

**THE EYECARE TRUST**

trading as Eye Health UK  
(Limited by Guarantee)

**COMPANY NO.: 04117495**

**CHARITY NO.: 1086146**

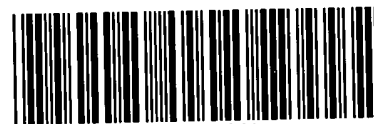
**REPORT AND ACCOUNTS**

for the year ended  
30 September 2016

**FIELD SULLIVAN LIMITED  
CHARTERED ACCOUNTANTS**

**NEPTUNE HOUSE  
70 ROYAL HILL  
LONDON SE10 8RF**

FRIDAY



\*L63D4UC8\*

LD6

31/03/2017

#156

COMPANIES HOUSE

**The Eyecare Trust**  
**trading as Eye Health UK**

**Status:** Company Limited by Guarantee No. 04117495  
Charity registration No. 1086146  
The Company's governing document is its Memorandum and Articles of Association dated 30 November 2000 as amended by special resolution dated 5 March 2001.

**Registered Office:** Neptune House  
70 Royal Hill  
London  
SE10 8RF

**Board of Trustees:** D C Cartwright (Chairman) - Appointed 14 October 2015  
K Plahay (Interim chair and treasurer)  
J H Russell (Vice chair) - Resigned 14 October 2015  
R N Gavzey (Interim secretary)  
I J G Anderson - Appointed 14 October 2015  
I M Anderson - Resigned 14 October 2015  
A C Bithell - Appointed 14 October 2015  
C E Donnelly - Appointed 14 October 2015  
A O Grenyer - Appointed 14 October 2015, Resigned 20 June 2016  
S A Tinger - Appointed 14 October 2015  
V J L Vine - Appointed 20 June 2016  
K J Williams - Appointed 20 June 2016

**Independent examiner:** Timothy Sullivan FCA  
Field Sullivan Limited  
Chartered Accountants  
Neptune House  
70 Royal Hill  
London  
SE10 8RF

**Bankers:** Cater Allen  
9 Nelson Street  
Bradford  
BD1 5AN

HSBC  
28 Borough High Street  
Southwark  
London  
SE1 1YB

**The Eyecare Trust**  
**trading as Eye Health UK**  
Trustees' report  
for the year ended  
30 September 2016

The trustees present their report and the financial statements for the year ended 30 September 2016. This is a directors' report required by s417 of the Companies Act 2006 and all trustees are directors. The financial statements comply with current statutory requirements and the requirements of the Memorandum and Articles of Association.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **a. Constitution**

The charity was established by its Memorandum (amended by Special Resolution on 5 March 2011) and Articles of Association on 30 November 2000 and is a company limited by guarantee.

The charity's objects, as set out in the Memorandum of Association, are to promote improved ocular health in the public generally; to educate the public about ocular health and good vision and the means of achieving this; and to promote the advancement and improvement of the ophthalmic profession and its suppliers for the public benefit in a generic manner without favouring or promoting any individual supplier of services or appliances.

The trustees are responsible for the governance of the charity; however the day-to-day running of the charity is delegated to the charity administrator.

### **b. Method of appointment or election of trustees**

As set out in the Articles of Association, the Board of Trustees has the right, from time to time, to appoint a person as a trustee.

The Eyecare Trust has a requirement for a minimum number of six trustees at any one time, up to a maximum of nine. A potential trustee will be offered by the Board of Trustees for consideration at any time that the Board deems appropriate. The appointment of the potential trustee is formally discussed at the next scheduled Board meeting.

Trustees are considered on the basis of relevant skills, experience, and willingness to take an active part in the running of the charity. Following a majority vote of the existing Board of Trustees, a potential trustee will be appointed to the Board. There is no minimum period of service, and a trustee can retire at any time.

The official appointment requires a quorum to agree the appointment, and, following completion of appropriate Companies House documentation, the new trustee is formally welcomed to the Board at the following Board meeting.

### **c. Policies adopted for the induction and training of trustees**

New trustees are briefed on The Eyecare Trust's activities prior to their appointment. They are also provided with the minutes of the last Board meeting and agenda of the next meeting as well as the previous year's annual report. All trustees are informed of their obligations under charity and company law, the content of the Articles of Association and the procedures that govern the trustees' actions and nature of the resources of the Trust.

**The Eyecare Trust**  
**trading as Eye Health UK**  
Trustees' report  
for the year ended  
30 September 2016

**d. Organisational structure and decision making**

Reference and administrative details are set out on page 1 of the financial statements.

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

DC Cartwright (Chairman) – Appointed 14 October 2015

RK Plahay (Interim chair and treasurer until 14 October 2015)

J Russell (Vice chair) – Resigned 14 October 2015

RN Gavzey (Interim secretary)

IM Anderson – Resigned 14 October 2015

AC Bithell – Appointed 14 October 2015

CE Donnelly – Appointed 14 October 2015

AO Grenyer – Appointed 14 October 2015, Resigned 20 June 2016

SA Tinger – Appointed 14 October 2015

VJL Vine – Appointed 20 June 2016

KJ Williams – Appointed 20 June 2016

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.

All the trustees give their time voluntarily and received no benefits from the charity. Any expenses reclaimed are set out in note 7 of the accounts.

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.

**OBJECTIVES AND ACTIVITIES**

**a. Principal activity**

In setting objectives and planning for activities, the trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit.

The charity's purpose is to promote ocular health in the primary care sector and to educate the public about ocular health and good vision, and the ways of achieving this.

**The Eyecare Trust**  
**trading as Eye Health UK**  
Trustees' report  
for the year ended  
30 September 2016

Specifically, it aims to encourage more people to have regular sight tests and inspire them to make healthier lifestyle choices that benefit their eye health. It will do this by working in partnership with others, as together we can achieve more.

Its actions will improve the UK's eye health, contribute towards a reduction in avoidable blindness and enhance people's everyday lives.

**b. Activities for achieving objectives**

The Eyecare Trust is the only charity in the UK dedicated to providing public information on all aspects of eye care from how to treat a swollen eye lid to what to expect from cataract surgery to wearing and caring for your contact lenses.

High profile public health initiatives such as National Eye Health Week helped keep the public informed about how to look after their eyes and maintain good vision.

**Accessible Advice**

The charity's multi-channel approach to public health promotion ensured it continued to provide accessible advice and information where and when people needed it.

The website [www.eyecaretrust.org.uk](http://www.eyecaretrust.org.uk) provided a valuable first port of call for people seeking information about caring for their eyes – According to the Office of National Statistics the number of people using the Internet to source health related information rose by 272 per cent between 2007 and 2015.

A quarter of a million people visited the Trust's website in 2016. Popular search terms included: 'swollen eye lid', 'contact lenses', 'night time driving glasses', 'sight tests', 'cataract', 'dry eyes' and coloured lens overlays'

The recruitment of a new Charity Administrator in May 2016 ensured the charity could continue providing direct responses to public enquiries via the telephone and email.

The @EyecareTrust Twitter account helped keep both the profession and the public up-to-date with the latest eyecare news.

**Public Health Promotions in the Media**

During the last year the charity has worked on a series of media campaigns tackling issues including the role of the sight test, the link between smoking and sight loss, screen fatigue and common eye disease in the over 60s.

These initiatives generated press coverage across the national and local media and helped educate the public about the importance of regular sight tests as well as educating people about how to maximise their vision and keep their eyes healthy.

**The Eyecare Trust**  
**trading as Eye Health UK**  
Trustees' report  
for the year ended  
30 September 2016

**Practitioner Resources**

The Trust also continued its commitment to provide eye care practitioners, healthcare professionals and educators with tools and resources to assist them in the promotion of engaging eye care messages to their local communities.

Examples of these resources include:

1. Curriculum-linked work sheets designed to educate key stage 1 pupils about the importance of good eye care – including having regular sight tests, eating a healthy diet rich in eye friendly nutrients and protecting your eyes from UV damage. These work sheets are available for teachers to download for free from the TES (Times Educational Supplement) resources website.
2. Posters and leaflets for use by GPs and general practice nurses highlighting key eye health issues to groups most at risks of avoidable sight loss, including smokers and the over 60s.

**Eye Health within a wider Public Health Context**

To highlight the link between eye health and wider public health issues the Trust also supported a number of other relevant and high profile public health campaigns during 2016. These included Diabetes Awareness Week and National No Smoking Day.

**National Eye Health Week (19 – 25 September 2016)**

The charity also ran National Eye Health Week (NEHW). The Week, which aims to encourage people to look after their eyes, has grown significantly over recent years.

In 2016 thirty-nine per cent of adults in the UK reported seeing, reading or hearing eye health information during the Week\*. Eighty-seven per cent of those that recalled coverage said that it had encouraged them to take better care of their eye health.

Over 4,500 events and activities took place during NEHW 2016 promoting the importance of good eye health and ways to achieve this. These activities and events included: farm shop tastings, vision screening events, coffee mornings, talks and open days.

National Eye Health Week also published the third edition of *Vista*, a consumer lifestyle magazine packed with important eye health advice. *Vista* enjoyed a readership in excess of 375,000.

The charity also provided its supporters with free public health promotion materials including posters, fact sheets, leaflets and magazines. These resources were available as hard copy packs or as downloads from the National Eye Health Week website [www.visionmatters.org.uk](http://www.visionmatters.org.uk).

The [www.visionmatters.org.uk](http://www.visionmatters.org.uk) website also featured an interactive eye health calculator that allows people to input demographic and lifestyle details to receive an individual eye health assessment that includes solutions and recommendations for maintaining and improving the health of their eyes.

The website also featured a new children's eye health hub with information about caring for kids eyes.

**The Eyecare Trust**  
**trading as Eye Health UK**  
Trustees' report  
for the year ended  
30 September 2016

NEHW activity targeting people aged over sixty included a nationwide six sheet poster campaign highlighting the link between poor vision and falls. This outdoor poster campaign which reached 7.2 million targets) was augmented with a series of vision and falls posters sent to GP surgeries, libraries and care homes across the UK.

Another key strand of the NEHW activity was the publication of Generation Eye, a report looking at multi-generational attitudes to eye care in Britain & the impact this could have on future sight loss. The report found that 13.8 Million UK adults fail to have their eyes checked every two years as recommended.

Social media activity during NEHW 2016 had a reach of over 60 million with #EyeWeek trending organically on day one of the Week.

During a four-week period spanning National Eye Health Week the media campaign generated 779 pieces of coverage and 154 million opportunities for the public to read see and hear positive eye care advice. Including features on BBC television and supplements in national newspapers.

### **Third Party Partnerships**

The Trust continued to build upon the foundations it has established over the last five years, working with existing supporters and patrons to extend the reach and impact of its public health promotions.

In particular, the trustees would like to thank and acknowledge the vital support of the Trust's patrons and the official partners of National Eye Health Week– the Association of British Dispensing Opticians (patron); ASDA Opticians (NEHW official partner); Boots Opticians (NEHW official partner); (the Central Optical Fund (patron and NEHW partner); the Norville Group (patron); Specsavers (NEHW official partner); Vision Express (NEHW official partner).

\*Populus Consumer Analysis Study Commissioned by National Eye Health Week, conducted October 2016.

## **FINANCIAL REVIEW**

### **a. 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 £16,000 at current levels). The trustees consider that reserves at this level will ensure that, in the event of a significant drop in funding, they will be able to continue the charity's current activities while consideration is given to ways in which additional funds may be raised.

Reserves currently fall within the desired level.

### **b. Financial position**

The present level of funding is adequate to support the continuation of the charity's activities in the short term. In these challenging times the trustees consider the financial position to be satisfactory.

**The Eyecare Trust**  
**trading as Eye Health UK**  
Trustees' report  
for the year ended  
30 September 2016

**c. Risk review**

The Trust has carried out a review of the major risks to which the charity is exposed and have established systems to monitor and mitigate these risks.

**PLANS FOR THE FUTURE**

Main activities and achievements planned for 2016/17 include:

- Launch and roll out new charity identity 'Eye Health UK'
- Extend the reach and impact of the National Eye Health Week campaign
- Create a programme of topical and seasonal promotions that deliver important eye health information to the mass population and key groups at risk of avoidable sight loss
- Update the charity's digital and social media platforms
- Review the charity's leaflet portfolio
- Launch new fundraising initiatives designed to boost unrestricted income



**The Eyecare Trust**  
**trading as Eye Health UK**  
Trustees' report  
for the year ended  
30 September 2016

**Statement of Trustees' Responsibilities**

The trustees (who are also directors of the charitable company for the purposes of company law) are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that period. In preparing these financial statements, the trustees are required to:

- a) select suitable accounting policies and apply them consistently;
- b) observe the methods and principles in the Charities SORP;
- c) make judgments and accounting estimates that are reasonable and prudent;
- d) state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- e) prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping adequate accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the charity and financial information included on the charity's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

This report, which has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006, was approved by the board on 29/3/17 and signed on its behalf.



**Anya Catherine Bithell, trustee**

29/3/2017

## **Independent Examiner's Report to the Trustees of The Eyecare Trust**

I report on the financial statements of the company for the year ended 30 September 2016 as set out on pages 10 to 17.

This report is made solely to the charity's trustees, as a body, in accordance with Section 145 of the Charities Act 2011. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in this report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity and the charity's trustees as a body, for my work, for this report, or for the opinions I have formed.

### **Respective responsibilities of trustees and examiner**

The charity's trustees (who are also the directors of the company for the purposes of company law) are responsible for the preparation of financial statements. The trustees consider that an audit is not required for this year under Section 144(1) of the Charities Act 2011 (the '2011 Act') and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under company law and is eligible for independent examination, it is my responsibility to:

- examine the financial statements under Section 145 of the 2011 Act;
- to follow the procedures laid down in the General Directions given by the Charity Commission under section 145(5) of the 2011 Act; and
- to state where particular matters have come to my attention.

### **Basis of independent examiner's report**

My examination was carried out in accordance with the General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

**Independent examiner's statement**

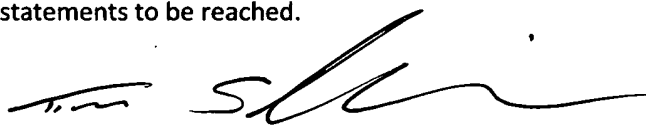
In connection with my examination, no matter has come to my attention:

1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
- to prepare financial statements which accord with the accounting records and comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities;

have not been met; or

2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.



**Timothy Sullivan FCA**

Field Sullivan Limited - Chartered Accountants  
70 Royal Hill, London SE10 8RF

31/3/12

**The Eyecare Trust**  
trading as Eye Health UK  
Statement of financial activities  
Income and expenditure account  
for the year ended  
30 September 2016

	Note	Restricted Funds £	Unrestricted Funds £	Total Funds 2016 £	Restricted Funds £	Unrestricted Funds £	Total Funds 2015 £
<b>Incoming resources</b>							
Incoming resources from generated funds:							
Voluntary income	2	-	9,375	9,375	225	8,110	8,335
Investment income		-	7	7		5	5
Incoming resources from charitable activities	3	88,517	97,883	186,400	45,350	30,388	75,738
<b>Total incoming resources</b>		<b>88,517</b>	<b>107,265</b>	<b>195,782</b>	<b>45,575</b>	<b>38,503</b>	<b>84,078</b>
<b>Resources expended</b>							
Charitable activities	4	87,179	95,513	182,692	71,315	39,201	110,516
Governance costs	5	-	2,253	2,253	-	1,896	1,896
<b>Total resources expended</b>		<b>87,179</b>	<b>97,766</b>	<b>184,945</b>	<b>71,315</b>	<b>41,097</b>	<b>112,412</b>
<b>Net incoming resources before transfers</b>		<b>1,338</b>	<b>9,499</b>	<b>10,837</b>	<b>(25,740)</b>	<b>(2,594)</b>	<b>(28,334)</b>
<b>Transfers between funds</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>2,905</b>	<b>(2,905)</b>	<b>-</b>
<b>Net expenditure for the year</b>		<b>1,338</b>	<b>9,499</b>	<b>10,837</b>	<b>(22,835)</b>	<b>(5,499)</b>	<b>(28,334)</b>
<b>Reconciliation of funds</b>							
Total funds brought forward		8,034	10,357	18,391	30,869	15,856	46,725
<b>Total funds carried forward</b>	11	<b>9,372</b>	<b>19,856</b>	<b>29,228</b>	<b>8,034</b>	<b>10,357</b>	<b>18,391</b>

**The Eyecare Trust**  
**trading as Eye Health UK**

Company no. 04117495

Balance sheet

as at

30 September 2016

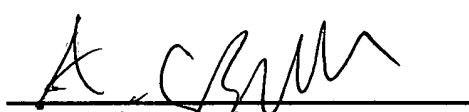
	Note	2016	2015
		£	£
<b>Current assets</b>			
Debtors	8	80,621	5,474
Cash at bank and in hand		<u>56,374</u>	<u>47,678</u>
<b>Total current assets</b>		<b>136,995</b>	<b>53,152</b>
<b>Creditors: amounts falling due within one year</b>	9	<u>(107,767)</u>	<u>(34,761)</u>
<b>Net current assets</b>		<b>29,228</b>	<b>18,391</b>
<b>Net assets</b>	11	<u><u>29,228</u></u>	<u><u>18,391</u></u>
<b>The funds of the charity:</b>			
Restricted funds		9,372	8,034
Unrestricted funds:			
General fund		<u>19,856</u>	<u>10,357</u>
Total unrestricted funds		19,856	10,357
<b>Total charity funds</b>	12	<u><u>29,228</u></u>	<u><u>18,391</u></u>

For the year ending 30 September 2016 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

**Trustees' Responsibilities:**

- The members have not required the company to obtain an audit of its financial statements for the year in question in accordance with section 476
- The trustees acknowledge their responsibility for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

These financial statements, which have been prepared in accordance with the special provisions relating to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008), were approved by the board on 29/3/17 and signed on its behalf by:

  
Anya Catherine Bithell, trustee

29/3/2017

**The Eyecare Trust**  
**trading as Eye Health UK**  
Notes to the accounts  
for the year ended  
30 September 2016

**1 Accounting policies**

The principal accounting policies are summarised below. The accounting policies have been applied consistently throughout the year and in the preceding year.

**(i) Basis of accounting**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard for Smaller Entities (FRSSE) published on 16 July 2014, the FRSSE (effective January 2015) and the Companies Act 2006. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note(s).

**(ii) Fund accounting**

Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity.

Designated funds are unrestricted funds earmarked by the trustees for particular purposes.

Restricted funds are subject to restrictions on their expenditure imposed by the donor or through the terms of an appeal.

**(iii) Incoming resources**

All incoming resources are included in the Statement of Financial Activities when the charity is entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies are applied to particular categories of income:

- Voluntary income is received by way of grants, donations and gifts and is included in full when receivable.
- Donated services and facilities are included at the value to the charity where this can be quantified. The value of services provided by volunteers has not been included in these accounts.
- Investment income is recognised on an accruals basis.
- Membership fees are recognised in full on invoice. No portion is deferred, as fees are non-refundable if membership is cancelled during the year.

**The Eyecare Trust**  
**trading as Eye Health UK**  
Notes to the accounts  
for the year ended  
30 September 2016

(iv) Resources expended

Expenditure is accounted for on an accrual basis as a liability is incurred. Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

- Costs of generating funds comprise the costs associated with attracting voluntary income.
- Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities and services for its beneficiaries. It includes both costs that can be allocated directly to such activities and those costs of an indirect nature necessary to support them.
- Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity and include the audit fees and costs linked to the strategic management of the charity.
- All costs are allocated between the expenditure categories of the SOFA on a basis designed to reflect the use of the resource. Costs relating to a particular activity are allocated directly, others are apportioned on an appropriate basis.

(v) Fixed assets

Tangible fixed assets are stated at cost less accumulated depreciation. The cost of minor additions or those costing below £1,000 are not capitalised. Depreciation is provided at rates calculated to write off the cost of each asset over its expected useful life. The charity currently owns no tangible fixed assets.

**2 Voluntary income**

	<b>Restricted Funds £</b>	<b>Unrestricted Funds £</b>	<b>Total Funds 2016 £</b>	<b>Total Funds 2015 £</b>
Patronage	-	5,000	5,000	5,000
Donations - National Eye Health Week	-	4,375	4,375	225
Donations - Others	-	-	-	3,110
<b>Total</b>	<b>-</b>	<b>9,375</b>	<b>9,375</b>	<b>8,335</b>

**The Eyecare Trust**  
**trading as Eye Health UK**  
Notes to the accounts  
for the year ended  
30 September 2016

**3 Incoming resources from charitable activities**

	<b>Restricted Funds £</b>	<b>Unrestricted Funds £</b>	<b>Total Funds 2016 £</b>	<b>Total Funds 2015 £</b>
Membership fees	-	26,274	26,274	30,064
Leaflet and other merchandise sales	-	228	228	324
National Eye Health Week Sponsorship	88,517	71,381	159,898	39,100
Eye Doctor campaign	-	-	-	6,250
<b>Total</b>	<b>88,517</b>	<b>97,883</b>	<b>186,400</b>	<b>75,738</b>

**4 Resources expended on charitable activities**

	<b>Restricted Funds £</b>	<b>Unrestricted Funds £</b>	<b>Total Funds 2016 £</b>	<b>Total Funds 2015 £</b>
Promoting ocular health:				
Campaign costs				
Westfield Health Drive	-	-	-	806
National Eye Health Week	87,158	43,134	130,292	70,509
Media Line	-	419	419	516
Other	21	-	21	89
PR fees	-	36,478	36,478	12,940
PR expenses	-	170	170	-
Website development and costs	-	2,367	2,367	3,459
Postage and stationery	-	1,310	1,310	738
Travel and subsistence	-	682	682	8,587
Office phone & Broadband	-	84	84	-
Wages and salaries (note 6)	-	3,949	3,949	-
Bookkeeping and professional fees	-	2,862	2,862	3,404
Bad debts	-	1,026	1,026	8,250
Insurance	-	1,057	1,057	934
Rent	-	1,015	1,015	-
Office computer expenses	-	746	746	-
Bank charges	-	78	78	284
Membership	-	77	77	-
Staff expenses	-	59	59	-
<b>Total</b>	<b>87,179</b>	<b>95,513</b>	<b>182,692</b>	<b>110,516</b>

**5 Governance costs**

Independent examination	-	2,040	2,040	1,683
Board meeting expenses	-	213	213	213
<b>Total</b>	<b>-</b>	<b>2,253</b>	<b>2,253</b>	<b>1,896</b>



**The Eyecare Trust**  
**trading as Eye Health UK**  
Notes to the accounts  
for the year ended  
30 September 2016

**6 Staff costs and numbers**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Staff costs were as follows:		
Salaries and wages	3,949	-
Social Security costs	-	-
Total	<u>3,949</u>	<u>-</u>

No employee received emoluments of more than £60,000 (2015: nil)

	<b>2016</b>	<b>2015</b>
	<b>No.</b>	<b>No.</b>
The average number of employees during the year, calculated on the basis of full time equivalents, was as follows:	<u>0.33</u>	<u>-</u>

**7 Trustee remuneration and expenses**

No trustees received any remuneration during the year. Travel expenses amounting to nil were reimbursed to trustees in the year (2015: travel expenses £142).

No trustee or other person related to the charity had any personal interest in any contract or transaction entered into by the charity during the year (2015: nil).

**8 Debtors**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Trade debtors	75,238	2,572
Other debtors	4,752	2,296
Prepayments	631	606
Total	<u>80,621</u>	<u>5,474</u>

**The Eyecare Trust**  
**trading as Eye Health UK**  
Notes to the accounts  
for the year ended  
30 September 2016

**9 Creditors: amounts falling due within one year**

	<b>2016</b>	<b>2015</b>
	<b>£</b>	<b>£</b>
Trade creditors	105,044	29,498
Other creditors	53	-
Accruals and deferred income	2,670	5,263
<b>Total</b>	<b><u>107,767</u></b>	<b><u>34,761</u></b>

**10 Related party transactions**

During the year Ken Plahay, father of trustee Kelly Plahay, received £4,522 for bookkeeping services.  
At the year end no amount was outstanding.

**11 Analysis of net assets between funds**

	<b>General</b>	<b>Restricted</b>	<b>Total</b>
	<b>£</b>	<b>£</b>	<b>£</b>
Current assets	100,499	36,496	136,995
Current liabilities	(80,643)	(27,124)	(107,767)
<b>Net assets at 30 September 2016</b>	<b><u>19,856</u></b>	<b><u>9,372</u></b>	<b><u>29,228</u></b>

**The Eyecare Trust**  
**trading as Eye Health UK**  
Notes to the accounts  
for the year ended  
30 September 2016

**12 Movements in funds**

	At 1 Oct 2015 £	Incoming resources £	Outgoing resources £	Transfers between funds £	At 30 Sept 2016 £
<b><i>Restricted funds:</i></b>					
Westfield Health Drive campaign	1,784	-	-	-	1,784
National Eye Health Week	-	88,517	(87,158)	-	1,359
Eye Doctor Campaign	6,250	-	(21)	-	6,229
<b>Total restricted funds</b>	<b>8,034</b>	<b>88,517</b>	<b>(87,179)</b>	<b>-</b>	<b>9,372</b>
<b><i>Unrestricted funds</i></b>					
General funds	10,357	107,265	(97,766)	-	19,856
<b>Total unrestricted funds</b>	<b>10,357</b>	<b>107,265</b>	<b>(97,766)</b>	<b>-</b>	<b>19,856</b>
<b>Total funds</b>	<b>18,391</b>	<b>195,782</b>	<b>(184,945)</b>	<b>-</b>	<b>29,228</b>

**Purposes of restricted funds:**

- Westfield Health Drive Campaign: received from Westfield Health as part of a joint public eye health campaign designed to highlight motorists' legal obligation to ensure their vision is roadworthy and to raise awareness of new driving eyesight standards.
- National Eye Health Week: funds to be used for the sole purpose of implementing the National Eye Health Week (NEHW) campaign. NEHW is a self funding initiative run by the charity on behalf of the whole optical sector. Its aim is to encourage more people to have regular sight tests and inspire them to make healthier lifestyle choices that benefit their eye health.
- Eye Doctor: received from the Central Optical Fund for a joint public eye health campaign promoting the importance of regular sight tests to groups at increased risk of sight loss. These include the over 60s, those affected by obesity, smokers and diabetics.