

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 2018

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 vice chair)
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 (resigned, 13 August 2018)

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 2018

The trustees present their report and the financial statements for the year ended 30 September 2018. 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.

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.

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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 (on behalf of ACLM)
SA Tinger (FODO)
VJL Vine (AOP)
KJ Williams (FMO) Resigned August 2018

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.

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.

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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 or essential advice on 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.

24/7 eye care

The charity continued its multi-channel approach to public health promotion ensuring a diverse range of eye care advice and information was available whenever and wherever people needed it.

Digital is an area of huge growth with the Office of National Statistics (ONS) reporting the number of people who regularly use the internet for health-related information has tripled to 54% of UK Adults over the last decade⁽¹⁾

Around 200,000 people benefited from accessing our online advice and information in 2018.

Popular search terms used on the charity's eyehealthuk.org and visionmatters.org.uk websites included 'red eyes', 'sore eyes', 'dry eyes', 'swollen eyes', 'contact lenses', 'driving and glasses' and 'eye tests'.

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

Our Facebook and Twitter feeds also helped keep the profession and the public up-to-date with the latest eye care news.

Public Health Promotions in the Media

During the last year the charity's media relations activity has tackled issues including, the link between smoking and sight loss; the importance of protecting your eyes from damaging UV; dry eye; how excessive drinking can affect your eyesight and advice on choosing eye wear to suit your lifestyle.

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.

Coverage included *Sky News*, the *Daily Express*, *Saga* magazine and the *Belfast Telegraph*.

(1) Office for National Statistics – Internet Access Households and Individuals Aug 2018

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Practitioner Resources

The charity also provides 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.

In 2018 the charity updated and created digital versions of its printed patient information leaflets. These are available to download from the charity's website and specsnetwork.co.uk

Eye Health within a wider Public Health Context

To highlight the link between eye health and wider public health issues the charity supported a number of other relevant and high-profile public health campaigns during 2018. These included Diabetes Awareness Week and National No Smoking Day.

National Eye Health Week (24 – 30 September 2018)

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

During NEHW 2018 thousands of organisations came together to help prevent avoidable sight loss by ENGAGING, MOTIVATING and SUPPORTING people to make positive changes to their behaviour (having regular eye tests) and their lifestyle (doing things such as quit smoking or eating more healthily).

Following the campaign more than 1 in 4 UK adults (27%) said they remembered seeing, hearing or reading something about eye health during the Week and of these three quarters (76%) said it had encouraged them to take better care of their eyes.(2)

Sixty-three per cent of opticians responding to our supporter survey reported an increase in eye test booking in and around the Week.(3)

This is the story of NEHW 2018...

In 2018 NEHW really began to gain traction as it used a range of initiatives to produce positive changes in health-related attitudes and behaviours across large populations of the UK.

Initiatives included the production and distribution of FREE resources to more than 2,600 individual supporters, encompassing Opticians, CCGs, local authorities, schools, hospitals, health centres, pharmacies, charities and workplaces.

(2) Populus consumer survey conducted 3.10.18 – 4.10.18

(3) Online NEHW supporter questionnaire

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The resources were designed to positively reinforce key public health messages and inspire people to take better care of their eyes and vision. Resource packs included leaflets, flyers, posters, kids' activity sheets, bunting, recipe cards and Vista – a 56-page consumer lifestyle magazine, packed with advice and information on keeping your eyes and vision healthy.

Vista has a readership of 400,000 across print and digital.

Eight-page supplements were published in *The Sunday Times* and *The Guardian* newspapers to educate readers about the importance of regular eye tests and good eye health.

A media campaign supported the launch of a map highlighting 'blind spots' of the UK where poor lifestyle habits and inadequate health screening are putting residents at increased risk of sight loss. Areas identified as being at increased risk included Newham, Bristol, Liverpool, Luton and Manchester. The map was commissioned by the charity and created by Experian using GOS and NHS Open Source Data.

An animated 'infomercial' produced in partnership with the NHS highlighted why good eye health and regular eye tests are vital for everyone and provided advice on simple steps we can all take to keep our eyes healthy.

The animation was distributed across the charity's digital and social media platforms (retweeted 145 times from @myvisionmatters).

It was also available as a download for supporters to use on websites, in waiting rooms or social media channels.

A digital counter recorded each new case of macular degeneration diagnosed during the Week – that's one every seven minutes or more than 200 a day!

The counter formed part of our partnership activity with the Macular Society and linked to a digital hub with advice and information about macular disease.

A number of celebrities got involved with NEHW – Hairy biker, Dave Myers shared his experience of being diagnosed with glaucoma whilst Countdown's Rachel Riley tweeted and instagrated a trip to her local optician and Strictly's Dr Ranj talked kids eye care on visionmatters.org.uk.

Scottish parliament held a NEHW debate calling for the Government to support and promote a refreshed national eye check campaign.

During the Week the social conversation on eye health had a reach of more than 62 million with #EyeWeek trending throughout the first day of the campaign.

Social media graphics and tweet sheets produced by the charity and made available from the vision matters website helped the social conversation to speak with a collective voice.

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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 personalised advice on steps they should be taking to maintain healthy vision.

Our media campaign generated over 1,000 pieces of coverage and 200 million + 'opportunities to see' important information about eye health. Coverage included *BBC News*, *BBC Radio 2's Steve Wright in the Afternoon Show* and *The Daily Mirror*.

Some of the other great things taking place during the Week included, Championship football matches sharing information about looking after your eyes during their half-time address and digital road signs on the M4 and A470 displaying eye health messages.

Messages promoted via these core activities were amplified by thousands of NEHW supporter events and co-branded official partner promotions which included a cover wrap on *The Sun* newspaper; door drop to 1.4 million homes; TV advertising, digital ad campaign; the Vision Van visiting areas of the UK identified as being at risk of poor eye health and promotions in c.1,000 SPECS network optician practices.

Third Party Partnerships

The charity continued to build upon the foundations it has established over recent 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 official partners of National Eye Health Week; Central Optical Fund, Macular Society, Optrex, SPECS network; Specsavers and Vision Express.

Eyecare for All

In April 2018 the charity joined policymakers, NGOs, academics and businesspeople in a round-table discussion ahead of a Commonwealth Heads of Government Meeting where Government leaders agreed to make sure everyone in the Commonwealth has access to quality eye care.

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 £18,000 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.

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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 trustees recognise their responsibility to manage the risks facing the charity and have implemented a risk management system which includes the maintenance of a new risk register.

Risk levels will be monitored regularly as part of a wider risk strategy.

The trustees currently consider the maintenance of a sustainable unrestricted / non-commercial income stream to be the biggest risk facing the charity.

d. Fundraising

Eye Health UK is registered with the Fundraising Regulator, an independent body who set and maintain the standards for charitable fundraising. Public fundraising forms a very small part of the charity's income and is mostly made up of funds raised by NEHW supporters at charity bake sales.

The number of complaints received by the charity about its fundraising activity is nil.

PLANS FOR THE FUTURE

Main activities and achievements planned for 2018 /19 include:

- Extend the reach and impact of the National Eye Health Week campaign .
- Align with the new NHS 10-year strategy to create a programme of topical and seasonal promotions focusing on messages that support prevention, personal responsibility & the promotion of good (eye) health to the mass population and specific groups identified as being at increased risk of sight loss.
- Create a new digital strategy that delivers an unparalleled resource for people using the internet for eye health related advice.
- Curate content on lifestyle influences on eye health.
- Retain existing, and introduce new, funding streams.

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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).

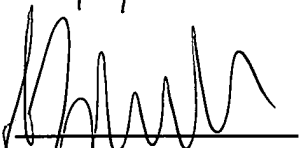
Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure of the charitable company for that 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 ...13/2/2019..... and signed on its behalf.


Catherine Bithell, trustee

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

I report to the trustees (who are also Directors for the purpose of company law) on my examination of the financial statements of The Eyecare Trust ('the charitable company') for the year ended 30 September 2018 which comprise the Statement of Financial Activities, the Balance Sheet and related notes.

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.

Responsibilities and basis of report

As the trustees of charitable company you are responsible for the preparation of the financial statements in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the financial statements of the charitable company are not required to be audited under Part 16 of the Act and are eligible for independent examination, I report in respect of my examination of the charitable company's financial statements carried out under section 145 of the Charities Act 2011 ('the 2011 Act') and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

An independent examination does not involve gathering all the evidence that would be required in an audit and consequently does not cover all the matters that an auditor considers in giving their opinion on the financial statements. The planning and conduct of an audit goes beyond the limited assurance that an independent examination can provide. Consequently I express no opinion as to whether the financial statements present a 'true and fair' view and my report is limited to those specific matters set out in the independent examiner's statement.

Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- accounting records were not kept in respect of the charitable company as required by section 386 of the 2006 Act; or
- the financial statements do not accord with those records; or
- the financial statements do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the financial statements give a 'true and fair view which is not a matter considered as part of an independent examination; or
- the financial statements have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report 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

Date: 5/3/19.....

The Eyecare Trust
trading as Eye Health UK
Statement of financial activities
Income and expenditure account
for the year ended
30 September 2018

	Note	Restricted Funds £	Unrestricted Funds £	Total Funds 2018 £	Restricted Funds £	Unrestricted Funds £	Total Funds 2017 £
Incoming resources							
Incoming resources from generated funds:							
Voluntary income	2	-	1,143	1,143	-	2,136	2,136
Investment income		-	22	22	-	5	5
Incoming resources from charitable activities	3	78,172	116,601	194,773	77,381	87,331	164,712
Total incoming resources		<u>78,172</u>	<u>117,766</u>	<u>195,938</u>	<u>77,381</u>	<u>89,472</u>	<u>166,853</u>
Resources expended							
Costs of generating funds							
Charitable activities	4	86,306	128,917	215,223	74,705	98,989	173,694
Total resources expended		<u>86,306</u>	<u>128,917</u>	<u>215,223</u>	<u>74,705</u>	<u>98,989</u>	<u>173,694</u>
Net incoming resources before transfers		(8,134)	(11,151)	(19,285)	2,676	(9,517)	(6,841)
Transfers between funds		-	-	-	-	-	-
Net expenditure for the year		<u>(8,134)</u>	<u>(11,151)</u>	<u>(19,285)</u>	<u>2,676</u>	<u>(9,517)</u>	<u>(6,841)</u>
Reconciliation of funds							
Total funds brought forward		12,048	10,339	22,387	9,372	19,856	29,228
Total funds carried forward	10	<u>3,914</u>	<u>(812)</u>	<u>3,102</u>	<u>12,048</u>	<u>10,339</u>	<u>22,387</u>

The Eyecare Trust
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Company no. 04117495

Balance sheet

as at

30 September 2018

	Note	2018	2017
		£	£
Current assets			
Debtors	7	26,301	60,264
Cash at bank and in hand		<u>58,783</u>	<u>67,807</u>
Total current assets		85,084	128,071
Creditors: amounts falling due within one year	8	<u>(81,982)</u>	<u>(105,684)</u>
Net current assets		3,102	22,387
Net assets	10	<u><u>3,102</u></u>	<u><u>22,387</u></u>
The funds of the charity:			
Restricted funds		3,914	12,048
Unrestricted funds:			
General fund		<u>(812)</u>	<u>10,339</u>
Total unrestricted funds		(812)	10,339
Total charity funds	11	<u><u>3,102</u></u>	<u><u>22,387</u></u>

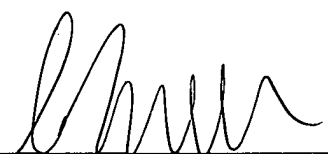
For the year ending 30 September 2018 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

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 13/2/2019 and signed on its behalf by:


Catherine Bithell, trustee

The Eyecare Trust
trading as Eye Health UK
Notes to the accounts
for the year ended
30 September 2018

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 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) Cash and cash equivalents

Cash and cash equivalents comprise cash on hand and call deposits, and other short-term highly liquid investments that are readily convertible to a known amount of cash and are subject to an insignificant risk of change in value.

(vii) Trade debtors

Trade debtors are amounts due from customers for merchandise sold or services performed in the ordinary course of business.

Trade debtors are recognised initially at the transaction price. They are subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for the impairment of trade debtors is established when there is objective evidence that the charity will not be able to collect all amounts due according to the original terms of the receivables.

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(viii) Trade creditors

Trade creditors are obligations pay for goods or services that have been acquired in the ordinary course of business from suppliers. Accounts payable are classified as current liabilities if the charity does not have an unconditional right, at the end of the reporting period, to defer settlement of the creditor for at least twelve months after the reporting date. If there is an unconditional right to defer settlement for at least twelve months after the reporting date, they are presented as non-current liabilities.

Trade creditors are recognised initially at the transaction price and subsequently measured at amortised cost using the effective interest method.

2 Voluntary income

	Restricted Funds £	Unrestricted Funds £	Total Funds 2018 £	Total Funds 2017 £
Patronage	-	-	-	-
Legacies	-	30	30	85
Donations - National Eye Health Week	-	1,000	1,000	1,250
Donations - Others	-	113	113	801
Total	-	1,143	1,143	2,136

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3 Incoming resources from charitable activities

	Restricted Funds £	Unrestricted Funds £	Total Funds 2018 £	Total Funds 2017 £
Membership fees	-	26,165	26,165	26,650
Leaflet and other merchandise sales	-	568	568	660
National Eye Health Week Sponsorship	78,172	72,368	150,540	109,902
Seed Fundraising	-	17,500	17,500	27,500
Total	78,172	116,601	194,773	164,712

4 Resources expended on charitable activities

	Restricted Funds £	Unrestricted Funds £	Total Funds 2018 £	Total Funds 2017 £
Promoting ocular health:				
National Eye Health Week	84,193	38,403	122,596	101,238
Media Line	-	63	63	223
Other	-	-	-	-
PR fees	2,113	48,386	50,499	49,756
PR expenses	-	1,752	1,752	-
Website development and costs	-	4,173	4,173	2,370
Postage and stationery	-	214	214	628
Travel and subsistence	-	539	539	719
Office phone and Broadband	-	60	60	60
Wages and salaries (note 6)	-	11,826	11,826	11,355
Bookkeeping and professional fees	-	1,704	1,704	1,025
Bad debts	-	-	-	-
Insurance	-	603	603	883
Rent	-	2,880	2,880	2,880
Office computer expenses	-	65	65	(34)
Bank charges	-	69	69	51
Membership	-	-	-	50
VAT inspection adjustment	-	15,622	15,622	-
Independent examination	-	2,165	2,165	2,100
Board meeting expenses	-	-	-	118
Sundries	-	393	393	272
Total	86,306	128,917	215,223	173,694

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5 Staff costs and numbers

	2018	2017
	£	£
Staff costs were as follows:		
Salaries and wages	11,739	11,318
Social Security costs	-	-
Pension costs	87	37
Total	<u>11,826</u>	<u>11,355</u>

No employee received emoluments of more than £60,000 (2017: nil)

	2018	2017
	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>0.54</u>

6 Trustee remuneration and expenses

No trustees received any remuneration during the year.

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 (2017: nil).

7 Debtors

	2018	2017
	£	£
Trade debtors	24,600	54,571
Other debtors	-	4,945
Prepayments	1,701	748
Total	<u>26,301</u>	<u>60,264</u>

The Eyecare Trust
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8 Creditors: amounts falling due within one year

	2018	2017
	£	£
Trade creditors	66,692	96,287
Taxation and social security	3,138	37
Accruals and deferred income	12,152	9,360
Total	<u>81,982</u>	<u>105,684</u>

9 Related party transactions

Controlling entity

The charity is controlled by the trustees.

10 Analysis of net assets between funds

	General Funds £	Restricted Funds £	Total Funds £
Current assets	81,170	3,914	85,084
Current liabilities	(81,982)	-	(81,982)
Net assets at 30 September 2018	<u>(812)</u>	<u>3,914</u>	<u>3,102</u>

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11 Movements in funds

	At 1 Oct 2017 £	Incoming resources £	Outgoing resources £	Transfers between funds £	At 30 Sept 2018 £
<i>Restricted funds:</i>					
Westfield Health Drive campaign	1,784	-	-	-	1,784
National Eye Health Week	4,035	78,172	(84,193)	-	(1,986)
Eye Doctor Campaign	6,229	-	(2,113)	-	4,116
Total restricted funds	12,048	78,172	(86,306)	-	3,914
<i>Unrestricted funds</i>					
General funds	10,339	117,766	(128,917)	-	(812)
Total unrestricted funds	10,339	117,766	(128,917)	-	(812)
Total funds	22,387	195,938	(215,223)	-	3,102

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.