their families;
- credible and detailed reporting on the availability of accommodation and services for older people to providers and policy makers; and
- consumer insights distilled from extensive contact with and feedback from older people on available accommodation and services.

### 3. Key Activities, Achievements and Performance

#### **A Covid-related information and advice initiative**

An opportunity arose in the early days of the pandemic to pilot a housing and care advice service employing two experienced volunteers who offered their services. Within a fortnight we had induction and training, technology, protocols and rudimentary marketing in place, and we launched the service in April 2020.

# **Elderly Accommodation Counsel**

## **Report of the Trustees**

### **for the year ended 31<sup>st</sup> December 2020**

Four more potential volunteers subsequently offered their services. A bid for a small Lottery grant to cover management costs succeeded in August, and the service had helped nearly 3,000 people by February 2021 when we closed it due to ill health and other commitments of remaining volunteers.

Although this was a responsive initiative that was not devised as a permanent service, it provided a very much needed service at the time, and has proved to be a valuable test bed for future initiatives.

### **Plugging back into our networks**

After a hiatus of four years as we managed the impact of a sudden loss of Government funding for EAC FirstStop Advice, in early 2021 we initiated a survey of national and local organisations and agencies we used to work closely with, to update ourselves on their activities. This was followed up by in depth dialogue with several to explore their appetite for re-connecting, partnering or, in some cases, merger.

It was a timely exercise. Covid had sharpened thinking about how to deliver key services against the backdrop of reducing grant funding and increasing demand.

### **Testing opportunities for partnering or merger**

Between August 2020 and March 2021 we held a series of meetings and workshops with particular organisations with whom we felt there was a strong affinity in order to test out models of joint working on specific activities or projects as well as prospects for a formal partnership or full merger. We focused particularly on the extent to which each form of coming closer together could deliver a more integrated information and advice service to older and disabled people; stronger visibility and profile; a broader and stronger policy voice; easier succession planning; and greater financial capacity and stability.

In the event, whilst the exercise has led to a very welcome increase in collaboration, it also identified clear obstacles to formal partnerships or merger. It did though provide an invaluable opportunity to distill EAC's own attitudes to and expectations of close alliances with third parties.

### **Maintaining and updating our information resources, websites and 'apps'**

During 2020 and 2021 to date we have continued to invest in maintaining the information databases which underpin both our online and offline public services, and which also earn income for the charity through licensing.

# Elderly Accommodation Counsel

## Report of the Trustees

### for the year ended 31<sup>st</sup> December 2020

It is hugely encouraging that our HousingCare website continues to attract nearly 4 million visitors a year, including c. 45% older people, 45% family members and carers, and 10% professionals who work with them.

### **Launch of a new, national ‘housing options’ advice service**

The launch of EAC Advice in mid July 2021 embodies the collaborative approach we are taking to help re-establish ‘housing options’ advice for older people across the country.

- Contact with a new funder, OneFamily, was brokered and nurtured on a pro bono basis by a partner in a consultancy firm first introduced to us by Legal & General. One Family’s subsequent offer, via its Foundation, to fund three Advisor posts marks a significant change from its historic distribution of small grants to local groups and charities and its additional contribution of relevant expertise is proving equally valuable. An explicit aim of the funding is to enable EAC to explore new ways of ensuring the longer-term viability of the new service;
- Our service delivery partner, Bassetlaw Action Centre, is a well-respected charity and one of few local agencies to have maintained a ‘housing options’ service over recent years. It also has a history of successfully delivering its services through a mix of staff and volunteers;
- Our other advice staff are individuals with years of professional experience in our field, who have been willing to contribute their considerable expertise at very modest cost to help the new venture become established;
- Our aim is to sustain and expand the service, in part, by persuading a range of known housing and service providers to support informed consumer choice and by sponsoring elements of it.

The service is offered initially by phone and email, but with the potential for a video conferencing option to be trialed shortly which might be particularly suited to conversations with multiple family members.

## **4. Legal and Financial Report**

### **Our Charitable and Business Activities**

EAC’s mission is to help older people make informed decisions about meeting their housing and care needs.

Our main charitable activity during 2020 was to maintain our website [www.HousingCare.org](http://www.HousingCare.org) which provides detailed information on all 35,000 specialist housing facilities and care homes in the UK, plus around 10,000 services that can help older people live safely and well at home, and an extensive library of reading materials covering all aspects of

# Elderly Accommodation Counsel

## Report of the Trustees

### for the year ended 31<sup>st</sup> December 2020

understanding, comparing, accessing and affording suitable housing, care and support in later life.

Our linked 'HOOP' (Housing Options for Older People') web 'app' provides an alternative interface to EAC resources structured as suggestions in response to concerns users identify.

We also maintained an accompanying free telephone Advice Line service to support and advise site and 'app' users, initially at limited scale but with capacity boosted from April onwards by volunteer Advisors.

### Public Benefit

In setting the charity's objectives, the Trustees have paid due regard to the Public Benefit guidance published by the Charity Commission. How the charity fulfils this responsibility is contained in the various sections of this report. Key outcomes were:

Activity	2020
Detailed information compiled and regularly updated on accommodation and services for older people, and available on EAC HousingCare website	<ul style="list-style-type: none"><li>• 25,359 retirement housing developments</li><li>• 11,197 care homes</li><li>• 8,432 home services</li></ul>
Information and guidance materials produced for older people, their families and professional who work with them, and available on EAC HousingCare website	<ul style="list-style-type: none"><li>• 18 Factsheets</li><li>• 11 'Quick Guides'</li><li>• 2 booklet Guides</li></ul>
Library of relevant reading produced by other organisations sourced and maintained, and available on EAC HousingCare website	<ul style="list-style-type: none"><li>• 2,276 titles</li></ul>
HousingCare and HOOP users	<ul style="list-style-type: none"><li>• 4.4 million</li></ul>
Advice Line customers	<ul style="list-style-type: none"><li>• 3,244</li></ul>

# Elderly Accommodation Counsel

## Report of the Trustees

for the year ended 31<sup>st</sup> December 2020

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### Remuneration policy

As we reported last year, during 2019 and 2020 we continued to implement a strategy of reducing our staffing complement, consultancy fees and office costs to contain the extent we needed to draw on reserves whilst re-imagining the charity's future. In May 2020 Trustees reluctantly approved voluntary reductions in salary proposed by two of our remaining payroll staff, and the secondment of a third to help an external organisation establish a care advice service.

We continued to employ 3 external consultants to provide ICT and web services, business development expertise and accountancy services, each at sub-market rates. In mid 2021 we re-negotiated the most expensive of these, the ICT and web consultancy, on completion of the rebuild of our HousingCare website and a decision to rely on our partner Bassetlaw Action Centre to provide telephone and customer management services for our new 'housing options' advice service.

### Financial Out-turn

Restricted income for the year was just £6.7k from the National Lottery Community Fund's Covid small grants programme to manage our pilot volunteer-led advice service.

Unrestricted income was £206k compared with £336k in 2019. The reduction of £130k is mainly accounted for by 3 large elements of 2019 income that were not replicated in 2020:

- a one-off legacy donation of £27k;
- dedicated funding of £40k for a rebuild of our HOOP 'app';
- £60k from the annual EAC National Housing for Older People Awards which had to be postponed in 2020.

Total expenditure in 2020 was 37% lower than in 2019 at £283k, resulting in a deficit for the year of £70.5k, which was met from reserves.

At year end our reserves stood at £126k.

### Reserves Policy

Trustees had last conducted a detailed review of the Charity's Reserves Policy during 2014, under three headings:

- protection against disaster,
- cushion against the unforeseen
- and protection against / mitigating risk.

The previous reserves policy provided a target of maintaining unrestricted reserves of at least of £200,000. At the end of 2019 our reserves stood at £197k, but reduced to £126k by the end of 2020.

# **Elderly Accommodation Counsel**

## **Report of the Trustees**

**for the year ended 31<sup>st</sup> December 2020**

In April and May 2021 we reviewed the Reserves Policy. We concluded that whilst increasing our reserves should remain an aspiration, doing so should not be at the expense of investment in work to secure a stable and higher level of income and charitable activity in the future.

### **Treasury Management**

Total income in 2020 was £212,487, of which £6,667 were restricted grant funds. Funds were held across 3 accounts in 2 banks, both members of the Financial Services Compensation Scheme.

Funds previously held for and on behalf of the Housing Learning and Improvement Network (LIN), totalling £9,530 at the end of 2019, were transferred to the LIN in full during the year.

### **Risk Management**

The Covid-related challenges we have faced since March 2020 have been very different from those of the past, but early on we adopted a survival strategy that cut costs where needed to achieve a broadly balanced budget for 2021 and beyond. We have maintained delivery to our key stakeholders, retained sufficient staff to ensure continuity, recruited new Trustees and by mid 2021 reached a point where we can project income matching expenditure over at least the coming 18 months.

Nevertheless we remain alert to the risks and challenges facing EAC. We will proceed cautiously as we seek to take advantage of the new opportunities we have managed to open up, both alone and in partnership with others, within the framework of a balanced budget.

### **Data Protection**

During 2017 we initiated a comprehensive review of how we store and manage personal data, and implemented a number of changes to ensure compliance with new requirements contained in the Data Protection Act 2018 and General Data Protection Regulation (GDPR). Our procedures will be kept under regular review and updated where necessary.

## **5. Structure, Governance and Management**

### **Trustees**

EAC's Trustees are appointed by invitation of the Board, informed by regular skills audits.

In early 2020 we suffered the initially temporary loss of our Chair due to incapacity, followed later by the resignation of another Trustee. Fortunately we were able by August to recruit two new Trustees, Bruce Moore and Gemma Penn, with the experience, expertise, stamina and optimism to help guide us through difficult times, beginning with devising

# Elderly Accommodation Counsel

## Report of the Trustees

### for the year ended 31<sup>st</sup> December 2020

a short term 'survival strategy' and then moving on to reviewing longer term options for rebuilding EAC in partnership with others in our field.

Over the course of 2020 and 2021 to date Trustees have met 13 times. 3 meetings in 2021 were devoted to strategic planning sessions.

In early 2021 we lost a further invaluable Trustee because of terminal illness.

### **Trustees' Responsibilities Statement**

The Trustees (who are also directors of Elderly Accommodation Counsel for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for that period. In preparing these financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK Accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time of the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as we are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware; and
- The Trustees have taken all steps necessary to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

# **Elderly Accommodation Counsel**

## **Report of the Trustees**

**for the year ended 31<sup>st</sup> December 2020**

### **Staff and Consultant Responsibilities**

At 2020 year end the charity employed 3 payroll staff (2.3 fte) and 6 regular consultants / contractors (2.0 fte). EAC's key management personnel team during the year were John Galvin (Chief Executive), Adam Hillier (to September 2020) and Alex Billeter (Projects Manager) from October.

IT development and support is provided by John Wigley (accompanied by his sub-contractors Andrew Foster and Dean Russell). Michael McCarthy (Work House Ltd) provides strategic advice on business development, sponsorship, income generation and marketing. Phil Prasad provides finance & accounting services.

### **Thank You to Trustees and Staff**

We owe particular thanks to our Trustees, both new and not so new, for their unstinting efforts during 2020 and 2021 to forge a brighter future for EAC by rebuilding its capacity to deliver a unique service to older people and their families, and extending its reach through collaboration and partnerships with other like minded local and national organisations.

We send our special thanks to Mervyn Kohler and Chris Manthorp, both of whom were forced to resign for health reasons, but whose contributions to EAC's success over the years have been enormous. We miss them both and wish them the very best.

The Trustees also extend their thanks to each of our staff and external consultants and contractors for their flexibility and dedication through a particularly demanding period. And we welcome the two new Advisors, Moyra Riseborough and Cecilia Brodigan, who joined us in July this year.

Thank you all very much.

### **Thank You to our Subscribers**

An absolutely crucial part of EAC's income comes from the 23 housing and care providers who subscribe to our web marketing services and the 11 housing developers, investors, consultants and planners who licence our accommodation supply data.

We are grateful to you all for your loyalty through these difficult times.

## **6. Looking Ahead in 2021**

No charity dedicated to delivering a vital public service to older people can feel comfortable in the face of the enormous additional challenges the

# **Elderly Accommodation Counsel**

## **Report of the Trustees**

### **for the year ended 31<sup>st</sup> December 2020**

ongoing Covid-19 pandemic presents to its beneficiaries. This is why we have worked tirelessly over the course of this and last year to ensure that EAC both survived and prepared itself to play a bigger role than has been possible in recent years in helping older people, and their families, navigate these challenges and continue to live safely and well at home.

We have high hopes for the new 'housing options' advice service we launched in July, and our ongoing relationships with funder OneFamily Foundation and delivery partner Bassetlaw Action Centre.

We look forward to re-investing in collaboration with the wider range of organisations and individuals whose work complements or supports our own and looking imaginatively at how we could achieve more through closer integration of our services and strategic partnerships.

### **Signed on behalf of the Board of Trustees**



**Professor Ann Netten, Chair of Trustees**

**Date: 9<sup>th</sup> September 2021**

# Elderly Accommodation Counsel

## Independent Auditor's Report

for the year ended 31<sup>st</sup> December 2020

### Independent auditor's report to the members of Elderly Accommodation Counsel

#### Opinion

We have audited the financial statements of Elderly Accommodation Counsel for the year ended 31 December 2020 which comprise the Statement of Financial Activities, Balance Sheet, Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2020 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

#### Basis for opinion

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

#### Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

# Elderly Accommodation Counsel

## Independent Auditor's Report

for the year ended 31<sup>st</sup> December 2020

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

### **Other information**

The trustees are responsible for the other information. The other information comprises the information included in the Trustee's Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

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

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

- the information given in the Trustees' Annual Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Annual Report has been prepared in accordance with applicable legal requirements.

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

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or

# Elderly Accommodation Counsel

## Independent Auditor's Report

for the year ended 31<sup>st</sup> December 2020

- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

### **Responsibilities of trustees for the financial statements**

As explained more fully in the trustees' responsibilities statement set out on page 7, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

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

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to charity and company law applicable in England and Wales, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the

# Elderly Accommodation Counsel

## Independent Auditor's Report

for the year ended 31<sup>st</sup> December 2020

Companies Act 2006 and the Charities Act 2011, and considered other factors such as income tax, payroll tax and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to revenue recognition and management override of controls. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted with unusual account combinations, postings by unusual users or with unusual descriptions; and
- Challenging assumptions and judgements made by management in their critical accounting estimates

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### Use of our report

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

Lee Stokes (Senior Statutory Auditor)  
Street Place  
For and on behalf of Haysmacintyre LLP, Statutory Auditor  
London  
[date]  
EC4R 1AG

10 Queen

# **Elderly Accommodation Counsel**

## **Independent Auditor's Report**

**for the year ended 31<sup>st</sup> December 2020**

# Elderly Accommodation Counsel

## Statement of Financial Activities

### for the year ended 31<sup>st</sup> December 2020

	Notes	Unrestricted funds	Restricted funds	Total funds 2020	Total funds 2019
		General	Other		
		£	£		
<b>Income from:</b>					
<b>Donations and legacies</b>					
		130	-	130	26,708
<b>Charitable activities</b>					
		7,983	-	7,983	87,418
		89,366	-	89,366	48,894
		6,700	-	6,700	60,024
		360	6,667	7,027	720
<b>Other trading activities</b>					
		100,950	-	100,950	111,138
<b>Investments</b>					
		331	-	331	1,105
<b>Total income</b>		<b>205,820</b>	<b>6,667</b>	<b>212,487</b>	<b>336,007</b>
<b>Less: Expenditure on raising funds</b>					
		(5,784)	-	(5,784)	(5,377)
<b>Net income</b>		<b>200,036</b>	<b>6,667</b>	<b>206,703</b>	<b>330,630</b>
<b>Expenditure on:</b>					
<b>Charitable activities</b>					
	1	22,797	-	22,797	87,821
	1	78,700	-	78,700	98,369

# Elderly Accommodation Counsel

## Statement of Financial Activities

### for the year ended 31<sup>st</sup> December 2020

National Housing for Older People Awards	1	10,509	-	10,509	75,113
Miscellaneous Charity Services	1	42,711	16,121	58,832	91,791
ICT development (from designated funds)		106,385	-	106,385	87,586
<b>Total expenditure on charitable activities</b>		<b>261,102</b>	<b>16,121</b>	<b>277,223</b>	<b>440,680</b>
<b>Total expenditure</b>	1	<b>266,886</b>	<b>16,121</b>	<b>283,007</b>	<b>446,057</b>
<b>Net income/(expenditure)</b>		<b>(61,066)</b>	<b>(9,454)</b>	<b>(70,520)</b>	<b>(110,050)</b>
<b>Transfer between funds</b>		(9,454)	9,454	-	-
<b>Net movement in funds</b>		<b>(70,520)</b>	-	<b>(70,520)</b>	<b>(110,050)</b>
<b>Reconciliation of funds:</b>					
Fund balances brought forward at 1 January 2020		196,967	-	196,967	307,017
<b>Fund balances carried forward at 31 December 2020</b>		<b>126,447</b>	<b>-</b>	<b>126,447</b>	<b>196,967</b>

The accompanying notes form part of these financial statements.

# Elderly Accommodation Counsel

## Statement of Financial Activities

### for the year ended 31<sup>st</sup> December 2019

	Notes	Unrestricted funds	Restricted funds	Total funds 2019
		General	Other	
		£	£	£
<b>Income from:</b>				
<b>Donations and legacies</b>		26,708	-	26,708
<b>Charitable activities</b>				
HOOP 'app' and services		47,418	40,000	87,418
Research & Development		48,894	-	48,894
National Housing for Older People Awards		60,024	-	60,024
Miscellaneous Charity Services		720	-	720
<b>Other trading activities</b>		111,138	-	111,138
<b>Investments</b>		1,105	-	1,105
<b>Total income and endowments</b>		<b>296,007</b>	<b>40,000</b>	<b>336,007</b>
<b>Less: Expenditure on raising funds</b>				
Fundraising and publicity		(5,377)	-	(5,377)
<b>Net income and endowments</b>		<b>296,630</b>	<b>40,000</b>	<b>330,630</b>
<b>Expenditure on:</b>				
<b>Charitable activities</b>				
HOOP 'app' and services	1	47,821	40,000	87,821
Research & Development	1	98,369	-	98,369
National Housing for Older People Awards	1	75,113	-	75,113
Silverlink	1	-	-	-
Live Safely and Well Advice Service	1	-	-	-
Miscellaneous Charity Services	1	91,791	-	91,791
ICT development (from designated funds)		87,586	-	87,586
<b>Total expenditure on charitable activities</b>		<b>400,680</b>	<b>40,000</b>	<b>440,680</b>
<b>Total expenditure</b>	1	<b>406,057</b>	<b>40,000</b>	<b>446,057</b>
<b>Net income/(expenditure)</b>		<b>(110,050)</b>	<b>-</b>	<b>(110,050)</b>
<b>Transfer between funds</b>				-
<b>Net movement in funds</b>		<b>(110,050)</b>	<b>-</b>	<b>(110,050)</b>
<b>Reconciliation of funds:</b>				
Funds balance brought forward at 1 January 2019		307,017	-	307,017
<b>Funds balance carried forward at 31 December 2019</b>		<b>196,967</b>	<b>-</b>	<b>196,967</b>

The accompanying notes form part of these financial statements.

# Elderly Accommodation Counsel


## Balance Sheet

At 31<sup>st</sup> December 2020

	<b>Note</b>	<b>2020</b>		<b>2019</b>	
	<b>s</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
<b>FIXED ASSETS</b>					
Intangible fixed assets	4		1		1
<b>CURRENT ASSETS</b>					
Debtors	5	24,584		61,195	
Cash at bank and in hand		<u>186,633</u>		<u>225,306</u>	
		211,217		286,501	
<b>CREDITORS: amounts falling due within one year</b>	6	<u>(84,771)</u>		<u>(89,535)</u>	
<b>NET CURRENT ASSETS</b>			126,446		196,966
<b>NET ASSETS</b>			<u>126,447</u>		<u>196,997</u>
<b>FUNDS</b>					
Unrestricted funds					
General			126,447		196,967
Restricted Funds	7		<u>-</u>		<u>-</u>
			<u>126,447</u>		<u>196,967</u>

The Financial Statements were approved and authorised by Trustees on and were signed on its behalf by

**A Netten**  
Chair



**B Moore**  
Trustee

Company registration number: 01955490

# Elderly Accommodation Counsel

## Statement of Cash Flows

For the year ended 31<sup>st</sup> December 2020

### Statement of cash flows

	Not e	2020 £	2019 £
<b>Cash flows from operating activities:</b>			
<b>Net cash provided by (used in) operating activities</b>	1	<b>(39,004)</b>	<b>(158,160)</b>
<b>Cash flows from investing activities:</b>			
Dividends, interest and rents from investments		331	1,105
<b>Change in cash and cash equivalents in the reporting period</b>		<b>(38,673)</b>	<b>(157,055)</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>	2	<b>225,306</b>	<b>382,361</b>
<b>Cash and cash equivalents at the end of the reporting period</b>	2	<b>186,633</b>	<b>225,306</b>

### 1. Reconciliation of net movement in funds to net cash flow from operating activities

	2020 £	2019 £
<b>Net movement in funds for the reporting period (as per the statement of financial activities)</b>	<b>(70,520)</b>	<b>(110,050)</b>
Adjustments for:		
Dividends, interest and rents from investments	(331)	(1,105)
Decrease/(increase) in debtors	36,611	(19,414)
Decrease in creditors	(4,764)	(27,591)
<b>Net cash provided by (used in) operating activities</b>	<b>(39,004)</b>	<b>(158,160)</b>

### 2. Analysis of cash and cash equivalents

	2020 £	2019 £
Cash in hand	186,633	225,306
<b>Total cash and cash equivalents</b>	<b>186,633</b>	<b>225,306</b>

# Elderly Accommodation Counsel

## Notes to the accounts

For the year ended 31<sup>st</sup> December 2020

### Accounting policies

The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are as follows:

#### (a) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (second edition effective 1 January 2019) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

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

#### (b) Preparation of accounts on a going concern basis

The trustees have considered the impact of COVID-19 on the Charity, and reviewed its financial position, reserves levels and future plans, and have confidence that the charity remains a going concern for the foreseeable future. The trustees consider there are no material uncertainties about the charity's ability to continue as a going concern.

#### (c) Fund accounting

Unrestricted general funds comprise accumulated surpluses and deficits on general funds. They are available for use at the discretion of the Trustees in furtherance of the general charitable objectives. Designated funds are unrestricted funds earmarked by the Trustees for a specific purpose.

Restricted funds are funds subject to specific trusts which may be declared by the donors or with their authority, but are still within the objects of the charity.

#### (d) Income

Income from charitable activities includes income received from grant funding or received under contract. Grant income and donations included in this category are recognised where there is entitlement, probability of receipt and the amount can be measured with sufficient reliability.

# **Elderly Accommodation Counsel**

## **Notes to the accounts**

**For the year ended 31<sup>st</sup> December 2020**

# **Elderly Accommodation Counsel**

## **Notes to the accounts**

**For the year ended 31<sup>st</sup> December 2020**

### **Accounting Policies (continued)**

#### **(e) Expenditure**

Expenditure is recognised on an accruals basis as a liability is incurred. Charitable expenditure consists of costs incurred by the charity in the delivery of its activities and services for its beneficiaries.

Central overheads are allocated to charitable activities and fundraising functions on the basis of the use of central support services.

Governance costs include expenditure on the governance of the charity and its assets and are primarily associated with constitutional and statutory requirements.

#### **(f) Tangible fixed assets and depreciation**

Tangible fixed assets are stated at cost or valuation less depreciation. Depreciation is provided at rates calculated to write off the cost or valuation of fixed assets, less their estimated residual value, over their expected useful lives on the following basis:

Office equipment - 25% per annum

Cost of computer equipment is expended in the year which it is incurred.

#### **(g) Amortisation of Database costs**

The value of the charity's accommodation databases have been capitalised and amortised to a nominal value of £1. They remain a unique and indispensable asset without which the charity could not fulfil its primary purpose, and from which the charity derives considerable income to support its charitable activities.

#### **(h) Debtors**

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

#### **(i) Cash at bank and in hand**

Cash at bank and cash in hand includes cash and short term highly liquid investments.

# **Elderly Accommodation Counsel**

## **Notes to the accounts**

**For the year ended 31<sup>st</sup> December 2020**

### **Accounting Policies (continued)**

#### **(j) Creditors and provisions**

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

#### **(k) Employee benefits**

##### *Short term benefits*

Short term benefits including holiday pay are recognised as an expense in the period in which the service is received.

##### *Employee termination benefits*

Termination benefits are accounted for on an accrual basis and in line with FRS 102.

##### *Pension scheme*

The charity operates a defined contribution pension scheme for the benefit of its employees. The assets of the scheme are held independently from those of the charity in an independently administered fund. The pensions costs charged in the financial statements represent the contributions payable during the year.

#### **(l) Operating leases**

Operating lease rentals are charged to the Statement of Financial Activities over the period in which the cost is incurred.

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2020

### Note 1 - Analysis of total expenditure

	Staff costs £	Overheads £	Other direct costs £	Total 2020 £	%	Total 2019 £	%
<i>Cost of generating funds</i>							
Fundraising and publicity	5,001	783	-	5,784	2%	5,377	1%
<i>Charitable activities</i>							
HOOP	19,683	3,084	30	22,797	8%	87,821	20%
Research & Development	68,040	10,660	-	78,700	28%	98,369	22%
National Housing for Older People Awards	4,742	743	5,025	10,510	4%	75,113	17%
Volunteer Advice Service	13,937	2,184	-	16,121	5%	-	0%
Miscellaneous Charity Services	36,926	5,785	-	42,711	15%	91,791	21%
Designated Reserves Spend	91,974	14,410	-	106,384	38%	87,586	20%
<b>Subtotal</b>	<b>235,302</b>	<b>36,866</b>	<b>5,055</b>	<b>277,223</b>	<b>98%</b>	<b>440,680</b>	<b>100%</b>
<b>Total expenditure</b>	<b>240,303</b>	<b>37,649</b>	<b>5,055</b>	<b>283,007</b>	<b>100%</b>	<b>446,057</b>	<b>100%</b>

### Support Costs

	Office-related costs £	Other costs £	Total 2020 £	Total 2019 £
Fundraising and publicity	440	343	783	1,231
HOOP	1,732	1,352	3,084	11,777
Research & Development	5,988	4,672	10,660	22,533
National Housing for Older People Awards	417	326	743	6,282
Miscellaneous Charity Services	4,476	3,493	7,969	21,025
IT Infrastructure development	8,094	6,316	14,410	20,062
			37,649	
	<u>21,147</u>	<u>16,502</u>	<u>37,649</u>	<u>82,910</u>

Staff costs include costs of salaried and non-salaried staff allocated directly to each project and activity.

Overheads include all office related costs and governance costs.

Other direct costs include all work required to deliver the Charity's telephone & ICT related web based services.

# **Elderly Accommodation Counsel**

## **Reference and administrative information**

**For the year ended 31<sup>st</sup> December 2020**

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2020

### Note 1 - Analysis of total expenditure (continued)

#### Note 1 - Analysis of total expenditure (2019)

	Staff costs	Support Costs	Other direct costs	Total 2019	%
	£	£	£	£	
<i>Cost of generating funds</i>					
Fundraising and publicity	4,146	1,231	-	5,377	1%
<i>Charitable activities</i>					
HOOP	39,639	11,777	36,405	87,821	20%
Research & Development	75,836	22,533	-	98,369	22%
National Housing for Older People Awards	21,144	6,282	47,687	75,113	17%
Miscellaneous Charity Services	70,766	21,025	-	91,791	21%
Designated Reserves Spend	67,524	20,062	-	87,586	20%
<b>Subtotal</b>	<b>274,909</b>	<b>81,679</b>	<b>84,092</b>	<b>440,680</b>	<b>100%</b>
<b>Total expenditure</b>	<b>279,055</b>	<b>82,910</b>	<b>84,092</b>	<b>446,057</b>	<b>100%</b>

#### Support Costs

	Office-related costs	Other costs	Total 2019
	£	£	£
Fundraising and publicity	983	248	1,231
HOOP	9,401	2,376	11,777
Research & Development	17,986	4,547	22,533
National Housing for Older People Awards	5,014	1,268	6,282
Miscellaneous Charity Services	16,783	4,242	21,025

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2020

Designated Reserves Spend	16,014	4,048	20,062
			<hr/>
	66,181	16,729	82,910
			<hr/> <hr/>

Staff costs include costs of salaried and non-salaried staff allocated directly to each project and activity.

Overheads include all office related costs and governance costs.

Other direct costs include all work required to deliver the Charity's telephone & ICT related web based services.

Included in support costs is auditor's remuneration of £6,500 (2019: £5,175)

### Note 2 - Staff Costs

	2020	2019
	£	£
<u>Regular payroll staff</u>		
Gross salary	93,876	147,117
Social security cost	4,950	11,833
Pension contributions	1,465	1,737
Employee redundancy payment	3,375	-
	<hr/>	<hr/>
	103,666	160,687
Consultants and occasional staff	136,637	118,368
	<hr/>	<hr/>
Total	240,303	279,055
	<hr/> <hr/>	<hr/> <hr/>
Average number of employees in the year	4	5
Employees earning more than £60,000 in the year	-	-
Total pay for key management personnel	<hr/>	<hr/>
	71,452	119,224

### Note 3 - Trustees' Remuneration and Reimbursed Expenses

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2020

Expenses of £nil were reimbursed to trustees in the year (2019: £nil).

### Note 4 - Intangible Fixed Assets

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Notional value of EAC datasets	1	1

### Note 5 - Debtors

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Trade debtors	22,347	38,341
Prepayments and accrued income	2,237	22,854
	<u>24,584</u>	<u>61,195</u>

### Note 6 - Creditors: Amounts falling due within one year

	<b>2020</b>	<b>2019</b>
	<b>£</b>	<b>£</b>
Funds held on behalf of DH LINs	-	9,530
Other creditors and accruals	81,528	78,651
Other taxes and social security payable	3,243	1,354
	<u>84,771</u>	<u>89,535</u>

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2020

### Note 7 - Restricted funds

	Balance b'fwd	Incom e	Expendit ure	Transf ers	Balanc e c'fwd
	£	£	£		£
Lottery Grant	-	6,667	(16,121)	9,454	-

#### **Purpose of restricted funds**

1. A £10k 6 month, time-limited Lottery Fund grant to assist with the costs of providing a largely volunteer-run advice service which ran between Sep 20 - Feb 21.
2. Grant from Legal & General to develop a new HOOP 'app' to assist older people to better assess their personal housing, care & financial needs. Funds were fully spent in the year.

#### **Restricted Funds (2019)**

	Balance b'fwd	Incom e	Expendit ure	Balanc e c'fwd
	£	£	£	£
HOOP - Legal & General	-	40,000	(40,000)	-

### Note 8 - Operating Lease Commitments

Land & Buildings	2020	2019
	£	£
Amounts due:		
Within 1 year	15,917	16,789
Later than 1 year not later than 5 years	-	14,213
More than 5 years	-	-
	<u>15,917</u>	<u>31,002</u>

EAC has a termination clause in its current lease which is subject to 12 months' notice by EAC.

### Note 9 - Related Party Transactions

There were no related party transactions in either the current or the preceding year.

# Elderly Accommodation Counsel

## Reference and administrative information

For the year ended 31<sup>st</sup> December 2020

### Status

Elderly Accommodation Counsel (more usually known as EAC) is:

- A Company Limited by Guarantee no.01955490, registered under The Companies Act 2006
- An incorporated charity, no. 292552

It is registered for VAT with HMRC (VAT reg. no. 386 3167 27)

The objects of the Charity are defined in its Memorandum and Articles of Association as “to promote the relief of the elderly by the provision of information and advice to those seeking to meet the needs of the elderly”.

The Charity is governed by a Board of Trustees, supported by a President and Life President. All of the Charity’s Trustees also serve as Directors of the Company.

A private limited company, Housingcare Services Limited, was registered in 2007, with the objects of carrying on any trade, business or undertaking with a view to raising funds for Elderly Accommodation Counsel. The company has since remained dormant.

A private limited company, Later Life Research Ltd, was registered in 2011 to undertake market research activities. The company has since remained dormant.

### Honorary positions

President           The Countess of Mar  
Life President       Noel Shuttleworth  
Founder Member James Dreaper

### Board of Trustees

Professor Ann Netten (Chair)  
Mervyn Kohler OBE (resigned 28 August 2020)  
Christopher Manthorp (resigned 11 March 2021)  
Bruce Moore (appointed 28 August 2020)  
Gemma Penn (appointed 28 August 2020)  
Steve Ongerri (resigned 9 June 2020)

# **Elderly Accommodation Counsel**

## **Reference and administrative information**

**For the year ended 31<sup>st</sup> December 2020**

### **Chief Executive & Secretary**

John Galvin

### **Registered Office**

c/o Haysmacintyre LLP, 10 Queen Street Place, London EC4R 1AG

### **Operational address**

Unit A, Ground Floor, 202 Lambeth Road, London SE1 7JW

### **Auditor**

Haysmacintyre LLP, 10 Queen Street Place, London EC4R 1AG

### **Bankers**

Unity Trust Bank, Nine Brindleyplace, Birmingham B1 2HB

National Westminster Bank, 55 Kensington High Street, London W8 5ZG

CAF Bank, 25 Kings Hill, West Malling, Kent ME19 4JQ

### **Solicitors**

Levine Mellins Klarfeld, 24-26 Church Road, Stanmore, Middlesex HA7 4AW

Bates Wells & Braithwaite London LLP, 10 Queen Street Place, London  
EC4R 1BE