

COMPANY REGISTRATION NUMBER 4117495

**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDED  
30 SEPTEMBER 2005**

Charity Number 1086146



**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE  
FINANCIAL STATEMENTS  
YEAR ENDED 30 SEPTEMBER 2005**

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**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE**

**MEMBERS OF THE BOARD AND PROFESSIONAL ADVISERS**

**The board of trustees**

I M Anderson  
S J Ellis  
R N Gavzey  
S L Hornsby  
I A McDermott  
D McLaren  
K Plahay

**Company secretary**

S L Hornsby

**Registered office**

The Old Grain Store  
Lincoln Road  
East Barkwith  
Lincolnshire  
LN8 5RW

**Accountants**

Streets LLP  
Chartered Accountants  
Tower House  
Lucy Tower Street  
Lincoln  
LN1 1XW

**Bankers**

Cater Allen  
9 Nelson Street  
Bradford  
BD1 5AN

**THE EYECARE TRUST**  
**COMPANY LIMITED BY GUARANTEE**  
**TRUSTEES ANNUAL REPORT**  
**YEAR ENDED 30 SEPTEMBER 2005**

The trustees, who are also Directors for the purposes of the Companies Act, have pleasure in presenting their report and the unaudited financial statements of the charity for the year ended 30 September 2005.

**OBJECTS OF THE CHARITY**

The charity was established by its Memorandum (amended by a Special Resolution on 5 March 2001) and Articles of Association on 30 November 2000 and is a company limited by guarantee. The charity's objects are to promote improved ocular health in the primary care and to educate the public about ocular health and good vision, and the ways of achieving this.

The trustees are responsible for the governance of the charity, however the day to day running of the charity is delegated to the administrative secretary.

**REVIEW OF DEVELOPMENTS, ACTIVITIES AND ACHIEVEMENTS**

The Eyecare Trust has continued and developed the activities previously carried out by The Eyecare Information Service in order to achieve the objects of the charity by promotion of ocular health and good vision.

**Main Activities and achievements in 2004/05 included**

- 2005 National Eye Week (NEW) campaign - The campaign highlighted how, on average, we're spending more than 60 hours a week staring at a screen and provided helpful advice and information on minimising the risks of suffering from 'screen fatigue'. The campaign generated more than 138 million opportunities for the public to see positive eye care messages.
- National press coverage - news items on the Independent Radio News network, BBC, The Guardian, The Express, The Daily Mail, The Sun and OK! magazine.
- Coverage was also secured in The Telegraph, on Ceefax and Teletext, on Choice FM, Family Circle, Good Housekeeping magazine and Men's Health.
- Refreshed and redesigned the Trust's website.
- Published a new patient information leaflet on the subject of presbyopia.
- Researched public attitudes towards eye care.
- Exhibited Optrafair - optical trade exhibition.
- Launched range of new practitioner resources inc A Guide to Optical PR.
- Developed a viral email campaign highlighting the symptoms of 'screen fatigue' and providing advice on eye friendly screen etiquette.
- Poster campaign targeting GP surgeries and nurseries to highlight the fact the treatments for conjunctivitis are now available direct from your pharmacy without a prescription.

**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE**

**TRUSTEES ANNUAL REPORT *(continued)***

**YEAR ENDED 30 SEPTEMBER 2005**

**Public Information Campaigns covered subjects such as**

- Advice on viewing the 2005 partial solar eclipse
- SunVision - UV protection
- Presbyopia
- Conjunctivitis
- Dry Eye
- The importance of regular eye examinations for children
- DIY eye safety
- Night driving
- UV advice for skiers and snowboarders
- Screen fatigue
- Firework eye safety

**Patrons**

The Eyecare Trust was delighted to welcome Crookes Healthcare Limited as a new Patron in 2005.

**Third Party Partnerships**

The Trust continued to develop partnerships with other optics and health organisations including:

- HOYA Lens UK presbyopia campaign
- Crookes Healthcare Ltd National Eye Week, conjunctivitis and general eyecare campaigns
- Central LOC Fund patient information leaflets
- Specsavers roll out of iSpy education pack to Wales
- Institute of Optometrists public information campaigns
- UK Transplant centenary of first corneal transplant
- Lions International World Sight Day

**Patient Information Leaflets**

The Trust has completed a review of all of its patient information leaflets.

# **THE EYECARE TRUST COMPANY LIMITED BY GUARANTEE**

## **TRUSTEES ANNUAL REPORT** *(continued)*

**YEAR ENDED 30 SEPTEMBER 2005**

### **Plans for 2005/06**

- NEW 2006
- Hoya Campaign
- Recruitment and retention of Members and Trust Patrons
- Secure greater involvement in the Trust's work from the optical profession and industry - Investigate new revenue streams
- Broaden reach of public information campaigns

### **REVIEW OF FINANCIAL POSITION**

The present level of funding is adequate to support the continuation of the charity's activities for the medium term, and the Trustees consider the financial position to be satisfactory.

### **RESERVES POLICY**

It is the policy of the charity that unrestricted funds which have not been designated for a specific use should be maintained at a level equivalent to between three and six months expenditure (approximately £45,000 to £90,000 at current levels). The trustees consider that reserves at this level will insure that, in the event of a significant drop in funding, they will be able to continue the charities current activities while consideration is given to ways in which additional funds may be raised.

At the year end, free reserves were £45,339. This equates to approximately 6 months expenditure. The charity maintains a prudent financial strategy and endeavours to build reserves to the required level at all opportunities.

# **THE EYECARE TRUST COMPANY LIMITED BY GUARANTEE**

## **TRUSTEES ANNUAL REPORT** *(continued)*

**YEAR ENDED 30 SEPTEMBER 2005**

### **THE TRUSTEES**

The trustees who served the charity during the period were as follows:

I M Anderson

S J Ellis

R N Gavzey

S L Hornsby

I A McDermott

D McLaren

(Appointed 3 May 2005)

K Plahay

(Appointed 3 May 2005)

None of the Trustees has any beneficial interest in the company. All of the Trustees are members of the company and guarantee to contribute up to £10 in the event of a winding up.

The subscribers to the Memorandum and Articles of Association of the charity are recorded in these documents and will remain for the lifetime of the charity.

Article 2 states that subscribers are admitted to membership and article 2.3 provides for a member retiring providing that the number of members does not fall below two. The Articles of Association are not changed to reflect subsequent changes in membership; these are reflected in the annual accounts and AGM minutes.

Article 29 provides for each member as a subscriber to the charity, to appoint one person as a trustee and to remove such person as a trustee. On retiring as a member this right is terminated and the trustee appointed by this member must also retire.

### **TRUSTEES' RESPONSIBILITIES**

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charity at the end of the year and of the incoming and outgoing resources for the year then ended.

In preparing those financial statements, the trustees are required to select suitable accounting policies and then apply them consistently, making judgements and estimates that are reasonable and prudent. The trustees must also prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue its activities.

The trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable them to ensure that the financial statements comply with the Companies Act 1985. The trustees are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

### **RISK FACTORS**

The Trustees are exempt from carrying out a risk assessment as its incoming resources for the period were less than £250,000. However, it makes good business sense to mitigate risk, and the Trustees are constantly looking at ways to reduce risk and ensure that sustainability of the organisation.

### **REPORTING ACCOUNTANTS**

Messrs Streets LLP will continue in office as reporting accountants for the ensuing year.

**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE**

**TRUSTEES ANNUAL REPORT** *(continued)*

**YEAR ENDED 30 SEPTEMBER 2005**

**SMALL COMPANY PROVISIONS**

This report has been prepared in accordance with the special provisions for small companies under Part VII of the Companies Act 1985.

The Old Grain Store  
Lincoln Road  
East Barkwith  
LN8 5RW

Signed by order of the trustees

A handwritten signature in black ink, consisting of the letters 'S' and 'H' followed by a long, sweeping horizontal line that curves upwards at the end.

S L HORNSBY  
Company Secretary

Approved by the trustees on 6 July 2006



**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE**

**ACCOUNTANTS' REPORT TO THE MEMBERS OF THE EYECARE TRUST  
YEAR ENDED 30 SEPTEMBER 2005**

We report on the unaudited accounts for the year ended 30 September 2005 set out on pages 8 to 15.

**RESPECTIVE RESPONSIBILITIES OF THE TRUSTEES AND THE REPORTING ACCOUNTANTS**

As described on page 9 the trustees of the charity are responsible for the preparation of the accounts, and they consider that the charity is exempt from an audit. It is our responsibility to carry out procedures designed to enable us to report our opinion.

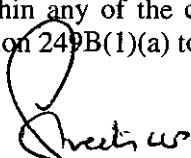
**BASIS OF OPINION**

Our work was conducted in accordance with the Statement of Standards for Reporting Accountants, and so our procedures consisted of comparing the accounts with the accounting records kept by the charity, and making such limited enquiries of the officers of the charity as we considered necessary for the purposes of this report. These procedures provide only the assurance expressed in our opinion.

**OPINION**

In our opinion:

- (a) the accounts are in agreement with those accounting records kept by the charity under section 221 of the Companies Act 1985;
- (b) having regard only to, and on the basis of, the information contained in those accounting records:
  - (i) the accounts have been drawn up in a manner consistent with the accounting requirements specified in section 249C(6) of the Act; and
  - (ii) the charity satisfied the conditions for exemption from an audit of the accounts for the year specified in section 249A(4) of the Act as modified by section 249A(5) and did not, at any time within that year, fall within any of the categories of companies not entitled to the exemptions specified in section 249B(1)(a) to (f).

  
**STREETS LLP**  
Chartered Accountants

Tower House  
Lucy Tower Street  
Lincoln  
LN1 1XW

10 July 2006

**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE**

**STATEMENT OF FINANCIAL ACTIVITIES**

**YEAR ENDED 30 SEPTEMBER 2005**

	Note	Unrestricted Funds £	Restricted Funds £	Total Funds 2005 £	Total Funds 2004 £
<b>INCOMING RESOURCES</b>					
Donations and legacies	2	32,999	–	32,999	27,765
Activities in furtherance of the charity's objects:	3	69,511	40,650	110,161	140,067
Interest receivable	4	2,534	–	2,534	1,664
<b>TOTAL INCOMING RESOURCES</b>		<u>105,044</u>	<u>40,650</u>	<u>145,694</u>	<u>169,496</u>
<b>RESOURCES EXPENDED</b>					
<b>Costs of generating funds:</b>					
Fundraising and publicity	5	54,693	–	54,693	62,672
<b>Charitable expenditure:</b>					
Costs in furtherance of charitable objects	6	28,223	42,727	70,950	58,216
Management and administration	7	6,659	–	6,659	5,164
<b>TOTAL RESOURCES EXPENDED</b>	8	<u>89,575</u>	<u>42,727</u>	<u>132,302</u>	<u>126,052</u>
<b>NET INCOMING/(OUTGOING) RESOURCES BEFORE TRANSFERS</b>					
		15,469	(2,077)	13,392	43,444
Transfer between funds		<u>(3,877)</u>	<u>3,877</u>	<u>–</u>	<u>–</u>
<b>NET INCOMING RESOURCES FOR THE YEAR</b>		<u>11,592</u>	<u>1,800</u>	<u>13,392</u>	<u>43,444</u>
Balances brought forward		<u>33,747</u>	<u>40,000</u>	<u>73,747</u>	<u>30,303</u>
Balances carried forward		<u>45,339</u>	<u>41,800</u>	<u>87,139</u>	<u>73,747</u>

The charity has no recognised gains or losses other than the results for the year as set out above.

All of the activities of the charity are classed as continuing.

The notes on pages 10 to 15 form part of these financial statements.

**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE**

**BALANCE SHEET**

**30 SEPTEMBER 2005**

	Note	2005 £	2004 £
<b>CURRENT ASSETS</b>			
Debtors	9	10,890	13,576
Cash at bank and in hand		<u>92,647</u>	<u>90,957</u>
		103,537	104,533
<b>CREDITORS: Amounts falling due within one year</b>	10	<u>(16,398)</u>	<u>(30,785)</u>
<b>NET CURRENT ASSETS</b>		<b>87,139</b>	<b>73,748</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>87,139</b>	<b>73,748</b>
<b>NET ASSETS</b>		<b>87,139</b>	<b>73,748</b>
<b>FUNDS</b>			
Restricted	11	41,800	40,000
Unrestricted	12	<u>45,339</u>	<u>33,748</u>
<b>TOTAL FUNDS</b>		<b>87,139</b>	<b>73,748</b>

The trustees are satisfied that the charity is entitled to exemption from the provisions of the Companies Act 1985 (the Act) relating to the audit of the financial statements for the year by virtue of section 249A(1), and that no member or members have requested an audit pursuant to section 249B(2) of the Act.

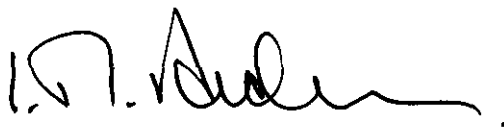
The trustees acknowledge their responsibilities for:

- (i) ensuring that the charity keeps proper accounting records which comply with section 221 of the Act, and
- (ii) preparing financial statements which give a true and fair view of the state of affairs of the charity as at the end of the financial year and of its profit or loss for the financial year in accordance with the requirements of section 226, and which otherwise comply with the requirements of the Act relating to financial statements, so far as applicable to the charity.

These financial statements have been prepared in accordance with the special provisions for small companies under Part VII of the Companies Act 1985.

These financial statements were approved by the members of the committee on the 6 July 2006 and are signed on their behalf by:

I M ANDERSON  
Director



The notes on pages 10 to 15 form part of these financial statements.

**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS  
YEAR ENDED 30 SEPTEMBER 2005**

**1. ACCOUNTING POLICIES**

**Basis of accounting**

The financial statements have been prepared under the historical cost convention and in accordance with the Statement of Recommended Practice "Accounting and Reporting by Charities" (SORP 2000) and the Companies Act 1985.

**Cash flow statement**

The trustees have taken advantage of the exemption in Financial Reporting Standard No 1 (revised) from including a cash flow statement in the financial statements on the grounds that the charity is small.

**Incoming resources**

Income represents income from subscriptions, donations and sponsorships.

Income from donations is included in incoming resources when these are receivable, except as follows: When donors specify that donations given to the charity must be used in future accounting periods, the income is deferred until those periods.

When donors impose conditions which have to be fulfilled before the trustees become entitled to use such income, the income is deferred and not included in incoming resources until the pre-conditions for use have been met.

Sponsorship income is recognised in the statement of financial activities during the period in which the event occurs.

Membership fees are recognised in the statement of financial activities in the period in which they are invoiced.

All other income is recognised in the statement of financial activities when it is received.

**Unrestricted funds**

Unrestricted funds are donations and other incoming resources receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

**Resources expended**

All expenditure is accounted for on an accruals basis and has been classified under headings in the statement of Financial Activities, with value added tax included with the item of expense to which it relates.

Campaign costs represent the direct costs involved in carrying out the charities objectives through national campaigns, mailshots and leaflets etc.

Support costs comprise costs for processing membership applications, including support to actual and potential applicants.

Management and administration costs are those incurred in connection with the administration of the charity and compliance with constitutional and statutory requirements.

**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS**

**YEAR ENDED 30 SEPTEMBER 2005**

**2. DONATIONS AND LEGACIES**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2005 £	Total Funds 2004 £
Donations and gifts	-	-	-	15
Patronage	<u>32,999</u>	<u>-</u>	<u>32,999</u>	<u>27,750</u>
	<u>32,999</u>	<u>-</u>	<u>32,999</u>	<u>27,765</u>

**3. ACTIVITIES IN FURTHERANCE OF THE CHARITY'S OBJECTS:**

	2005 £	2004 £
Sponsorships	40,650	67,691
Membership fees	68,135	70,474
Leaflet and other merchandise sales	<u>1,376</u>	<u>1,902</u>
	<u>110,161</u>	<u>140,067</u>

**4. INTEREST RECEIVABLE**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2005 £	Total Funds 2004 £
Bank interest receivable	<u>2,534</u>	<u>-</u>	<u>2,534</u>	<u>1,664</u>

**5. FUNDRAISING AND PUBLICITY**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2005 £	Total Funds 2004 £
PR fees	<u>54,693</u>	<u>-</u>	<u>54,693</u>	<u>62,672</u>

**6. COSTS IN FURTHERANCE OF CHARITABLE OBJECTS**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2005 £	Total Funds 2004 £
<b>Provision of charitable services:</b>				
Campaign costs	9,220	42,727	51,947	33,471
<b>Support costs:</b>				
Support costs	<u>19,003</u>	<u>-</u>	<u>19,003</u>	<u>24,745</u>
	<u>28,223</u>	<u>42,727</u>	<u>70,950</u>	<u>58,216</u>

**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS  
YEAR ENDED 30 SEPTEMBER 2005**

**6. COSTS IN FURTHERANCE OF CHARITABLE OBJECTS** *(continued)*

Analysis of provision of charitable services:

	Staff costs	Other costs	Total 2005	Total 2004
	£	£	£	£
Campaign costs	-	51,947	51,947	33,471

**7. MANAGEMENT AND ADMINISTRATION**

	Unrestricted Funds	Restricted Funds	Total Funds 2005	Total Funds 2004
	£	£	£	£
Accountancy fees	5,560	-	5,560	4,963
Legal and professional	1,099	-	1,099	201
	<u>6,659</u>	<u>-</u>	<u>6,659</u>	<u>5,164</u>

**8. TOTAL RESOURCES EXPENDED**

	Staff costs	Other costs	Total Funds 2005	Total Funds 2004
	£	£	£	£
Provision of charitable services	-	51,947	51,947	33,471
Support costs	13,922	5,081	19,003	24,745
Fundraising and publicity	-	54,693	54,693	62,672
Management and administration	-	6,659	6,659	5,164
	<u>13,922</u>	<u>118,380</u>	<u>132,302</u>	<u>126,052</u>

The aggregate payroll costs were:

	2005	2004
	£	£
Wages and salaries	12,889	12,889
Social security costs	1,033	1,051
	<u>13,922</u>	<u>13,940</u>

**Particulars of employees:**

The average number of staff employed by the charity during the financial year amounted to:

	2005	2004
	£	£
Administration	<u>1</u>	<u>1</u>

There were no employees whose annual emoluments were £50,000 or more.

**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS  
YEAR ENDED 30 SEPTEMBER 2005**

**8. TOTAL RESOURCES EXPENDED** *(continued)*

	2005 £	2004 £
<b>Other costs:</b>		
Legal and professional	6,659	5,164
Other	<u>111,721</u>	<u>106,948</u>
	<u><b>118,380</b></u>	<u><b>112,112</b></u>
	2005 £	2004 £
<b>Other support costs comprise:</b>		
HAYS storage charges and office costs	–	60
Postage and telephone	780	5,721
Travelling expenses	1,325	769
Insurance	1,053	1,050
General expenditure	1,814	2,503
Office computer costs	–	468
Bank charges	<u>109</u>	<u>234</u>
	<u><b>5,081</b></u>	<u><b>10,805</b></u>

**9. DEBTORS**

	2005 £	2004 £
Trade debtors	7,856	11,498
Other debtors	1,489	1,021
Prepayments	<u>1,545</u>	<u>1,057</u>
	<u><b>10,890</b></u>	<u><b>13,576</b></u>

**10. CREDITORS: Amounts falling due within one year**

	2005 £	2004 £
Trade creditors	914	483
Interest free loans	10,000	15,000
Accruals	<u>5,484</u>	<u>15,302</u>
	<u><b>16,398</b></u>	<u><b>30,785</b></u>

The interest free loan is from The Association of British Dispensing Opticians.

**THE EYECARE TRUST**  
**COMPANY LIMITED BY GUARANTEE**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**YEAR ENDED 30 SEPTEMBER 2005**

**11. RESTRICTED FUNDS**

	Balance at 1 Oct 2004 £	Movement in resources:		Balance at 30 Sep 2005 £
		Incoming £	Outgoing & Transfers £	
National Eyecare Week	–	30,000	(30,000)	–
HOYA Campaign	40,000	–	(8,850)	31,150
LOC Sponsorship of Core leaflets	–	10,650	–	10,650
	<u>40,000</u>	<u>40,650</u>	<u>(38,850)</u>	<u>41,800</u>

**National Eye Week:**

This fund was established by Crookes sponsoring the Eyecare Trust to manage the annual National Eye Week campaign to organise, advertise and promote the events in order to raise awareness for national eye care.

**HOYA Campaign:**

The fund was established by HOYA to sponsor the Eyecare Trust to run a campaign of public and practitioner awareness of Presbyopia and the new spectacle lens technologies available to overcome this common affliction.

**LOC Sponsorship of Core leaflets:**

This fund was set up to assist the Eyecare Trust with the costs involved with revising and reprinting the core leaflets.

**12. ANALYSIS OF NET ASSETS (between restricted and unrestricted funds)**

	Other net assets £	Total £
HOYA Campaign	31,150	31,150
Central LOC core leaflets	10,650	10,650
	<u>41,800</u>	<u>41,800</u>
Unrestricted funds	45,339	45,339
	<u>87,139</u>	<u>87,139</u>

**13. TRANSACTIONS WITH THE TRUSTEES**

None of the Trustees (or any persons connected with them) received any remuneration during the year, but 7 of them were reimbursed a total of £1,145 travelling and accommodation expenses.

**14. RELATED PARTY TRANSACTIONS**

There were no related party transactions during the year.



**THE EYECARE TRUST  
COMPANY LIMITED BY GUARANTEE  
NOTES TO THE FINANCIAL STATEMENTS  
YEAR ENDED 30 SEPTEMBER 2005**

**15. COMPANY LIMITED BY GUARANTEE**

The company has no shares but is limited by guarantee