

making a change
thinking big

annual review 2010



64 updated
guides and
factsheets



raised over
£1,000,000
in funding



reached over
250,000 people
via our website,
advice guides
and care line



a year of change

2010 has been a year of change for Counsel and Care.



*Stephen Burke, Chief Executive
and Sushil Radia, Chairman*

In spite of the underlying economic challenges, Counsel and Care continues to do more – helping more older people and their carers through our unique advice service, campaigning for better care and increasing our influence and profile.

This year's annual review shows how we have made a bigger difference compared to the previous year. More people have benefited from the in-depth advice we provide on complex care issues. We have also fully updated all our guides and factsheets and made them easier to access via our new revamped website.

But many older people and their families cannot get the care and support they need. The care system is seen as unfair, under-funded and unsustainable. We will continue our campaign for radical reform as the new government's care commission considers the options for the future.

We believe that smarter spending could make better use of existing resources to help the growing number of older people and their carers. Even in the face of pending cuts to public spending, our ageing population demands and needs more urgent action from central and local government.

We have also set our sights high for the future of the charity. Counsel and Care's key objectives in the next three years are to:

- Expand our advice service over the next three to five years
- Influence the new government to take forward the care funding and reform agenda
- Build a coalition to tackle loneliness amongst older people
- Help to deliver universal advice and information developing grassroots marketing of the charity, supported by new contracts
- Celebrate our 60th anniversary – starting in September 2013 through to September 2014
- Move to new premises

None of this will be possible without the support of our funders, partners, supporters and members. We are very grateful for all your support over the last year and look forward to working with you to get the best care and support for older people, their families and carers.

reaching more people

Our specialist advice service helped even more older people, their families and carers during 2009/10.

We reach some 250,000 people each year through our advice line, our website, our guides and our publications. Our advice workers do this by answering telephone enquiries, responding to emails and letters and by keeping our impressive range of guides and factsheets up to date.

Ensuring that individual older people access the best care and support is the core focus of all our work. We responded to about 3,000 telephone enquiries last year, a 20% increase on the previous year. Each of those callers spoke to our first tier advice workers and then had a further half hour telephone appointment with a more experienced advice worker for in-depth discussion about their care and support needs, as required. Our advice workers follow up these detailed telephone calls by sending a written summary of the conversation along with guides or factsheets to further explain the assessment processes, care and support services available, funding rights and responsibilities and related legislation and policy.

A further 350 people contacted us by email or letter and they too had a tailored response to their questions and concerns.

We encourage people to continue to use our advice service until they feel that their issues have been satisfactorily resolved. The conversations may include discussions about accessing services, paying for care and making complaints when things go wrong, for example, so there are often complex and complicated situations to sort out.

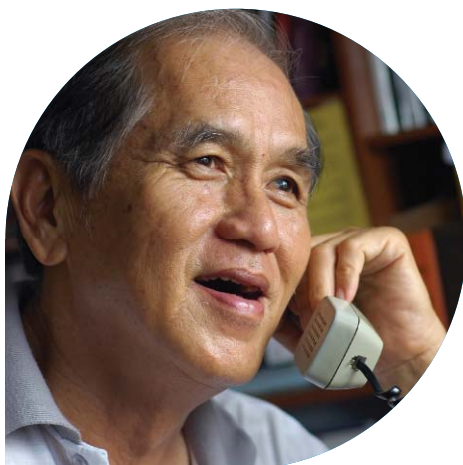
We ask our callers to tell us what impact our advice and information has had and we receive excellent feedback as part of this monitoring process. Advice and information is crucial as more and more people need to access care and support and financial cuts are dramatically affecting service provision. Far too many people have to deal with a change in their circumstances at a point of crisis and don't always know where to turn.

Only a small proportion of people seek the necessary advice to plan for their future. Counsel and Care will continue to increase the capacity of our advice service to provide this essential support for older people, their families and carers and we will make sure that more people know that we are here to help.

Our goal is to answer twice as many enquiries by 2013, whilst continuing to campaign for the best care and support for older people.

'I am so glad I contacted you. I have been so stressed about this but I can see a way forward now. You are the only organisation I have talked to that has made any sense'

Last year we responded to about 3,000 telephone enquiries



20% increase in enquiries on the previous year



Our goal is to answer twice as many enquiries by 2013



influencing the debate

This year has seen us become a stronger influence on policy about the care and support of older people, with the funding of social care moving up the political and media agenda.

Counsel and Care was a key player in the former government's Big Care Debate into adult social care, and in the ensuing pre-general election discussion on the issues, in which we were featured on high profile media programmes such as Channel 4 News and BBC Newsnight. We have also appeared on BBC Radio 4's MoneyBox and You and Yours programmes.

We are also an integral part of government and voluntary organisation led working groups such as the Department for Work and Pensions' UK Advisory Forum on Ageing, and the Care and Support Alliance group of charities.

Our influential and thoughtful policy papers continue to stimulate debate and help extend our reach. This year, we produced the *Care Concerns 2009* report into the key issues emerging from the our advice service, and following the general election with the expectation of public service spending cuts, we produced a report entitled *Smarter spending for better care*, which contains ten ideas for better use of social care funding.

Our annual debate, lecture and awards day has gone from strength to strength, with last year's lecture on the media and older people delivered by Lord Heseltine, and our highest profile award winner yet in Alan Yentob. The Older People in the Media Awards is now a permanent fixture on the calendar, supported in 2010 by Barchester Healthcare.

This year, ElderCare Week, which Counsel and Care first organised in 2007, receives a breath of fresh air as we engage with our local authority partners who are running events to highlight the importance of good information and advice to older people. With the kind support of the Wriglesworth Consultancy and Partnership, this year's ElderCare Week will help us reach even more older people, their families and carers.

The media has changed since we last updated our website in 2006. With the advent of social networking and the need to make the website a better tool for fundraising and income generation, as well as its key role as a source of information and advice, this year we have re-launched the website thanks to the support of the Clothworkers Foundation.

'As a former headteacher of a primary school I found it shocking that the elderly in institutions seemed to be treated so poorly in comparison with children in a school, although it was abundantly clear that they were even more vulnerable, since so many are immobile, out of touch with the outside world, and often unable to communicate.'



Counsel and Care was a key player in the government's Big Care Debate



reported on key issues emerging from our advice service



moving forward

We have gone from strength to strength this year.

With a new Income Generation Strategy in place we are developing our work with more local authorities to deliver information and advice to older residents and to further develop our partnership work with other organisations, including housing associations.

Our Development Team was successful in gaining a new contract with the London Borough of Barnet as part of their Innovation Fund and also launched a second pilot area within Hampshire County Council. We continuously review our progress within local authority areas, maintaining relationships and implementing marketing best practice to further reach older people, their families and carers.

The team successfully held two joint workshops with Opportunity Links to support local authorities with developing their information and advice strategies, working towards the Putting People First milestones, requirements of the Transformation of Adult Social Care.

A number of systems have been implemented to ensure we understand the market changes affecting local authorities and other organisations. In the current economic climate, emergency budget and expected restrictions on spending, we need to ensure that we provide an effective and efficient service, value for money and promote the benefits of our service at every opportunity.



developed and strengthened links with local authorities



doing 'more for less'

Counsel and Care's financial position continued to improve in 2009-10 when we achieved a surplus to help build our reserves from a very low level. We are however still some way short of achieving the trustees' reserves policy.

The improved performance in 2009-10 was due to a number of factors. Our fundraising from trusts and foundations has been maintained despite the recession, mainly due to approaching a wider range of funders. Income from individuals through donations and membership has also held up, and we continue to develop our income generation activities and partnership work. We were particularly fortunate to receive a large legacy from Stephen Marshall, a beneficiary of our advice service.

Alongside a large growth in our income, we have kept a tight grip on spending to ensure that the charity delivers 'more for less', serving more older people, their families and carers. We have seen a growth in the capacity of our advice service to enable Counsel and Care to handle more in-depth casework on complex care issues.

In the coming year the main challenges will be sustaining the charity's development at a time of public spending cuts, building our reserves and preparing for a move to new premises. The trustees are determined to build on the progress made in recent years.

Anthony Cox
Honourary Treasurer

Summary of Accounts 2009-10

Incoming Resources

£

Incoming resources from generated funds

Voluntary income	501,129
Activities for generating funds	135,744
Investment income	73

Incoming resources from charitable activities

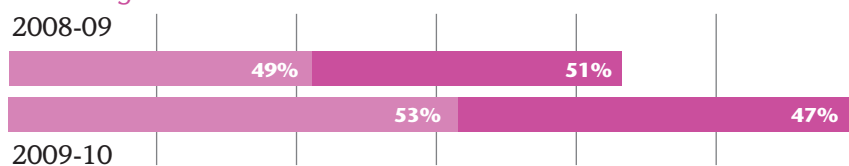
Advice Services to older people and Policy and Communications	563,865
Total	1,200,811

Resources Expended

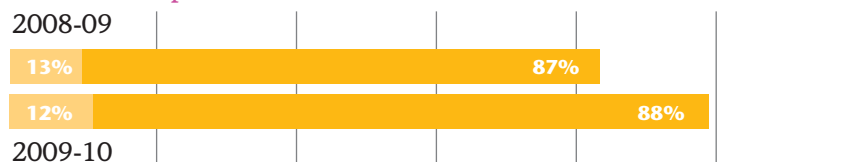
£

Cost of generating funds	117,899
Charitable Expenditure	
Advice Services to older people	571,708
Policy and Communications	267,215
Governance costs	34,902
Total	991,724

Incoming Resources



Resources Expended



■ from generated funds ■ from charitable activities
■ cost of generating funds ■ charitable expenditure and governance costs

a big thank you

It is a difficult time for all charities so we are extremely lucky and thankful that we have such loyal supporters and funders who have continued to support us over the last year.

Legacy income increased as we were fortunate to receive a large legacy from a gentleman who had used our advice service over ten years ago. Legacy income will continue to be vital in enabling us to sustain the charity during the recession and in the future.

Counsel and Care's runners in the British 10k London Run 2009 raised over £17,000.

Our President hosted a successful dinner event earlier in the year which helped to build relationships with influential individuals from government, trusts and corporate organisations.

Counsel and Care is growing to meet the demands of our ageing population, therefore increasing our income is essential. We have plans to broaden our fundraising over the next year. A new fundraising strategy is being implemented which will take us through the uncertain times ahead. Trust fundraising still remains fundamental to our work but we will also be developing our individual supporter base, building closer relationships with our donors and members.

Our supporters

- Albert Van De Berg
- Arthur Hurst Trust
- Barchester HC Homes Ltd
- Calouste Gulbenkian Foundation
- Ceretas
- CHK Charities Ltd
- Clothworkers' Foundation
- Department of Health
- Drapers Charitable General Fund
- Eleanor Rathbone Charitable Trust
- Garfield Weston Foundation
- Hanover Housing
- Henry Smith Charity
- Housing 21
- Independent Age
- Joseph Rowntree Foundation
- Joseph Strong Frazer Trust
- Lloyds TSB Foundation for England and Wales
- London Borough of Westminster
- MHA Care Group
- Mrs F B Laurence Charitable Trust
- Mrs Maud Van Nordens' Charitable Foundation
- National Care Forum
- Office for Civil Society
- Persula Foundation
- Resolution Foundation
- Rosemary Pease Charitable Trust
- Scouloudi Foundation
- Sir John Sumner's Trust
- Stanley Foster Charitable Trust
- Strand Parishes Trust
- The 29th May 1961 Charitable Trust
- The Beatrice Laing Trust
- The Big Lottery
- The Boltini Trust
- The Britwell Trust
- The C L Hill Trust (Berryman)
- The Charles Hayward Foundation
- The Coopers Co
- The Danego Charitable Trust
- The Ernest Kleinwort Charitable Trust
- The Eveson Charitable Trust
- The Freemasons' Grand Charity
- The Fresh Hope Trust
- The Frogmal Trust

- The Hackney Parochial Charities
- The Hampstead Wells & Campden Trust
- The Herbert & Peter Blagrove Charitable Trust
- The Hospital Saturday Fund
- The JL Beckwith Charitable Trust
- The John Ellerman Foundation
- The Rank Foundation
- The Rayne Foundation
- The Roger Vere Foundation
- The Soldiers' Charity
- The Souter Charitable Trust
- The Steel Charitable Trust
- The Tudor Trust
- The Underwood Trust
- Westminster Advisers

In memoriam

- David Bentley
- Maisie Poulton

Legacies

- Dora N Ward
- Hilda Baker
- Iris A Bruton
- M Larrett
- Miss Malpas
- Norma Hardie
- Peggy D Nuttall
- Stephen Marshall
- W C Mackay

who's who at Counsel and Care

Patron

- HRH The Duchess of Gloucester GCVO

Founders

- Mr Bob Graham OBE (deceased)
- Mrs Joceline Graham

President

- Miss Davina Hodson

Vice Presidents

- Baroness Emerton DBE DL
- Baroness Flather JP
- Baroness Turner of Camden
- Dr Eric Midwinter
- Mr Brian Dowling
- Mr Derrick Mead LVO
- Mrs Catherine Belton
- Mrs Marjorie Saywood
- Ms Eleanor Bron
- Professor Peter Millard
- Sir Patrick Moore, CBE, OBE
- Viscount Tenby JP

Chairman

- Mr Sushil Radia

Vice Chairman

- Miss Pamela Hibbs CBE

Honorary Treasurer

- Mr Antony P Cox

Council Members

- Dr Clive Bowman
- Dr Stephen Webster
- Dr Tom Denning
- His Honour Judge Dight
- Mr Malcolm Dean
- Mr Rupert Symons
- Mrs Elizabeth Carless
- Mrs Joceline Graham
- Mrs Valerie Barrow
- Ms Alison Knapp
- Ms Denise Wilkinson
- Ms Lucinda Craig
- Professor Sue Balloch

Chief Executive

- Mr Stephen Burke

Counsel and Care staff and volunteers

Stephen Burke, *Chief Executive*
Donna Peart, *Executive Assistant*

Advice

- Elizabeth Lodge
Advice Service Manager
- Gill Coombs
Second Tier Advice Worker
- Garry MacDonald
Second Tier Advice Worker
- Emma Williams
Second Tier Advice Worker
- Marie Morris
Second Tier Advice Worker
- Pat Lacroix
Second Tier Advice Worker
- Trevor Greenidge
Second Tier Advice Worker
- Nisa Tanin
First Tier Advice Worker
- Sandra Koranteng
First Tier Advice Worker
- Christine McManus
First Tier Advice Worker
- Amy Owen-Dixon
First Tier Advice Worker
- Rita Jahan
Advice Team Volunteer

Development, Income Generation and VitalLinks

- Rebecca Shaw
Development Manager
- Kathleen Gillett
VitalLinks Befriending Co-ordinator
- Helen Finch
Development Officer
- David Mellor
Income Generation Volunteer
- Ria Booth
VitalLinks Research Volunteer
- Gwen Hewitt
VitalLinks Research Volunteer

Fundraising

- Helen Dunkerley
Fundraising Manager
- Meighan Bell
Major Donor Fundraiser
- Anna Eklund
Fundraising Volunteer

Finance and Administration

- Padma Sivapunniam
Finance Manager
- Sharon Ridsdale
Senior Administrator
- Sarah Adjei
Finance and Administration Volunteer
- Claire Clarke
Finance and Administration Volunteer
- Daniele Sidoli
Finance and Administration Volunteer

Policy and Communications

- Caroline Bernard
Deputy Chief Executive (Policy and Communications)
- Maureen Jackson
Project Officer
- Anna Passingham
Senior Policy and Communications Officer
- Laura Bennett
Information Officer
- Philip Wrigglesworth
Policy and Communications Intern
- Laura Davis
Policy and Communications Volunteer

Solicitors

Farrer & Co.
66 Lincoln's Inn Fields
London WC2A 3LH

Auditors

haysmacintyre
Fairfax House
15 Fulwood Place
London WC1V 6AY

Bankers

The Royal Bank of Scotland
London, Camden Town Branch
189-191 Camden High Street
London NW1 7BP

Counsel and Care is the national charity working with older people, their families and carers to get the best care and support.

We reach around 250,000 people every year, providing in-depth, personalised independent advice over the telephone, through our 64 guides and factsheets, and through our website. And we reach many more people through our media coverage – for example in June 2009 circulation figures featuring Counsel and Care’s name amounted to over 6.5 million.

We work to influence government policy by highlighting the concerns and experiences reported to our advice service in policy papers, articles, and at events. We also run stakeholder engagement projects to further involve older people in the influencing work that we do.

In the past year, the organisation has grown and now has a 24 strong staff team. Our team is diverse, focused and committed, and will continue to ‘punch above its weight’, to fulfil our aim of improving care and support for older people, their families and carers.

Counsel and Care

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