

The Silver Line

helpline for older people

0800 4 70 80 90

Annual Report and Financial Statements

for the year ended March 2015



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 2015**

THE SILVER LINE HELPLINE

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THE SILVER LINE HELPLINE

LEGAL AND ADMINISTRATIVE INFORMATION

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)

		Date of Appointment
Trustees	Dame Esther Rantzen DBE (President & Founder)	21 March 2012
	Gary Fitzgerald	11 June 2012
	Professor Patrick Geoghegan OBE (Chair)	11 June 2012
	Jane Ashcroft CBE (Treasurer)	4 July 2012
	The Rt Hon Paul Burstow	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

Auditors Lewis Golden LLP
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 2015

The Silver Line has always had three very ambitious aims.

First, to become the best-known helpline for older people, so that everyone knows that information, friendship and advice are only a phone call away.

Second, to offer someone to laugh with, or cry with, or just to chat to, at any time of day or night.

Third, to recruit an army of volunteer Silver Line Friends (who are trained and matched with Silver Line callers, and make regular weekly calls to them), so that they create real friendships, and increase the confidence and empower our callers. We hope this way our callers who have been imprisoned by loneliness can break free, that they are no longer alone and isolated in the last years of their lives. My dream was that we could transform people's lives with a phone call.

Can it work? Wilma is a volunteer who has been talking to John for a year. She told me:

"When I first starting talking to John he was very, very low. His wife had died from a brain tumour, and so had his sister. He had rung The Silver Line because he wanted to talk, but he found it very difficult. I've worked in a hospice, so I knew what he had gone through. We talked together about his wife's illness, and about his life. I discovered he had been a champion ball-room dancer, but he was so depressed that he had lost all confidence, he had stopped teaching dancing, even stopped driving his car. Sometimes he didn't answer my calls, so I had to keep trying. In our conversations I told him a bit about myself. I love line-dancing, and as I'm on my own, I told him that I go out by myself. He said to me, "Don't you find every day is the same now?" I said no, personally I go out and about, and find things to do." So he began to do the same. Then last summer he decided to start teaching again. And he has just started to learn a new kind of French jive, Ceroc. He's got his Mojo back, I can hear it in his voice. He's thoroughly enjoying life."

John told me, *"When you launched The Silver Line, Esther, I saw you on the news, dashed away and got a pencil to write the number down. It was when you talked about loneliness, I knew exactly what that felt like. So I rang the helpline, and it was the best thing I ever did. Wilma is absolutely amazing, we've got so much in common. I was the British Ballroom Champion when I was 15 - Len Goodman was the judge who gave me my first break - but when Wilma told me she went out line-dancing, at first I thought I couldn't do that on my own. My wife and I used to do everything together, losing her is a big blow. You never get over it. But now my confidence is back, and I've started teaching again. We don't just talk about dancing, we talk about everything, gardening, shopping, and how we feel. We chat for about half an hour. And now that I've started learning Ceroc, it's something new, and a lot of people go there on their own, like me. Since I rang The Silver Line a year ago, I've never looked back."*

Wilma told me *"I speak to four Silver Line callers every Tuesday night - I call it my "Friends' Night" and I look forward so much to talking to them, I feel as if I've known them forever. They're part of my life now."*

The Silver Line has proved it can make a huge difference, now all we have to do is reach every older person who needs us, find the funds to pay for their calls, and recruit and train enough volunteers to transform lives, and create friendships like Wilma and John. A huge challenge, but we have always been ambitious. And I believe with your help, we can achieve it.



Dame Esther Rantzen DBE
President and Founder of The Silver Line Helpline

THE SILVER LINE HELPLINE

STATEMENT OF THE CHAIR FOR THE YEAR ENDED 31 MARCH 2015

I am delighted to be able to report on our progress in this important year in the life of The Silver Line Helpline. It has been a year of consolidation and growth and as we celebrated the first anniversary of our launch as a national service, the needs and demands of our callers have helped to shape the way the charity is developing.

Older people tell us they like the fact that we are always available. It makes us unique among helplines supporting older people and we know that a number of other organisations have put a recorded message on their phone lines suggesting that callers can ring The Silver Line when they are closed. So it is vital that we are a 24 hour service, and almost 7 out of every 10 calls we receive are in the evenings and at weekends.

It means older people can use The Silver Line whenever they feel they need it and are able to access information, friendship and advice at the moment that suits them rather than anyone else. Our helpline bases near Preston and in Edinburgh are staffed by teams of empathetic and warm individuals. Many of them tell me how much they love their job and that they feel privileged to speak to our callers who are prepared to share their feelings and emotions. Callers often tell us what a huge difference the helpline has made to their lives. For some people, our very existence, knowing we are there if and when they need to speak to another human being, offers them the sense of reassurance they have been missing. One caller told us "Just knowing you are there and that I can ring and speak to someone at any time, makes a huge difference to the way I feel about life. I just don't feel so abandoned and lonely as I used to".

I would like to express my huge gratitude to all of our staff led by our Chief Executive, Sophie Andrews, for their tremendous hard work and commitment enabling us to respond to the most vulnerable older people in our society in this new and yet simple way. And to those staff at the helpline who answer the phones in the middle of the night, the middle of the weekend or very early in the morning on a Bank Holiday, I would like to say a particular thank you on behalf of the callers who are able to talk to you - many of whom, it must be said, also express their gratitude directly.

And I want to pay tribute to our volunteer Silver Line Friends who our President has written about in more detail. They have been recruited and trained to make regular, weekly friendship calls to an older person. As one caller said "I love speaking to my Silver Line Friend. We've never met each other but we chat for ages, about anything and everything. She makes me feel young and interesting, and that what I think and say matters. It's brilliant and makes me feel there's a reason for living. I don't feel so useless anymore."

None of this would be possible without the financial support of the Big Lottery Fund and the many organisations and individuals who have donated to The Silver Line over the year. We have a long way to go before we are truly sustainable but we are very grateful for the way that the British public has responded to The Silver Line, and hope for their continued support over the months and years so that we can be here for every older person who needs us now and in the future.



Professor Patrick Geoghegan OBE
Chair of The Silver Line Helpline

Date: 10 June

2015

THE SILVER LINE HELPLINE

STATEMENT OF THE CHIEF EXECUTIVE OFFICER FOR THE YEAR ENDED 31 MARCH 2015

In the last 12 months The Silver Line has developed in the most exciting ways, and as the charity's Chief Executive during this wonderful and challenging period, I can honestly say it has been a privilege to be part of such a positive and worthwhile organisation. I am surrounded by a growing team at our London headquarters, by our 24/7 helpline staff at their base near Blackpool, and in Edinburgh at Age Scotland, by the staff and volunteers who deliver Silver Line Scotland. Everyone at The Silver Line is in daily communication with some of the loneliest and most vulnerable older people in the UK. Yet what you hear so often in our offices is laughter, as staff and volunteers chat to older people who are desperate for conversation and human contact.

In our short existence Silver Line has become a uniquely simple and important way of reaching the oldest members of our society who feel that no one cares whether they live or die.

They may be on their own at home or caring for a partner with dementia, or they may live in a care home or sheltered accommodation. They may have a loving family and friends, or they may be without either. Yet what all our callers have in common is the painful experience that before we existed, several days, or even weeks, would go by without them having a real conversation or a friendly chat with another human being.

They may not have friends or family to laugh and cry with whenever they need to - but they do have us. And we will never be unavailable for them or too busy or closed. Many older people tell us they feel estranged and abandoned by our society which prizes youth above age, and new trends above old wisdom. And many feel cut off from a world that focuses more and more on digital communications. Our callers often tell us how much they love receiving letters and cards and phone calls but all too often their busy families want to email or text them rather than visit and chat.

In response to our callers' suggestions, we have developed Silver Letters and Silver Circles where older people join a group conference call to chat to each other, and we have received more than 400,000 calls to the helpline. Some older people ring us regularly, several times a day or a week, but 75% of callers are new to The Silver Line. We have recruited and trained more than 1,600 volunteer Silver Line Friends and have matched 1,200 older people to their own Silver Line volunteer for a regular, weekly friendship call. We are now urgently matching newly-trained volunteers with callers on our waiting list for a Silver Line Friend.

Most of our callers rarely complain about their social isolation. One caller explained, "*We were the stiff upper lip generation, living through the war and making do. We feel lucky to be alive and we certainly aren't about to complain about being lonely. It's too shameful to admit to that*".

But of course that's not right. Loneliness is agony and we need to protect our oldest members of society from feeling abandoned and too ashamed to admit it. The Silver Line is a brilliant and effective way of doing that – and it still amazes me that until our President and Founder, Dame Esther Rantzen, came up with her vision, there was no free and confidential 24 hour helpline available to support, protect and comfort our most vulnerable oldest citizens. We are so proud that she was honoured with a Damehood in the New Years Honours for her inspiration and commitment to The Silver Line.

Our greatest challenge going into our second year of national operation is to ensure we are available for every older person who needs us in the future. I would like to pay tribute to the many organisations, foundations and individuals who have helped us so far in our short existence, and ask for your continued support in the year ahead. On behalf of the thousands upon thousands of lonely and vulnerable older people who have called The Silver Line and found friendship, solace and the knowledge they are not forgotten or abandoned, thank you.



Sophie Andrews
Chief Executive Officer of The Silver Line Helpline

THE SILVER LINE HELPLINE

DIRECTORS' REPORT FOR THE YEAR ENDED 31 MARCH 2015

The trustees are pleased to present their report together with the financial statements of the Charity for the year ended 31 March 2015, 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 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. Dame Esther Rantzen has continued in her role as President and has worked with our Chairman Patrick Geoghegan and our Chief Executive Sophie Andrews, to continue to promote the work of The Silver Line. Christopher Belcher has continued in his role as Deputy Chair and also as Chair of our newly formed trading arm The Silver Line Helpline Enterprises Limited. Jane Ashcroft has continued in her role as Treasurer and has also chaired the Finance and Governance Committee. We have also developed a Remuneration Committee (chaired by Patrick Geoghegan) which considers the CEO salary and the appointment of senior officers. We have completed a Governance review and have also reviewed the skills of the board. We will start to fill any gaps by using an open recruitment process which will be overseen by our newly formed Nominations Committee. 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 2015 it is proposed that Alexander McMinn, Susan Chinn and Jane Ashcroft will retire from office. Alexander McMinn will retire at this point and Susan Chinn and Jane Ashcroft will offer themselves for re-appointment as trustees. We would like to take this opportunity to Alexander McMinn for his valuable contribution to The Silver Line board of 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 four times in the last year with six Finance and Governance meetings taking place in between the board meeting cycle. The Chief Executive reports back to the board at each meeting, and prepares a detailed 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 its responsibility is to review monthly financial reports, the rolling budget, financial controls, the risk register and progress against the objectives set out in the Charity's business plan. It has also compiled and keeps 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. During the year the committee has reviewed the charity's financial controls and banking mandates.

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Structure, Governance and Management (continued)

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.

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

The Silver Line Helpline Enterprises Limited was formed as a trading subsidiary and incorporated at Companies House in August 2014. The Silver Line Board of Trustees agreed to this course of action as they felt there may be opportunities to raise further funds through a subsidiary company. The trading subsidiary will be a source of income for the charity. At present the trading company has no income and will be filing dormant accounts for the period ending 31st March 2015. The first meeting of The Silver Line Enterprises Limited took place in April 2015 and the operating agreement between the trading subsidiary and the main charity has been agreed. An agreement with Universal Music who produced a "Silver Linings" CD for us prompted us to register the company in August 2014 as legal advice indicated that it would be beneficial for the agreement with Universal to be made with the subsidiary rather than the main charity. Whilst the subsidiary has been registered since August 2014 there has been no activity or trading to date as proceeds from the CD will be received during the next financial year.

The Charity continued to employ the use of two partner organisations to deliver the helpline service. At national launch in November 2013 we conducted 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 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 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 or letter 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

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Objectives and Activities for the Public Benefit (Continued)

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

Our helpline staff explore 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 writing, a separate Silver Letters friendship service is offered. We also offer Silver Circles which are group calls where people talk about special interests.

All referrals from the helpline are managed internally by our wellbeing team who are 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, 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). For some people they may just prefer to receive a "keeping in touch call" from our team each week without the commitment of receiving a regular call from the same volunteer.

Our wellbeing team 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 volunteer managers are also an important part of the support element as they support volunteers who may notice a change in needs of the caller they are supporting and may want some extra advice and support. In addition the "keeping in touch" calls 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 weekly telephone or fortnightly letter befriending contact. Volunteers are DBS checked and work from their own home through a VCC (Virtual call centre) which means that all calls are recorded and the volunteer and older person do not have each other's contact details. 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). We now have approximately 1,600 fully trained and supported volunteers who are 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, information systems and media 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. We have now supported these key pro bono staff with staff who are paid and able to provide back up into these key roles.

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

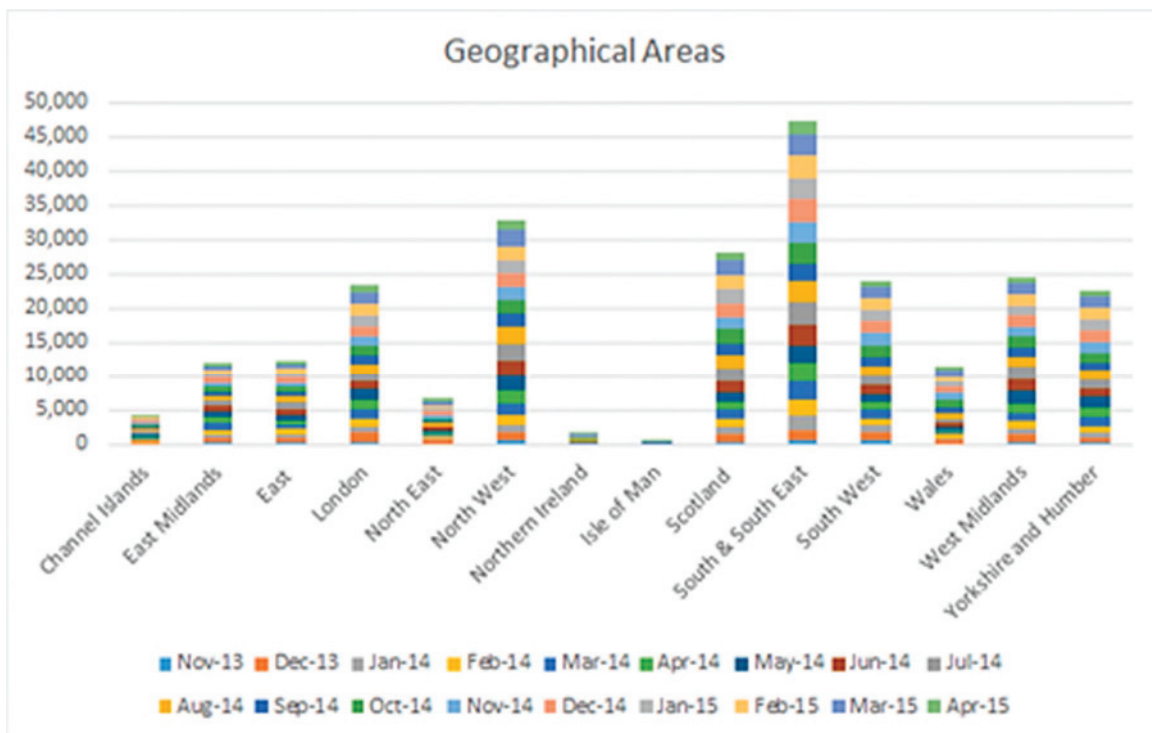
DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Achievements and Performance

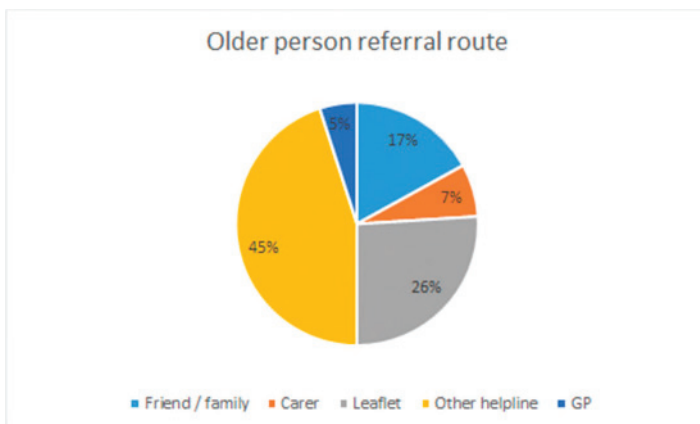
The company was registered as a charity on 18 May 2012. Following a year of successful pilots, the Charity fully launched nationally in November 2013.

Operational Performance

Since national launch in November 2013 we have received over 400,000 calls to the helpline, with 328,755 being received within this financial year. Compared to this time last year our daily call volumes have increased by 50% and we are now receiving 1,000 calls each day to the helpline. Whilst we are supporting a number of regular callers to our helpline, many of which have complex needs we are also able to demonstrate that 75% of callers to the helpline each month are new to us, which means our marketing of our service is working and we are able to reach new people who have previously not heard of us. We have a wide distribution of callers across all areas in the UK.



Whilst the media activity initially generated most of our calls and continues to have a positive impact we are now starting to see referrals from other areas.



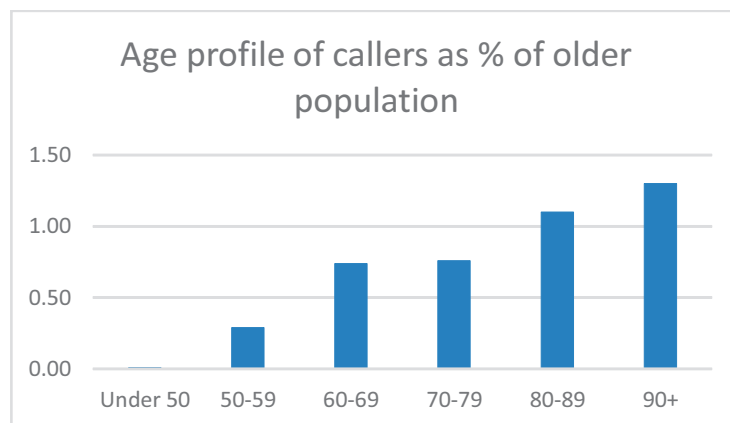
- 13,023 people have been referred by other helplines (45%)
- 7,623 say they have called as a result of leaflets (26%)
- 4,883 people have been referred by family or friends (17%)
- 2,130 people have been referred by their carers (7%)
- 1,409 people have been referred by their GP (5%)

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Achievements and Performance (Continued)

Our objective has always been to reach the “hard to reach” and we feel we are able to demonstrate this as 88% of our callers tell us that they live alone and independently (compared to 49% of those over 75 in the UK overall (Office of National Statistics (ONS) 2013) and 51% of callers say they have no one else to speak to at all, other than us. 40% of our callers are male, who are known to be a hard to reach group, and only 2% of our callers are under 55, which reflects our success in reaching our target demographic. Over 90 year olds are twice more likely to call us than any other age group.



Increasingly we have found that our 24/7 service is becoming a unique selling point and we are able to demonstrate that we are needed when other services are closed. 68% of our calls are now received after 6pm or at weekends and we are finding that other services are now including our number on their answerphone messages “out of hours”.

In terms of signposting we have referred 53% of callers to other organisations and community groups, supporting our objective to re-connect people to local services, in turn stimulating demand and assisting their sustainability.

In terms of empowering people who may experience abuse and neglect, 5% of callers have been able to share details of either historic or current abuse. We have partnerships with the Care Quality Commission (CQC) to reach vulnerable people receiving care in their own or residential homes and Action on Elder Abuse, both of whom have followed up on and taken appropriate action on all referrals.

We have recruited and trained 1,600 volunteer Silver Line Friends (SLFs) who make regular weekly calls to older people. The effect of SLFs is perhaps best summed up by Ann (87) who said “*You have changed my life, I don’t ever have to be alone again*”.

We have established a wellbeing programme to assess people before matching and also to support those with more complex needs. Currently we are making 1,200 calls per week. We have set up new extension products to further meet need; Silver Circles (group conference calls) and Silver Letters for people who prefer to communicate by post or are hearing impaired have been successfully rolled out, partnering with other charities to scale and target audience both to best effect.

We have transitioned several callers to becoming SLFs themselves with a 5% on going target. For example Jean was originally called by a SLF but is now a Silver Circle facilitator and has also become a Community Champion for the charity.

Fundraising Performance

The breadth of support from partners was perhaps one of the most satisfying accomplishments in the fundraising area in the first full year of operation, with a mix of tactical, strategic, one-off and multi-year support from individuals, trusts and foundations and corporates. In celebration of the 40th anniversary of the famous stair lift, Stannah for example, agreed a partnership pledging both a donation and staff fundraising to support our newly launched Silver Circles. In November, in a competitive pitch, we successfully secured our first Charity of the Year for two years with magazine publisher Time Inc. A Christmas grant from The Royal Mail enabled us to send Christmas cards to all of our helpline callers and volunteer Silver Line Friends, which we were told for some was the only card received. Ladbrokes Charitable Trust raised an incredible £75,000 in December through customer and staff initiatives in their stores nationwide, not only hugely exceeding their proposed target, but allowing us the chance to reach a new, predominantly male audience to whom we may not otherwise have had access. Securing a place as one of the three Times 2015 Christmas Charity Appeal partners enabled us to receive

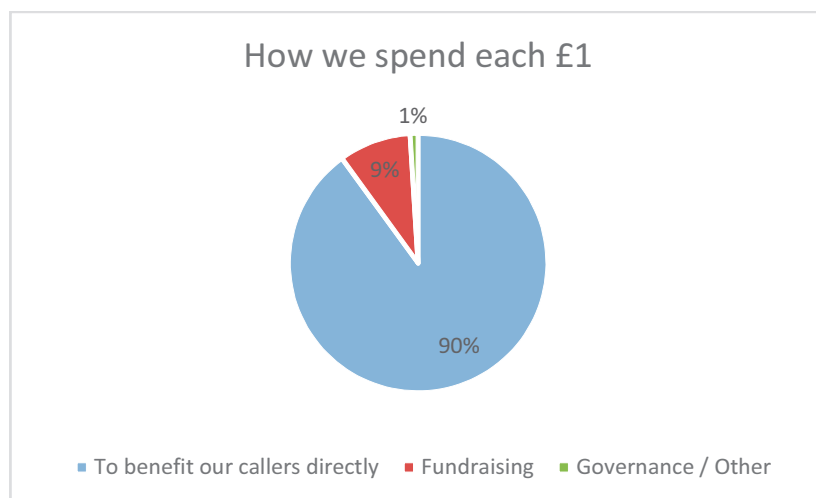
THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Achievements and Performance (Continued)

donations from a wide variety of new individual supporters raising in excess of £140,000 which also included a generous donation from Founding Partner Swiss Re and also to see ten articles including a double-page in the newspaper generating a wonderful opportunity to give readers further insight into our work whilst stimulating further volunteering enquiries. Continued support from Founding Partner BT enabled us to plan and implement our first major fundraising event which will take place in the first quarter of 2015/16. Comic Relief continued to support the charity by providing a donation of £20,000 over twelve months, following the success of the Silver Line video featuring Bob, broadcast during Sports Relief 2014. £18,333 of the Comic Relief donation has been recognised in this financial year. A three-year fundraising strategy and sustainability plan is now in place which will continue to develop these and a wide variety of new income streams to ensure a broad foundation, mix of funding types and a sustainable base upon which to take the fundraising area forward.

The chart below illustrates how we spend funds raised:



Direct Impacts

Evaluation and monitoring, both independent and our own, have been and continue to be critical to our direction and growth. Our 2012 pilot helpline services were independently evaluated by the Centre for Social Justice and using both their recommendations and learning from service delivery, operational changes were made to our planned activity prior to national launch.

We send out evaluation forms to volunteers to measure the quality and impact of our training, the helpline has an ideas panel and all staff in continual contact with our beneficiaries are encouraged to make suggestions about how we can improve services.

We continue to gather feedback from older people via paper evaluations. Some examples of the feedback received are illustrated below:

What support and help have the Silver Line provided for you?

"A lot, during the grieving process after losing my husband of 55 years."

"They were there when I needed to hear another voice."

"Brilliant support in a time of need."

"The Silver Line has regularly phoned me and has been there for me. And whenever I have reached out and phoned the helpline I have felt listened to and supported. It's a lifeline."

"You have saved me from anxiety, breathlessness and being severely underweight which are all symptoms of loneliness and hopelessness, with you sympathetic calls and encouragement."

What difference has using the Silver Line made to you?

"I have started driving again, aged 81. I go out every day. I enjoy my food again and yet am accepting my limitations. I take a rest with a cup of tea without fear of sleeping for an hour!"

"It has made me realise I am not the only person who is lonely."

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Achievements and Performance (Continued)

"From the boredom of loneliness to great and hopefully pleasant expectations."

"Stopped me feeling so alone and isolated."

"It's given me friends and support as I can talk to you at any time and I cannot imagine how I would cope without you all."

"They come over as real friends."

"The support has brought me back to life."

How do you think we could improve or add to the Silver Line?

"Keep going as you are!" (there were many comments like this one)

"Being able to meet up."

"Being able to advise on medical matters."

Other comments

"I am very happy to report that I got on very well with my Silver Line friend on the first call. We clicked and had a very interesting and profound conversation with so much in common!"

"Still recovering from the shock when Esther Rantzen rang me one morning!"

"Only once or twice has my friend seemed lost for words...that's not bad after nearly a year of calls!"

"Just to hear your phone ring and find Silver Line at the end of the line, and there is a person just for you."

"It is so good to know that when one is feeling needy, Silver Line is there, day or night. Night being more helpful to me."

"The staff are so friendly that they make me laugh and relax for half an hour."

"I now have a friend calling each Monday – we have so much to talk about despite our ages as I was a nursing sister and Yasmine is starting out on the same path as I took."

"I find Silver Line is just like one big family and every advisor is so nice and knowledgeable – you feel you can confide in them."

"Your decision to forward mail such as Xmas cards was both generous and much appreciated."

Piloting is the method by which we routinely test potential new approaches. Two commenced in February with Prime GP (South Warwickshire CCG) and Tunstalls (Birmingham CC) to test feasibility of our services on a paid basis; both a potential scalable sustained funding source and meetings with local authorities have already indicated interest in further viable partnerships. The data and learning from these will be critical in our scaling activity with local authorities and Clinical Commissioning Groups (CCGs), a key potential sustainable income source.

We will also continue to evaluate the impact of our services through an independent study being completed by Anglia Ruskin University, following the lives of 500 of our callers over a year, measuring levels of loneliness and wellbeing, along with providing data on signposting, to enable the assessment of both impact on other organisations through referral, and the effectiveness of our media activity. Examples of early findings show 90% of callers living alone, 20.8% of the respondents had had no contact with friends or family in the week preceding the interview. 46% had been in contact with friends or family 1-3 times, while 33.3% had had such contact in three or more occasions. Having no contact at all with friends or family was more common among male respondents (26.8%) than females (18.2%). Male respondents were also less likely to have had contact with friends and neighbours more than three times in the past week than females. Respondents living in England were slightly more likely to report having had no contact at all with friends or family in the past week than those living elsewhere in the UK (21% compared to 19.2%). The full evaluation report will be published in November 2015 to coincide with our second birthday.

Basic diversity monitoring information has made us aware that we are in the main supporting a predominantly white British client group. We recognise that there may be cultural barriers which inhibit calling both the helpline and any resultant referrals. We have therefore appointed a Gujarati Outreach Worker for a 6 month pilot to assist our learning how to expand reach to black and minority ethnic communities (BME) and findings from this will inform our forward path.

Before we launched The Silver Line, Ellen, a widow in her eighties, wrote to us to tell us about her family; her husband and son had died, and she has a devoted daughter who visits her twice a week, *"But because I have health problems I can go three days without seeing or speaking to anyone. I'm an optimist by nature, and sometimes I have to be, when I spend another pointless day, feeling that I am a waste of space."*

Why should a clever active woman like Ellen, on whom her family relied, now consider herself a waste of space? That's what loneliness does. It attacks confidence, self-esteem, physical and mental health suffer, and yet it can be so

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Achievement and Performance (Continued)

easily cured. All it takes is company. And it doesn't have to be face to face.

"When I get off the phone" said John aged 80, who regularly speaks to The Silver Line, *"I feel like I belong to the human race."* Surely as an older person he should feel valued, important, a resource our country all too often ignores.

Our Silver Line team feel it is a privilege to speak to our callers; the helpline is free, confidential and open 24/7 and when you walk into our helpline bases in Preston or Edinburgh you hear the sound of laughter. There is no "call-handling time"; we love the conversations, the memories we share. For the majority of our callers have nobody to talk to, at all, apart from us. We spoke to Bill on Christmas Day. He told us *"This is the first Christmas Day for years when I have spoken to anyone. It can be a week I go without talking to anyone. It can be several weeks that I go without having a proper conversation."*

Margaret wrote to us to tell us how much difference The Silver Line *"this superb service"* has made to her life. She cares for her husband, *"it's a quiet house."* She rings the helpline when she needs to, she also has a volunteer Silver Line Friend who calls her each week, and she has joined a Silver Circle, one of our new conference calls. *"How fascinating,"* she says *"to listen and discuss so many topics. We Oldies do still have lots to offer...yet at this stage in life it can be lonely. At times we seem to be regarded as second rate, a bit of a nuisance, yet we have all the experience of life, been useful and busy....indeed I do hate to be patronized."* Who doesn't?

So what have we learned over the past year? Firstly, how profound the need is, and how crucially important it is to break through the prison of silence that loneliness creates. Secondly, how proud the older generation are, and how determined *"not to become a burden,"* as our callers tell us. And thirdly, how difficult it is to fundraise for a charity for older people. When Dame Esther Rantzen launched ChildLine in 1986 the public responded with wonderful generosity. Children pull on the heart strings. Sadly, The Silver Line has not created the same response, yet. Except of course from our callers. Vera, who rang us on Christmas morning to thank us for being there, wrote to us and said *"My life has transformed so much for the better. I enclose a small donation. I've had more than my money's worth."* With a lifetime of service behind her, Vera is typical of the uncomplaining, proud older people who call The Silver Line.

Solitary confinement is usually the punishment for a serious crime. But we have learned from that far too often it is the punishment for people like John, Bill, Ellen and Vera, and the thousands of people who call our helpline, whose only crime is to have grown old.

Indirect Impacts

There are many potential indirect impacts of our service and analysis of our data will become 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.

There is increasing policy recognition that the alleviation of social isolation and loneliness in older people should be prioritised. Recently, technology, such as telephone networks and the Internet, has received attention in supporting isolated and lonely older people. Telephone befriending has been considered an effective low-level method to decrease loneliness among older people. Several studies have evaluated the impact of befriending schemes for isolated and/or lonely older people and assessing impact on older people's health and well-being.

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Achievements and Performance (Continued)

Findings have demonstrated that such interventions have helped older people to gain confidence, re-engage with the community and become socially active again. Increased understanding has been provided regarding why older people value the service, what impact it had made on their health and well-being and what they wanted from the service. In addition older people have reported: life is worth living, a sense of belonging, felt positive knowing they had a friend, a healthy mind is a healthy body, the alleviation of loneliness and anxiety, increased self-confidence, ordinary conversation, a trusted and reliable service, helped with future plans, giving something back.

In a poll conducted to mark our national launch on 25 November 2013, 9 out of 10 older people told researchers that “*a chat on the phone*” is the most helpful solution when they feel lonely but 1 in 4 older people say they never or seldom have someone to chat to on the phone. Befriending schemes provide low-cost means for socially isolated older people to become more confident and independent and develop a sense of self-respect potentially leading to increased participation and meaningful relationships. (The use of telephone befriending in low level support for socially isolated older people – an evaluation, Cattan, M; Bagnall, A; Kime, N (2010))

Financial Review

The Charity's activities resulted in net unrestricted income of £200,288 and net restricted expenditure of £123,573 for the year. At the year end, the Charity held £1,039,851 in cash at bank, out of which £407,333 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. We have also developed a sustainability plan which covers the period of 2015-2020.

Aside from the BIG Lottery grant, we have received £1,162,724 from both individuals and organisations and have now developed a detailed sustainability plan which outlines our detailed fundraising plans between 2015-2020. As a performance related grant, the proportion of the £5m 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 as at 31 March 2015 has a balance of £564,841 and Restricted Funds, which has a balance of £178,729. The nature and purpose of the restricted funds are described in note 12 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 between four to six months expenditure. The trustees will continue to review the level of reserves of the Charity.

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.

Plans for Future Periods

Our greatest challenge is funding. The volume of calls and huge demand for friendship services has grown exponentially, the trajectory path showing no signs of abating. We have faced challenges in terms of scaling up at the speed necessary; Helpline costs have increased due to demand and the large volume of volunteers responding to the opportunity has had an impact on administrative resources. However we have created robust foundations to manage all such emerging service requirements but need large scale funding to deploy them at the speed and scale appropriate to level of demand now whilst we secure further funding support from more diverse sources.

The scale of the problem will increase going forward:

- It is forecast that there will be 5½ million more elderly people in 20 years' time and the number will have nearly

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Plans for Future Periods (Continued)

doubled to around 19 million by 2050.

- The number of very old people grows even faster. There are currently three million people aged more than 80 years and this is projected to almost double by 2030 and reach eight million by 2050.
- By 2050 one in-four people in the UK will be 80 or over.

Source – House of Commons Library Research – Key Issues for New Parliament 2010 – The Ageing Population, R Cracknell

Additionally a higher than expected number of callers with complex needs has meant that matching with Silver Line Friends has not been immediately possible and has required the intervention of the wellbeing team at our head office requiring more additional investment of resource than originally planned. However, our service remains highly resilient with 98% of all calls answered within 10 seconds. This is dependent on huge effort and further growth needs to be based on being able to scale staff through funding appropriately. We will change to meet the needs of the older people who call us; our careful monitoring and close management of the helpline service enables us to respond with tenacity and innovation. Silver Letters has evolved primarily for people with hearing loss, whilst Silver Circles has likewise developed for those appreciating a conversation about group interests.

We have met the required resource at the head office function through the use of short-term and temporary contract staff giving us the flexibility to scale up as needed without lengthy financial commitment and allowing us to test the offerings before allocating more permanent support. However demand is now such that we need to address need by scaling more permanently and for which we need more immediate funding than original plans required.

Thanks to a £5m Big Lottery Fund two-year grant, and the generous support both financial and in-kind from Founding, Key and Supporting partners, we have been able to focus on implementing and establishing strong core friendship services with a helpline operating 24 hours a day, 365 days a year, and also to pilot development and introduction of new products in Silver Circles and Silver Letters. From these, other potential opportunities have been identified, but it is now imperative that all further activity is focussed on securing support with a more diverse breadth of funding, which allows the assurance of maintaining and growing the current assets before embarking on other areas.

The Senior Leadership team is drawn from diverse backgrounds within the private and public sectors. Collectively they share extensive experience of developing services and social care for older people, managing helplines, IT and media relationships and generating and sustaining fundraising income from multiple sources both traditional and innovative, as well as improving cost efficiencies. Our business plans have all been informed and developed using the rich experience that we have on this senior team and our trustee board – drawing particularly on our Chief Executive's experience as former National Chair of Samaritans, along with the ChildLine experience of our Founder and President, and our Director of Policy and Communications.

The governance of the charity is vital to its sustainability and as with the senior team the Board of Trustees share a vast breadth of knowledge and experience which is a huge asset to the organisation. The track record and profile of the Founder and President Dame Esther Rantzen gives the charity a critical advantage in door-opening, although with it often comes the erroneous assumption that funding is therefore easily secured.

To ensure our continued high engagement and development of our strategic vision, a Board development plan is in place. This also encompasses a cultivation plan for new membership and thus the further expansion of breadth of skill sets and diversity to meet our future growth plans.

Organisation sustainability clearly will be contingent upon an appropriate resource infrastructure to underpin strategic plans and to support the trajectory of service demand. In only the second year of operation, this requires careful balancing between investment for growth and available funds. The introduction of all new resources over the next three years has therefore been controlled in accordance with realistic timing expectations for securing and sustaining funding.

A Director of Fundraising was appointed at the end of October 2014 and we are poised to move into a new phase

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

Plans for Future Periods (Continued)

of strategic voluntary fundraising. Attention will focus on the development of a mix of priority revenue streams through clear short, medium and long-term goals which target the most easily achieved funding through to multi-year and ideally lifetime relationships drawn from all available areas of voluntary and statutory fundraising.

We will appoint a Director of Business Development who will focus on developing plans that will be scalable nationally and will allow us to tap into some of the fast emerging statutory funding opportunities. These have been identified through discussions at both local and national level, and preliminary pilot activities with CCGs and local authorities which have clear potential for long term sustainable income whilst at the same time as demonstrating cost savings for the local authorities.

Other key staff will be appointed who will focus on supporting both the fundraising team's key potential growth areas such as legacy and events income, and on service infrastructure to deliver partner commissioned and diversified services. Successful resourcing of the organisation to date has been largely built on its flexibility to respond quickly to service need and support infrastructure. This has been achieved at the head office function by scaling up through use of short-term and temporary contracts giving the flexibility to retain support as needed but without lengthy financial commitment. An added benefit of this approach has been the opportunity to ensure optimal fit for both parties within an ambitious and fast paced new charity.

Development of personnel and organisation culture are essential to successfully transitioning to long-term sustainability. The charity has enjoyed excellent retention and a laudable level of commitment from staff to date, but formalising opportunities for learning, development, and support at all levels is essential for the planned growth. Pro-bono senior Human Resources personnel are currently being used to undertake a review and evaluation of all HR offerings which will in turn inform their development and integration accordingly. Ensuring that The Silver Line is a good place to work will allow us to develop good staff and volunteer motivation and retention, provide robust foundations and attract the best available personnel in future, all of which will contribute to the avoidance of time spent on repetitious recruitment.

Having successfully recruited and developed a national volunteer base of over 1,600 people to participate in the Silver Line Friends service, we will further expand use of volunteers through their integration into other services. This will form a critical part of future service growth and sustainability and will allow us to grow in size as we meet an increasing demand for our service, at the same time as reducing costs.

We pride ourselves on being able to demonstrate personal and varied responses to users and we currently deploy an entirely paid staffing infrastructure to deliver this. Technological developments in the next few years may allow tweaking and minor improvements to some areas of administration, but in essence our callers are vulnerable individuals, and a human response is irreplaceable. To minimise and control service delivery costs, whilst at the same time allowing expansion to accommodate projected demand, we will review the use of a model where volunteers can also be involved in the delivery of this aspect of the service. It is likely that we will continue to use an all paid staff operation overnight when callers generally have a variety of more complex needs, and introduce a mixed volunteer and paid staff model during daylight hours when the appetite for volunteering will be stronger.

Having clearly demonstrated the unmet need and demand for our core services, establishing a financially sustainable organisation with a significantly broader, diverse and sustainable funding base is critical for our continuation and growth. This will be comprised of income derived from statutory, partnership, voluntary and trading and enterprise sources.

THE SILVER LINE HELPLINE

DIRECTORS' REPORT (Continued) FOR THE YEAR ENDED 31 MARCH 2015

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:

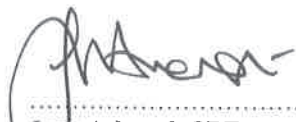
- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable United Kingdom accounting standards have been followed, subject to 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: 16th June 2015

THE SILVER LINE HELPLINE

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

We have audited the financial statements of The Silver Line Helpline for the year ended 31 March 2015 comprising the Statement of Financial Activities, the Balance Sheet and related notes to the financial statements 1-19. 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 16, 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 and to identify any information that is apparently materially incorrect based on, or materially inconsistent with, the knowledge acquired by us in the course of performing the audit. 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 2015 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 2015 for which the financial statements are prepared is consistent with the financial statements.

THE SILVER LINE HELPLINE

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

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 LLP
Chartered Accountants and Statutory Auditors
40 Queen Anne Street
London W1G 9EJ

Dated:

17 June 2015

THE SILVER LINE HELPLINE

STATEMENT OF FINANCIAL ACTIVITIES (including the income and expenditure account) FOR THE YEAR ENDED 31 MARCH 2015

	Notes	Restricted Funds Year Ended 31.03.15 £	Unrestricted Funds Year Ended 31.03.15 £	Total Funds Year Ended 31.03.15 £	Total Funds Year Ended 31.03.14 £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income	2	2,593,735	1,068,989	3,662,724	2,078,055
Total Incoming Resources		2,593,735	1,068,989	3,662,724	2,078,055
RESOURCES EXPENDED					
Costs of Generating Funds:					
Costs of generating voluntary income	4	984	142,236	143,220	73,809
Charitable activities	5	2,714,174	440,204	3,154,378	1,450,811
Governance Costs	6	2,150	286,261	288,411	236,645
Total Resources Expended		2,717,308	868,701	3,586,009	1,761,265
Net Incoming Resources/(Expenditure) for the Year / Net Movement in Funds		(123,573)	200,288	76,715	316,790
Fund balances brought forward		302,302	364,553	666,855	350,065
Fund Balances Carried Forward as at 31 March 2015		178,729	564,841	743,570	666,855

All activities relate to continuing operations.


THE SILVER LINE HELPLINE

BALANCE SHEET AS AT 31 MARCH 2015

	Notes	2015 £	2015 £	2014 £
FIXED ASSETS				
Tangible Assets	7	6,972		11,787
Investments	8	1		-
			6,973	11,787
CURRENT ASSETS				
Cash at bank and in hand		1,039,851		868,900
Debtors	9	104,079		6,285
		1,143,930		875,185
CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR				
Accruals and Deferred Income	10	(407,333)		(220,117)
NET CURRENT ASSETS			736,597	655,068
TOTAL ASSETS LESS CURRENT LIABILITIES			743,570	666,855
REPRESENTED BY:				
Unrestricted Funds	11		564,841	364,553
Restricted Funds	12		178,729	302,302
TOTAL FUNDS			743,570	666,855

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 16 June 2015 and signed on their behalf by:


Jane Ashcroft CBE
Trustee (Treasurer)


Professor Patrick Geoghegan OBE
Trustee (Chair)

The Silver Line Helpline (Company Number 08000807 – England and Wales)
(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 2015

1 Accounting Policies

1.1 Accounting Convention

The financial statements 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 appropriate estimate of staff time spent on these activities.

(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 appropriate estimate of staff time spent on these activities.

(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 appropriate estimate of staff time spent on these activities.

1.4 Direct Taxation

The Charity is a registered Charity and is generally exempt from income tax and capital gains tax and 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 2015

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.

1.7 Exemption from Consolidation

The Silver Line Helpline Enterprises Limited, a 100% owned subsidiary, was dormant from incorporation to the 31 March 2015. As a result, the charity is entitled to exemption from consolidation under section 4.5 of the Companies Act 2006, as the inclusion of the subsidiary is not material for the purpose of giving a true and fair view.

	Restricted Funds Year Ended 31.03.15	Unrestricted Funds Year Ended 31.03.15	Total Funds Year Ended 31.03.15	Total Funds Year Ended 31.03.14
2 Voluntary Income	£	£	£	£
Donations	28,735	740,845	769,580	358,304
Grants	2,565,000	-	2,565,000	1,534,646
Donations In Kind (note 3)	-	328,130	328,130	185,105
Other Income	-	14	14	-
	<u>2,593,735</u>	<u>1,068,989</u>	<u>3,662,724</u>	<u>2,078,055</u>

THE SILVER LINE HELPLINE

NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2015

	Restricted Funds Year Ended 31.03.15 £	Unrestricted Funds Year Ended 31.03.15 £	Total Funds Year Ended 31.03.15 £	Total Funds Year ended 31.03.14 £
5 Charitable activities				
Helpline Costs	2,214,056	161,912	2,375,968	1,042,576
Caller Care and Wellbeing Costs	153,161	83,473	236,634	139,274
Silver Line Friends / Circle	292,361	76,635	368,996	145,027
Outreach	20,005	25,109	45,114	25,792
Marketing	34,591	93,075	127,666	98,142
	2,714,174	440,204	3,154,378	1,450,811

Of the £440,204 unrestricted expenses in respect of charitable activities, £230,590 (2014: £103,405) has been donated and accounted for as a donation in kind (note 3). Total staff costs of £353,014 (2014: £248,995) have been allocated to charitable activities based on an appropriate apportionment of staff time.

	Restricted Funds Year Ended 31.03.15 £	Unrestricted Funds Year Ended 31.03.15 £	Total Funds Year Ended 31.03.15 £	Total Funds Year ended 31.03.14 £
6 Governance Costs				
Evaluations / Research	-	42,889	42,889	27,068
CRM System	-	-	-	2,280
Website	-	-	-	66
Audit and accountancy fees	30	22,125	22,155	14,400
Advertising and Marketing	-	16,400	16,400	-
Professional Fees	-	52,124	52,124	60,830
IT Services and Software	15	5,410	5,425	31,759
Governance Staff Costs	2,101	86,773	88,874	55,236
Office Expenses	-	24,433	24,433	12,692
Rent / Venue Hire	-	30,329	30,329	22,549
Depreciation	-	4,815	4,815	2,174
Other	4	963	967	7,591
	2,150	286,261	288,411	236,645

Of the £52,124 of unrestricted expenses in respect of professional services, £8,076 (2014: £42,200) was donated and accounted for as a donation in kind (note 3).

Of the £30,329 of unrestricted expenses in respect of rent / venue hire, £12,000 (2014: £12,000) was donated and accounted for as a donation in kind (note 3).

Of the £22,125 of unrestricted expenses in respect of audit fees, £4,425 (2014: £nil) was donated and accounted for as a donation in kind (note 3).

All of the unrestricted spend on advertising and marketing, £16,400 (2014: £nil) and on evaluations, £42,889 (2014: £nil) was donated and accounted for as a donation in kind (note 3).

Of the £86,773 of unrestricted expenses in respect of governance staff costs, £13,750 (2014: £nil) was donated and accounted for as a donation in kind (note 3).

Total staff costs of £91,790 (2014: £55,236) have been allocated to governance costs based on an appropriate apportionment of staff time.

THE SILVER LINE HELPLINE

NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2015

7	Tangible Fixed Assets	Fixtures, Fittings & Equipment £
	Cost or Valuation	
	As at 1 April 2014	14,444
	Additions	-
	As at 31 March 2015	<u>14,444</u>
	Depreciation	
	As at 1 April 2014	2,657
	Charge for the year	4,815
	As at 31 March 2015	<u>7,472</u>
	Net Book Value	
	As at 31 March 2014	<u>11,787</u>
	As at 31 March 2015	<u><u>6,972</u></u>
8	Investments	Shares in Group Undertakings £
	Cost and Net Book Value	
	As at 1 April 2014	-
	Additions	1
	As at 31 March 2015	<u><u>1</u></u>

The charitable company holds 100% of the ordinary share capital in The Silver Line Helpline Enterprises Limited, a company registered in England and Wales.

	Total Year Ended 31.03.15 £	Total Year ended 31.03.14 £
9	Debtors	
	Accrued Income	<u>104,079</u>
		<u>6,285</u>
10	Creditors	
	Accruals	<u>407,333</u>
		<u>220,117</u>

THE SILVER LINE HELPLINE

NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2015

	As at 31.03.14	Incoming Resources	Outgoing Resources	As at 31.03.15
	£	£	£	£
11 Unrestricted Funds				
Unrestricted Funds	<u>364,553</u>	<u>1,068,989</u>	<u>(868,701)</u>	<u>564,841</u>
12 Restricted Funds				
Swiss Re	16,474	-	(16,474)	-
Big Lottery	172,272	2,500,000	(2,601,870)	70,402
Nesta	57,621	-	(50,185)	7,436
BT Donation	5,811	-	-	5,811
Comic Relief Grant	-	18,333	-	18,333
Rayne Foundation	20,805	20,000	(19,178)	21,627
Scottish Funds	29,319	295	(28,903)	711
Dulverton Trust	-	20,000	-	20,000
John Laing Charitable Trust	-	25,000	-	25,000
SJNE Fund	-	10,107	(698)	9,409
	<u>302,302</u>	<u>2,593,735</u>	<u>(2,717,308)</u>	<u>178,729</u>

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

The BIG Lottery funding was awarded to cover the Helpline's core costs.

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 Comic Relief funding was awarded to cover the costs of the Helpline and charitable activities.

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 Dulverton funds are to pay for the caller care function.

The John Laing funds are to provide volunteer training and silver circles.

SJNE funds the Gujerati project outreach worker and supports volunteering in London.

13 Trustees' Remuneration, Trustees' Benefits and Staff Costs

During the current year, one Trustee (2014: 2) received reimbursement of travel expenses that amounted to £1,436 (2014: £2,192).

THE SILVER LINE HELPLINE

NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2015

	Total Year Ended 31.03.15 £	Total Year ended 31.03.14 £
14 Staff Costs		
Wages and Salaries	440,177	236,863
Social Security Costs	42,550	24,814
Pension Contributions	3,075	-
	<u>485,802</u>	<u>261,677</u>

	2015 Number	2014 Number
Average number of employees during the year:		
Costs of Generating Voluntary Income	2	1
Charitable Activities	14	9
Administration	1	2

During the current year no employees (2014: one employee) received emoluments of between £60,000 and £70,000. During the current year one employee (2014: no employees) received emoluments of between £70,000 and £80,000. Staff costs have been allocated to the expense category in accordance with an appropriate allocation of staff time spent in relation to activities undertaken.

	Total Year Ended 31.03.15 £	Total Year ended 31.03.14 £
15 Auditor's Fees		
Audit Fee	22,125	14,400
Other fees included within professional fees	52,124	35,040
	<u>74,249</u>	<u>49,440</u>

Of the total fees charged, £12,501 (2014: £7,000) has been donated and accounted for as a donation in kind (see note 3).

16 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 2015, there were 9 members (2014: 10 members).

THE SILVER LINE HELPLINE

NOTES TO THE FINANCIAL STATEMENTS (Continued) FOR THE YEAR ENDED 31 MARCH 2015

17 Related Party Transactions

Professor Patrick Geoghegan OBE, a Trustee, was Chief Executive of South Essex Partnership University NHS Foundation Trust (SEPT) until 7 October 2013. The Charity did not receive any donations in kind during the year (2014: £6,250).

Professor Patrick Geoghegan OBE, a Trustee, is also the Chair of the Patrick Geoghegan Wellbeing Academy at Anglia Ruskin University. The Wellbeing Academy provided the Charity with a donation in kind of £42,889 (2014: nil) in respect of evaluations.

Colin Wagman FCA, a Trustee in the prior year, is a Director and Chairman for Minerva Limited. During the current and prior year the Charity received a donation in kind of £12,000 from Minerva Limited for the office space provided.

18 Control

The Trustees consider there to be no ultimate controlling party.

19 Analysis of Net Assets Between Funds

	Restricted Funds Year Ended 31.03.15 £	Unrestricted Funds Year Ended 31.03.15 £	Total Funds Year Ended 31.03.15 £	Total Funds Year ended 31.03.14 £
Cash	385,658	654,193	1,039,851	868,900
Other net current assets / (liabilities)	(206,929)	(89,352)	(296,281)	(202,045)
	<u>178,729</u>	<u>564,841</u>	<u>743,570</u>	<u>666,855</u>

The Silver Line

helpline for older people

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The Silver Line

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