



**The Silver Line**

helpline for older people

**0800 4 70 80 90**

# Annual Report and Financial Statements

for the year ended March 2014



Registered Charity Number in England and Wales: 1147330  
Registered Charity Number in Scotland: SCO44467  
Registered Company Number: 8000807



**Charity Registration Nos. 1147330 (England and Wales)  
SC044467 (Scotland)**

**Company Registration No. 08000807 (England and Wales)**

**THE SILVER LINE HELPLINE  
DIRECTORS' REPORT  
AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 MARCH 2014**



# THE SILVER LINE HELPLINE

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# THE SILVER LINE HELPLINE

## LEGAL AND ADMINISTRATIVE INFORMATION

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**Charity status** Registered in England and Wales, and in Scotland

**Charity numbers** 1147330 (England and Wales)  
SC044467 (Scotland)

**Registered office** 40 Queen Anne Street  
London  
W1G 9EL

**Company number** 08000807 (England and Wales)

<b>Trustees</b>		<b>Date of Appointment</b>
	Esther Rantzen CBE (President & Founder)	21 March 2012
	Colin Wagman FCA	21 March 2012 & resigned 31 March 2014
	Gary Fitzgerald	11 June 2012
	Professor Patrick Geoghegan OBE (Chair)	11 June 2012
	Jane Ashcroft CBE (Treasurer)	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 (Deputy Chair)	17 April 2013

**Chief Executive Officer  
And Company Secretary** Sophie Andrews

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

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

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

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

**Bankers** Barclays Bank Plc  
Soho Square Branch

# THE SILVER LINE HELPLINE

## STATEMENT OF THE PRESIDENT AND FOUNDER FOR THE YEAR ENDED 31 MARCH 2014

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Britain has been named the loneliest country in Europe. Among older people, loneliness has become an epidemic. But it is a hidden, invisible epidemic, because it carries a stigma. When in 2011 I wrote about my own feelings of loneliness, a close friend said *"How could you write like that, Esther? Haven't you got too much pride?"* And in a recent survey conducted for us, older people told us they are reluctant to admit their feelings, even to their own families. *"I don't want to be a burden"*, our Silver Line callers often tell us.

There are many theories as to the causes of loneliness. In Britain today, most of our older people, those over 75, do live alone, in contrast to other countries and cultures where it is assumed that the oldest members of their family will move in with their children. But it's not just about how and where you live. Some people are quite happy living alone all their lives and never feel it. You can be lonely in a residential home, surrounded by others. From my own experience, and from what I have been told by others, I have come to believe that loneliness usually follows loss. For me, and for countless widows and widowers like me, loneliness was caused by the loss of a partner; for others it was the loss of a job or a neighbourhood, loss of friends or colleagues, loss of a sense such as sight or hearing, loss of mobility or a driving license.

Whatever the cause, loneliness can be a shock that few of us anticipate or plan for. It is intensely painful, and can injure physical health as seriously as smoking or obesity. And it can also be seriously mentally and emotionally damaging. You lose your sense of identity and self-esteem, as one lady told me, *"I feel my life is pointless, and I am a waste of space."* And yet until her husband died, and her children grew up and moved away, she had been the centre of a busy family who all relied upon her. As her confidence drained away, the front door became a brick wall she could not cross. The lonely are, in effect, in solitary confinement.

Nearly thirty years ago I became aware of a different kind of prison, the wall of silence surrounding abused children. Because these children were too frightened to ask for help, and because abuse also carries a stigma, their suffering often lasted years, even decades. When we launched ChildLine in 1986, we found that abused and neglected children were liberated by the safety and anonymity of a helpline. Inspired by that experience, when in 2011 I attended a conference on loneliness affecting older people, I asked the experts if they thought a new helpline specifically designed for older people might help to transform their lives, and link them back into their own communities. The experts were unanimous both in their support of the idea, and in their generosity in allowing us to learn from their befriending projects. So in 2012 we created a pilot helpline, available in the North of England, and in the Isle of Man and Jersey. Having learned valuable lessons from the pilot which lasted a year, we were able to launch The Silver Line nationally on November 25<sup>th</sup> 2013 in time for Christmas,

I am often asked how, in these tough times, a charity can establish itself, gain supporters, raise awareness. I always reply, "Have your work independently evaluated." I know from The Silver Line's experience how crucial that evaluation can become. In the summer of 2013 The Centre for Social Justice evaluated The Silver Line pilot, and their report was not just positive, but inspirational. They confirmed that The Silver Line's offer of a 24 hour, free, confidential helpline would be a unique service, and one which could become immensely valuable to isolated older people.

The evaluation showed that a call to The Silver Line could not only transform lives, but become a life-saver. One man said *"It was a choice between jumping into the canal or ringing The Silver Line. So I rang The Silver Line."* Many callers rang us all through the night, sometimes simply, as one lady told us *"Because I wanted someone to say Goodnight to."* We were able to find a local Christmas lunch for one lady who was otherwise looking forward to a meal of toast and tea. We found computer classes, and dance classes for other callers. And as one caller told us, *"It's so good to talk to someone who seems genuinely interested in what I think"*. We always make it clear that we value our callers, and enjoy talking to them. And the evaluation report (which is available on our website) sums up this transformational effect in its title, (another quote taken from a caller), *"When I get off the phone, I feel like I belong to the human race."* How tragic that anyone should feel that they have lost the right to be part of the human race, the busy, self-absorbed human race, just because they have grown older.

Given that our pilot had proved our effectiveness, we were determined to launch nationally in time for Christmas 2013, and thanks to our amazing team of staff and volunteers, we did. By the end of March, we had received 70,000 calls. Thanks must also go to our wonderfully generous donors. Comic Relief having funded our pilot, The

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# THE SILVER LINE HELPLINE

## STATEMENT OF THE PRESIDENT AND FOUNDER (Continued) FOR THE YEAR ENDED 31 MARCH 2014

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Big Lottery Fund gave us a donation which enabled us to launch nationally, right across the UK, covering half our costs for the first two years. We are deeply grateful not only to them, but also to all the other supporters listed in this report who have made it possible for us to reach out to older people, thousands of whom tell us they are utterly alone, with literally nobody else to talk to.

Have we already made a difference? Vera answers that question in a letter she sent me:

*“Dear Esther,*

*This has been my 3<sup>rd</sup> Christmas “Home Alone”, but this time it was different, because of you. I’ve found myself thinking THANK GOD FOR SILVER LINE. It was such a wonderful idea to set this up and I’m sure it’s helped thousands of people as well as me. I’m a 78 year old widow and been alone since 2006 when my husband passed away. I have rheumatoid arthritis so I’m more or less “confined to barracks.”*

*Most of the time I’m alright, but sometimes I just feel like having a chat and there’s no-one at that time I can phone. Now I’ve got the Silver Line. I feel I’ve got a whole lot of new friends and have had some lovely conversations. Where did you find such lovely people? I’m enclosing a donation to help you. I feel as though I’ve had more than my money’s worth. Much love to you all at the Silver Line.”*

And I would like to send much love to all our callers, and supporters, from all of us at The Silver Line.



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**Esther Rantzen CBE**  
**President and Founder of The Silver Line Helpline**

# THE SILVER LINE HELPLINE

## STATEMENT OF THE CHAIR FOR THE YEAR ENDED 31 MARCH 2014

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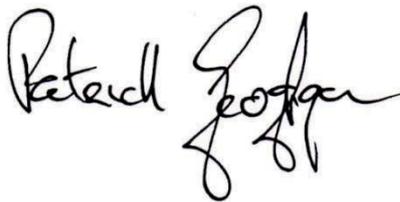
Since taking over as Chairman I have met many of our callers and those I have spoken to have given me one clear message, that is, that The Silver Line has become their "lifeline".

Being a volunteer Silver Line Friend is one of the most rewarding things I do, chatting to Bill who lives in Manchester. We have regular phone calls and it makes my week to hear what's been happening and share the odd joke. I am beginning to think that I probably get as much out of our friendship as he does. Silver Line Friends can really help to combat loneliness among some of the most vulnerable people in our society.

I would like to express a deep debt of gratitude to those organisations and members of the public who have provided an incredible amount financial and other support to our charity in its first year. Without their help we would not have been able to answer more than 70,000 calls within the first four months of national operation. The demand for our service is increasing and so we need more support to ensure The Silver Line is sustainable in the future.

But none of this would have been possible without the extraordinary commitment of our President Esther Rantzen CBE, our Board of Trustees, our Chief Executive Sophie Andrews, our fantastic staff and volunteers. Their energy, compassion and kindness have shone through.

I can't finish without sharing the comment made by one of our callers who said "Knowing you are there helps me sleep at night - I feel safe". For me this comment highlights the importance of our endeavour to support older people who suffer loneliness and isolation at a time in their lives when they are most vulnerable.



.....  
**Professor Patrick Geoghegan OBE**  
**Chair of The Silver Line Helpline**

Date: 30 June 2014

# THE SILVER LINE HELPLINE

## STATEMENT OF THE CHIEF EXECUTIVE OFFICER FOR THE YEAR ENDED 31 MARCH 2014

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It hardly seems possible that it was only a year ago when I was reporting on the success of our initial pilots in the North West of England, and that we planned to launch nationally before Christmas 2013. It was a huge aspiration but my small team of staff and volunteers were committed to making our dream become a reality because we knew, even in those early days, that our service was special and met an urgent need. Our callers told us so right from the start and our volunteers and staff told us about the transformational effect we were having on the lives of the people who called us. They also told us about the impact on their own lives as they realised that their simple connection with another human being could really make a difference.

Harold Wilson famously said that “a week is a long time in politics”. Our callers tell us that a day is a long time in their lives and sometimes it’s only the prospect of a call from their Silver Line friend, or the calls they make to the helpline, that can get them through the day. A week for many of our callers is too long even to contemplate.

We said right from the start that we didn’t want to duplicate existing services, and embracing partnerships has been at the heart of the way we have developed at all levels. We are working hard to connect older people to local or national services, working with our helpline staff to ensure that all calls are answered with empathy and care, and working with our corporate partners and supporters to ensure we are sustainable as an organisation. We recognise the strength of working in partnership with others and will continue to build on the relationships that we have developed over the last twelve months.

It’s a huge compliment for us to have already been described as the “ChildLine for older people”. We are seen as safe and trustworthy, and 5% of our callers have been able to share details of abuse and neglect they have experienced. 53% of callers tell us that we are the *only* people they speak to. So already we have established a unique role for older people who are completely isolated or in unsafe situations.

Our President, Esther Rantzen’s simple idea is working and making a difference, and our aim now is to develop the service further and reach people in different ways. Silver Circles are conference calls with six people speaking to each other every week about shared interests. One of our callers said his Silver Circle was the first opportunity, in more than ten years, that he had spoken with a group of friends rather than to just one person. He realised how much he had missed chatting to a group of people. We will develop Silver Letters for those older people and volunteers who prefer the written word to speaking on the phone. And what a wonderful way for us to hear their life stories and snapshots from the past!

We owe it to our callers to continue to listen and respond to what they need. The Silver Line is in a unique position to reflect the views of older people to a wider audience, to those who can help to improve and change the way our society treats its oldest citizens. And that’s what we will do. While this last year has been a rollercoaster journey, it’s one that we have all enjoyed and one that we all remain committed to.

My thanks to Patrick Geoghegan, Esther Rantzen and the Board of Trustees for allowing me the opportunity to be Chief Executive of this new national charity. Thanks to my wonderful team of staff and volunteers who make Silver Line “happen” for 24 hours each and every day when many other services have closed.

But my greatest thanks go to the older people who have placed their trust in us and pick up the phone and share their good days, and their bad days, with us. It’s a huge privilege and one that we don’t take for granted. Our commitment now is to ensure we will continue to be available for them each and every day.... so no day ever needs to feel so long again.



.....  
**Sophie Andrews**  
**Chief Executive Officer of The Silver Line Helpline**

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# THE SILVER LINE HELPLINE

## DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 2014

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The trustees are pleased to present their report together with the financial statements of the Charity for the year ended 31 March 2014, 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 Practise 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 year are set out on page 1.

Legal and administrative information set out on page 1, and the statements of the President and Founder, Chair and of the Chief Executive Officer 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 in England and Wales on 18 May 2012 and its registered number is 1147330. It was also registered as a charity in Scotland on 2 December 2013 with number SC044467.

In the last financial year we have retained our very experienced group of trustees. Towards the end of the year, our Founder Esther Rantzen stepped down as Chair and moved the new position of President, and Patrick Geoghegan took over her role as Chair. Colin Wagman resigned as a trustee at the end of year, and we thank him for his support in helping to found the charity. Christopher Belcher took over Colin's role as Deputy Chair and Jane Ashcroft assumed the role of Treasurer. Going forward our Finance and Governance sub-committee will start 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 2014 it is proposed that Alexander McMinn, Gary Fitzgerald and Susan Sayer 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 finance and governance subcommittee. The board have met nine times in the last year (The Board met monthly initially and have now moved to a quarterly timetable with Finance and Governance meetings taking place in between). The Chief Executive reports back to the board at each meeting, and prepares a bi-monthly CEO report. 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 Finance and Governance Committee is a sub-committee of the main board and their responsibility is to review monthly financial reports, the rolling budget, the risk register, progress against the objectives set out in the Charity's business plan. They have also compiled and keep up to date a Governance manual, which includes the Charity's written policies on areas such as Vulnerable Beneficiaries, Risk Management, Conflicts of Interest, Volunteer Management and Complaints Handling. Authority may be delegated to the Committee on specific items from time to time, but it does not have any general authority to take decisions: these must be referred to the full board for approval.

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# THE SILVER LINE HELPLINE

## DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2014

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### Structure, Governance and Management (Continued)

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 now has Trustees Liability, Employers Liability and Public Liability policies in place.

The Charity employed the use of two helpline providers and a befriending organisation to support the pilot activities between April 2013 and November 2013. In readiness for national launch we completed a competitive tender process and selected one main provider (Fylde Coast Medical Services "FCMS") based on ethos, cultural fit, technical infrastructure, resilience and value for money. The befriending service is no longer outsourced and was brought totally in house at the time of national launch. The Charity also developed a formal partnership with Age Scotland which provides the service in Scotland between 8am - 8pm Monday to Friday. Outside of these hours, calls originating in Scotland are answered by FCMS, so that a full service is available to Scottish residents around the clock. Volunteers are recruited within Scotland and managed by staff employed by The Silver Line. Our partnership with Age Scotland means that callers receive an enhanced service during their operational hours as detailed benefits and advice information is given directly to them by the Age Scotland team (without the need to signpost elsewhere).

The number of members of the Charity permitted is unlimited.

### 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 up 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 enhances 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 provide a telephone, letter or email based friendship service. Identification of suspected abuse or neglect and referral to specialist or statutory organisations takes 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 ensures 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 in addition to providing information, undertake a simple assessment. We identify the callers' needs and signpost them to appropriate information, statutory service or voluntary support in their local community. We also explore whether the caller would benefit

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# THE SILVER LINE HELPLINE

## DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2014

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### Objectives and Activities for the Public Benefit (continued)

from regular contact with a volunteer known as a "Silver Line Friend" who makes weekly contact with them.

Our electronic database 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 allows 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 or writing, a separate friendship service is be offered.

All referrals from the helpline are managed internally by Silver Line Caller Care, a specialist team of trained staff who contact each person and assess the best type of support that can be provided. This may be a weekly telephone, email or letter 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 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 enables us to 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. In addition we have introduced a well-being call into the process which means that callers receive a weekly call whilst they are in process of being matched to a volunteer – this means that callers have a regular contact from us which is especially important during times where they may be high demand for our friendship service. Our callers will not be left without any contact during this time.

Once matched, The Silver Line friends (volunteers) provide a booked telephone or email / letter befriending contact once a week. Volunteers are DBS checked and work in pairs (virtually or from a volunteer's home or a central office location). All calls are recorded and basic notes relating to each contact are made. Volunteer managers support the callers and volunteers and ensure both parties are happy with the pairing. A review takes place every 12 weeks (at a minimum). After national launch in November 2013, we received over 6,000 enquiries from potential volunteers. We now have approximately 600 fully trained and supported volunteers making weekly friendship calls to older people. We have developed volunteering policies and procedures and a volunteer agreement, which is signed after training and interview.

We have continued to enjoy considerable senior management pro-bono support in areas such as commercial management, project management, human resources, marketing, legal advice, fundraising and communications. This has meant we have been continued 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 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. We have described some of the tangible public benefits provided by the Charity under Indirect Impacts on page 12.

# THE SILVER LINE HELPLINE

## DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2014

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### **Achievements and Performance**

The company was registered as a charity on 18 May 2012. Following a year of successful pilots, the Charity fully launched nationally in November 2013.

#### Our pilots

Pilots commenced in November 2012 in the North West region and following further funding being gained from Comic Relief we were able to extend the geographic reach into the North East region and also extend the length of the pilots so that there was no gap between pilots and national launch. This meant that there was no loss of service for our callers.

We also extended our pilots into Jersey in June 2013 as we wanted to trial new ways of reaching people who were in isolated and rural communities. The Jersey Government were extremely proactive and supportive of our service and we learnt from the roll out in the Isle of Man by taking a different approach and working with an organisation called Convey, who were commissioned to work with us in Jersey and identify local champions and "trusted people" in the community who helped us to reach the "unreachable".

Our pilots were invaluable and provided us with information relating to patterns of calls and call types that were useful when forecasting likely volumes for national launch. It also gave 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 Centre for Social Justice completed a detailed and independent evaluation on the two pilot programmes (Manchester & Isle of Man). The evaluation consisted of a three month study which commenced in May 2013. It comprised of secondary research as well as focus groups and interviews with volunteers, staff, other organisations in the voluntary sector and our callers. Given such intense, widespread loneliness, we wanted to establish if speaking to a stranger on the telephone could really make a difference. The evaluation concluded that the Silver Line has already transformed lives.

There were important lessons for us to learn from this evaluation. We learnt where we needed to improve. For instance, we also created conference calls, ('Silver Circles') so that callers are able to speak to a number of people with common interests. We created 'caller care' for callers with complex needs. And we recruited a Head of Outreach to make sure we had enough knowledge to link callers with projects in their local communities.

When ChildLine was launched, it uncovered the shocking prevalence of abuse and neglect among our children. The Silver Line Helpline has revealed a truth about our older people which is just as shattering. The stigma attached to admitting loneliness, the reluctance in older people to ask for help because 'there are so many other people far worse off than I am' and 'I don't want to be a burden' has meant that we have ignored and neglected the deep unhappiness created by loneliness, which is afflicting so many older people.

The main aims of the evaluation were to:

- Establish how well the design and processes of the service were working to fulfil the aims and objectives of the Silver Line;
- Obtain insights into the difference it appears to be making for older people using the service: if and why it is important to them.

Evidence from the pilots and the evaluation demonstrated that the Silver Line was fulfilling its key objectives and highlighted where improvements could be made, so these could be implemented in readiness for the national launch.

# THE SILVER LINE HELPLINE

## DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2014

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### Achievements and Performance (continued)

Other important themes that emerged from the evaluation:

- Many older people need to be in control of the services they access, to the greatest extent possible, so that they don't feel 'taken over', therefore being able to access the helpline 24/7 was popular and unique.
- The stigma of loneliness means the anonymity and non-local nature of the Silver Line are important.
- People accessed the service because they were able to trust the brand of the Silver Line, largely due to its close association with Esther Rantzen and their familiarity with the Childline service on which it is partly modelled.
- It was clear that some callers had pronounced mental health needs, for example depression severe enough to make some feel suicidal. While the Silver Line refers to other services, it is also providing valuable social support then and there, at the point of crisis.
- The Silver Line is occupying an important 'middle space' between the Samaritans service that was considered to be only for the most needy and not accessing or admitting to any need for help at all.
- Where individuals need more specialist support the Silver Line will have a caller care system in place before national launch, to triage those requesting a Silver Line friend and ensure those with high needs are regularly called by trained professionals.
- Managing expectations from the outset and clarifying what the Silver Line is offering, particularly in terms of telephone befriending rather than face-to-face contact is important.

As a result of our evaluation we were able in August 2013 to secure BIG Lottery Funding (£5m over two years) which covers half our running costs and enabled us to launch before Christmas 2013. We knew from the pilots that Christmas was a particular time of great need when people had reduced access to services and in some cases little or no contact from family and friends.

### National roll out

Our Board of trustees approved the business plan and agreed national roll out with a high profile media launch which took place on 25<sup>th</sup> November 2013. A detailed implementation plan was put in place in which we developed and agreed our organisational values, recruited into key staff roles, agreed contracts with helpline provider(s), devised all policies and procedures, developed our web site and CRM systems and began to recruit volunteers who would be able to deliver the friendship service. At the same time we secured funding with a small number of founding partners, grants and trusts and developed relationships with key corporate partners and supporters.

We launched nationally on 25<sup>th</sup> November and received 3,102 calls on our first day. We had a huge amount of media focus and in our first week we took around the same number of calls as in the whole pilot period (c 8,000).

Between 25<sup>th</sup> November 2013 and 31<sup>st</sup> March 2014 we received 71,519 calls (average of 560 per day) and had over 6,000 requests for information from potential volunteers. We also received 1,300 requests for friendship from older people who required a regular weekly call.

The primary reason for calling has overwhelmingly been loneliness and isolation. 53% of callers have stated that without us, they would have no-one else to speak to. The high amount of media activity and the targeted leaflet campaigns helped us to get the message across about the purpose of our service.

55% of our callers contact us after 8pm or at weekends and this has reinforced the fact that one of the unique aspects of our service is the 24/7 service which is free for people to call and is a helpline specifically set up to support older people. 63% of our callers are female and whilst most of our callers are aged between 60-69, our biggest success rate has been with reaching over 90 year olds who represent the largest percentage of callers within their respective % of the older population.

The Silver Line Facebook and Twitter following is growing. At launch we had 291 likes on Facebook, this has increased by 524% to 1,526. On Twitter we have had a 224% increase in followers from 940 to 2,107.

# THE SILVER LINE HELPLINE

## DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2014

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### **Achievements and Performance (continued)**

We are continuing to actively promote our service at local level and we have sent out over 90,000 leaflets and receive requests for information on a daily basis.

We were extremely fortunate to secure prime time media coverage at the end of March 2014 when one of our callers was featured on Sports Relief, which attracted over 10 million viewers.

### Indirect Impacts

There are many potential indirect impacts of our service 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.

We are projecting that we will receive up to one million calls within the first 12 months of national operation, which will in turn create a demand for the friendship service of up to 12,000 older people.

We will be continuing to analyse the impact of our service through an evaluation which will be completed by Anglia Ruskin University during 2014/15.

### **Financial Review**

The Charity's activities resulted in net unrestricted income of £125,891 and net restricted income of £190,899 for the year. At the year end, the Charity held £868,900 in cash at bank, out of which £220,117 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.

Aside from the £5m BIG Lottery grant, we have received substantial grants and donations from both individuals and organisations and without this considerable support we would have been unable to launch nationally at the end of November 2013. As a performance related grant, the proportion of the BIG Lottery grant relating to this financial year has been recognised in the statement of financial activities.

The Charity has a lease over an office in London for the use of its staff, which it is permitted to use with a rolling one-month notice period. The Charity benefits from a reduced rental charge, and the reduction has been recognised as a donation in kind in the statement of financial activities.

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, donations or other new sustainable income streams in order to be able to operate in the future.

The Charity's reserves consist of its Unrestricted Fund, which had a balance of £364,553 and Restricted Funds, which had a balance of £302,302. The nature and purpose of the restricted funds are described in note 11 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. The trustees will continue to review the level of reserves of the Charity.

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# THE SILVER LINE HELPLINE

## DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2014

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### **Financial Review (continued)**

No material investments are held at this time but 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 year.

### **Plans for future periods**

Now we have launched nationally we are in the process of developing our business plan and ensuring that we raise awareness of the service at the same time as we raise funds and secure sustainable income. This will mean that we can ensure that every call continues to be answered and that demand does not outweigh our resources.

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 Director 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.

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 are also looking into developing other sustainable income sources such as providing reassurance calls on a commercial basis.

We will begin to build an individual giving programme and legacy programme 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.

We have proved since national launch that our service is unique and that a simple connection with another human being can literally transform the lives of older people who contact us. We are committed to developing our service and ensuring that no call goes unanswered and that the legacy of the Silver Line is here for years to come.

# THE SILVER LINE HELPLINE

## DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2014

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### 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.

By order of the Trustees



.....  
**Jane Ashcroft CBE**  
**Trustee (Treasurer)**

Date: 30 June 2014

# THE SILVER LINE HELPLINE

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

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We have audited the financial statements of The Silver Line Helpline for the year ended 31 March 2014 comprising the Statement of Financial Activities, the Balance Sheet and related notes to the financial statements 1-18. 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 13, 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 2014 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Directors' Report for the financial year ended 31 March 2014 for which the financial statements are prepared is consistent with the financial statements.

# THE SILVER LINE HELPLINE

## INDEPENDENT AUDITOR'S REPORT (continued) TO THE TRUSTEES OF THE SILVER LINE HELPLINE

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### **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; 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 exemption to prepare a strategic report.



.....  
**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: 30 June 2014.

## THE SILVER LINE HELPLINE

### STATEMENT OF FINANCIAL ACTIVITIES (including the income and expenditure account) FOR THE YEAR ENDED 31 MARCH 2014

	Notes	Restricted Funds Year Ended 31.03.14 £	Unrestricted Funds Year Ended 31.03.14 £	Total Funds Year Ended 31.03.14 £	Total Funds Period Ended 31.03.13 £
<b>Incoming resources</b>					
Incoming resources from generated funds					
Voluntary income	2	1,563,967	514,088	2,078,055	616,096
<b>Total incoming resources</b>		<b>1,563,967</b>	<b>514,088</b>	<b>2,078,055</b>	<b>616,096</b>
<b>Resources expended</b>					
Costs of generating funds:					
Costs of generating voluntary income	4	7,294	66,515	73,809	49,490
Charitable activities	5	1,297,475	153,336	1,450,811	107,332
Governance costs	6	68,299	168,346	236,645	109,209
<b>Total resources expended</b>		<b>1,373,068</b>	<b>388,197</b>	<b>1,761,265</b>	<b>266,031</b>
<b>Net incoming resources for the period / net movement in funds</b>		<b>190,899</b>	<b>125,891</b>	<b>316,790</b>	<b>350,065</b>
Fund balances brought forward		111,403	238,662	350,065	-
<b>Fund balances carried forward as at 31 March 2014</b>		<b>302,302</b>	<b>364,553</b>	<b>666,855</b>	<b>350,065</b>

All activities relate to continuing operations.

# THE SILVER LINE HELPLINE

## BALANCE SHEET AS AT 31 MARCH 2014

	Notes	2014 £	2014 £	2013 £
<b>Fixed assets</b>				
Tangible Assets	7		11,787	2,998
<b>Current assets</b>				
Cash at bank and in hand		868,900		376,990
Debtors	8	<u>6,285</u>		<u>-</u>
		<u>875,185</u>		<u>376,990</u>
<b>Creditors: amounts falling due within one year</b>				
Accruals and Deferred Income	9	<u>(220,117)</u>		<u>(29,923)</u>
<b>Net current assets</b>			<u>655,068</u>	<u>347,067</u>
<b>Total assets less current liabilities</b>			<u><b>666,855</b></u>	<u><b>350,065</b></u>
<b>Represented by:</b>				
Unrestricted funds	10		364,553	238,662
Restricted funds	11		<u>302,302</u>	<u>111,403</u>
<b>Total Charity funds</b>			<u><b>666,855</b></u>	<u><b>350,065</b></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 30 June 2014 and signed on their behalf by:



.....  
**Jane Ashcroft CBE**  
Trustee (Treasurer)



.....  
**Professor Patrick Geoghegan OBE**  
Trustee (Chair)

**The Silver Line Helpline (Company Number 08000807)**  
**(Charity Number 1147330 – England and Wales)**  
**(Charity Number SC044467 – Scotland)**

# THE SILVER LINE HELPLINE

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2014

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### 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 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 the Charity's main charitable activities: the helpline, silver line friends, caller care and wellbeing, and outreach programmes. 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 an estimate of 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.

# THE SILVER LINE HELPLINE

## NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2014

### 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 designed for any other purpose.

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.

### 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.

	Restricted funds Year ended 31.03.14	Unrestricted funds Year ended 31.03.14	Total funds Year ended 31.03.14	Total funds Period ended 31.03.13
	£	£	£	£
<b>2 Voluntary income</b>				
Donations	29,321	328,983	358,304	275,674
Grants	1,534,646	-	1,534,646	253,058
Donations in kind (note 3)	-	185,105	185,105	87,364
	<u>1,563,967</u>	<u>514,088</u>	<u>2,078,055</u>	<u>616,096</u>
<b>3 Donations in kind</b>				
Audit / accountancy	-	13,250	13,250	43,659
Office space	-	12,000	12,000	7,500
HR advice and support	-	7,700	7,700	-
Contract management advice and support	-	6,500	6,500	-
Legal advice	-	1,000	1,000	-
BT call costs	-	34,655	34,655	-
Director of fundraising and communications	-	55,000	55,000	24,000
National Launch programme manager	-	55,000	55,000	5,538
Commercial manager	-	-	-	6,667
	<u>-</u>	<u>185,105</u>	<u>185,105</u>	<u>87,364</u>

# THE SILVER LINE HELPLINE

## NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2014

	Restricted funds Year ended 31.03.14 £	Unrestricted funds Year ended 31.03.14 £	Total funds Year ended 31.03.14 £	Total funds Period ended 31.03.13 £
<b>4 Costs of generating voluntary income</b>				
Fundraising	7,294	66,515	73,809	49,490

Of the £66,515 unrestricted expenses in respect of fundraising costs, £27,500 (2013: £30,667) has been donated and accounted for as a donation in kind (note 3). Total staff costs of £63,441 have been allocated to the cost of fundraising based on an agreed apportionment of staff time.

	Restricted funds Year ended 31.03.14 £	Unrestricted funds Year ended 31.03.14 £	Total funds Year ended 31.03.14 £	Total funds Period ended 31.03.13 £
<b>5 Charitable activities</b>				
Helpline costs	1,020,865	21,711	1,042,576	98,275
Caller care and wellbeing costs	83,589	55,685	139,274	-
Silver Line Friends / Circle	122,147	22,880	145,027	-
Outreach	20,897	4,895	25,792	-
Marketing	49,977	48,165	98,142	9,057
	<u>1,297,475</u>	<u>153,336</u>	<u>1,450,811</u>	<u>107,332</u>

Of the £153,336 unrestricted expenses in respect of charitable activities, £103,405 (2013: £5,538) has been donated and accounted for as a donation in kind (note 3). Total staff costs of £248,995 have been allocated to charitable activities based on an agreed apportionment of staff time.

# THE SILVER LINE HELPLINE

## NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2014

	Restricted funds Year ended 31.03.14	Unrestricted funds Year ended 31.03.14	Total funds Year ended 31.03.14	Total funds Period ended 31.03.13
	£	£	£	£
<b>6 Governance costs</b>				
Evaluations / research	27,068	-	27,068	-
CRM system	2,280	-	2,280	-
Website	-	66	66	-
Audit fee	-	14,400	14,400	13,200
Professional fees	-	60,830	60,830	40,899
IT services and software	7,819	23,940	31,759	-
Governance staff costs	10,286	44,950	55,236	34,700
Office expenses	5,955	6,737	12,692	12,422
Rent / venue hire	8,531	14,018	22,549	7,500
Depreciation	-	2,174	2,174	484
Other	6,360	1,231	7,591	4
	<u>68,299</u>	<u>168,346</u>	<u>236,645</u>	<u>109,209</u>

Of the £60,830 of unrestricted expenses in respect of professional services, £42,200 (2013: £37,059) was donated and accounted for as a donation in kind (note 3).

Of the £14,018 of unrestricted expenses in respect of rent / venue hire, £12,000 (2013: £7,500) was donated and accounted for as a donation in kind (note 3).

Of the £14,400 of unrestricted expenses in respect of audit fees £nil (2013: £6,600) was donated and accounted for as a donation in kind (note 3).

	Fixtures, fittings & equipment £
<b>7 Tangible fixed assets</b>	
<b>Cost or valuation</b>	
As at 1 April 2013	3,482
Additions	10,962
As at 31 March 2014	<u>14,444</u>
<b>Depreciation</b>	
As at 1 April 2013	484
Charge for the year	2,173
As at 31 March 2014	<u>2,657</u>
<b>Net book value</b>	
As at 31 March 2013	<u>2,998</u>
As at 31 March 2014	<u>11,787</u>

# THE SILVER LINE HELPLINE

## NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2014

			<b>Total Year ended 31.03.14 £</b>	<b>Total Period ended 31.03.13 £</b>	
<b>8</b>	<b>Debtors</b>				
	Accrued income		<u>6,285</u>	<u>-</u>	
<b>9</b>	<b>Creditors</b>				
	Accruals		<u>220,117</u>	<u>29,923</u>	
<b>10</b>	<b>Unrestricted funds</b>	<b>As at 31.03.13 £</b>	<b>Incoming resources £</b>	<b>Outgoing resources £</b>	<b>As at 31.03.14 £</b>
	Unrestricted funds	<u>238,662</u>	<u>514,088</u>	<u>(388,197)</u>	<u>364,553</u>
<b>11</b>	<b>Restricted funds</b>				
	Department of Health	18,207	-	(18,207)	-
	Comic Relief	73,958	111,750	(185,708)	-
	Swiss Re	-	100,000	(83,526)	16,474
	Big Lottery	-	1,202,377	(1,030,105)	172,272
	Nesta	-	79,704	(22,083)	57,621
	BT donation	19,238	-	(13,427)	5,811
	States of Jersey	-	10,815	(10,815)	-
	Rayne Foundation	-	30,000	(9,195)	20,805
	Scottish funds	-	29,321	(2)	29,319
		<u>111,403</u>	<u>1,563,967</u>	<u>(1,373,068)</u>	<u>302,302</u>

The Department of Health grant which is now fully utilised, was received for start up costs and Chief Executive Officers salary.

The Comic Relief grant was in respect of the initial pilots, and extension up to the national launch of the Helpline.

The Swiss Re funding is restricted to marketing and the cost of the North East launch event, and associated costs.

The BIG Lottery funding was awarded to cover half of the Helpline's core costs for the next two years.

The Nesta funding was in respect of funding the technology of the virtual call centre, and the support and management of volunteers.

The BT grant is funding set aside for future BT call costs.

The States of Jersey grant relates solely to an outreach project in Jersey.

The Rayne Foundation is to fund the core helpline costs which in turn will improve access to information and reduce isolation.

The Scottish funds are restricted to core costs of marketing and running the service in Scotland.

# THE SILVER LINE HELPLINE

## NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2014

### 12 Trustee remuneration, Trustees' benefits and staff costs

During the current year, two Trustees received reimbursement of travel expenses that amounted to £2,192 (2013: £nil)

	<b>Total Year ended 31.03.14 £</b>	<b>Total Period ended 31.03.13 £</b>
<b>13 Staff Costs</b>		
Wages and salaries	236,863	50,619
Social Security costs	24,814	5,866
	<u>261,677</u>	<u>56,485</u>
	<b>2014 Number</b>	<b>2013 Number</b>
Average number of employees during the year:		
Costs of generating voluntary income	1	-
Charitable activities	9	1
Administration	2	1

One employee received emoluments of between £60,000 and £70,000 in the current year (2013: none). Staff costs have been allocated to the appropriate expense category in accordance with staff time spent.

	<b>Total Year ended 31.03.14 £</b>	<b>Total Period ended 31.03.13 £</b>
<b>14 Auditor's fees</b>		
Audit fee	14,400	13,200
Other fees included within professional fees	35,040	39,732
	<u>49,440</u>	<u>52,932</u>

Of the total fees charged, £7,000 (2013: £42,491) has been donated and accounted for as a donation in kind (note 3).

### 15 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 2014, there were 10 members (2013: 10 members).

# THE SILVER LINE HELPLINE

## NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2014

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### 16 Related party transactions

Colin Wagman FCA, a Trustee (up to 31 March 2014), is also a Director and Chairman for Minerva Limited. The Charity received a donation in kind of £12,000 (2013: £7,500) from Minerva Limited for office space provided.

Professor Patrick Geoghegan OBE, a Trustee was Chief Executive of South Essex Partnership University NHS Foundation Trust (SEPT) until 7 October 2013. The Charity received a donation in kind of £6,250 (2013: £1,167) in respect of accountancy services provided from SEPT.

### 17 Control

The Trustees consider there to be no ultimate controlling party.

### 18 Analysis of net assets between funds

	Restricted Funds Year Ended 31.03.14 £	Unrestricted Funds Year Ended 31.03.14 £	Total Funds Year Ended 31.03.14 £	Total Funds Period Ended 31.03.13 £
Cash	487,013	381,887	868,900	376,990
Other net current assets / (liabilities)	<u>(184,711)</u>	<u>(17,334)</u>	<u>(202,045)</u>	<u>(26,925)</u>
	<u>302,302</u>	<u>364,553</u>	<u>666,855</u>	<u>350,065</u>







# **The Silver Line**

helpline for older people

**0800 4 70 80 90**

## **The Silver Line**

Address: Minerva House,  
42 Wigmore Street, London W1U 2RY  
Email: [info@thesilverline.org.uk](mailto:info@thesilverline.org.uk)  
Telephone: 020 7224 2747  
Website: [www.thesilverline.org.uk](http://www.thesilverline.org.uk)  
Facebook: The Silver Line  
Twitter: @TheSilverLineUK