

THE EYECARE TRUST

trading as Eye Health UK
(Limited by Guarantee)

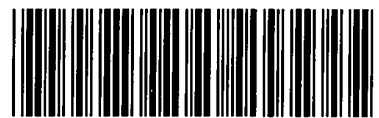
COMPANY NO.: 04117495

CHARITY NO.: 1086146

REPORT AND ACCOUNTS

**for the year ended
30 September 2017**

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COMPANIES HOUSE

**FIELD SULLIVAN LIMITED
CHARTERED ACCOUNTANTS**

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

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)
K Plahay (Interim chair and treasurer)
R N Gavzey (Interim secretary)
I J G Anderson
A C Bithell
C E Donnelly
S A Tinger
V J L Vine
K J Williams

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 2017

The trustees present their report and the financial statements for the year ended 30 September 2017. 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 charity 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 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.

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c. Policies adopted for the induction and training of trustees

New trustees are briefed on the charity'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 charity.

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)
RK Plahay (interim vice chair)
RN Gavzey (interim secretary)
IJG Anderson (ABDO)
AC Bithell (College of Optometrists)
CE Donnelly (ACLM)
SA Tinger (FODO)
VJL Vine (AOP)
KJ Williams (FMO)

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.

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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.

Specifically, it aims to encourage more people to have regular eye tests and inspire them to make healthier lifestyle choices that benefit their eye health.

It does 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

Eye Health UK 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.eyehealthuk.org provided a valuable first port of call for people seeking information about caring for their eyes – The UK Digital Health Report (2015), found that, on average, we are more likely to Google our symptoms before consulting our partner, family, friends, or, health care professionals.

A quarter of a million people visited the charity's website in 2017. Popular search terms included: 'swollen eye lid', 'contact lenses', 'night time driving glasses', 'sight tests', 'cataract', 'dry eyes' and 'coloured lens overlays'

Eye Health UK's public information line continued to provide a unique and direct response to individuals with concerns about their, or loved ones, eye health.

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Public Health Promotions in the Media

During the last year the charity has worked on a series of media campaigns tackling issues including, the link between smoking and sight loss; glaucoma; dry eye and lens care.

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

Practitioner Resources

The charity 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.
- 3) An eye care learning resource centre for pharmacists published in association with the Pharmaceutical Journal and Reckitt Benckiser <https://www.pharmaceutical-journal.com/pharmacy-learning-centre>

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 2017. These included Diabetes Awareness Week and National No Smoking Day.

National Eye Health Week (18 – 24 September 2017)

The charity also ran National Eye Health Week (NEHW) – an annual awareness event designed to raise eye health up the public's health agenda.

The Week has gone from strength to strength over recent years and in 2017 it reached more people than ever before with a mix of novel initiatives, including: supporter resource packs; an animated infomercial (in partnership with the NHS); the publication of Vista magazine; participation by pharmacists as part of their community pharmacy contract; a postmark on all stamped mail delivered in the UK between 21 –23 September and a collaboration with RNIB and Channel 4 that saw a TV first when an entire ad break was screened through the eyes of people suffering five common eye conditions.

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Other activities included: digital road signs on the M4 and A470 displaying eye health messages; championship football matches sharing information about looking after your eyes during their half-time address, including the match between Birmingham City FC and Preston and thousands of community events hosted in opticians, schools, businesses and high streets across the country.

The public were also invited to use an interactive eye health calculator on the week's website www.visionmatters.org.uk to assess their risk of suffering avoidable sight loss and receive personalized advice on steps they should be taking to maintain healthy vision.

The NEHW media campaign created 202 million opportunities to see positive eye health messages, whilst, the social conversation on eye health on Twitter and other social media channels reached 60 million. A billboard and digital poster campaign touched a further 5.4 million.

As a result of NEHW 2017, 3.8 million people said what they had seen, read or heard during the Week had inspired them to book an eye test for themselves or a loved one. 2.1 million people said they would now consider making changes to their lifestyle and one million said it had made them want to quit smoking.*

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 official partners of National Eye Health Week – ASDA Opticians; the Central Optical Fund; Fight for Sight; Optrex; Orcam and Vision Express (NEHW official partner).

**Populus Consumer Analysis Study Commissioned by National Eye Health Week, conducted September 2017.*

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 three 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.

At the end of this reporting period reserves fell slightly below this target however, the board is working towards attaining this target.

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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.

c. Risk review

The Trust is conducting a review of major risks to which the charity is exposed and are establishing systems to monitor and mitigate these risks.

PLANS FOR THE FUTURE

Main activities and achievements planned for 2017 /18 include:

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

Refresh the charity's digital and social media platforms

Review charity's funding model

Conduct risk review

Make provisions for introduction of General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679)

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for the year ended
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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 28/2/18 and signed on its behalf.


Rosie Gavzey, secretary

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

I report on the financial statements of the charitable company for the year ended 30 September 2017 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(2) 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)(b) 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:

a) 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 to comply with the accounting requirements of the 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

b) 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 8PF



6/3/18

Field Sullivan Limited Registered in England no. 8024052

The Eyecare Trust
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Statement of financial activities
Income and expenditure account
for the year ended
30 September 2017

	Note	Restricted Funds £	Unrestricted Funds £	Total Funds 2017 £	Restricted Funds £	Unrestricted Funds £	Total Funds 2016 £
Incoming resources							
Incoming resources from generated funds:							
Voluntary income	2	-	2,136	2,136	-	9,375	9,375
Investment income		-	5	5	-	7	7
Incoming resources from charitable activities							
	3	77,381	87,331	164,712	88,517	97,883	186,400
Total incoming resources		77,381	89,472	166,853	88,517	107,265	195,782
Resources expended							
Costs of generating funds:							
Charitable activities	4	74,705	98,989	173,694	87,179	97,766	184,945
Total resources expended		74,705	98,989	173,694	87,179	97,766	184,945
Net incoming resources before transfers		2,676	(9,517)	(6,841)	1,338	9,499	10,837
Transfers between funds							
		-	-	-	-	-	-
Net expenditure for the year		2,676	(9,517)	(6,841)	1,338	9,499	10,837
Reconciliation of funds							
Total funds brought forward		9,372	19,856	29,228	8,034	10,357	18,391
Total funds carried forward	10	12,048	10,339	22,387	9,372	19,856	29,228

The Eyecare Trust
trading as Eye Health UK

Company no. 04117495

Balance sheet

as at

30 September 2017

	Note	2017		2016	
		£	£	£	£
Current assets					
Debtors	7	60,264		80,621	
Cash at bank and in hand		<u>67,807</u>		<u>56,374</u>	
Total current assets		<u>128,071</u>		<u>136,995</u>	
Creditors: amounts falling due within one year	8	<u>(105,684)</u>		<u>(107,767)</u>	
Net current assets			22,387		29,228
Net assets	10		<u><u>22,387</u></u>		<u><u>29,228</u></u>
The funds of the charity:					
Restricted funds			12,048		9,372
Unrestricted funds:					
General fund		<u>10,339</u>		<u>19,856</u>	
Total unrestricted funds			10,339		19,856
Total charity funds	11		<u><u>22,387</u></u>		<u><u>29,228</u></u>

For the year ending 30 September 2017 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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 section 398 of Companies Act 2006 and section 138 of Charities Act 2011. These accounts are prepared in accordance with the special provisions of Part 15 of the Companies Act relating to small companies and constitute the annual accounts required by the Companies Act 2006 and are for circulation to members of the company.

Approved by the board on 28/2/18 and signed on its behalf by:



Rosie Gavzey, secretary

The Eyecare Trust
trading as Eye Health UK
Notes to the accounts
for the year ended
30 September 2017

1 Accounting policies

(i) General information

The charity is incorporated in England & Wales and is limited by guarantee.

The registered office is:

Neptune House
70 Royal Hill
Greenwich
London
SE10 8RF

The charity's place of business is:

Office 216
Edgar Buildings
George Street
Bath
BA1 2FJ

(ii) 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 applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP (FRS 102)), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006. The date of transition to FRS102 was 1 October 2015. The entity meets the definition of a public benefit entity as defined by FRS 102.

(iii) 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.

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(iv) 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.

(v) 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.

(vi) 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

	Restricted Funds £	Unrestricted Funds £	Total Funds 2017 £	Total Funds 2016 £
Patronage	-	-	-	5,000
Legacies	-	85	85	-
Donations - National Eye Health Week	-	1,250	1,250	4,375
Donations - Others	-	801	801	-
Total	-	2,136	2,136	9,375

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3 Incoming resources from charitable activities

	Restricted Funds £	Unrestricted Funds £	Total Funds 2017 £	Total Funds 2016 £
Membership fees	-	26,650	26,650	26,274
Leaflet and other merchandise sales	-	660	660	228
National Eye Health Week Sponsorship	77,381	32,521	109,902	159,898
Seed Fundraising	-	27,500	27,500	-
Total	77,381	87,331	164,712	186,400

4 Resources expended on charitable activities

	Restricted Funds £	Unrestricted Funds £	Total Funds 2017 £	Total Funds 2016 £
Promoting ocular health:				
National Eye Health Week	74,705	26,533	101,238	130,292
Media Line	-	223	223	419
Other	-	-	-	21
PR fees	-	49,756	49,756	36,478
PR expenses	-	-	-	170
Website development and costs	-	2,370	2,370	2,367
Postage and stationery	-	628	628	1,310
Travel and subsistence	-	719	719	682
Office phone and Broadband	-	60	60	84
Wages and salaries (note 6)	-	11,355	11,355	3,949
Bookkeeping and professional fees	-	1,025	1,025	2,862
Bad debts	-	-	-	1,026
Insurance	-	883	883	1,057
Rent	-	2,880	2,880	1,015
Office computer expenses	-	(34)	(34)	746
Bank charges	-	51	51	78
Membership	-	50	50	77
Staff expenses	-	-	-	59
Independent examination	-	2,100	2,100	2,040
Board meeting expenses	-	118	118	213
Sundries	-	272	272	-
Total	74,705	98,989	173,694	184,945

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5 Staff costs and numbers

	2017	2016
	£	£
Staff costs were as follows:		
Salaries and wages	11,318	3,949
Social Security costs	-	-
Pension costs	37	-
Total	<u>11,355</u>	<u>3,949</u>

No employee received emoluments of more than £60,000 (2016: nil)

	2017	2016
	No.	No.
The average number of employees during the year, calculated on the basis of full time equivalents, was as follows:	<u>0.54</u>	<u>0.33</u>

6 Trustee remuneration and expenses

No trustees received any remuneration during the year. Travel expenses amounting to £nil were reimbursed to trustees in the year (2016: 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 (2016: nil).

7 Debtors

	2017	2016
	£	£
Trade debtors	54,571	75,238
Other debtors	4,945	4,752
Prepayments	748	631
Total	<u>60,264</u>	<u>80,621</u>

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8 Creditors: amounts falling due within one year

	2017	2016
	£	£
Trade creditors	96,287	105,044
Taxation and social security	37	53
Accruals and deferred income	9,360	2,670
Total	<u>105,684</u>	<u>107,767</u>

9 Related party transactions

In 2016 Ken Plahay, father of trustee Kelly Plahay, received £4,522 for bookkeeping services.

10 Analysis of net assets between funds

	General Funds £	Restricted Funds £	Total Funds £
Current assets	117,732	10,339	128,071
Current liabilities	(105,684)	-	(105,684)
Net assets at 30 September 2017	<u>12,048</u>	<u>10,339</u>	<u>22,387</u>

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11 Movements in funds

	At 1 Oct 2016 £	Incoming resources £	Outgoing resources £	Transfers between funds £	At 30 Sept 2017 £
<i>Restricted funds:</i>					
Westfield Health Drive campaign	1,784	-	-	-	1,784
National Eye Health Week	1,359	77,381	(74,705)	-	4,035
Eye Doctor Campaign	6,229	-	-	-	6,229
Total restricted funds	9,372	77,381	(74,705)	-	12,048
<i>Unrestricted funds</i>					
General funds	19,856	89,472	(98,989)	-	10,339
Total unrestricted funds	19,856	89,472	(98,989)	-	10,339
Total funds	29,228	166,853	(173,694)	-	22,387

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.
- 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.