

MEETING: 12/03/2015

Ref: 12532

### ASSESSMENT CATEGORY - Older Londoners

Action on Elder Abuse

Adv: Sandra Davidson

Amount requested: £44,418

Base: Lambeth

Benefit: Lambeth, Southwark & Wandsworth

Amount recommended: £44,420

#### The Charity

Action on Elder Abuse (AEA) has been in existence since 1993. It is a national charity which aims to protect, and prevent the abuse of, vulnerable people. It does this by raising awareness of the issues, encouraging education and by giving information and support to those in need. A core activity of the charity is a national Freephone Helpline dedicated to stopping the abuse of older people. Callers can ring from Monday to Friday, between 9am and 5pm, for confidential support and information. Since 2011, the number of calls to the helpline has tripled, and is expected to reach 25,000 calls per year by 2015.

#### The Application

The application is towards the development, launch and running costs of the new elder abuse survivor buddying programme, in three London Boroughs. The buddying approach addresses the gap in support of elder abuse survivors through a structured one-to-one peer support process that aims: to facilitate full recovery from the emotional and psychological impact of abuse; to empower abuse survivors to re-engage in their community; and to help to keep themselves safe. The total project cost over three years is £128,551 of which £72,133 has been secured from Lloyds Bank Foundation.

#### The Recommendation

**£44,420 over three years (£11,900; £14,300; £18,220) towards project set-up costs (ie recruitment, training and support of volunteer buddies) of the Buddying service in three London boroughs.**

#### Funding History

Meeting Date	Decision
19/04/2001	Application declined as the request was for the costs of a conference and to pay for existing staff time - which organisation presumably had a commitment to pay for anyway and/or could raise sufficient income from fees/charges.

#### Background and detail of proposal

Research suggests that more 500,000 older people are abused in the UK each year, often by people they know and trust. Some 60% are over 80 years old, with more than 15% over 90. Nearly 1 in 4 victims live with his or her abuser, and 1 in 3 relies on the abuser, at least in part, to provide care. AEA has trailed several delivery models of buddying support for the past seven years and has developed buddying groups in four UK locations to date, with a 100% success rate in meeting the set recovery goals. Comic Relief funded two pilots, in rural Cambridgeshire and

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Croydon, in 2010-2011. The Department of Health provided funding over three years in 2011 to build upon the trial work.

The buddy approach uses age-group specific volunteers and past survivors of elder abuse, working as buddies to maximise the element of trust and the impact for those supported. Weekly one-to-one support sessions will be held between elder abuse victims and their carefully matched buddy. Sessions will focus on listening to the victim, assisting them in switching focus from the effects and circumstances of the abuse towards how they would like their life to develop; drawing out their strengths and positive life experiences; supporting them in setting realistic improvement goals and making choices and decisions; as well as exercises around promoting hope and confidence building. It is anticipated that, over three years, 80 victims of elder abuse will benefit from the service.

AEA has gained considerable knowledge on the psychology of abuse, and understanding of the limitations and challenges for victims, and the motivations and strategies of abusers. The charity has applied this knowledge in seeking improvements in statutory policies and improvements in legislation.

The Big Lottery Fund recently awarded a grant of £2million over five years to raise awareness around elder abuse and expanding the service across all four regions of the UK, including influencing policy.

#### Financial Information

Forecast income for the current year is £295,361, of which £289,283 (97%) had been confirmed by December 2014.

Year end at 31 March	2013/14 Independently Examined Accounts	2014/15 Current Year Forecast
	£	£
<b>Income and Expenditure</b>		
Income	286,057	295,361
Expenditure	282,383	269,140
Unrestricted Funds Surplus / (Deficit)	3,674	55,221
Restricted Funds Surplus / (Deficit)	0	(29,000)
<b>Total Surplus / (Deficit)</b>	<b>3,674</b>	<b>26,221</b>
Surplus / (Deficit) as a % of turnover	1.3%	8.9%
Cost of Generating funds (% of income)	14,826 (5.2%)	-
<b>Free unrestricted reserves</b>		
Unrestricted free reserves held at Year End	32,327	87,547
How many months' worth of expenditure	1.4	3.9
Reserves Policy target	92,409	92,409
How many months' worth of expenditure	3.9	4.1
Free reserves over/(under) target	(60,082)	(4,861)