

Annual Report and Financial Statements

for the year ended March 2013



Charity Registration No. 1147330

Company Registration No. 08000807 (England and Wales)

THE SILVER LINE HELPLINE
DIRECTORS' REPORT
AND FINANCIAL STATEMENTS
FOR THE PERIOD ENDED 31 MARCH 2013

THE SILVER LINE HELPLINE

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THE SILVER LINE HELPLINE

LEGAL AND ADMINISTRATIVE INFORMATION

Charity status Registered in England and Wales

Charity number 1147330

Registered office 40 Queen Anne Street
London
W1G 9EL

Company number 08000807

Trustees		Date of Appointment
	Esther Rantzen CBE (Chair)	21 March 2012
	Colin Wagman FCA (Deputy Chair & Treasurer)	21 March 2012
	Gary Fitzgerald	11 June 2012
	Professor Patrick Geoghegan OBE	11 June 2012
	Jane Ashcroft	4 July 2012
	Rt Hon Paul Burstow MP	10 December 2012
	Lady Susan Chinn CBE	10 December 2012
	Dr Alexander McMinn JP MBE	10 December 2012
	Susan Sayer CBE	10 December 2012
	Christopher Belcher	17 April 2013

Chief Executive Officer & Company Secretary Sophie Andrews

Head Office The Silver Line Helpline
Minerva House
42 Wigmore Street
London W1U 2RY

Website www.thesilverline.org.uk

Auditors Lewis Golden & Co
40 Queen Anne Street
London W1G 9EL

Legal Advisers Mills & Reeve LLP
Botanic House
100 Hills Road
Cambridge CB2 1PH

Bankers Barclays Bank Plc
Soho Square Branch

THE SILVER LINE HELPLINE

STATEMENT OF THE CHAIR AND FOUNDER FOR THE PERIOD ENDED 31 MARCH 2013

Reaching out to the Silver Generation

Loneliness has become an epidemic. In 2011 I wrote in a popular newspaper about my own bereavement, and the depression I felt living alone for the first time at the age of 71. Coming home to a dark flat, with no-one to make a cup of tea for or discuss my day with was an acutely lonely experience. Readers of my article responded at once; some praised me for my honesty, for loneliness carries its own stigma, (as one friend said to me, “How could you write that, Esther, haven’t you too much pride?”); some offered suggestions of the many varied organisations giving support to isolated older people; some castigated me for “whingeing” – after all, as they pointed out, I am mobile, and busy and have a family. Some older people are imprisoned by disability, without friends or relatives, so they are forced to spend days, even weeks in “Solitary confinement,” as one wrote, “I spend every day looking at the same four walls, not speaking to anyone.”

Having created ChildLine, and seen how it transformed lives and broke through the stigma of abuse, it seemed possible that a special helpline for older people might break through the barriers around loneliness, and change older lives for the better. I consulted widely among those who work tirelessly in the voluntary and statutory sector, and they have been enormously generous in allowing me to pick their brains, and learn from their experience. I was extremely fortunate to be able to recruit the perfect CEO in Sophie Andrews, ex-Chair of the Samaritans, who has call-centre and elderly care experience, as well as being the NSPCC’s Head of Volunteering. So last November, with the encouragement from the Campaign to End Loneliness, the Department of Health, two government Ministers for Care Services, BT, Swiss Re, and other companies working in the field of elderly care, we launched our pilot Silver Line, first in the North West, then extending to the North East. From it we have learned many lessons, which Sophie Andrews, our CEO describes in this report. For instance, we now know that it is crucial we stay open 24/7, for many of our most distressed calls come at night. We have uncovered instances of serious abuse. We have discovered that we have, against expectations, been rung by isolated older men, although more than half our calls come from women. Last Christmas we were the only people some old people spoke to throughout the holiday season, an appalling discovery. And we were also shocked at the low self-esteem many of our callers suffer from. As one told her Silver Line befriender, “It’s so lovely to speak to some-one who seems genuinely interested in what I think.”. What does that reveal about the neglect and indifference that so many older people suffer in Britain today?

All this has strengthened us in our vision, and our plan to launch our national Silver Line service in time for Christmas 2013. By that time we will have trained a small army of volunteers, our Silver Line Friends. We know loneliness damages health, mental and physical; it has been described as at least as dangerous as obesity or smoking 15 cigarettes a day. But we believe that once it has been diagnosed, loneliness can be cured. We hope that The Silver Line will play its part, by befriending, providing information and advice, lifting the spirits and restoring self-esteem to isolated older people. Too often ignored, neglected, stigmatized as a series of problems, we believe that older people should be recognized as a precious resource and a national treasure. They are, after all, the Silver Generation.



Esther Rantzen CBE
Chair and Founder of The Silver Line Helpline

THE SILVER LINE HELPLINE

STATEMENT OF THE CHIEF EXECUTIVE OFFICER FOR THE PERIOD ENDED 31 MARCH 2013

“Solitude is fine but you need someone to tell that solitude is fine.” - Honoré de Balzac

It’s true to say that if you make something simple enough for everyone to use, then they will. Esther Rantzen’s vision to create a “ChildLine for older people” is a simple concept – a free 24 hour helpline, available every day and night of the year, where you can ask about services in your area, talk in confidence, get some friendly advice or quite simply...have a chat. And for people who would appreciate a regular call from the same person every week we offer Silver Line friends who are volunteers and are people that share our belief that a simple connection with another human being can make a difference.

There are 10 million older people (over the age of 65) living in Britain today. 51% of over-75s are living alone and one in 10 suffers “intense” loneliness; half of older people – more than five million – say that the television is their main company; and 17% of older people are in contact with family, friends and neighbours less than once a week, and 11% are in contact less than once a month. (“Later Life in the UK” – AGE UK, July 2013)

There are many voluntary and statutory services around the country which provide facilities and activities to counteract the effects of loneliness and isolation but they are notoriously hard for older people to access. According to a recent survey by The Campaign to End Loneliness, 42% of older people do not know where to turn when they need help. The Silver Line Helpline, with our simple, free ‘umbrella’ phone number available 24/7, will provide information, advice and friendship, and by sign-posting to other organisations and charities, will create those links.

And why does this all this matter? Isolation and loneliness have a detrimental effect on the health of older people, increasing the risk of heart disease and causing depression. We quoted above figures from the Department of Health who say it is as dangerous as obesity or smoking 15 cigarettes a day. Socially isolated and lonely adults are also more likely to undergo early admission into residential or nursing care.

So that’s why we exist... because we believe that our simple idea can have a transformational impact. We launched our pilots in the North West of England in November 2012 and have now extended these across the North East. We plan to launch nationally before Christmas 2013 because we know there is a need and we already know that our service can and will continue to make a difference.

It’s been a pleasure and honour to work with Esther Rantzen and share in her passion and belief to make The Silver Line Helpline the first place to turn for all older people. I would like to thank Esther, the Board of Trustees and my small team of very skilled and committed staff and volunteers for working together to make the very simple idea and dream become a reality.



Sophie Andrews
Chief Executive Officer of The Silver Line Helpline

THE SILVER LINE HELPLINE

DIRECTORS' REPORT FOR THE PERIOD ENDED 31 MARCH 2013

The trustees are pleased to present their report together with the financial statements of the Charity for the first accounting period from 21 March 2012 to 31 March 2013, which also represents the Trustees' Report which is required to be prepared by Part 8 of the Charities Act 2011.

The financial statements have been prepared in accordance with applicable accounting standards, current statutory requirements, the requirements of "Statement of Recommended Practice 2005 Accounting and Reporting by Charities" and the Charity's governing document.

The directors of the charitable company (the Charity) are its trustees for the purpose of charity law, and throughout the report and financial statements are collectively referred to as "the trustees". The trustees who served during the period are set out on page 1.

Legal and administrative information set out on page 1, and the statements of the Chair and Founder and of the Chief Executive Officer on pages 2 and 3 form part of this report.

Structure, Governance and Management

The Silver Line Helpline was incorporated as a company limited by guarantee (with an exemption from using the word limited in its company name) on 21 March 2012, and it is governed by its Memorandum and Articles of Association. The company was registered as a charity on 18 May 2012 and its registered number is 1147330.

In our first year we have been fortunate to attract a vastly experienced group of trustees with a wide range of experience. We have approached people directly and have been able to recruit people who have a real passion for our service. Going forward we will continue to review the skills of the board and will start to fill any gaps by using an open recruitment process. We will also introduce a full induction programme for new trustees and ensure that training is completed in at least one of the board meetings.

New trustees may be appointed by the members by ordinary resolution. They may also be appointed by the board of trustees, but if so the new trustees must retire at the next Annual General Meeting (AGM), although they will be eligible for re-appointment by the members at the AGM. At each AGM one third of the trustees other than those new trustees who must retire (those who have been longest in office, and then selected by lot) are subject to retirement by rotation, but are eligible for re-appointment by the members. At the company's Annual General Meeting in 2013 it is proposed that all the trustees will retire from office, but offer themselves for re-appointment as trustees.

The Charity is governed by a board of trustees who meet to determine the strategic direction of the Charity, and managed by a small staff team led by the Chief Executive who operationalize the strategy and deal with the day to day running of the organisation. The board have approved a business plan, budget and risk map and the charity is managed within these parameters with decisions outside of this being debated and agreed at full board meetings or within the ethics and governance sub committees. The board have met monthly during the first period of operation, and the Chief Executive reports back to the board at each meeting. The quorum for meetings of trustees is two trustees (unless there are fewer than two trustees in office). Decisions are made by majority vote and in the event of a tied vote; the Chair of the meeting has a second and deciding vote.

The board of trustees is responsible for the management of risks faced by the Charity. The risks to which the Charity is exposed have been identified, reviewed and appropriate actions have been taken to mitigate those risks.

The Charity has employed the use of two helpline providers and a befriending organisation to support the pilot activities in the first period. The use of two providers has given us the opportunity to benchmark and to also manage high call peaks when media activity has increased the demand for the service. For national launch we have completed a competitive tender process and will select our provider(s) based on ethos, cultural fit, technical infrastructure, resilience and value for money.

The number of members of the Charity permitted is unlimited.

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE PERIOD ENDED 31 MARCH 2013

Objectives and Activities for the Public Benefit

The objectives, for which the Charity was established, as laid down in the memorandum and articles of association, are to promote the protection of older people and in particular:

- to set and up and maintain telephone lines or other means of communication or correspondence to assist older people in danger, suffering isolation, or being abused physically, sexually, mentally or financially;
- to help older people who are in danger or in need of financial, medical, protective or like assistance and to give such older people advice, guidance and comfort; and
- to befriend and support isolated older people.

The Silver Line is a unique national service that provides three key functions to support older people:

- a sign posting service to link them into the many and varied services that exist around the country;
- a friendship service to combat loneliness; and
- a means of empowering those who may be suffering abuse and neglect and, if appropriate, transferring them to specialist services.

There are many different statutory and voluntary agencies who are able to provide assistance in tackling isolation and loneliness and its effects. The Silver Line does not aim to duplicate or replicate existing services, it will instead enhance their effectiveness, by providing a single point of contact; a place to turn; for older people to obtain information that will connect them to or help them navigate existing statutory or voluntary services in their local community. For those older people who are lonely, Silver Line Friends will provide a telephone or email based friendship service. Identification of suspected abuse or neglect and referral to specialist or statutory organisations will take place where necessary and appropriate.

The Silver Line Helpline, contacted by telephone, 24/7 365 days each year, uniquely offers one single Freephone number, nationally known to be the single point of contact. National publicity and an easy-to-remember number will ensure that the name and the number are at the forefront of people's minds when they don't know where to turn for help.

Callers to The Silver Line Helpline are answered by trained staff who will, in addition to providing information, undertake a simple assessment. We will identify the callers' needs and signpost them to appropriate information, statutory service or voluntary support in their local community and explore whether the caller needs and would like regular contact with a volunteer known as a "Silver Line Friend" who will make weekly calls to them.

We have developed a comprehensive electronic database that connects to existing information about services and support that is currently available. There is so much excellent work being carried out that could and should support older people, if only they knew of it. This database will allow us to put older people in touch with the provision they need.

If the caller is identified as having limited existing support networks and is lonely or isolated, The Silver Line Friends service will be offered. For those callers with hearing difficulties or a preference for email, an email friendship service will be offered.

All referrals from the helpline are sent to Silver Line Caller Care, a specialist team of trained staff who will contact each person and assess the best type of support that can be provided. This may be a weekly telephone or email contact, or even a weekly telephone conference call to discuss similar interests with a small group of people. There may even be an option to receive a number of the services outlined above (in combination with each other).

Caller Care is a new aspect of The Silver Line which enables all potential Silver Line Callers to have a gentle assessment call(s) with a trained worker who has a social work / counsellor / people orientated professional background. This will enable a decision to be made as to whether the Silver Line Caller can be referred to the friendship service straight away or if more specialist support is needed. We believe this will offer the very best care to our callers as well as supporting volunteers and ensuring that we do not damage either callers or volunteers by matching people with complex or emotionally challenging needs. The Caller Care function also supports volunteers who may notice a change in needs of the caller they are supporting and may want some extra advice and support.

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE PERIOD ENDED 31 MARCH 2013

Objectives and Activities for the Public Benefit (continued)

Once matched, The Silver Line Friends provide a booked telephone or email befriending contact once a week. Volunteers are vetted and checked and work in pairs (either from a volunteer's home or a central office location). All calls are recorded and basic notes relating to each contact are made. Silver Line Caller Care supports the callers and volunteers and ensure both parties are happy with the pairing. A review takes place every 12 weeks (at a minimum).

During our first period we have been extremely fortunate to attract considerable senior management pro-bono support in areas such as commercial management, project management, marketing, fundraising and communications. This has meant we have been able to keep salary costs to a minimum and have been able to ensure that a high percentage of all donations are directly used to run the helpline and befriending service. We have also had extensive support from BT who provide management support and specialist advice. Going forward we would hope to be able to keep these same high levels of expertise with pro-bono support supplemented by paid staff in some key areas.

The trustees confirm that in accordance with Section 17 of the Charities Act 2011, they have referred to the Charity Commission's general guidance on public benefit when reviewing the Charity's aims and objectives and in planning their future activities.

Achievements and Performance

The company was registered as a charity on 18 May 2012. It is the intention of the trustees that the Charity will fully launch nationally by the end of 2013.

Our pilots

Pilots commenced in November 2012 in the North West region and we have currently received over 3000 calls (July 2013) with over 350 people requesting a booked weekly call from a Silver Line friend (volunteer). The trained volunteers provide friendship and explore opportunities to reduce isolation and loneliness. The vast majority of calls are from people who are expressing feelings of isolation. 70% of calls are received during core hours (8am-8pm) with a large percentage of the calls overnight being received from people experiencing extreme distress and loneliness.

40% of our calls have been from men who we perceive to be a particularly hard to reach group. In recent focus groups we explored the barriers to calling with a group of older men and many said that the fact we advertised ourselves as a service providing information and advice, as well as friendship meant that it made the call to The Silver Line easier to make. We are aware that many callers ring with a "presenting problem" which may not be the main reason for the call. Clearly it is important to break down any barriers and reduce the stigma of loneliness by ensuring our service is not perceived to be a "helpline for lonely old people."

Our pilots have been invaluable and have provided us with information relating to patterns of calls and call types that have been useful when forecasting likely volumes for national launch. It has also given us further insight into the gaps in provision and the opportunities for us to link people with existing services whilst providing valuable local information to local authorities and third sector groups.

The learnings from the pilot have helped us to shape the plans for national launch. Some of the ideas that have been developed as a result of the pilot are as follows:

- Silver Line Caller Care identified as a need (detailed above in objectives and activities);
- Conference calls known as Silver Circle(s) will be introduced as we have identified the value in groups talking about shared interests (plus opportunities for volunteers to facilitate these calls on their own);
- We need to be innovative in reaching the "hard to reach". Some of our successes have been through distributing small cards in pharmacy home deliveries, leaflets through meals on wheels providers, domiciliary carers etc; and
- One of the biggest surprises from the pilot is that more people have requested the befriending service that we had anticipated. This means we now need to resource on a much larger scale to be able to meet demand at national launch, and we anticipate needing to recruit over 3000 volunteers and raise in excess of £3m per annum in order to meet demand for the national service.

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE PERIOD ENDED 31 MARCH 2013

Achievements and Performance (continued)

Pilot evaluation

The Centre for Social Justice are producing a formal, detailed and independent evaluation on the two pilot programmes (Manchester & Isle of Man) in July 2013. The evaluation will consist of secondary research as well as focus groups and interviews with volunteers and service users. Data to be collected will include:

- Is The Silver Line reaching the people other services are unable to meet, thereby connecting new people with existing services to alleviate loneliness?
- Quality of the befriending service;
- Effectiveness of the signposting;
- Monitoring data on who is using the service, when and why.

Additionally, we will have several different databases to capture information, and we will record pertinent facts that will inform how and what we are able to offer in terms of information, advice and friendship. The charity has a comprehensive list of policies and procedures that cover Silver Line callers, volunteers and staff and these are reviewed regularly and approved by the Trustee Board. The pilot has helped us to develop further best practice for National Launch.

Indirect Impacts

There are many potential indirect impacts of our service, which will require complex research to measure and record. Collection and analysis of our data will be invaluable to a wide range of stakeholders including local authorities, government, social services and the care sector. Anticipated indirect impacts include:

- Healthcare savings due to happier, healthier older people spending less time in hospital or doctors' surgeries;
- Less stress for families and carers of older people;
- Benefits to volunteers – including personal and professional development;
- Improvement in the care provided to older people (i.e. poor levels of care will not go unnoticed so in theory care provision should be improved);
- Better understanding of the needs of older people amongst the general public and therefore a general increase in intergenerational interaction; and
- Supporting other agencies (through signposting) by effectively providing outreach help for other age related organisations.

Based on comparisons with other national helplines, we may receive up to one million calls within the first 12 months of national operation, which will require us (based on pilot volumes) to have the resources to befriend up to 12,000 older people.

Since the launch of the Charity we have embarked on a number of fundraising approaches. We have been successful in extending our grant from Comic Relief and gaining further support from BT.

Financial Review

The Charity's activities resulted in net unrestricted income of £238,662 and net restricted income of £111,403 for the period. At the period end, the Charity held £376,990 in cash at bank, out of which £29,923 was payable in accrued expenditure.

The Charity prepares a rolling two-year income and expenditure forecast, which is regularly reviewed and compared against management accounts which are prepared monthly. They are also presented at each meeting of the board of trustees. During the Charity's first period of operation, these meetings have been held monthly; but future meetings will be held on a bi-monthly basis unless more frequent meetings are required to discuss matters at hand.

The Department of Health were instrumental in the launch of the charity with a £50,000 award to set up the organisation and to fund the operating expenses. We were then able to secure a grant of £203,058 from Comic Relief to fund the pilots across the North West of England which were initially planned for three months but have since been extended and will now run for a full year. This means there will be no break in service and we will merge the pilots into the full National service in November 2013. BT also donated £30,000 to cover the costs of the Freephone number and the associated technology.

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE PERIOD ENDED 31 MARCH 2013

Financial Review (continued)

We have received donations from both individuals and organisations and without this considerable support we would have been unable to provide the pilot service and gear up for a National Launch in November 2013.

There are no funds in deficit at the date of the financial statements. The Charity's financial position at the balance sheet date is sufficient to meet on-going expenditure and commitments. However the Charity is reliant on future grants and donations in order to be able to operate in the future.

The Charity's reserves consist of its Unrestricted Fund, which had a balance of £238,662 and Restricted Funds, which had a balance of £111,403. The nature and purpose of the restricted funds are described in note 10 to the financial statements. It is a medium term aim of the trustees to increase the level of reserves to be able to keep a balance of six months expenditure, although the exact amount required will be calculated once the Charity has launched fully nationally. The trustees will continue to review the level of reserves of the Charity.

No material investments are held at this time, as the trustees expect to expend the funds raised so far in fully launching the charity. The trustees will consider an appropriate investment policy in the future as further funds are raised.

The trustees did not hold any funds as Custodian Trustee during the period.

Plans for future periods

We are now into a detailed planning stage as we prepare for National Launch in November 2013. We have developed a detailed project plan that has been agreed by the board and is reviewed weekly with the CEO and monthly by the board of trustees. We have secured the support of a broadcasting launch partner and will be able to promote the Silver Line's number and purpose to older people throughout the UK. Our Operations Manager has recently been recruited and is responsible for the recruitment and management of the Volunteer Managers (x13) and approximately 3000 volunteers. We are now developing the recruitment and training policies for our volunteers and are developing the Silver Line Caller Care Service.

Our long-term fundraising strategy is being developed and will include a range of activities to generate the finances needed. We have started the process of recruiting a Head of Fundraising who will develop these plans. We also have a member of the trustee board who acts as a "Fundraising Champion" and who has had considerable fundraising experience together with our Chairman.

We will continue to grow our partnership funding offer, providing membership to our Stakeholders Council in return for a minimum donation of £150,000. Corporate partners and sponsorship opportunities have been identified to raise funds or secure gifts in kind. We have already been selected as a "Charity of the Year" partnership for 2015 and 2016 which we are advised will raise in excess of £250,000 per annum.

Trusts, foundations, events and major individual donors will be an important source of income and we will create relationship programmes to ensure that our donors will continue to support Silver Line wherever possible.

We will begin to build an individual giving programme over the first two years, so that once funding from our current supporters is completed, we will have secured a good-sized public donor base capable of raising significant funds. In particular we will exploit the awareness of Silver Line which will occur as a result of media coverage around National Launch.

There is currently no single umbrella organisation or simple phone number that can provide friendship and also link older people to a wide range of existing support that can transform their lives. When it launches nationally, Silver Line will provide that link, without replicating the many, varied and excellent organisations already providing services.

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE PERIOD ENDED 31 MARCH 2013

Statement of Trustees' responsibilities

The Trustees, who are also Directors of The Silver Line Helpline for the purposes of company law, are responsible for preparing the Directors' 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 judgments and accounting estimates that are reasonable and prudent;
- state whether applicable United Kingdom accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The Trustees are responsible for keeping adequate 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 the Trustees are aware:

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

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

By order of the Trustees



Colin Wagman FCA
Trustee (Deputy Chair & Treasurer)

Date: 29 July 2013

THE SILVER LINE HELPLINE

INDEPENDENT AUDITOR'S REPORT TO THE TRUSTEES OF THE SILVER LINE HELPLINE

We have audited the financial statements of The Silver Line Helpline for the period ended 31 March 2013 comprising the Statement of Financial Activities, the Balance Sheet and related notes to the financial statements 1-17. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity'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 charity'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 charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

As explained more fully in the Statement of Trustees' Responsibilities set out on page 6, 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.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the Trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Directors' Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2013 and of its incoming resources and application of resources, including its income and expenditure, for the period 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.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial period ended 31 March 2013 for which the financial statements are prepared is consistent with the financial statements.

Matters on which we are required to report by exception

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

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



Andrew Moss FCA (Senior Statutory Auditor)
For and on behalf of Lewis Golden & Co
Chartered Accountants and Statutory Auditors
40 Queen Anne Street
London W1G 9EL

Dated: 4 September 2013

THE SILVER LINE HELPLINE

STATEMENT OF FINANCIAL ACTIVITIES (including the income and expenditure account) FOR THE PERIOD ENDED 31 MARCH 2013

	Notes	Restricted funds period ended 31 March 2013 £	Unrestricted funds period ended 31 March 2013 £	Total funds period ended 31 March 2013 £
Incoming resources				
Incoming resources from generated funds:				
Voluntary income	2	283,058	333,038	616,096
		<hr/>	<hr/>	<hr/>
Total incoming resources		283,058	333,038	616,096
		<hr/>	<hr/>	<hr/>
Resources expended				
Costs of generating funds:				
Costs of generating voluntary income	4	18,411	31,079	49,490
Charitable activities	5	101,794	5,538	107,332
Governance costs	6	51,450	57,759	109,209
		<hr/>	<hr/>	<hr/>
Total resources expended		171,655	94,376	266,031
		<hr/>	<hr/>	<hr/>
Net incoming resources for the period/net movement in funds		111,403	238,662	350,065
Fund balances brought forward		-	-	-
		<hr/>	<hr/>	<hr/>
Fund balances carried forward at 31 March 2013		111,403	238,662	350,065
		<hr/>	<hr/>	<hr/>

THE SILVER LINE HELPLINE

BALANCE SHEET AS AT 31 MARCH 2013

	Notes	2013 £	£
Fixed assets			
Office equipment	7		2,998
Current assets			
Cash at bank and in hand		376,990	
Creditors: amounts falling due within one year			
Accruals and deferred income	8	(29,923)	
Net current assets			<u>347,067</u>
Total assets less current liabilities			<u>350,065</u>
Represented by:			
General Funds			238,662
Restricted funds			111,403
Total Charity funds			<u>350,065</u>

These financial statements have been prepared in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved by the Board on 29 July 2013 and signed on their behalf by:



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Colin Wagman FCA
Trustee (Deputy Chair & Treasurer)

The Silver Line Helpline (company number 08000807)
(charity number 1147330)

THE SILVER LINE HELPLINE

NOTES TO THE FINANCIAL STATEMENTS FOR THE PERIOD ENDED 31 MARCH 2013

1 Accounting policies

1.1 Accounting convention

The accounts have been prepared under the historical cost convention in accordance with the provisions of the Companies Act 2006, the Charities Act 2011, the Statement of Recommended Practice "Accounting and Reporting by Charities" issued in 2005 and the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.2 Incoming resources policy

(i) *Donations*

Donations and grants are recognised when received by the charity. Where practical, donations in kind and donated services and facilities are recognised as voluntary income at the fair value of the resources received, when the resources are received.

(ii) *Legacies*

Legacies are recognised at the earlier of the charity being notified of an impending distribution or the date of receipt. Income is not recognised for legacies which remain subject to a life interest.

(iii) *Income tax credits recoverable on donations*

Tax credits are accrued when receivable.

(iv) *Bank interest receivable*

Bank interest is accrued when receivable.

1.3 Resources expended

Resources expended in the statement of financial activities are dealt with on the accruals basis of accounting and are classified as follows:-

(i) *Cost of generating voluntary income*

This comprises all costs incurred by the Charity relating to the raising of funds to finance its charitable objectives. An allocation of wages and salaries is included based on an estimate of staff time spent.

(ii) *Charitable activities*

This comprises all costs associated with providing and marketing of the Helpline. An allocation of wages and salaries is included based on an estimate of staff time spent.

(iii) *Governance costs*

This comprises all costs associated with the running of the Charity's office, and any other costs not attributable to the above headings. An allocation of wages and salaries is included based on staff time spent.

1.4 Direct taxation

The Charity is a registered Charity and is generally exempt from income tax and capital gains tax but is not able to recover VAT. Irrecoverable VAT is included in the cost of those items to which it relates.

1.5 Funds

Unrestricted funds are funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.

Restricted funds are subject to specific conditions by donors as to how they may be used and are, therefore, restricted funds. The purpose and uses of the restricted funds are set out in the notes to the financial statements.

All transfers between funds are authorised by the Trustees.

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NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE PERIOD ENDED 31 MARCH 2013

1 Accounting policies (continued)

1.6 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided on all tangible fixed assets (other than freehold land) at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life as follows:

Fixtures, fittings and equipment – 33% straight line

All expenses of a capital nature below £500 are not capitalised and are included as an expense in the Statement of Financial Activities. Tangible fixed assets are subject to an annual impairment review.

2 Voluntary income

	Restricted funds Period ended 31 March 2013 £	Unrestricted funds Period ended 31 March 2013 £	Total funds Period ended 31 March 2013 £
Donations	30,000	245,674	275,674
Grants	253,058	-	253,058
Donations in kind (note 3)	-	87,364	87,364
	<u>283,058</u>	<u>333,038</u>	<u>616,096</u>

3 Donations in kind

Accountancy and bookkeeping	-	37,059	37,059
Audit	-	6,600	6,600
Office space	-	7,500	7,500
Director of Fundraising and Communications	-	24,000	24,000
National Launch Programme Manager	-	5,538	5,538
Commercial manager	-	6,667	6,667
	<u>-</u>	<u>87,364</u>	<u>87,364</u>

4 Costs of generating voluntary income

Advertising	609	-	609
Fundraising costs	2,624	31,079	33,703
Wages and salaries	15,178	-	15,178
	<u>18,411</u>	<u>31,079</u>	<u>49,490</u>

Of the £31,079 unrestricted expenses in respect of fundraising costs, £30,667 has been donated and accounted for as a donation in kind (note 3).

5 Charitable activities

Helpline costs	83,097	-	83,097
Marketing	3,519	5,538	9,057
Wages and salaries	15,178	-	15,178
	<u>101,794</u>	<u>5,538</u>	<u>107,332</u>

The entire £5,538 of unrestricted expenses in respect of marketing costs has been donated and accounted for as a donation in kind (note 3).

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NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE PERIOD ENDED 31 MARCH 2013

6 Governance costs

	Restricted funds Period ended 31 March 2013 £	Unrestricted funds Period ended 31 March 2013 £	Total Period ended 31 March 2013 £
Professional fees	3,840	37,059	40,899
Audit fee	-	13,200	13,200
Office expenses	12,422	-	12,422
Wages and salaries	26,129	-	26,129
Travel and subsistence	6,888	-	6,888
Rent	-	7,500	7,500
Depreciation	484	-	484
Staff costs	1,683	-	1,683
Bank charges	4	-	4
	51,450	57,759	109,209

The entire £37,059 of unrestricted expenses in respect of professional fees has been donated and accounted for as a donation in kind (note 3).

Of the £13,200 of unrestricted expenses in relation to audit fees, £6,600 has been donated and accounted for as a donation in kind (note 3).

The entire £7,500 of unrestricted expenses in relation to the rental charge has been donated and accounted for as a donation in kind (note 3).

7 Tangible fixed assets

	Fixtures, fittings and equipment £
Cost or valuation	
Additions	3,482
As at 31 March 2013	3,482
Depreciation	
Charge for the period	484
Net book value	
As at 31 March 2013	2,998

8 Creditors: Amounts due within one year

	Total Period ended 31 March 2013 £
Accruals	29,923

THE SILVER LINE HELPLINE

NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE PERIOD ENDED 31 MARCH 2013

9 Unrestricted funds

	Incoming resources	Resources expended	As at 31.03.13
	£	£	£
Unrestricted fund	333,038	(94,376)	238,662

10 Restricted funds

	Incoming resources	Resources expended	As at 31.03.13
	£	£	£
Department of Health grant	50,000	(31,793)	18,207
Comic Relief grant	203,058	(129,100)	73,958
BT donation	30,000	(10,762)	19,238
	283,058	(171,655)	111,403

The Department of Health provided a grant of £50,000 which was awarded for the initial set up costs of the helpline and operating expenses.

Comic Relief provided a grant of £203,058 which was awarded to fund the helpline pilot schemes.

British Telecommunications Plc. (BT) has provided a donation of £30,000 to set against future BT costs.

11 Trustee remuneration, Trustees' benefits and staff costs

During the current period none of the Trustees (or any persons connected with them) received any remuneration, benefits or reimbursement of expenses.

12 Staff costs

	Total Period ended 31 March 2013 £
Wages and salaries	50,619
Social security costs	5,866
	56,485

Average number of employees during the period:

	2013 Number
Charitable activities	1
Administration	1

No employee received emoluments exceeding £60,000 in the current period. Staff costs have been allocated to the appropriate expense category in accordance with staff time spent.

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NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE PERIOD ENDED 31 MARCH 2013

13 Auditor's fees

	Total Period ended 31 March 2013 £
Audit fee	13,200
Other fees included within professional fees	39,732
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	52,932
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Of the total fees charged, £42,491 has been donated and accounted for as a donation in kind (note 3).

14 Liability of members

The Charity does not have share capital and is limited by guarantee. In the event of the Charity being wound up the maximum each member is liable to contribute is £10.

As at 31 March 2013 there were 10 members.

15 Related party transactions

Patrick Geoghegan OBE, a Trustee, is also the Chief Executive for the South Essex Partnership University NHS Foundation Trust (SEPT). The charity received a donation in kind of £1,167 from SEPT for accountancy services provided.

Colin Wagman FCA, a Trustee, is also a Director and Chairman for Minerva Limited. The charity received a donation in kind of £7,500 from Minerva Limited for office space provided.

16 Control

The trustees consider there to be no ultimate controlling party.

17 Analysis of net assets between funds

	Restricted funds as at 31 March 2013 £	Unrestricted funds as at 31 March 2013 £	Total funds as at 31 March 2013 £
Cash	131,728	245,262	376,990
Other net current assets/ (liabilities)	(20,325)	(6,600)	(26,925)
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	111,403	238,662	350,065
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The Silver Line

helpline for older people

The Silver Line

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