

The Silver Line

helpline for older people

0800 4 70 80 90

Annual Report and Financial Statements

for the year ended March 2019



**THE SILVER LINE HELPLINE
ANNUAL REPORT
AND FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2019**

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ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

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LEGAL AND ADMINISTRATIVE INFORMATION

Charity Status Registered in England and Wales and in Scotland

Charity Registration Numbers 1147330 (England and Wales)
SC044467 (Scotland)

Working Name The Silver Line

Registered Office and Head office Trade Tower
Calico Row
London
SW11 3YH

Company Registration Number 08000807

Trustees	Date of Appointment
Dame Esther Rantzen DBE (President and Founder)	21 March 2012
Lorraine Jackson CBE (Chair) (from 1 October 2018)	1 April 2017
Michael Josephson MBE	1 April 2017
Andrew Geddes	1 April 2018
James Batchelor	19 February 2019
Martin Jones (Treasurer)	19 February 2019
Gary Rycroft	19 February 2019
Denise Smith	19 February 2019
Jane Ashcroft CBE (resigned 8 July 2019)	4 July 2012
Piers Ricketts (resigned 17 January 2019)	21 January 2016
James Christian Dingwall (resigned 15 January 2019)	1 April 2017
Eileen Hammond (resigned 22 March 2019)	1 April 2018
Professor Patrick Geoghegan OBE (resigned 1 April 2018)	11 June 2012
Reverend Rose Hudson-Wilkin (resigned 1 April 2018)	16 June 2015
Brett Walsh (resigned 10 April 2018)	1 April 2018
Lady Susan Chinn CBE (resigned 16 June 2018)	10 December 2012
Ben Summerskill OBE (resigned 1 October 2018)	1 April 2017

**Chief Executive Officer and
Company Secretary** Sophie Andrews OBE

Royal Patron H.R.H. H.R.H The Duchess of Cornwall

Website www.thesilverline.org.uk

Auditors Saffery Champness LLP
71 Queen Victoria Street
London
EC4V 4BE

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

Bankers Barclays Bank Plc
Soho Square Branch, 27 Soho Square
London
W1D 3QR

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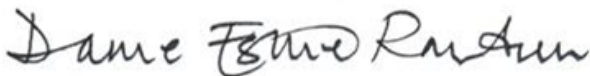
**STATEMENT OF THE PRESIDENT AND FOUNDER
FOR THE YEAR ENDED 31 MARCH 2019**

As Founder and President of The Silver Line, I have had the thrill over the past seven years of watching a vision become a reality, thanks to the skill and commitment of Sophie Andrews OBE as Founder CEO and her dedicated team of staff and volunteers. There is no doubt that with our unique 24/7 service, we now play a crucial part in the lives of many thousands of isolated and vulnerable older people. Alice wrote recently to me to say “I have sadly had to take advantage of The Silver Line on numerous occasions, and they have got me through the night when I just might have ended it all. Thanks to them listening to me and letting me get it all out of my system they have calmed me a lot. If I had not spoken to anyone I might not be here today.”

This year has been our hardest in our short history, as we have had to make the most difficult decisions to cut back some of our services in order to cover our costs, due to the ever more difficult challenge of raising funds. So I must pay tribute to Steph Harland, the CEO of Age UK, her team, and the Age UK Trustees under the chairmanship of Sir Brian Pomeroy who have ensured that The Silver Line will continue to offer our unique service. For it was when, I told Steph that we were literally having to fight to survive in this tough financial climate, she told me how much Age UK value and admire the achievements of The Silver Line, as a real necessity for isolated older people. “We must ensure it is always there, for the sake of the older people who depend upon The Silver Line,” she told me, “You have achieved so much in such a short time and have proved how great the demand is. If you had not created a 24/7 helpline for older people, we at Age UK would have to.” Her enthusiasm for our work was inspirational, and a tribute to our Silver Line team.

So, I am absolutely thrilled that now The Silver Line has joined in partnership with Age UK, as one of their subsidiary charities. We will continue as a charity with our own charitable number, and our own Board, and we must continue to raise enough funds to sustain our services. Above all, we will preserve the unique culture of partnership with our Silver Liners who call the helpline and use our friendship services. And from now on we will be strengthened with the skills and resources of the Age UK team to enable us to meet the needs of our valued older people.

Some of the original creators of The Silver Line are moving on, so I would like now to thank them, and promise that their legacy will be preserved. Next year our Chair, Lorraine Jackson is also moving on, so I want to thank her and pay tribute to her profound knowledge of the older people’s sector. And I would also like to express my gratitude to the Silver Line Board of Trustees, and the staff and volunteers who are staying with us to ensure that our service goes from strength to strength. I look forward to The Silver Line’s future. As Alice told me, “So many people are struggling to cope with life on their own.” For them, as Steph Harland told me, The Silver Line is support, a companion, and a real necessity.



Dame Esther Rantzen DBE
President and Founder

Date.....17 December 2019.....

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**STATEMENT OF THE CHIEF EXECUTIVE
FOR THE YEAR ENDED 31 MARCH 2019**

In September 2012 I was invited to join Dame Esther Rantzen DBE on what became a rollercoaster journey together to set up The Silver Line Helpline. When we set up the charity and started to recruit our first team of staff and volunteers we had no idea if the service would be needed and we were very open to the fact that if we were duplicating what was already there and nobody called us, that we would pack up and go and do something else! We could never have imagined that seven years on we would have received nearly 3m calls at our 24/7 helpline and recruited and trained 5000 volunteers to deliver our crucial friendship service.

We proved very quickly that we weren't duplicating any existing service as we are the only 24/7, 365 day, confidential and free service that has been set up specifically for older people. We quickly learnt that there is a real stigma in talking about loneliness and that for many of the older people we support, there seemed to be an extra burden as they said they didn't want to bother their own families, who seemed to be living busy lives.

So, what exactly is loneliness? A landmark study gave us a good, clear definition: "A subjective, unwelcome feeling of lack or loss of companionship. It happens when we have a mismatch between the quantity and quality of social relationships that we have, and those that we want." Living alone doesn't make you lonely and having a big family around you doesn't protect you from it. Loneliness doesn't discriminate.

Having set up the service and proven an indisputable need our priority as a senior team and a Board of Trustees has been to make sure The Silver Line continues to be here for the future. We are quite simply a lifeline for the thousands of older people who speak to us and the gap in their lives if we were to disappear would be unimaginable. I am therefore delighted that we have joined forces with Age UK and become part of their family. I know that I am leaving The Silver Line in extremely safe hands and will always follow the progress of the charity as it continues to thrive and grow.

I'd like to thank my brilliant team for the part they have played in setting up the Silver Line, Lorraine Jackson CBE and the Board of Trustees for their amazing support. And final thanks to Dame Esther Rantzen DBE for appointing me as Chief Executive and allowing me the privilege to be part of this amazing journey.



Sophie Andrews OBE
Chief Executive

Date.....17 December 2019.....

THE SILVER LINE HELPLINE ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

TRUSTEES' REPORT FOR THE YEAR ENDED 31 MARCH 2019

The trustees are pleased to present their report together with the financial statements of the charity for the year ended 31 March 2019, which also represents the Trustees' Report which is required to be prepared by Part 8 of the Charities Act 2011.

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

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the financial statements, applicable accounting standards, current statutory requirements, the Companies Act 2006, the requirements of Accounting and Reporting by Charities: Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK (FRS102) (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK (FRS102) and the charity's memorandum and articles of association.

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.

During the Summer of 2019 the Board began discussions with Age UK about a potential partnership. There was a natural complementary fit between the practical information and advice offered by the Age UK advice line and the emotional support offered by The Silver Line. By joining forces, the ambition is to reach more older people and to combine strengths in order to raise vital funds. On 1st October 2019 The Silver Line Helpline became a wholly owned subsidiary of Age UK (Charity number 1128267). The Silver Line will continue to operate with a Board of Trustees, distinct brand and charity number and will continue to raise money for its own operations but will sit within the Age UK structure as a distinct subsidiary.

In the last financial year Piers Ricketts continued in his role as Honorary Treasurer and chaired the Finance and Governance Committee until January 2019 when he stepped down as a trustee and was succeeded by Jane Ashcroft CBE. Martin Jones then took over as Honorary Treasurer when Jane Ashcroft stepped down in July 2019. The Nominations Committee completed a recruitment process for new trustees following a skills review and gap analysis exercise. James Batchelor, Martin Jones, Gary Rycroft and Denise Smith were all appointed onto the board in February 2019. Ben Summerskill OBE was appointed as the new Chair of Trustees in April 2018 and served until October 2018 when he resigned. Lorraine Jackson was subsequently appointed as the new Chair and Andrew Geddes elected as Vice Chair.

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 are subject to retirement by rotation but are eligible for re-appointment by the members. All new trustees are supported by being provided with a full set of papers that provide details on previous decisions, previous minutes of Board and Finance and Governance Committee meetings, plus individual meetings with the Chief Executive Officer and the senior management team.

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 Officer, who put the strategy into operation and deal with the day to day running of the organisation. The Board has 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 has met six times in the last financial year (with four Finance and Governance meetings taking place in between the board meeting cycle). The Chief Executive Officer reports back to the Board and provides detailed papers which are circulated one week in advance of each meeting.

THE SILVER LINE HELPLINE ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

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.

The Silver Line continues to play a unique role for older people throughout the UK. There is no other single contact point for vulnerable, lonely or isolated older people seeking information, friendship, advice or a chat available 24 hours a day, 365 days a year. Our overarching priority remains provision of a simple response to the intense pain of loneliness and isolation; human connection any time, day or night, through a free and confidential helpline specifically for older people, and the opportunity of regular telephone befriending.

Achievements and Performance

The year saw a number of significant milestones:

- 2 millionth helpline call received on Friday 13th July 2018
- Busiest day ever – 1,875 calls received in 24 hours (July)
- 5th birthday – 25th November 2018
- We started to change our service delivery model to include volunteers, the growth of which will further build and embed robust foundations for the helpline's long-term sustainability.

The Silver Line Helpline

The call volume trajectory at in excess of a new average of 10,500 helpline calls every week in 2018 showed no signs of abating at the start of 2019. Easter Day surpassed peak days over the Christmas and New Year Festive periods, with 6,327 older people calling between Good Friday and Easter Monday – averaging more than a call per minute. We frequently heard from those calling over the long Easter weekend that family and friends had gone away for the four days leaving them home alone. Bank Holidays throughout the year seem interminably long our callers often tell us, and when combined with holiday occasions traditionally focussed on celebrating with loved ones, it can be extremely challenging for older people who are alone.

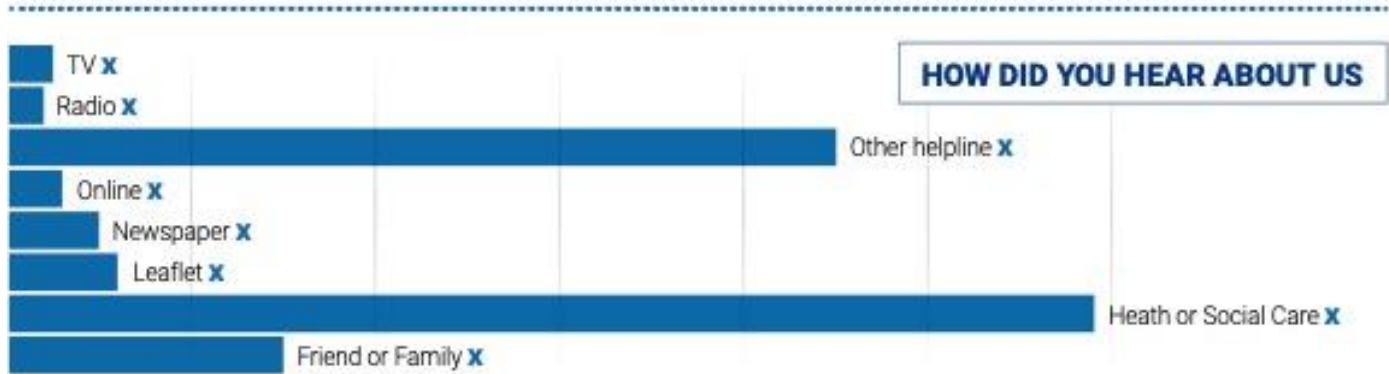
Call volumes in July surpassed all previous record periods with our busiest day ever, 1,875 in a single 24 hour period and the highest number of calls to date at 48,766 in a month, a huge increase on the previous year. The extreme heat combined with the summer holiday period when friends, family and some familiar community faces temporarily departed, highlighted the year-round pervasion of loneliness for many older people. Friday 13th July saw a further remarkable milestone, our 2 millionth helpline call. Evenings, nights and weekends continued to generate the most calls with almost 67% of all those received occurring during these hours, and when other services outside of Samaritans and the emergency services are shut. We never close.

We continued to work extremely hard to diversify our sources of funding, gradually reducing our reliance on The Big Lottery, a key source previously. We expanded our current and new income sources, particularly in the last six months, coinciding with the celebration of our 5th birthday. Sources of corporate funding increased and we were delighted to be chosen as one of the charities for receipt of funds from the high profile global ICAP Charity Day in December, and were the only charity to receive the support of a Royal Patron. Our work with corporate partners was recognised in July when we were shortlisted for the 2018 Charity Times Award for Corporate National Partner Champion with SAGA for the breadth and diversity of our partnership. And crucially our focus on growing our individual donor base continued, with the number of regular donors more than doubling in December alone.

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We continually look to improve our services and cost efficacy, and to ensure that we are optimally meeting older peoples’ needs. We moved Keeping in touch calls from London to Blackpool and they are now being completed with a small staff team who have been recruited from within the existing helpline resource there. We trialled making these calls during the evening as well as during the day but found that the older people we support respond more positively to calls during the day. When calling in the evening, we risked interrupting evening meals and much-loved television programmes, whereas daytime calls are felt to break up the day and seen as an activity in and of themselves.

Whilst callers ring the helpline for a variety of reasons including a chat, a listening ear, or help with information, others are desperately lonely, distressed, confused, depressed and even suicidal. As growth in awareness of the service continued to spread, the number of referrals from other helplines, and health and social care service providers grew dramatically in 2018, media activity and leaflets having previously been the highest referral source. Within mental health services we are increasingly seen as an out of hours support service and in many cases people need an empathetic response in the middle of the night as opposed to speaking to a social care professional.



Our Caller Care service enhancement was successfully piloted and introduced. A core of Caller Care advisors have been trained as specialists on every shift, and act as advisors to whom others are able to transfer frequent callers and more complex calls to facilitate optimal care and support for callers, and in turn staff. These advisors monitor frequent callers, either by call volume or total call duration (over seven hours per week). Our helpline advisors have found the introduction of Caller Care an important and beneficial addition to the helpline; and they now proactively seek out assistance and advice from the Caller Care advisors and have embedded this new resource into their ways of working. Caller Care also collaborates regularly with our Silver Connects, Wellbeing and Friendship teams to provide tailored advice for specific callers and to identify signposting opportunities.

Silver Circles

As an expansion to our existing Silver Circles group calls, we took over telephone friendship groups focussed on veteran service personnel from Community Networks, with associated funding. This offered a guaranteed income stream as well as opportunity for growth with new untapped potential through military support organisations. These new groups enable regular contact for older people with similar career backgrounds to converse in a group setting without needing to leave their own homes. We now run 21 groups with a total of 120 participants.

Silver Connects

Silver Connects is our low level advocacy service, providing support for older people who need additional help to navigate and access local services beyond straightforward signposting and information as provided by the helpline, and supported 790 cases. These were completed with the assistance of a new addition to the service, volunteer researchers, who completed 193 of the total cases, enabling Connects to grow to meet demand without impacting paid personnel numbers.

Friendship

Since national launch we have supported 6,822 telephone matched friendships and recruited and trained approximately 5000 volunteers. We support 2500 active friendships which equates to 10,000 monthly friendship calls. In addition, we make around 500 weekly Keeping in touch calls. Our regionally based Volunteer Managers continued to offer monthly support to Silver Line Friends and their matched older person and completed on average, 1000 reviews each month. In December 2018 we began the recruitment of “volunteer leads” a new role to offer peer support and management to other volunteers, the objective of which in turn is to free up the Volunteer Managers to support community based fundraising and outreach activities.

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Christmas calls

In December we also trialled a new system for callers who indicated that they would like to receive a call on Christmas Day or during the Festive period. Until last year these calls have been made by head office and helpline staff. We extended the opportunity however to existing Silver Line Friend volunteers and received an incredible response. More than 300 older people were called by volunteers during this period which released the helpline staff to answer more calls.

Stats for last year



Collaboration

A key part of our future sustainability is introducing more volunteer roles, particularly into the helpline. Building on our experience of working with volunteers to deliver our telephone friendship and Connects services, we began exploration of new partnerships to allow the gradual rolling out of regional volunteer hubs to support the growth in helpline demand during the day, early evenings and during weekends. We are pleased to have secured a partnership with NHS Property Services (NHSPS) to share facilities for these hubs, using an approach similar to that of Samaritans and Childline. Using a mixed volunteer and paid staff helpline staffing model will allow us to meet the high level of demand for our helpline, maintain a robust and resilient service for the most complex calls at night, whilst carefully controlling the associated costs of answering more calls.

On 18 December 2018 our first volunteer hub based in an NHSPS Stockport office opened for a helpline shift between 5–8pm. The nine volunteers were all NHSPS personnel and had been fully trained at our Blackpool office by our team at the helpline. These operational hours are particularly busy and our aim for this inaugural shift was that older people should perceive no difference in their experience when calling The Silver Line whether answered at the hub or at the helpline. Whilst all of the volunteers regularly deal with people in customer service roles, the results exceeded expectations. With the addition of these nine volunteers in Stockport we were able to reach an average 96% overall helpline service level for these hours. The cost of operation during this period was also significantly reduced. These outcomes reinforce the potential enormity of value of this new style of delivery at scale in the future in delivering a resilient and cost-effective service.

Outcomes for older people

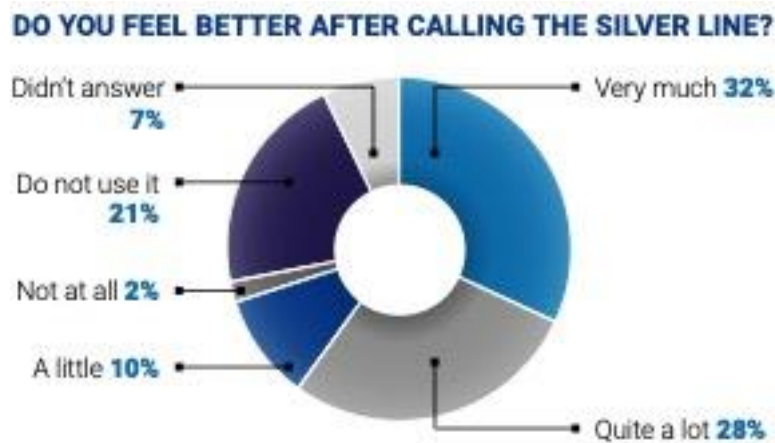
A key element of our service continues to be our universal accessibility for older people. Irrespective of gender, geography, income, background or ethnicity, The Silver Line provides a listening ear and a friendly voice for all older people free of charge. Our beneficiaries – particularly those with physical illnesses or caring responsibilities – value that they can access support easily from their own home. The assumption that face-to-face relationships are the gold standard overlooks the positive features of the alternative of the telephone, particularly for people who do not thrive in face-to-face situations.

A report by Preston & Moore (Aug 2018) on The Silver Line, “Ringling the changes; the role of telephone communication in a helpline and befriending service targeting loneliness in older people”, stated that the accessibility, low cost and the relative anonymity of telephone communication are huge benefits. It found that callers appreciated that the helpline offered friendly support as opposed to the client-professional relationship available through some specialist phone lines. A common frequently recurring theme from older people using the service was that they felt “cared for” and “cared about”. Another emerging theme was the “reach” of the helpline and befriending services, not only enabling wide geographical reach but also “social reach”, the ability to use a telephone to reach others outside of their immediate social circle. This also facilitated the discussion of sensitive issues more freely, the arm’s length nature of the relationships allowing them to be more confiding.

THE SILVER LINE HELPLINE ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

Some older people also found the lack of visual elements to the services made the environment more comfortable for forming relationships. Individuals described themselves as shy or embarrassed about their appearance, valuing communication without a visual component. "It would be awfully nice to meet someone in the flesh but it depends on what they are like and I'm a bit untidy these days". "When you see someone, you may be distracted by how they look or what they are wearing, whereas in this instance everything is judged by the voice." Others embraced not seeing the person they were talking to because "you are not seeing the reaction. You may be more guarded if you could see them." 47% also chose not to discuss their loneliness with family. Silver Line callers report levels of loneliness six times greater than the general population in their age group and they are twice as likely to live alone than non-service users. We have a significantly higher percentage of callers in all age groups over 60 than the proportion in the UK population as a whole. Our percentage of callers aged over 90 represents 21% of the age group demographic. Each month 80% of helpline calls received are from new people. Of those callers who do have a family, 72% rarely have a meal or go out with them.

Evaluating changes and our impact on loneliness continues to be complex as feelings and perceptions vary substantially for individuals and are highly influenced by changes in health and circumstances. As calls to the helpline are anonymous, we cannot routinely collect data on wellbeing and loneliness levels to track improvement. Case studies and feedback through letters and calls continually exemplify how valuable callers find our services. In January each year we carry out our annual postal survey to all older people in a matched friendship.



We also have an impact on the wider communities of the older people that we support. Families and carers tell us that they are grateful for the regular friendship that we provide, and the helpline reassures them that there is always someone available when they are at work, away or at night. Healthcare services have the potential to make savings due to happier, healthier older people spending less time in doctors' surgeries. Other agencies are supported through our signposting, promoting their own sustainability but also providing outreach help for other age-related organisations.

- 97% of our volunteers would recommend volunteering with The Silver Line to others.
- 78% of our volunteers said they plan to continue with long term volunteering.

Remuneration Committee and Remuneration

The Remuneration Committee considered the CEO's salary and performance and also oversaw the review of salaries for the senior team, although no awards were made in the last financial year due to the financial constraints. Remuneration for key management personnel is set as part of the annual budget process with reference to benchmarking of pay and benefits for similar organisations. Pay incentives are approved by the trustees within the annual budget.

THE SILVER LINE HELPLINE ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

Financial Review

Income was £3,729,576 (2018: £4,699,963). Expenditure was £4,188,849 (2018: £4,487,782). This resulted in a net deficit of £459,273 (2018: surplus of £212,181). The charity's activities resulted in net deficit of £286,582 on unrestricted funds, and a net deficit on restricted income of £172,690. At the year end, the charity held £341,743 (2018:£866,008) in cash at bank and in hand, out of which £262,933 (2018: £232,174) was payable to creditors. Net assets of the charity at 31st March 2019 were £431,944 (2018: £891,218).

The Finance and Governance Committee and Board of Trustees reviewed the operational, strategic and project risks (associated with bringing the helpline in-house). The main risks at present relate to:

- Sustainability and ensuring that the charity has raised sufficient funds to be independent of Big Lottery funding; and
- Ensuring that the appropriate management structure is in place so that there is reduced reliance on a small number of key individuals.

The charity prepares a rolling one 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 Finance and Governance Committee and Board of Trustees. We have an updated business plan which covers the period of 2018-2020.

Total direct charitable expenditure (excluding support costs) was £3,523,750 (2018: £3,847,925). We are a small team and have low overheads in terms of governance and support costs. We recognise that investment in fundraising is an important priority in the new financial year.

Reserves Policy, Going Concern and Post Balance Sheet Events

The trustees consider that the current level of reserves is not sufficient for the longer term. At 31 March 2019, the charity's reserves consisted of its unrestricted funds, which had a balance of £163,057 (including designated funds relating to fixed assets amounting to £80,296) and restricted funds, which had a balance of £268,887.

During the Summer of 2019 the Board of Trustees identified that the future sustainability of the charity was at risk and proactively explored partnership opportunities with charities who had aligned objectives. The charity also gained funding from Big Lottery (£50k) to explore partnership opportunities. On 1st October 2019 The Silver Line Helpline became a wholly owned subsidiary of Age UK. The emotional support provided by The Silver Line complements the advice and support provided by the Age UK advice line and together it means we can reach more older people.

At the date of approval of the financial statements the trustees have a reasonable expectation that the charity has sufficient resources to continue its operations for the next twelve months. Age UK have provided a formal letter of comfort which states that Age UK will provide financial support to ensure the charity can meet its liabilities for at least twelve months from the date on which the Accounts for 2018-19 are signed.

The trustees monitor the charity's financial prospects carefully on a monthly basis by reviewing current liabilities, future cash flows and the pipeline of prospective income. They are also prepared to take whatever decisions may be necessary in order to preserve the sustainability of the charity's services to its beneficiaries.

**THE SILVER LINE HELPLINE
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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 regulations. Company law requires the trustees to prepare financial statements for each financial year. Under that law the trustees must prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law. Under company law the trustees must not approve the financial statements unless they are satisfied that they 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 (FRS 102);
- 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 are sufficient to show and explain the charitable company's transactions and 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 (as defined by section 418(3) of the Companies Act 2006) of which the charitable company's auditor is unaware; and
- the trustees have taken all steps that they ought to have taken as Trustees to make themselves aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

In preparing this report, the trustees have taken advantage of the small companies exemptions provided by section 415A of the Companies Act 2006.

By order of the trustees



Martin Jones Trustee (Treasurer)

Date.....17 December 2019.....

THE SILVER LINE HELPLINE ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

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

Opinion

We have audited the financial statements of The Silver Line Helpline for the year ended 31 March 2019 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards including, Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the charitable company's state of affairs as at 31 March 2019 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, the Charities and Trustee Investment (Scotland) Act 2005 and regulation 8 of the Charities Accounts (Scotland) Regulations 2006 (as amended).

Basis for opinion

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

Conclusions relating to going concern

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

Other information

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

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

THE SILVER LINE HELPLINE ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

Other matters prescribed by the Companies Act 2006

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

- the information given in the Trustees' Report which includes the Directors' report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Report which includes the Directors' Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report.

We have nothing to report in respect of the following matters where the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 (as amended) require us to report to you if, in our opinion:

- proper and 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.
- 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 in preparing the Trustees' Report.

Responsibilities of trustees

As explained more fully in the Trustees' Responsibilities Statement set out on page 9, the trustees (who are also directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with regulations made under those Acts.

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

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

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members and trustees those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company, the charitable company's members and trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Liz Hazell (Senior Statutory Auditor)
For and on behalf of Saffery Champness LLP
Chartered Accountants
Statutory Auditors

71 Queen Victoria Street
London
EC4V 4BE

Date.....18 December 2019.....

Saffery Champness LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

**STATEMENT OF FINANCIAL ACTIVITIES (INCLUDING THE INCOME AND EXPENDITURE ACCOUNT)
FOR THE YEAR ENDED 31 MARCH 2019**

		Restricted Funds 31.03.19 £	Unrestricted Funds 31.03.19 £	Total Funds 31.03.19 £	Total Funds 31.03.18 £
	Notes				
Income					
Income from donations and legacies	2	1,762,399	1,928,178	3,690,577	4,699,859
Income from charitable services		30,186		30,186	
Trading Income			8,803	8,803	100
Investment income			10	10	4
Total Income		<u>1,792,585</u>	<u>1,936,990</u>	<u>3,729,576</u>	<u>4,699,963</u>
Expenditure					
Expenditure on raising funds	4	71,960	318,283	390,243	357,662
Expenditure on charitable activities	5	1,893,317	1,905,289	3,798,606	4,130,120
Total Expenditure		<u>1,965,276</u>	<u>2,223,572</u>	<u>4,188,849</u>	<u>4,487,782</u>
Net (Expenditure)/Income for the year and net movement in funds		(172,690)	(286,582)	(459,273)	212,181
Fund balances at 1 April		441,578	449,639	891,217	679,036
Fund Balances at 31 March		<u>268,887</u>	<u>163,057</u>	<u>431,944</u>	<u>891,217</u>

All activities relate to continuing operations.

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 17 to 26 form part of these financial statements.

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

**BALANCE SHEET
AS AT 31 MARCH 2019**

	Notes	31.03.19 £	31.03.19 £	31.03.18 £	31.03.18 £
Fixed Assets					
Tangible Assets	10		85,651		129,704
Investments	11		1		1
			<u>85,652</u>		<u>129,705</u>
Current Assets					
Debtors	12	267,483		127,679	
Cash at bank and in hand		341,743		866,008	
		<u>609,226</u>		<u>993,687</u>	
Creditors: Amounts Falling due within one year					
Accruals and Deferred Income	13	<u>(262,933)</u>		<u>(232,174)</u>	
Net Current Assets			346,293		761,513
Total Assets Less Current Liabilities			<u><u>431,944</u></u>		<u><u>891,218</u></u>
Represented By:					
Unrestricted Funds	14		163,057		449,639
Restricted Funds	15		268,887		441,579
Total Funds			<u><u>431,944</u></u>		<u><u>891,218</u></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.

The financial statements were approved by the Board on 17 December 2019 and signed on their behalf by:



Martin Jones
Trustee (Treasurer)



Lorraine Jackson
Trustee (Chair)

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

The notes on pages 17 to 26 form part of these financial statements.

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 31 MARCH 2019**

	31.03.19	31.03.18
	£	£
Cash flows from operating activities:		
Net income for the year as per SOFA	(459,273)	212,181
Depreciation charges	44,053	25,785
Interest from investments	(10)	(4)
Purchase of fixtures, fittings and equipment	-	(103,066)
Increase / (decrease) in debtors	(139,804)	(46,236)
Increase in creditors	30,759	(19,913)
Net cash provided by operating activities	(524,274)	68,747
Cash flows from investing activities:		
Interest from investments	10	4
Increase in cash and cash equivalents for the year	(524,265)	68,751
Cash and cash equivalents at the beginning of the year	866,008	797,257
Cash and cash equivalents at the end of the year	341,743	866,008

The notes on pages 17 to 26 form part of these financial statements.

THE SILVER LINE HELPLINE ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2018

1. Accounting policies

1.1 General information

The Silver Line Helpline is a charitable company limited by guarantee, registered in Scotland, England & Wales. Please refer to page 2 for details of the charity's registered and head office address. The principal activity of the charity is detailed in the Trustees' Report.

1.2 Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with the Financial Reporting Standard applicable in the UK (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. The charity meets the definition of a public benefit entity under FRS 102.

The assets and liabilities are recognised at historical cost in line with accounting guidance. The financial statements are presented in sterling (£). The principal accounting policies adopted, judgements and key sources of estimation uncertainty in the preparation of the financial statements are detailed in the following notes:

1.3. Exemption from preparing consolidated financial statements

The financial statements present information about the charity as an individual undertaking and not about its group. The subsidiary undertaking (Silver Line Helpline Enterprises Limited) was dormant and is immaterial for the purpose of giving a true and fair view, and therefore the charity has taken advantage of the exemption provided by section 405 of the Companies Act 2006 not to prepare consolidated financial statements.

1.4 Preparation of financial statements on a going concern basis

As a result of the charity becoming a wholly owned subsidiary of Age UK on 1 October 2019, at the time of approving the financial statements, the trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future. Thus the trustees continue to adopt the going concern basis of accounting.

Age UK have provided a formal letter of comfort which states that Age UK will provide financial support to ensure the charity meets its liabilities for at least twelve months from the date on which the financial statements to 31 March 2019 have been signed.

1.5 Incoming resources

(i) Donations

Donations and grants are recognised when the charity has entitlement to the funds, any performance conditions attached to the item(s) of income have been met, it is probable that the income will be received and the amount can be measured reliably.

(ii) Donated services and facilities

Donated professional services and donated facilities are recognised as income when the charity has control over the item, any conditions associated with the donated item have been met, the receipt of economic benefit from the use by the charity of the item is probable and that economic benefit can be measured reliably. In accordance with the Charities SORP (FRS 102), the general volunteer time of The Silver Line Friends is not recognised. Please refer to the Trustees' Report for more information about the contribution from The Silver Line Friends. On receipt, donated professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the charity would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

(iii) Legacies

For legacies, entitlement is taken as the earlier of the date on which either: the charity is aware that probate has been granted, the estate has been finalised and notification has been made by the executor(s) to the charity that a distribution will be made, or when a distribution is received from the estate. Receipt of a legacy, in whole or in part, is only considered probable when the amount can be measured reliably and the charity has been notified of the executor's intention to make a distribution. Where legacies have been notified to the charity, or the charity is aware of the granting of probate, and the criteria for income recognition have not been met, then the legacy is treated as a contingent asset and disclosed if material.

THE SILVER LINE HELPLINE ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

(iv) Deferred income

Income received in advance of a specified service is deferred until the criteria for income recognition are met.

(v) Income tax credits recoverable on donations

Tax credits are recognised when receivable.

(vi) Interest receivable

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

1.6 Expenditure and VAT

Expenditure is recognised once there is a legal or constructive obligation to make a payment to a third party, it is probable that settlement will be required and the amount of the obligation can be measured reliably. Expenditure is classified under the following activity headings:

(i) Expenditure on raising funds

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

(ii) Expenditure on charitable activities

This comprises all costs associated with providing and marketing the charity's main charitable activities: the helpline, The Silver Line Friends, caller care and wellbeing, outreach programmes and their associated support costs. An allocation of wages and salaries is included based on an estimate of staff time spent.

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 charged as a cost against the activity for which the expenditure was incurred.

1.7 Allocation of support costs

Support costs are those functions that assist the work of the charity but do not directly undertake charitable activities. Support costs include back office costs, finance, personnel, payroll and governance costs which support the delivery of the charitable activities. These costs have been allocated between expenditure on raising funds and expenditure on charitable activities, and the bases of these allocations are set out in note 6.

1.8 Fund accounting

Unrestricted funds are funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for 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 note 12 to the financial statements. All transfers between funds are authorised by the trustees.

Designated funds are unrestricted funds which the trustees have determined should be held for a specific purpose.

1.9 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided on all tangible fixed assets 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.

1.10 Investments

Fixed asset investments are stated at historical cost less accumulated impairment.

1.11 Debtors

Trade and other debtors are recognised at the settlement amount due.

1.12 Cash at bank and in hand

Cash is represented by cash in hand and deposits with financial institutions repayable without penalty on notice of not more than 24 hours.

THE SILVER LINE HELPLINE ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019

1.13 Creditors and provisions

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

1.14 Financial instruments

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments and are initially recognised at transaction value and subsequently measured at their settlement value.

1.15 Pensions

The charity pays contributions to a defined contribution plan for its employees. A defined contribution plan is a pension plan under which the company pays fixed contributions into a separate entity. Once the contributions have been paid, the charity, as the employer, has no further payment obligations.

The charity's contributions are charged to the Statement of Financial Activities in the year to which they relate and are included in staff costs. Amounts not paid are shown in accruals as a liability in the Balance Sheet.

1.16 Principle Estimates and Uncertainty

The preparation of the financial statements in accordance with FRS 102 requires the Trustees to make estimates and assumptions concerning the future. The estimates and assumptions that could have a significant risk of causing a material adjustment to the financial statements include depreciation, revenue recognition and allocation of overhead costs. The accounting in these areas requires management to use judgements based on useful economic life, application of the revenue recognition policies adopted by the charity and the basis of support cost allocation. The judgements are detailed in the accounting policies.

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

2 Income from Donations & Legacies	Restricted Funds 31.03.19 £	Unrestricted Funds 31.03.19 £	Total Funds 31.03.19 £	Total Funds 31.03.18 £
Donations	352,000	1,222,099	1,574,099	573,545
Grants	1,265,041	497,763	1,762,804	3,617,214
Donations In Kind (note 3)	145,358	208,316	353,674	509,100
	<u>1,762,399</u>	<u>1,928,178</u>	<u>3,690,577</u>	<u>4,699,859</u>

The Charity benefits greatly from the involvement and enthusiastic support of its many volunteers, details of which are given in the Trustees' Report. In accordance with FRS 102 and the Charities SORP (FRS 102), the economic contribution of general volunteers is not recognised in the financial statements.

3 Donations in Kind	Restricted Funds 31.03.19 £	Unrestricted Funds 31.03.19 £	Total Funds 31.03.19 £	Total Funds 31.03.18 £
Helpline	130,014	-	130,014	140,000
Director of Information Strategy	-	55,000	55,000	55,000
Fundraising Events	-	66,506	66,506	14,087
Promotional Costs	-	810	810	9,420
Communication / Marketing	15,345	50,000	65,345	257,720
Venue Hire	-	1,000	1,000	-
IT Services	-	-	-	2,500
Office Furniture / Equipment	-	-	-	373
Direct Beneficiary Costs	-	35,000	35,000	30,000
	<u>145,358</u>	<u>208,316</u>	<u>353,674</u>	<u>509,100</u>

4 Expenditure on Raising Funds	Restricted Funds 31.03.19 £	Unrestricted Funds 31.03.19 £	Total Funds 31.03.19 £	Total Funds 31.03.18 £
Fundraising including support costs	71,960	318,283	390,243	357,662
	<u>71,960</u>	<u>318,283</u>	<u>390,243</u>	<u>357,662</u>

Of the £318,283 unrestricted expenses in respect of fundraising costs, £66,506 (2018: £88,337) has been donated and accounted for as a donation in kind (note 3).

Staff costs of £208,647 (2018: £183,084) have been allocated to fundraising expenditure based on an agreed apportionment of staff time.

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

5 Expenditure on Charitable Activities	Restricted	Unrestricted	Total	Total
	Funds	Funds	Funds	Funds
	31.03.19	31.03.19	31.03.19	31.03.18
	£	£	£	£
Helpline Costs	1,292,147	1,094,102	2,386,249	2,548,414
Caller Care and Wellbeing	261,168	236,300	497,468	516,597
Silver Line Circles / Friends	223,930	276,671	500,601	424,275
Marketing & Communications	35,238	104,194	139,431	358,639
Support and Governance Costs (note 6)	80,834	194,022	274,856	282,196
	<u>1,893,317</u>	<u>1,905,289</u>	<u>3,798,606</u>	<u>4,130,120</u>

Of the £1,893,317 restricted expenses in respect of charitable activities, £145,358 (2018: £185,000) has been donated and accounted for as a donation in kind (note 3).

Of the £1,905,289 unrestricted expenses in respect of charitable activities, £208,316 (2018: £234,513) has been donated and accounted for as a donation in kind (note 3).

Total staff costs of £2,770,628 (2018: £2,737,465) have been allocated to charitable activities (excluding support and governance) based on an agreed apportionment of staff time.

6 Support & Governance Costs	Restricted	Unrestricted	Total	Total
	Funds	Funds	Funds	Funds
	31.03.19	31.03.19	31.03.19	31.03.18
Governance Staff Costs ¹	2,193	10,314	12,507	15,109
Trustee Costs ²	-	1,244	1,244	2,798
Audit ²	-	26,400	26,400	18,000
Statutory Accounts ²	-	-	-	4,960
IT and Web ²	5,525	22,851	28,376	46,248
Legal and Professional Charges ²	-	4,025	4,025	2,870
Volunteer Expenses ²	324	527	852	1,422
Office Costs ²	65,283	127,859	193,141	187,837
Finance Costs ²	7,508	802	8,310	2,951
Total Support & Governance Costs	<u>80,834</u>	<u>194,022</u>	<u>274,856</u>	<u>282,196</u>

Governance costs have been apportioned on the following basis:

- 1 Staff salaries
- 2 Direct Expenditure

Of the £182,010 of unrestricted expenses in respect of support and governance costs, there were no donations in kind (2018: £Nil).

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

7 Trustee Remuneration, Trustees' Benefits and Staff Costs

The Trustees were not paid and received no other benefits from employment with the charity during the year (2018: £nil). During the year, travel and expenses amounting to £293(2018: £211) were reimbursed to two Trustees (2018: one Trustee) and the charity incurred direct expenditure of £951 relating to trustee travel and expenses (2018: £2,587). No Trustees received payment for professional or other services supplied to the Charity (2018: £nil).

The Key Management Personnel of the Charity comprise the Trustees and Chief Executive Officer, the Director of Operations, the Director of Income Generation and the Director of Information Strategy. The total employee benefits of Key Management Personnel total £266,705 (2018: £266,992). Of the total employee benefits, £55,000 (2018: £55,000) has been donated and accounted for as a donation in kind (see note 3).

8 Staff Costs

	Total	Total
	31.03.19	31.03.18
	£	£
Wages and Salaries	2,736,185	2,694,099
Redundancy Costs	17,794	
Social Security Costs	186,135	189,230
Pension Contributions	51,669	52,329
	<u>2,991,783</u>	<u>2,935,659</u>
Employees-Remuneration	2,019	2,018
	Number	Number
£60,000 but under £70,000	1	1
£80,000 but under £90,000	1	1

Staff costs have been allocated to the expense category in accordance with an appropriate allocation of staff time spent in relation to activities undertaken.

Average number of employees during the year:	2019	2018
	Number	Number
Costs of Raising Funds	4	3
Charitable Activities	167	180
Administration	11	12
	<u>182</u>	<u>195</u>

9 Net (Expenditure)/ Income for the year

	Total	Total
	31.03.19	31.03.18
	£	£
Net Expenditure is stated after charging:		
Audit Fee	26,400	18,000
Depreciation	44,053	25,784

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

10 Tangible Fixed Assets	Fixtures, Fittings & Equipment	Total
	£	£
Cost or Valuation		
As at 1 April 2018	184,891	184,891
Additions	-	-
As at 31 March 2019	<u>184,891</u>	<u>184,891</u>
Depreciation		
As at 1 April 2018	55,187	55,187
Charge for the period	44,053	44,053
As at 31 March 2019	<u>99,240</u>	<u>99,240</u>
Net Book Value		
As at 31 March 2018	129,704	129,704
As at 31 March 2019	<u>85,651</u>	<u>85,651</u>

11 Investments	Shares in Group Undertakings
	£
Cost and Net Book Value	
As at 1 April 2018	1
As at 31 March 2019	<u>1</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. At 31 March 2019, The Silver Line Helpline Enterprises Limited had aggregate share capital and reserves amounting to £1. There were no transactions in the year.

12 Debtors	Total	Total
	31.03.19	31.03.18
	£	£
Trade Debtors	24,852	8,948
Amounts due from subsidiary undertaking	2,473	2,474
Other debtors	135,585	59,671
Prepayments and accrued income	104,573	56,586
	<u>267,483</u>	<u>127,679</u>

Financial assets that are debt instruments measured at amortised cost included in other debtors and accrued income amounted to £98,839 (2018: £10,330).

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

13 Creditors	Total 31.03.19 £	Total 31.03.18 £
Trade creditors	80,506	44,191
Amounts owed to subsidiary undertaking	1	1
Payroll taxes	41,263	45,572
Other creditors	81,037	99,709
Accruals	60,126	42,701
	<u>262,933</u>	<u>232,174</u>

Financial liabilities measured at amortised cost included in trade creditors, other creditors and accruals amounted to £218,301 (2017: £180,601).

14 Unrestricted Funds	As at 31.03.18 £	Incoming Resources £	Outgoing Resources £	Fund Transfers £	As at 31.03.19 £
Unrestricted Funds	327,508	1,936,990	(2,181,738)	-	82,760
Designated Funds	122,132	-	(41,835)	-	80,296
	<u>449,639</u>	<u>1,936,990</u>	<u>(2,223,573)</u>	<u>-</u>	<u>163,057</u>

Income received as unrestricted funds includes grants from the Esmée Fairbairn Foundation for £150,000.

Where the charity received funding to enable it to purchase fixed assets, the cost of the assets, less the depreciation charged during the year, has been transferred to a designated fund.

15 Restricted Funds	As at 31.03.18 £	Incoming Resources £	Outgoing Resources £	Fund Transfers £	As at 31.03.19 £
Caller Care	99,721	100,000	(137,754)	-	61,967
Communications	-	51,217	-	-	51,217
Friendship	-	92,289	(92,289)	-	-
Fundraising	-	155,991	(58,258)	-	97,733
Helpline	138,391	1,196,956	(1,443,826)	-	(108,479)
Norther Ireland	10,000	-	(10,000)	-	-
RAF Link Groups	-	30,186	(19,778)	-	10,408
Silver Circles	-	47,102	(26,797)	-	20,305
Silver Connects	34,106	6,000	(40,106)	-	-
Silver Letters	159,360	97,500	(121,124)	-	135,736
Advertising	-	15,345	(15,345)	-	-
	<u>441,579</u>	<u>1,792,585</u>	<u>(1,965,278)</u>	<u>-</u>	<u>268,887</u>

**THE SILVER LINE HELPLINE
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16 Related Party Transactions

During the year, the Charity received donations from four Trustees amounting to £51,172 (2018: £2,854).

The Charity received a Gift in Kind worth £22,830 from Saga with the opportunity for one of the trustees to fundraise for the charity.

During the year the Charity did not receive any income on behalf of The Silver Line Helpline Enterprises Limited (the 'subsidiary') (2018: £0). The charity did not incur any expenditure on behalf of the subsidiary (2018: £0).

At 31 March 2019, the balance due from the charity to the subsidiary amounted to £2,473 (2018: £2,473).

17 Analysis of Net Assets Between Funds 2019

	Restricted Funds	Unrestricted Funds	Total Funds
	31.03.19	31.03.19	31.03.19
	£	£	£
Fixed Assets	-	85,651	85,651
Current Assets	268,887	340,339	609,226
Current liabilities	-	(262,933)	(262,933)
	<u>268,887</u>	<u>163,057</u>	<u>431,944</u>

Analysis of Net Assets Between Funds 2018

	Restricted Funds	Unrestricted Funds	Total Funds
	31.03.18	31.03.18	31.03.18
	£	£	£
Fixed Assets	-	129,704	129,704
Current Assets	441,579	552,108	993,687
Current liabilities	-	(232,174)	(232,174)
	<u>441,579</u>	<u>449,638</u>	<u>891,217</u>

**THE SILVER LINE HELPLINE
ANNUAL REPORT AND FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 MARCH 2019**

18 Financial Commitments	Total	Total
The charity has total commitments under non-cancellable operating leases	31.03.19	31.03.18
as shown:	£	£
Not later than one year	231,470	229,390
Later than one year and not later than five years	421,401	652,871
	<u>652,871</u>	<u>882,261</u>

At 31 March 2019, the Charity had two commitments under licence to occupy its premises in London and Blackpool, a HR contract and a lease agreement for the Helpline phone system.

19 Comparative SOFA	Restricted Funds 31.03.18 £	Unrestricted Funds 31.03.18 £	Total Funds 31.03.18 £
Income			
Income from donations and legacies	3,064,700	1,635,159	4,699,859
Trading Income	-	100	100
Investment income	-	4	4
Total Income	<u>3,064,700</u>	<u>1,635,263</u>	<u>4,699,963</u>
Expenditure			
Expenditure on raising funds	32,515	325,147	357,662
Expenditure on charitable activities	3,207,936	922,184	4,130,120
Total Expenditure	<u>3,240,450</u>	<u>1,247,331</u>	<u>4,487,782</u>
Net Income / (expenditure) for the year and net movement in funds	<u>(175,750)</u>	<u>387,931</u>	<u>212,181</u>

20 Liability of Members

The Trustees consider there to be no ultimate controlling party.

The Charity does not have share capital and is limited by guarantee. In the event of the Charity being wound up each member is liable to contribute £10. As at 31st March 2019, there were 12 members (2018: 12 members).

21 Post Balance Sheet Events

The Charity became a wholly owned subsidiary of Age UK on 1 October 2019.

The Silver Line

helpline for older people

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The Silver Line

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