

Advocacy Plus (London) Limited

Registered charity number 1136370
Registered company number 07200351

Annual Report and Financial Statements for the period ended 31st March 2011

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**Contacting
Advocacy Plus**
8 Godson Street London N1 9GZ
Telephone 020 7837 6744
Fax 020 79236019
www.advocacyplus.org.uk
E mail info@advocacyplus.org.uk

Advocacy Plus (London) Ltd
Annual Report and Financial Statement of Accounts for
period ending 31st March 2011

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Chair's introduction to the Annual Report and Financial Statement 2011

This introduction could be a lament about the difficulties facing voluntary organisations of our size in the current times of financial constraint. However, I would rather concentrate on what we are doing under the dynamic leadership of our chief executive, Irene Kohler, to ensure that we grow and flourish in a market that is likely to be harsh for the foreseeable future.

First, we are in the process of strengthening our organisation to make it more commercial in its form and outlook. This year we have become incorporated as a company limited by guarantee. Our first AGM as a Company will take place in September.

To ensure that we are in the right shape for the future we have closely examined our operating procedures and practices and we are making changes that will enable us to be more competitive in our market.

Whilst our move from Soho was not of our making, the result has been that we are now in much more efficient premises from which to serve our clients. In the time we had available we could not find a location in Westminster that was as efficient or cost effective as our new property. However, we have flexible terms in our new location and if a suitable site were to become available in Westminster, we would certainly take advantage of it. One of a number of benefits of our move is that we have been able to grow the number of volunteers we use, something we have tried to do for some time. This is in line with Government thinking and will enable us to be more cost effective.

We have been able to work with a number of like minded organisations to bid for contracts and this enables us to have the advantage of scale. We are sure there will be much more of this partnership activity in the future. This will be to the mutual benefit of the organisations and our clients. The future must be to deliver our same highly professional service whilst driving down costs.

Our trustees are a balance of individuals who have been instrumental in building the organisation over the last 15 years and newer members who have brought relevant skills to us from both the public and private sectors. We are actively seeking to recruit additional trustees with complementary skills who can help us in our next phase of growth both in London and nationally.

Without wishing to diminish the challenges facing us, there are many reasons for us to be positive about our future role in the ageing society. Whether it is supporting those professionals who work with clients with dementia, through the Dementia Advocacy

Network, or by advocating for clients who are not able to do so for themselves, the demand for our services is mushrooming

We could not do any of our work without the generosity of our funders from small individual donations to large grants from charitable trusts. They are all listed in the financial accounts presented in this report. I wish here to register our gratitude for their continued support of our work

A great asset of our team is its flexibility of approach and the ability to spot areas where Advocacy Plus can make a difference. Personal budgets, elder abuse and the viability of care homes are major current issues where our clients are literally crying out for advocacy support

It has been a year of change for Advocacy Plus and none of this would have been possible without the effort and sacrifice of our committed staff and volunteers who always go the extra mile. I would like to thank them all for their professionalism and continuing support

David Bramson, *Chair*

Director's Report

We are very pleased that we are now well established under our new name and branding of Advocacy Plus. This has been profiled through our new linked websites to promote Advocacy Plus as an organisation and our specialist second tier service supporting advocates nationally, the Dementia Advocacy Network.

In August we were given short notice to vacate our premises at St Anne's in Dean Street which had been our base from which we had developed our service for fifteen years. We quickly discovered that suitable premises within the City of Westminster were beyond our price range and within the space of three months identified our accommodation at Angel Islington and moved on 30th November. We have settled well into our new accommodation and are enjoying the extra space and find that its good transport links make it easy to travel into all the areas of Westminster in which our clients live.

There seem to have been more changes in the advocacy sector and third sector in general in the last two years than there have been in the preceding 13 years our service has existed. These changes in the economic and political climate manifest themselves in more schemes seeking funding from charitable trusts which have reduced income to expend, services previously funded by statutory sector grants are now contracts and subject to competitive tendering. These changes led us to review our position and future direction.

At an away day in early February, we confirmed our belief that every older person in London deserves advocacy of the quality to which Advocacy Plus aspires and that our mission remains unchanged which is to

- provide a direct service of advocacy to older people in Westminster and, where appropriate, in other London Boroughs,
- use the skills, innovation and commitment of Advocacy Plus to extend, and develop the quality of advocacy services to older people throughout the UK.

We identified that to meet the challenges of the competitive contract tendering process, we need to be more efficient and cost effective whilst continuing to prioritise our core purpose of providing the highest quality advocacy for older people in Westminster and other London Boroughs and to share our expertise through the Dementia Advocacy Network.

This was against the backdrop of other pressures and challenges which we have successfully overcome. Notwithstanding the pressures, we are very pleased to inform you of our achievements over the period.

- We have delivered the first of the three year User Involvement contract in partnership with Age UK Westminster through which we proactively consult with older people on the services which they view as important to their health and wellbeing.

- We consulted people with Dementia on the services important to their wellbeing
- After many years of seeking funding, we are now providing a service to older people in residential and nursing care establishments. The advocates have established good relationships with staff and were commended in a recent inspection report
- We have good relationships with our commissioners and maintain our independence in spite of the increased proportion of our funding that comes from statutory sources
- Our new linked websites are live and a useful tool to promote our service to referrers, potential users, funders and commissioners and donors
- We have established a strong partnership with four other London advocacy schemes which provides synergy, support and strength when tendering for contracts
- We made a major contribution to a voluntary sector conference in Russia and shared our expertise in advocacy for and with older people and working with volunteers

Funding

We are pleased to report that we achieved the funding needed to maintain our services in 2011. Opportunities for Volunteering and Lloyds TSB programmes have been successfully maintained. We were commissioned jointly by Westminster City Council and the PCT to provide mental health, dementia, generic and the statutory IMHA (Independent Mental health Advocacy) advocacy. This includes working with people in hospitals, residential and nursing homes as well as in the community. The contract runs until the end of March 2012 and we will know very soon whether this will be extended or be subject to a competitive tendering process. We are delighted at the very good relationships we have maintained with our major funders, City Bridge Trust, the Tudor Trust, and the John Ellerman Foundation. The Volunteering Fund is supporting our volunteering programme. We are very pleased that the Henry Smith Foundation awarded us a three year funding programme from 1st January to support our housing service.

Our services

The success of our work in the regional and national arenas is entirely dependent on continuing to deliver the service to older people in Westminster to the very best of our abilities. We are pleased that the local service has not been damaged by the pressures we have been working under or our move out of Westminster. That our service makes a significant difference in the lives of our clients is evidenced in the positive feedback we receive from them and their willingness to tell their peers about our service. Our customer feedback and our now regular small focus groups giving our clients the opportunity to share their experiences have provided very useful feedback for us.

The national Dementia Advocacy Network continues to increase its membership and is held in high regard nationally. As well as supporting its members and providing training for advocates in working with people with dementia, it has played a vital part together with other networks to developing and launch the Advocacy Manifesto nationwide.

Our team of older volunteers has made a major impact on the quality of services for older people through the User Involvement Service

Partnerships

Partnerships are the foundation of our strategic aims and we are very pleased to report a number of initiatives

- Within Westminster we are very pleased to continue working in partnership with Westminster City Council with NHS Westminster. We have maintained our good relationships with the Joint Commissioning team and elected members in spite of all the changes they are experiencing. We contribute to the Mental Health Strategy Group and the Older Peoples Partnership Commissioning Board
- Our closer association with Age UK Westminster through the User Involvement contract in partnership. The advisory group includes representation from The Chinese Community Centre, the Dutch Pot, Senior Citizens Forum and WELDIS, Westminster Older Peoples Information Service, all add value to our partnership
- Our continued involvement with Action for Advocacy, (A4A) the national network encompassing advocacy for all client groups as well as Older Peoples Advocacy Alliance (OPAAL)
- The development of our relationship with four other London advocacy schemes with whom we have been bidding in partnership for advocacy contracts to maintain independent advocacy as local services delivered by local grass roots organisations. We have become aware that our current arrangement is not achieving the economy of scale and efficiencies we hoped for and continue to explore ways in which we can further maximise our relationship
- We are very grateful for the support of the DAN advisory group members (listed alongside our trustees) who collectively add a national perspective which gives added value to all of our work

The staff, including volunteers

Having a stable staff team has enabled us to consolidate our work. Constraints on our funding meant that we needed to reduce our staffing. We were sorry to lose Hazel Williams who had been with us for over 10 years and helped to establish our training programme in our early days.

We were sorry that Fran Bathews who established the statutory IMHA service moved on. We were pleased to welcome Kate Wolfe and confirm Pat Dobson and Samantha Palmer Canyellas in post all providing dementia and mental health advocacy including IMHA. We were pleased to welcome Kelly Lesurf to support the Dementia Advocacy Network and Furat Gatee to work on the User Involvement contract.

We are encouraged by our strong team of very professional volunteer advocates who are integral to the advocate team. The User Involvement volunteers are demonstrating their professionalism and bring the added value that as older people themselves their understanding of the needs of the people they are consulting.

Challenges

Our achievements must be viewed against the backdrop of other pressures and challenges which we have successfully overcome in this very difficult climate, namely

- the ending of funding programmes which have supported our work for many years and the difficulty in replacing them and thus having a much reduced unrestricted budget to work from,
- the constant need to invest more time and resources on fundraising for a lower return,
- we deliver a quality service but we are expensive and our competitors can deliver more for less through efficiencies and economy of scale,
- the change of mindset from applying for and reporting on grant or charitable trust funding to tendering for and meeting contractual requirements,
- the need to find new accommodation and move at short notice,
- we incorporated and changed our status to company limited by guarantee,
- the lack of committed funding to follow on from the Hardship Fund at the end of September meant that we had to operate a redundancy process,
- we have had to allocate scarce resources to tender for contracts

In Conclusion

So to conclude, we have a well established staff team supporting and supervising an active team of volunteers. We have been challenged by the social and economic climate and know that we need to be prepared for possible changes in services. We have delivered the service specified in our main contract. We have developed the new User Involvement Service in partnership with Age UK Westminster. We have successfully established ourselves under our new name which better reflects the range of our work.

I would like to say a special thank you to our trustees, our staff, our students on placement and our volunteers who individually have supported me so well during the year to meet all the challenges we were faced with and rise to the challenge of new ventures. I want to mention here the constant support of David Bramson our Chair. We continue to set high standards for ourselves in spite of the ever more challenging environment.

Irene Kohler

Director

Report on Advocacy Plus services

The Westminster services

Housing and Generic

Outreach has continued to be important to maintain both our presence in the community and our good working relationships with WCC Social Services, Housing and other services and social housing providers. We continue to target 'hard to reach' clients living in the private sector. The demand on the service continues in spite of reduced resources and we are pleased that the added resource of our valued volunteers has enabled us to respond to need.

Mental Health and Dementia

The three year programme from the Department of Health Opportunities for Volunteering programme was confirmed into 2011/12 which is the final year of the programme. We have maintained a service for people with dementia in the community through a two year grant programme from Lloyds TSB.

The statutory Independent Mental Health Advocacy (IMHA) service established in 2010 is now part of a substantial contract commissioned jointly by Westminster City council and PCT and replaces our previous grants. It enables us to have a presence in hospital, day, residential and nursing care settings, as well as the community.

Resources management

We have successfully achieved our rebranding. This is confirmed and evidenced by the number of new contacts we receive through our new linked websites for the organisation as a whole and for our national work through the Dementia Advocacy Network.

We reviewed our database requirements and concluded that to meet the complex monitoring required to report on our contractual obligations, and to monitor partnership projects with other organisations, our bespoke database was not able to meet the demands made on it. Based on independent research of what was available, we commissioned a commercial database developed specifically for independent advocacy including statutory

Events

Again we are proud of the success of our major events this year.

We held a conference for nearly a hundred of Westminster's senior residents in May to launch the User Involvement Service. The event profiled our partnership with Age UK Westminster and recruited the first of our team of core older volunteers who continue to be

committed to improving older people's services in Westminster. The views of the older people are recorded in the conference report which was widely circulated.

We delivered a significant conference for commissioners of dementia services on the relevance of dementia advocacy in meeting the objectives of the national dementia strategy. Delegates fed back on how much they had learnt about the value and benefits of dementia advocacy both to the client and to the service provider.

Outreach

We continue to prioritise our outreach to ensure older people know of our service. Our visits to older people's groups and our drop in surgeries have been regularly maintained in the most deprived areas of Westminster.

We have maintained our presence in Westminster through our own Breakfast Briefings, and networking through Westminster City Council Leaders Briefings, our substantial involvement in the Westminster Community Network, the older Peoples partnership commissioning board and attendance at the Area Forums and Overview and Scrutiny committees.

Volunteering Programme

High quality volunteers continue to extend the capacity of Advocacy Plus to meet the needs of more older people whether directly as an advocate or in other roles to support our work. Volunteers bring diversity to our staff team in terms of ethnicity, culture, languages, life experience in general, professional knowledge and skills. They make a major contribution to the comprehensive quality service for which we are known.

Training programme

The impact of the new National Advocacy Qualification led us to review our training again and both the dementia training and our general advocacy training now proactively promote the special needs of working with and advocating with older people and people with dementia. The effects of the economic downturn manifest themselves in lower numbers for our advertised programme and fewer requests for bespoke training.

User Involvement

The older volunteers of the User Involvement contract have been successfully engaged in consulting older people in sheltered housing, day and residential care, and in their own homes on the services which are important to their health and wellbeing. They have been commended for their professionalism when interviewing organizations tendering for service contracts. We also conducted consultations with users of dementia services and their carers on their views of the support services which made or could make a difference in their lives. The reports contributed to the strategy review of dementia services.

Services beyond Westminster

Dementia Advocacy Network

The Dementia Advocacy Network is now firmly established in the national arena with membership over 250 and regional meetings continue to make the support available accessible to the entire network. We have been able to sustain our increased profile of advocacy and dementia in spite of the economic downturn

The new interactive website went live in January 2011 and is getting 500 hits a month nationally and Europe and worldwide. It is reaching far more potential members and will ultimately support more people with dementia

The DAN continues to work towards meeting its strategic aims developed in partnership with the advisory group and its members. These are

- To be a central resource for support for those working in or interested in advocacy for people with dementia
- To be a recognised provider of education and training in dementia advocacy
- To set the standard for good practice in instructed and non-instructed advocacy for people with dementia
- To influence and raise the profile and value of dementia advocacy nationally

Advocacy for Older People across London

We continue to be involved in the AgeUK (formerly Age Concern) London Liaison group. We are regularly consulted on older people's issues, which also maintains our relationship with other London organisations including the Greater London forum for Older People

Work in the Royal Borough of Kensington and Chelsea

We know that the people in Kensington and Chelsea we supported thought highly of our service delivered under a spot purchase contract. A new contract was put out for tender to include people with physical and sensory disabilities as well as people of fifty and over. Although the contract was awarded to another provider, we learnt a lot from the process which we will be implementing when tendering competitively for future contracts

Advocacy Plus in Russia

In February this year we were very pleased to deliver training on volunteering and independent advocacy for older people in Vologda in Russia to some 25 leaders in the emerging voluntary sector. This was a two way process and we also learnt from the delegates about other ways of supporting older people. Following this event 6 members of the Interregional Network in Russia came to visit the UK and spent time at Advocacy Plus learning in greater detail how we provide advocacy for and with older people including people with dementia

Legal and administrative information

Name of Charity: Advocacy Plus
Charity Registration number: 1136370
Registered office: 8 Godson Street London N1 9GZ

The Charity's Trustees and Officers

Board of Trustees at 31st March 2011

Stewart Cohen JP President
Dame Denise Platt DBE Patron

Caroline Bernard	from October 2008
David Bramson Chair	Co-opted from December 2009
Claudine Davies	from October 2009
Isobel Hunter Vice Chair	from October 2007
Edna Mathieson	Co-opted from December 2009
Richard Spencer Treasurer	from October 2009
Guy Swales	from October 2009
Razia Tahir	from October 2008 to 31 st March 2011
Margaret Whitfield	from October 2007

Director and Senior Management Team to whom the day to day management of the charity is delegated by the Trustees

Irene Kohler	Director
Janice Webster	London Operations Manager
Sue King	Resources Manager
Jan Kendall	Dementia Advocacy Network Manager

Names and addresses of Principal Advisers

Bankers:	Auditor:
Bank of Scotland	Macintyre Hudson LLP
33, Old Broad Street	New Bridge Street House
London BX2 1LB	30 – 34 New Bridge Street
	London EC4V 6BJ

Staff

Francoise Bathews	Mental health and Dementia Advocate to Sept 2010
Guy Cross	Interim PA to Director November 2010 to February 2011
Pat Dobson	Mental health and Dementia Advocate from March 2010
Barbara Flemmings	Housing Advocate
Furat Gatee	User Involvement worker from November 2010
Louise Jackson	Social work student from November 2010
Kelly Lesurf	DAN administrator from February 2010
Sara Murphy	Administrative Worker
Sabrina Nelson	HR support
Oluwatoyin Opeloyeru	Mental health and Dementia Advocate Jan to April 2011
Samantha Palmer Canyellas	Mental health and Dementia Advocate from March 2010
Sarah Reilly	Advocacy (Housing) & User Involvement Co-ordinator
Lorraine Slee	Advocacy co-ordinator
Alex Welch	Social work student to June 2010 and advocate July to December 2010
Hazel Williams	Generic Advocate to December 2010
Kate Wolfe	Mental health and Dementia Advocate from Nov 2010

Consultants and other contributors

Patrick Chapman	Management consultant
Susan Fey	Service Quality
Chris George	Fundraising consultant
Rachael Litherland	Dementia consultant
Jamie Luck	Payroll services
Joshua Oliech	Finance consultant
Mark McNestry	Fundraising consultant
Jerry Taylor	HR Services
Anne Trevett	Editor
Vicky Sholund	Finance consultant

Volunteer Advocates

Fiona Clark, Sue Dale, Lesley Douglas, Anne Godfrey, Omar Ismail, Jaspreet Mann, Theophilus McGregor-Ojighoro, Mahomed Mukadam, Ashika Patel, Janet Ruiz, Marie Transovska,

User Involvement Volunteers

Norelia Alvarez, Thelma Antoine, Rena Banks, Josephine Becca, Barbara Blow, Stella Cherfas, Maggie Degas, Dadou Elvin, Devota John-Eribake, Jeanne Gordon, Judi Gounder, Dee Hindin, Monica McCormack, Mary (Mae) O'Connell, Abibatu Oluwa, Zivi (Zahavah) Purkis, Maria-Sabina Reitingner, Elsie Hall-Thompson, Miss Pandora Varrakalion, Valerie Weathersbee

Other Volunteers and Friends

Comfort Adeshina, Kathy Farrand, Elizabeth Garner, Graham Harvey, Frank Kohler, Jaspreet Mann, Clive McClure, Sabrina Nelson, Leslie Penner

User Involvement Advisory Group

Ken Braithwaite, Ping Haywood, Elizabeth McIntock, Anne Godfrey

Dementia Advocacy Network Advisory Group

Chris Ardill, Francoise Bathews, Claudine Davies, Neil Mapes, Jill Malcomson, Carolyn Parham, Eileen Rudden, Kay Steven, David Thompson

Report of the Trustees

The trustees are pleased to present their report and audited financial statement for the period ended 31st March 2011. These comply with current statutory requirements and with the requirements of the Statement of Recommended Practice – Accounting and Reporting by Charities (SORP) 2005.

On 1 April 2010 the net assets of Advocacy Plus, registered charity number 1038400, of £230,579, including total liabilities of £67,712, were transferred to Advocacy Plus (London) Limited at book values. A statement to that effect was made to the Charity Commission. From that date Advocacy Plus (London) Limited took over the operation of Advocacy Plus.

1. Objectives and activities of the Charity

In 2007 the vision, mission, and strategic aims of the charity were redefined in our five year strategic plan as given below and this report measures our work during the past year against these. In February 2011 we reviewed our five year strategic plan and in particular in the changing political and economic climate. We maintained our core values and strategic direction and in order to ensure our viability as an organisation to continue to support older people in Westminster added to them:

- Closer partnership working with other organisations to maximise synergy, expertise and resources,
- Greater efficiency and effectiveness to enhance our competitive advantage and ability to secure new work.

Our vision

Our vision is that Advocacy Plus will play a vital role in the United Kingdom in ensuring that all older people have access to high quality independent advocacy.

Our mission is

To provide a direct service of advocacy to older people in Westminster and, where appropriate, in other London Boroughs.

To use the skills, innovation and commitment of Advocacy Plus to extend, develop and improve the quality of advocacy services to older people throughout the UK.

Our Strategic aims are

- 1 To continue to deliver an independent advocacy service to people age 60 and over in Westminster, including people with dementia, BME elders and other minorities. To maintain the existing service and extend it to other minority groups of older people, for example people with physical and sensory impairment, people in residential and nursing care, those in hospital, people needing support to manage their financial affairs and to older people living in areas of high deprivation.

- 2 To develop and extend the direct services provided by Advocacy Plus beyond Westminster, by providing independent advocacy for older people within the London area, as need and opportunity arises
- 3 To develop and extend Advocacy Plus services to other professionals beyond Westminster, building on our established reputation for quality, research and innovation; to offer training, research and consultancy across the UK and beyond

2. Our current activities are

In pursuance of our strategic aim a) To continue to deliver an independent advocacy service to people age 60 and over in Westminster, including people with dementia, BME elders and other minorities, we

- 1 Provide independent advocacy for individual older people in Westminster
- 2 Accept referrals from older people themselves, their friends or family or from professional staff
- 3 During this year we have developed and extended our service to older people experiencing dementia and mental health problems including the statutory IMHA
- 4 We maintain a local profile through our involvement in local networks These contacts facilitate involvement in and influencing local strategic partnerships and the Older People's Commissioning Delivery Group
5. Recruit and train volunteers as advocates and other roles to support our work
- 6 Fundraising to maintain and develop the service
- 7 Promote the direct service in Westminster through an outreach programme of
 - Visits and presentations to older peoples groups and service providers and specifically those targeted wards identified as deprived
 - drop in sessions and surgeries in the community and in health settings
 - targeted leafleting of health centres, supermarkets chemists etc
 - distribution of our bookmarks through home service delivery of meals on wheels and library services
 - through our new interactive website
- 8 Actively consulting with older people as opportunities present including our conference, our User Involvement Service, membership of Westminster Senior Citizens Forum, customer satisfaction survey and client focus groups
- 9 During this year we have continued to enhance the office systems to enhance both service delivery and the production of the detailed reports on our

service delivery required by our funders by reviewing the effectiveness of the database and commissioning a new one

In pursuance of our strategic aim b) To develop and extend Advocacy Plus's direct services beyond Westminster, by providing independent advocacy for older people within the London area, as need and opportunity arises

- 1 Advocacy Plus continued to provide an advocacy service to older people in the Royal Borough of Kensington and Chelsea under a spot purchasing arrangement. We tendered unsuccessfully for the substantive contract. We have again reviewed our services and costs.
- 2 In order to be able to tender more competitively, we have further developed our relationship with four other London advocacy schemes.
- 3 We tendered in partnership for the IMCA advocacy service across 9 west London boroughs including six boroughs in which the partners were already providing a service. Again this was unsuccessful. Our competitors had direct experience of providing this service which we could not match even though we had established presence in the boroughs.

In pursuance of our strategic aim c) To develop and extend Advocacy Plus's services to other professionals beyond Westminster, building on our established reputation for quality, research and innovation, to offer training, research and consultancy across the UK and beyond

- 1 Advocacy Plus organises, develops and delivers the National Dementia Advocacy Network (DAN). The DAN Advisory group, which is represented on Advocacy Plus Board of Trustees, oversees a programme of Newsletters, support group meetings and Training Programme delivered in London and regionally, one to one advice and consultancy for dementia advocates and advocacy organisations via telephone, email, face to face and through the interactive website. Following the work of the EMDAP project, DAN has worked proactively to make independent advocacy accessible to BME elders.
- 2 Advocacy Plus continues to maintain a national profile of best practice through the Action for Advocacy, Older Peoples Advocacy Alliance and Age UK Networks, and by presentations, seminars and workshops at local, regional and national conferences and events.
3. We continued to work with Age UK London and Action for Advocacy in developing guidance on the delivery of high quality advocacy for older people across all the London boroughs.
- 4 The Advocacy Plus training programme for advocates and others has been widely promoted and participants attend from a wide range of other organisations.

The Trustees have referred to the public benefit guidance published by the Charity Commission and consider that the charity has complied with the duty in section 4 of the Charities Act 2006 to have due regard to such public benefit. The Trustees have also considered how planned activities will contribute to the aims and objectives they have set. The Trustees review the charity's aims, objectives and activities each year. This report considers the success of our activities and the benefits they have brought to those people we are established to help. The report also helps us ensure that our objectives remain focused on our stated purpose.

3. Structure, governance and management

Adopted on 15th day of March 1993 and amended on 3rd May 1994 and 13th June 1995, at the Special General Meeting on 25th day of July 2007, and subsequently at the Special General Meeting on 17th September 2009

Following our name change and incorporation in March 2010, we re-registered with the Charity commission with our new identity of Advocacy Plus (London) Ltd

Advocacy Plus is governed by its Trustees who form a Board of Trustees, of no less than 6 and no more than 9 people, comprising

- 9 members elected by and from the full members at the Annual General Meeting of the Charity.
- The Chair, Vice Chair and Treasurer are elected by members at the Annual General Meeting of the Charity
- The Director is ex-officio member of the Board of Trustees.
- The Board of Trustees has the power to co-opt up to a third of their number as members of the Committee as specialist advisers and/or representatives of organisations that support its work at a special meeting of the Board called for that purpose
- Individuals of retirement age and representatives of organisations working with and for older people and who support our work may become or be invited to become members of the organization
- Stewart Cohen, the first chair person, was elected President in 2000
- Dame Denise Platt DBE became Patron in March 2009

4. Recruitment and appointment of the trustee board

The organisation was founded by as well as for senior residents of Westminster, senior here meaning people aged 60 and over. Senior residents continue to be represented on the Board of Trustees of Advocacy Plus.

In compliance with the constitution of the charity, trustees are required to stand down after three continuous years of office. Trustees may stand for re-election provided that they have not held office for more than three consecutive years, they may be re-elected.

after a year Following incorporation we postponed 2010 AGM Trustees agreed to extend the term of office of current trustees for a further year

Nominations of new trustees are made by Advocacy Plus members at the Annual General Meeting

5. Induction and training of trustees

Potential new trustees are introduced to the organisation by invitation to briefings about the organisation and participation on our "introduction to advocacy training programme", co-option onto a subcommittee or working group and this forms part of their induction

There is a trustee welcome pack including

- an outline of the roles and legal responsibilities of trustees
- Advocacy Plus policies and procedures
- Advocacy Plus constitution
- most recent annual report and financial accounts

All Board members are offered collective and individual training throughout their term of office

The more formal process of trustee and chair appraisal will be maintained in 2011

6. Statement of the Trustees' responsibilities

Company law requires the Trustees to prepare financial statements for each financial period which give a true and fair view of the state of the affairs of the charitable company as at the balance sheet date and of its incoming resources and application of resources, including income and expenditure, for the period ended

In preparing those financial statements which give a true and fair view, the Trustees should follow best practice and

- select suitable accounting policies and then apply them consistently,
- make judgements and estimates that are reasonable and prudent,
- state whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements,
- prepare the financial statements on the going concern basis unless it is inappropriate to assume that the company will continue on that basis

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 1985 They are also

responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

In so far as the Trustees are aware

- there is no relevant audit information of which the company's auditors are unaware, and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

The Board of Trustees meets 5 times a year. Its principal responsibilities in respect of the day-to-day operation of the charity are

Policy

- Agreeing the underpinning values of the charity and ensuring that its objectives conform to the charitable objectives of the charity
- Deciding the strategy that will enable Advocacy Plus to meet its charitable objectives
- Setting policies that will facilitate the achievement of its objectives

Management

- Approving and reviewing the terms of reference of the Board, Sub-Committees and working groups, deciding the functions and duties of Honorary Officers
- Establishing a staffing structure and appointing a Director to manage the day to day work of the charity
- Ensuring that Advocacy Plus provides equality of opportunity in access to its services and in all aspects of its practice, including employment
- Establishing sub-committees and/or working groups of the management committee as and when needed. A Dementia Advisory Group supports and advises the work of the national Dementia Advocacy Network. A User Involvement advisory group supports and advises the work of the User Involvement Service.

Financial

- The trustees are responsible for ensuring that proper accounting records are kept and to make judgements and estimates that are reasonable and prudent
- Approve the annual budget
- Approve Advocacy Plus banking arrangements
- Approve audited income and expenditure accounts, balance sheets and trustee reports before they are laid before the Annual General Meeting

7. Membership of National Organisations

Advocacy Plus is a freestanding organisation providing independent advocacy for older people. Advocacy Plus subscribes to the Advocacy Charter and holds the QPM the advocacy charter mark

With the agreement of its Trustees, Advocacy Plus is in membership of

- a **A4A - Action for Advocacy**, a national network of advocacy schemes
- b **ACUK - Advocacy Consortium UK**, made up of national and regional advocacy networks which in this year consulted widely to produce a manifesto for advocacy which was distributed to commissioners and elected members locally and nationally
- c **OPAAL – Older Peoples Advocacy Alliance**, a national network of advocacy schemes providing advocacy for older people and older peoples groups
- d **DAN – Dementia Advocacy Network**, a national network developed, managed by and part of Advocacy Plus which supports advocates working with people with dementia
- e **Age UK London Liaison Committee** – represents a range of interests impacting on the lives of older Londoners to contribute to the work of Age Concern London
- f **National BME Advocacy Network**
- g **BME Elders forum of Age Concern England (now Age UK)**

8. The Trustees

Trustees, are also directors under company law, who were appointed and acted throughout that period and up to the date of this report, were as follows

Caroline Bernard
David Bramson
Claudine Davies
Isobel Mitchell Hunter
Edna Mathieson
Richard Spencer
Guy Oliver Swales
Margaret Whitfield
Razia Tahir (resigned 31/03/2011)

Every member of the charity promises, if the charity is dissolved while he or she or it is a member or within twelve months after he or she or it ceases to be a member, to contribute such sum (not exceeding £10) as may be demanded of him or her or it towards the payment of the debts and liabilities of the charity incurred before he or she or it ceases to

be a member, and of the costs charges and expenses of winding up, and the adjustment of the rights of the contributories among themselves

9. Risk assessment

The Trustees have addressed risk assessment for the organisation and compiled an action plan to address identified risk. This is reviewed annually and specifically the major risk of inadequate funds for the current year is constantly under review. The finance sub-committee regularly monitors the financial risk for the organisation and sets policy on reserves.

However there remain major concerns for the trustees. There are now more charities chasing ever declining charitable trusts and the developing of the contracts culture adds a new dimension to our fundraising in an organisation that is committed to quality of service. We have concerns that bidding for contracts leaves us vulnerable.

Our move to new premises poses an additional financial risk. The costs are far greater than the premises at 55 Dean Street and we are now liable for utilities, cleaning and general upkeep. The current tenancy agreement has a break clause at two years giving us the option to reconsider our overall future situation at the end of the financial year ending 31st March 2012.

Reserves and investments

Advocacy Plus has a reserve policy that aims at maintaining the equivalent of 3 months running costs as a contingency fund. Any surplus in our unrestricted funds is allocated to the contingency fund. Trustees feel as the organisation has grown we need to increase our level of reserves and we are working towards this. We were able to do this at the end of this financial year. This is not easy however as despite the government directive on full cost recovery, few funders are willing to fund a contribution to reserves. They already feel they are being pushed to the boundary by the inclusion of realistic management and overhead charges. Trustees are aware that the move and the new premises have more than doubled the premises budget and new costs are now incorporated into the running costs of all our budgets to funders.

The report of the Trustees was approved on 8th September 2011 and signed on their behalf by



David Bramson

Trustees' Review of achievement and performance during the year to 31st March 2010

Based on the strategic plan compiled in August 2007 following the planning day in May of that year. In February 2011 trustees reviewed our current situation. The seriousness of the financial climate and uncertain future identified a year previous continued.

It was acknowledged that locally we

- continued to provide a high quality direct service for older people in Westminster to more people each successive year
- Were able to maintain and develop our mental health and dementia advocacy programme
- Were able to maintain our housing advocacy service albeit at a reduced level
- Consulted with our users both through inviting our clients to our offices for focus group discussion and ongoing through customer satisfaction feedback
- That we had achieved the Quality Performance Mark which is the only quality mark for advocacy and a major achievement
- Were acknowledged as a resource for consultation on older people's issues and were ideally placed to deliver the User Involvement contract

Regionally we continue to work with Age UK London and the Greater London Forum to maintain our profile in the London boroughs

Nationally we

- Had maintained and enhanced the spread of the Dementia Advocacy Network
- Increased the membership of the dementia advocacy network
- Had successfully disseminated learning gained from the EMDAP project to enhance access to dementia advocacy to BME elders, but failed to gain funding to take any of the recommendations forward
- Had successfully delivered a conference for commissioners of dementia services
- Had contributed to consultations on national strategy and been invited to contribute to national events

Our experience of tendering for contracts over the past year and our observations of patterns throughout London has implications on our work in Westminster. The new tri-borough arrangements between Westminster, Kensington and Chelsea and Hammersmith and Fulham has implications on Westminster's future commissioning plans. We know that our commissioners think highly of our organization and our service but we need to be best in both quality and price to be in a strong position when our current contract is relet.

To meet the challenges the current political and economic climate pose, we are

- Developing a new business and strategic plan
- Reviewing our current fundraising practice and developing a new fundraising strategy to meet our new strategic and business plan and initiate new sources of funders and maximise the use of the websites with on line giving
- reviewing our organisation structure and job roles
- conducting an efficiency review and based on its recommendations we will implement ways to work more efficiently and effectively and add value to our tenders for work in our current and other London boroughs
- seeking ways to consolidate the development of our partnership with four other direct advocacy services to maximize the synergy, effectiveness and efficiencies that combining our efforts should bring
- identifying national organisations or projects which might provide a good fit for the Dementia Advocacy Network to undertake joint project work to extend its reach and maximise its potential to meet its strategic aims and objectives
- maximise the use of our websites to promote our organisation and services to our members, potential users, referrers, funders, commissioners and donors
- keeping abreast of the developments of Westminster City council and PCTs working closely with the Royal Borough of Kensington and Chelsea and Hammersmith and Fulham as this may affect our future across three boroughs

Monitoring the Service

Advocacy Plus' work with clients during 2010/11

We received 389 referrals during 2010 to 2011 including 26 clients living in Kensington and Chelsea

	2011	2010
Referrals	389	354

Reasons for Referral	2011	2010
Adaptations	11	7
Antisocial behaviour	10	8
Benefits	14	17
Carer Issues	8	11
Charity Grants	1	3
Community Care	47	44
Compensation	10	12
Consumer Issues	7	9
Complaint procedures	8	9
Crime	0	3
Disability Entitlements	2	1
Disabled badge	0	2
Domestic Violence	0	2
Environmental Health	1	4
Finance	38	40
Form Filling	8	9
General	8	3
Guardianship	0	1
Harassment	3	4
Health	18	31
Housing	143	173
Language	0	2
Legal	14	18
Mental Health + IMHA	104	37
Mobility	4	5
Noise	4	7
Protection of Vulnerable Adults	8	8
Residential Care Issues	8	5
Transport	0	4
Utilities	8	13
Totals*	487	492

*The total is greater than the number of referrals during the year as many clients had more than one issue

Gender	2011	2010
Female	245	219
Male	144	128
Total	389	347

Where people live	2011	2010
Alone	204	208
Family or friends	76	80
Hospital	64	19
Residential	21	7
Sheltered	15	20
Unknown	9	20
Total	389	354

Ethnic Origin	2011	2010
American	3	0
Arabic	12	15
Asian	3	0
Australian	3	0
Bangladeshi	2	3
Black African	2	11
Black Caribbean	18	34
Chinese	3	1
European	26	37
Indian	10	8
Iranian	6	4
Iraqi	1	0
Irish	18	14
Jewish	4	8
Mixed Race	0	7
Middle East	5	3
Other	8	17
Other – white	0	7
Pakistani	4	2
South African	4	0
South American	2	0
White UK	6	142
Black UK	0	2
UK	173	0
Unknown	76	39
Total	389	354

Age of client	2011	2010
50-59	24	7
60-69	76	114
70-79	120	111
80-89	95	68
90+	23	17
Unknown but over 60	49	37
Totals	389	354

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ADVOCACY PLUS (LONDON) LIMITED FOR THE FINANCIAL PERIOD ENDED 31 MARCH 2011

We have audited the financial statements of Advocacy Plus (London) Limited for the period ended 31 March 2011 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied to their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement set out on page 19, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the trustees, and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees Annual Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent misstatements or inconsistencies we consider the implications for our report.

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF ADVOCACY PLUS
(LONDON) LIMITED FOR THE FINANCIAL PERIOD ENDED 31 MARCH 2011**
(continued)

Opinion on financial statements

In our opinion the financial statements

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2011 and of its incoming resources and application of resources, including its income and expenditure, for the period then ended,
- have been properly prepared in accordance with the United Kingdom Generally Accepted Accounting Practice, and
- have been prepared in accordance with the requirements of the Companies Act 2006

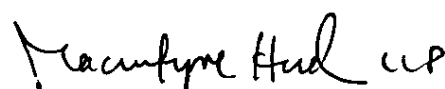
Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Trustee's Annual Report for the financial period for which the financial statements are prepared is consistent with the financial statements

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us, or
- the financial statements are not in agreement with the accounting records and returns, or
- certain disclosures of trustees' remuneration specified by law are not made, or
- we have not received all the information and explanations we require for our audit



Graham Weinberg LLB FCA
(Senior Statutory Auditor)
For and on behalf of
MacIntyre Hudson LLP
Chartered Accountants &
Registered Auditors

30-34 New Bridge Street
New Bridge Street House
London EC4V 6BJ

Date 27/09/11

Advocacy Plus (London) Limited

Statement of Financial Activities (incorporating an income and expenditure account) for the period ended 31 March 2011

	Notes	Restricted £	UnRestricted £	2011 Total £
Incoming Resources				
Incoming resources from generated funds				
Grants and donations			8,086	8,086
Activities for generating funds				
Investment Income			613	613
Incoming resources from charitable activities	2			
Advocacy, education and dissemination		110,709	53,463	164,172
Service development		2,518	37,065	39,583
Dementia Advocacy Network		55,001	0	55,001
Dementia, mental and other health advocacy		171,825	0	171,825
Housing advocacy		14,375		14,375
Total incoming resources from charitable activities		354,428	90,528	444,955
Other incoming resources				
Total incoming resources		354,428	99,227	453,654
Resources Expended				
Costs of generating funds				
Fundraising costs of grants and donations			5,754	5,754
Charitable activities				
Advocacy, education and dissemination		110,095	30,020	140,115
Service Development		16,412	13,766	30,178
Dementia Advocacy Network		98,060		98,060
Dementia, mental and other health advocacy		168,632		168,631
Housing advocacy		70,275		70,275
Governance costs			7,524	7,524
Total resources expended	4	463,474	57,064	520,538
Net incoming/(outgoing) resources for the year before transfers		(109,046)	42,163	(66,884)
Transfer Between Funds	12	13,173	(13,173)	
Net movement of funds in year		(95,873)	28,990	(66,884)
Funds at 1 April 2010		157,944	72,634	230,578
Funds at 31 March 2011		62,071	101,624	163,694

All of the above results are derived from continuing activities

There were no recognised gains or losses other than those stated above

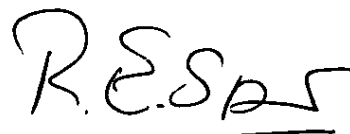
Advocacy Plus (London) Limited
Balance sheet
as at 31 March 2011

	Note	2011 £
Fixed Assets		
Tangible Assets	8	16,219
Current Assets		
Debtors and Prepayments	9	13,964
Cash at Bank and in Hand		<u>166,985</u>
		180,949
Liabilities: Amounts Falling due Within One Year	10	<u>(33,474)</u>
Net Current Assets/(Liabilities)		<u>147,475</u>
Net Assets		<u><u>163,694</u></u>
Funds	12	
Restricted Funds		62,071
Unrestricted Funds		
Designated Funds		75,000
General Funds		<u>26,623</u>
Total Funds		<u><u>163,694</u></u>

These financial statements have been prepared in accordance with the special provisions for small companies under Part 15 of the Companies Act 2006

These accounts were approved by the Board of Trustees on

And signed on their behalf
by

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

1 Accounting Policies

a Basis of preparation of financial statements

The financial statements are prepared under the historic cost convention and include the results of the charity's operation which are described in the Trustees' Report and all of which are continuing. The accounts have been prepared in accordance with the Statement of Recommended Practice – Accounting and Reporting by Charities (issued in March 2005 and updated in 2005), and the Companies Act 2006.

The charity has taken advantage of the exemption in Financial Reporting Standard No 1 from the requirement to produce a cash flow statement on the grounds that it qualifies as a small charity.

b Incoming resources

Voluntary income is received by way of donations and gifts and is included in full in the statement of financial activities when receivable.

Grants, including grants for the purchase of fixed assets, are recognised in full in the statement of financial activities in the year in which they are received or receivable, whichever is the earlier.

Grants received for specific purposes are accounted for as restricted funds in the Statement of Financial Activities.

Resources

c expended

Resources expended are recognised in the period in which they are incurred.

Resources expended are allocated to the particular activity where the cost relates directly to that activity. However, the cost of overall direction and administration of each activity, comprising the salary and overhead costs of the central function, is apportioned on the basis of staff time spent on each activity as follows:

	2011
Fundraising and publicity	1%
Service development	9.40%
Advocacy, education and dissemination	17.40%
Dementia advocacy network	17.20%
Dementia, mental and other health advocacy	39.00%
Housing advocacy	15.00%
Governance	1%

The fundraising and publicity costs relate to the costs incurred by the charitable company in raising funds for the charitable work.

Governance costs include the management of the charitable company's assets, organisational management and compliance with constitutional and statutory requirements.

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

1 Accounting Policies (continued)

d Restricted funds

Restricted funds are to be used for specific purposes as laid down by the donors. Expenditure which meets these criteria is identified to the fund.

e Unrestricted funds

Unrestricted funds are donations and other income received or generated for the objects of the charity without further specific purpose and are available for general funds. Designated funds are unrestricted funds earmarked by the Trustees/Management Committee for particular purposes.

f Fixed assets and depreciation

Fixed assets are only capitalised if their value is above £1000 and have a life of more than one year.

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets over their expected useful lives on the following basis:

Office equipment and furniture	33% straight line
Computers and other equipment	33% straight line

g Pension scheme

The charitable company operates a defined contribution pension scheme. The assets of the scheme are held separately from those of the charitable company in an independently administered fund. The pension cost charge represents contributions payable under the scheme by the charitable company to the fund. The charitable company has no liability under the scheme other than for the payment of those contributions.

h Operating lease agreements

Rentals applicable to operating leases where substantially all of the benefits and risks of ownership remain with the lessor are charged against profits on a straight line basis over the period of the lease.

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

2 Incoming resources from charitable activities

	Grants and Donations (note 3)	Contracts Publications and Training	2011 Total
	£	£	£
Advocacy, education and dissemination	71,726	92,446	164,172
Service development	28,654	10,929	39,583
Dementia Advocacy Network	53,534	1,467	55,001
Dementia, mental & other health advocacy	171,825		171,825
Housing advocacy	14,375		14,375
	<u>340,114</u>	<u>104,842</u>	<u>444,955</u>

3 Grants and donations

Included in incoming resources are the undernoted grants and donations

	Restricted	UnRestricted	2011 Total
	£	£	£
Charitable activities			
Age Concern England	34,553		34,553
City Bridge Trust	33,750		33,750
The John Ellerman Foundation	33,334		33,334
Lloyds TSB			0
Tudor Trust	12,500		12,500
Housing advocacy	14,375		14,375
Action for Advocacy	3,800		3,800
WCC/WPCT Joint Commissioning	137,272	53,756	191,028
Mental health advocacy			0
Westminster Social Services			0
Department of Health	3,900		3,900
Edward Harvist Telephone Upgrade	2,518		2,518
Volunteering Fund	10,356		10,356
	<u>286,358</u>	<u>53,756</u>	<u>340,114</u>

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

4 Total Resources Expended

	Direct Activities	Support Costs	2011 Total
	£	£	£
Charitable Activities	440,717	72,297	513,014
Governance Costs		7,524	7,524
	440,717	79,821	520,538

Governance Costs	Governance Costs	Total 2011
	£	£
Management Committee Expenses	799	799
Staff & Other Costs	3,355	3,355
Audit Fees	3,370	3,370
	7,524	7,524

5 Net Incoming Resources for the Year

This is stated after charging/crediting

	2011
	£
Trustees' expenses reimbursed	203
Catering for meetings, training, etc	779
Depreciation	13,874
Auditor's Remuneration	3,370
Operating lease payable	9,531

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

6 Staff Costs and numbers

Staff costs were as follows

2011

£

Salaries and Wages	318,071
Social Security Costs	29,611
Employers Pension Costs	18,081
	<u>365,763</u>

No employee earned greater than £60,000 during the year

The average weekly number of employees (full time equivalent) during the year was as follows

2011

No

Advocacy, education and dissemination	18
Service Development	10
Dementia Advocacy Network	18
Dementia, mental health & other health advocacy	40
Housing advocacy	15
Fundraising	01
Governance	01
	<u>102</u>

The charity makes contributions towards a pension scheme for employees. The assets and liabilities of this scheme is held separately from the charity. Contributions are charged to the statement of financial activity where they become payable.

7 Taxation

The charity has charitable status and is therefore exempt from taxation of its income and gains, falling within section 505 of the Taxes Act 1988 and section 256 of the Taxation and Chargeable Gains Act 1992, to the extent that they are applied to its Charitable Objectives.

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

Tangible Fixed

8 Assets

Equipment

£

COST

Transferred at 1 April 2010

82,375

Additions in Year

10,036

At 31 March 2011

92,411

DEPRECIATION

Transferred at 1 April 2010

62,318

Charge for Year

13,874

At 31 March 2011

76,192

NET BOOK VALUE

At 31 March 2011

16,219

9 Debtors

2011

£

Grants receivable

1,530

Trade debtors

6,609

Other debtors

692

Prepayments

5,133

13,964

10 Creditors: Amounts Falling Due Within One Year

2011

£

Taxation & social security

8,462

Accrued expenditure

2,400

Grants received in advance

11,375

Other creditors

11,237

33,474

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

11 Analysis of Net Assets Between Funds

	Restricted Funds	Designated Funds	UnRestricted Funds	Total Funds
	£	£	£	£
Fund Balances at 31 March 2011 are represented by				
Tangible Fixed Assets	16,219			16,219
Current Assets	45,852	75,000	60,097	180,949
Current Liabilities			(33,474)	(33,474)
Total Net Assets at 31 March 2011	62,071	75,000	26,623	163,694

	Transferred at 1 April 2010	Incoming Resources	Outgoing Resources	Transfers	At 31 March 2011
	£	£	£	£	£
Restricted Funds					
City Bridge Trust Operations manager		33,750	(46,923)	13,173	0
A4A London Survey	75		0		75
WCC/WPCT IT upgrade	11,025		(441)	(9,576)	1,009
WCC/WPCT Dementia		60,001	(50,956)		9,045
WCC/WPCT IMHA		52,271	(42,796)		9,475
Edward Harvist Trust Telephone Upgrade		2,518	(2,057)	(460)	0
WCC/WPCT website	3,858		(41)		3,817
Tudor Trust Dementia advocacy network	34,955	21,667	(59,748)		(3,126)
John Ellerman DAN expansion	17,902	33,334	(38,313)		12,924
Lloyds Dementia Advocacy	16,133	0	(16,682)		(549)
ACE Mental health volunteers	1,505	34,553	(34,458)		1,600
Mental Health Advocacy	2,523	25,000	(23,739)		3,783
User Involvement		76,959	(63,172)		13,787
Henry Smith, Mercers, AHP		14,375	(20,363)		(5,988)
Hardship Fund housing	49,912	0	(49,912)		0
Depreciation Fund	20,057		(13,874)	10,036	16,219
Total Restricted Funds	157,945	354,428	(463,474)	13,173	62,071
Unrestricted Funds					
Designated Funds					
Contractual Liabilities	65,000			10,000	75,000
	65,000			10,000	75,000
General Funds	7,634	99,227	(57,065)	(23,173)	26,623
Total Unrestricted Funds	72,634	99,227	(57,065)	(13,173)	101,623
Total Funds	230,579	453,654	(520,538)	-	163,694

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

12 Movements in funds (continued)

Transfers Between Funds

Transfers are made from all funds to the restricted depreciation fund for the full amount of capital equipment purchases. The amount transferred from each fund is either the whole amount of purchases for the use of a particular project, or the allocations percentage for equipment purchased for the use of all projects. The depreciation of the assets is charged to the depreciation fund, which always equals the net book value of the assets. Transfers are also made from unrestricted funds to cover deficits on restricted funds.

13 Operating lease commitments

At 31 March 2011 the company had annual commitments under non-cancellable operating leases as set out below

Operating leases which expire
within 2-5 years

£27,000

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

Purposes of Restricted Funds

Age Concern England Mental health Volunteers	To recruit, train, mentor and supervise volunteer advocates from the wide diversity of Westminster's community to deliver independent one to-one advocacy to older people with dementia or mental health issues
City Bridge Trust London Operations Manager	To employ a London Operations Manager to build on our acknowledged reputation for delivering high quality advocacy for Westminster's older residents, and to use Advocacy Plus's skills, innovation and commitment to ensure the quality of advocacy enjoyed by Westminster's residents is made available to older people in every London Borough (Ended December 2010)
Tudor Trust Dementia advocacy Network	To December 2011 The Tudor Trust provided a grant to continue the work of developing and expanding the nationwide Dementia Advocacy Network which will increase the awareness nationwide of the importance of advocacy to the wellbeing of older people with dementia and provide training, support and opportunities to share experience to community groups, carers, statutory service providers, volunteers and other professionals working with people with dementia
The John Ellerman Foundation Dementia advocacy network expansion	To further develop the Dementia Advocacy Network by increasing and widening the membership in order to reach every practitioner of dementia advocacy in the UK in order to learn and share good practice This is being accomplished by expanding the training programme, setting up and running an interactive website, and through national events
Lloyds TSB Dementia Advocacy	To provide an advocacy service to older people with dementia living in the community of Westminster
Westminster Joint Commissioning Mental health advocacy	To deliver one to one independent mental health advocacy (IMHA) to vulnerable, isolated older people, especially BME elders, to improve their health outcomes and their quality of life and allow them to play a greater part in their community
Community Development Foundation Hardship Fund Housing advocacy	A grant was awarded from the hardship fund to maintain the housing advocacy work for which replacement funding had not been found The grant will continue to fund the work until the end of September 2010 by which time it is hoped that more funding will have been obtained
Henry Smith	From 1st of January 2011 for three years To fund 2.5 days per week advocacy to support older people to access housing services The Mercers' Company and the Austin & Hope Pilkington Trust have also contributed to funding this service until December 2011
User-Involvement service for older people in Westminster	From 1st of January 2010 for 3 years In partnership with Age Concern Westminster, to recruit older people, offering appropriate training and support, to enable NHS Westminster and Westminster City Council to engage with Westminster's older residents in consultations on local service development issues

Advocacy Plus (London) Limited
Notes to the financial statements
For the period ended 31 March 2011

Dementia, mental health & generic advocacy	Two year contract from 1st of April 2010 from the City of Westminster To provide a range of independent advocacy services for older people, including (and especially) older people with dementia and mental health needs
Dept Of Health / Volunteering Fund	To recruit older people representative of all communities, offering appropriate training and support, to participate in consultations on local service development issues They are contributing to the contract to employ a user-involvement project worker for three days a week to support the user-involvement service
Contractual Liabilities	Advocacy Plus has a reserve policy aiming at maintaining the equivalent of 3 months running costs as a contingency fund Surpluses in unrestricted funds can be allocated to the contingency fund
Dementia Advocacy national network development	Unrestricted income generated by the Dementia Advocacy Network project from training, publications and conferences was set aside to ensure that the development and implementation of the network can continue if there is a shortfall in funding The funds were undesignated in the year under review and transferred to general funds