



Rothesay
Foundation

We care

Rothesay Foundation
Trustees' Report 2023

Our purpose

Helping to secure
and improve the
quality of life for
older people.





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We will continue to trial
and scale innovative new ways
of working with our charity partners.

James Dickson
Chairman, Rothesay Foundation



Chairman's report

I am happy to say that the Rothesay Foundation continued to make very positive progress throughout 2023, building on the strong momentum of previous years to expand the breadth and depth of support it is able to provide for pensioners living in deprivation across the country.

Following last year's successful 'Summer Cheer' campaign where the Rothesay Foundation gave £2m worth of Iceland Foods vouchers to pensioners living in need, the Foundation has now largely completed a pilot with Age UK under which pensioners were provided with a free, confidential benefits check to ensure that they are claiming all of the benefits to which they are entitled.

Feedback from the pilot to date has indicated that a total of more than 2,400 older people have been supported, both in person and through a dedicated telephone advice line, including over 450 who were identified through the Summer Cheer campaign. On average, an Age UK benefits check identifies for the recipient an extra £5,200 benefits per annum, and I am delighted to be able to say that since inception, this pilot with Age UK has therefore identified approximately £12.5m of annual benefits for pensioners in need.

We were very pleased with the results of this initial pilot and are looking at ways to expand the partnership with Age UK to provide these free benefit checks to as many eligible pensioners as possible. We believe such a campaign can have a major long term impact, potentially unlocking hundreds of millions of pounds for older people in need, and delivering additional support not just for one year, but for many.

We were also pleased to partner with Clarion Futures, the charitable foundation of Clarion Housing Group, our commitment to fund them will double the reach of its vitally important Warm Spaces programme. The cost of living crisis continues to leave many older people struggling to afford their energy bills and by supporting the distribution of warm packs and helping Clarion Futures to increase the number of warm spaces it can provide, we hope to help as many older people as possible to stay warm over the winter while also providing safe and welcoming spaces where they can connect with their local community. The Foundation's funding will also enable warm packs to be distributed to those visiting the warm spaces, which will include items such as an electric blanket, slow cooker, draught excluder, room thermometer and heating timer, as well as warm clothes like hats, gloves and socks.

In this way, the packs will help to ensure that the support provided reaches beyond just the warm spaces themselves, helping people to stay warm at home too.

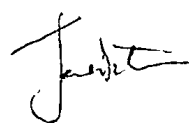
The Foundation was also pleased to provide funding to the East End Community Foundation (EECF); further details of this commitment can be found in the Charity Partners section.

As we look forward, we plan to continue to focus on providing older people in need with cost of living support at scale and to work with our partners to ensure as many pensioners as possible receive the state benefits they are eligible for. This includes continuing to directly follow up with 'Summer Cheer' participants, where they are happy to be contacted, and to fund the support infrastructure and awareness campaigns that are necessary to help the vulnerable elderly navigate an often complex welfare system.

We will also continue to look at ways to trial and scale innovative new ways of working with our charity partners to ensure our funding is deployed as effectively as possible, providing meaningful support for as many as possible. We are conscious that a huge amount of important work in this space is being conducted on a local level and where we can, we will look to partner with local organisations to help them achieve greater scale, in addition to our national partnerships. As a consequence we are in the process of recruiting dedicated resource to the Foundation to help us achieve this ambition.

We remain optimistic about the Foundation's ability to make a material and meaningful difference to thousands of older people's lives. I would like to take this opportunity to give my thanks to my fellow trustees, to Rothesay for its ongoing and long-term financial support, and to my colleagues at the Foundation for their hard work in ensuring its continued growth and progress.

With best wishes,



James Dickson
Chairman
Rothesay Foundation
5 June 2024

Mission

The Rothesay Foundation was established in 2019 by Rothesay, the UK's largest specialist pensions insurer. The Foundation was approved as a charity in 2020.

The Foundation's mission is to help secure and improve the quality of life for older people in need in the UK, enabling them to live their lives in a happy, safe and fulfilling way.



The work of the Rothesay Foundation is rooted in a similar purpose. The Foundation's mission is to help secure and improve the quality of life for older people in need in the UK, enabling them to live their lives in a happy, safe and fulfilling way. To achieve this, the Foundation focuses on tackling material deprivation in the pension-age population in the UK, defined across four key areas:

- **Housing** – ensuring older people have a warm, comfortable home with working facilities.
- **Social** – helping older people to be able to have social interactions, such as travelling to see friends or family.
- **Finance** – supporting older people to pay their bills or unexpected costs, such as replacing essentials.
- **Basic** – providing essential services such as three healthy meals a day, access to a telephone or suitable clothing.

The Foundation partners with charities and other organisations to make this possible. It takes an 'active funding' approach to its partnerships, providing financial donations along with:

- **Expertise** – our understanding of scaling organisations and programme delivery.
- **Data & technology** – to help our partners have the most up-to-date technology so that they can effectively manage their data and reach more people in need, more efficiently and with a wider range of services.
- **Awareness & research** – so that the issue of pension-age poverty in the UK is better understood.
- **Measurement** – to ensure the Foundation's funding is having the highest amount of positive impact possible.



The Challenge

The cost of living crisis among UK pensioners.

The high levels of inflation over recent years and subsequent cost of living crisis continue to push large numbers of pensioners living in the UK into poverty as their energy, food and other essential bills surge.

Age UK's research¹ has found that almost a third of over 60s, equivalent to 4.2 million older people, have recently cut back on food or groceries due to the cost of living crisis. The median pensioner household is spending around £50 per week on food today compared to £38 in 2021, the equivalent of £640 more per year.

The fact that a third of older people living in the UK who are eligible for Pension Credit are still not receiving it is particularly concerning given this growing crisis. Age UK calculates that, in total, each year up to £3.5bn of benefits go unclaimed by older people.

The Department of Work and Pensions states that claiming Pension Credit alone can be worth over £3,300 a year² for pensioners who are eligible to receive this extra financial support. It calculates that £1.7bn of Pension Credit remains unclaimed each year by eligible pensioners, a huge amount of potential available support.

Crucially, receiving Pension Credit helps to not only give older people extra cash, but once claimed it can also unlock other financial help towards the cost of living such as a free TV licence, free NHS dental treatment and help towards energy costs through the Warm Home Discount.

Working with eligible pensioners who are not currently receiving Pension Credit to get access to this support, and to the wider benefits it can unlock, has the potential to materially help a huge number of vulnerable older people over multiple years in a way in which a single charity, or Foundation, could never achieve alone. The Rothesay Foundation is therefore continuing to focus its efforts into trying to reach as many pensioners as possible who are likely to be eligible for Pension Credit and other State benefits, but who are not currently receiving them, providing them with information on how it could help and practical support on how to apply.

1. <https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/age-uk-parliamentary-briefing---cost-of-living-october-2023.pdf>
2. <https://www.gov.uk/government/news/eligible-pensioners-urged-to-claim-pension-credit-to-help-with-cost-of-living>.

Martin Lewis, founder and chair of MoneySavingExpert.com

“ Amidst the cost of living crisis, it's a national tragedy that getting on for a million pensioners are missing out on a major income boost. My simple rule of thumb is if you (or someone you know) are aged 66 or older, and have total income of under roughly £200 a week, get online or call the Pension Credit claim line to see if you're due a payment that can be as much as £3,300 a year. I'm not saying everyone will get it, but many will, and it only takes a few minutes to find out. So don't stall, just call.

And not only is this serious money, it's also often a gateway entitlement that means you're due a range of other support, such as council tax reductions, the £650 extra energy funding help, warm home discount, housing benefit, dental and optical treatments and, for the over-75s, a free TV licence. So again, don't stall, just call! ”

Age UK benefits check service

Case study

As part of its commitment to helping older people in need, in 2023 the Rothesay Foundation has been funding a free and confidential benefits check service for Summer Cheer participants, provided by our charity partner Age UK.

This vital service helps Summer Cheer participants and other pensioners in need find out and receive the additional state benefits they could be entitled to. On average, an Age UK benefits check identifies an extra £5,000 that each person could be entitled to every year.

Mailings started in early June targeting Summer Cheer campaign voucher recipients in Liverpool who had provided their consent to be contacted and who would be eligible for phone advice early. Subsequent to this we have written to more than 10,500 other recipients in the UK so far, focussing on the areas across the country which the Foundation has identified as having high levels of older people living in poverty.

2,400

benefits checks
delivered to support
older people

121

face-to-face
sessions

£12m

of benefits identified

Adele completed a benefit check for a Rothesay hotline caller who lives in Liverpool and received the reminder letter. She was already receiving some benefits so didn't originally think the benefit check would apply to her, but her daughter convinced her to just give us a call as she had nothing to lose. Whilst the caller is getting all the benefits she's entitled to currently, if she applies for the care component of Disability Living Allowance then she'll be entitled to much more including Pension Credit Guarantee Credit and all the facets that come with it.

The caller was worried about reporting her increased care needs as she didn't want to be moved to Attendance Allowance and lose her mobility element, but Adele was able to reassure her that this wouldn't be the case and talked through a couple of the questions asked and the useful resources to help with the change in circumstances claim.

At the end of the call she said

“ Thank you so much, I can't thank you enough for your knowledge and kindness. I feel like a millionaire now! ”

Achievements and performance

Case study



Former builder Ronald, 66, from Merseyside, was used to an active life working on construction sites until a cardiac arrest at work changed his life.

Ronald was rushed to hospital by ambulance in 1999 aged just 42, and died once, medical staff having to revive him. He needed quadruple bypass surgery and was forced to scale back physical work to look after his heart.

Despite years of healthy living, Ronald found his heart under strain when the cost of living crisis hit. Spiralling bills are proving a terrible burden for older people and like thousands who are facing these challenges alone, Ronald found it difficult to cope. "I was at panic stations," he says. "It was absolutely terrible. If I hadn't got help, it would have brought on a heart attack again because of the panic."

He relies on a rental mobility scooter to get about after injuring his spine. But rising bills meant his state pension wasn't stretching far enough, and he feared losing his independence – and his home.

Ronald said:

"I was thinking I'm going to lose the house and the scooter will have to go back,"

He says, admitting the emotional toll it took on him was severe: "I worried I'd be living on the streets."

Ronald called Age UK's Advice Line after receiving a letter about Age UK's Benefits Advice service from the Rothsay Foundation. He undertook a Benefits Entitlement Check to see what extra money he could be eligible for.

"The woman I spoke to was brilliant – she was so cheerful, and helpful," says Ronald. "I was amazed at what I was eligible for. She talked me through what to do, and who to get in touch with. When I got through to the pension credit, they said they would speak to the council about my rent and council tax. And from there it's all fallen into place."

Age UK's benefit check identified that Ronald was entitled to pension credit guarantee credit, full council tax support and full housing benefit. With pension credit he can also claim cost of living payments and get help with heating and health costs. He received his first pension credit payment on 7 September 2023.

The news came as a surprise – one that has changed Ronald's life. He started work at the age of 14, and has never claimed a benefit. "To tell you the truth, I just didn't know I could apply" he says. "I thought I was just entitled to a pension and not to any of the other things. A lot of people are missing out."

Age UK provides a lifeline for people like Ronald when they are struggling in silence. And the father-of-two could not be more grateful.

"It's changed my life getting in touch with them, I wouldn't have known what I could get otherwise. I would still be worrying. Now I recommend to everyone who is worrying to get in touch with Age UK."

"They are really helpful!" he says.

Achievements and performance **continued**

Case study



The Rothesay Foundation has partnered with Clarion Futures, the charitable foundation of Clarion Housing Group, to expand its Warm Spaces programme.

Clarion Futures works with community organisations across the country to offer warm spaces for older residents experiencing hardship and social isolation. This includes a number of warm spaces within Clarion's LiveSmart schemes which provide supported housing for people aged 55 and over, as well as within Clarion's network of community centres.

The Rothesay Foundation has committed to donate over £315,000 to the Warm Spaces programme as part of its mission to help secure and improve the quality of life for older people in need in the UK.

Thanks to the new partnership and additional funding that will be provided by the Rothesay Foundation, Clarion Futures will be able to double the number of warm spaces supported through the second year of the programme taking the total to 50 across England.

The funding will also enable warm packs to be distributed to those visiting the warm spaces. Worth more than £100 each, the warm packs include items such as an electric blanket, slow cooker, draught excluder, room thermometer and heating timer, as well as warm clothes like hats, gloves and socks. The packs will help to ensure that the support provided reaches beyond just the warm spaces themselves, helping people to stay warm at home too which is becoming a widespread challenge due to the cost of living crisis.

The Rothesay Foundation's partnership will help Clarion Futures build on the success of the Warm Spaces programme which was originally launched in 2022. More than 5,500 people visited these warm spaces nationwide in the programme's first year, with partners signposting to sources of advice and support on issues such as housing, health, education, money management, digital skills and access to foodbanks.

The Foundation is pleased to partner with Clarion Futures to fund the expansion of its vitally important Warm Spaces programme. The cost of living crisis continues to leave many older people struggling to afford their energy bills and by supporting warm packs and helping Clarion Futures to double the number of warm spaces it can provide, we hope to help as many older people as possible to stay warm over the winter while also providing safe and welcoming spaces where they can connect with their local community.

Phil Miles, Director of Clarion Futures, said:

“ Working with our fantastic network of partners in Clarion communities nationwide, we're proud of the difference we've been able to make through our warm spaces programme. Thanks to the support of the Rothesay Foundation, this year we'll be able to support more people in need, opening the doors to double the number of Warm Spaces to provide opportunities to tackle loneliness and isolation, take part in activities and keep warm. The icing on the cake is the warm packs we'll be able to provide, making sure that our support stretches beyond the doors of our community centres and into people's homes. ”

Charity partners



Partners



Age UK is a national charity that works with a network of partners, including Age Scotland, Age Cymru, Age NI and local Age UKs across England, to help everyone make the most of later life, whatever their circumstances.

In the UK, the Charity helps more than seven million older people each year by providing advice and support. It also researches and campaigns on the issues that matter most to older people. Its work focuses on ensuring that older people: have enough money; enjoy life and feel well; receive high quality health and care; are comfortable, safe and secure at home; and feel valued and able to participate.

Age UK's subsidiary charity, Age International, supports older people globally in over 30 developing countries by funding programmes such as vital emergency relief and healthcare and campaigning to raise awareness and change policies.

Age UK is a charitable company limited by guarantee and registered in England (registered charity number 1128267 and registered company number 6825798). Charitable services are provided through Age UK and commercial products are offered by the Charity's Community Interest Company (CiC) (registered company number 1102972) which donates its net profits to Age UK (the Charity).



Clarion Housing Group is the UK's largest provider of affordable housing. We are committed to playing our part in tackling the housing crisis, both as a social landlord and developer of new housing.

More than 350,000 people call a Clarion home their home. Our mission is to provide and maintain good quality housing for our residents and to build communities through high quality design and placemaking. We are a social business, reinvesting our profits into building new homes and providing support and opportunities to our residents through Clarion Futures, our charitable foundation.



East End Community Foundation (EECF) is a grant-maker and philanthropy advisor dedicated to improving lives in Hackney, Newham, Tower Hamlets and the City of London.

Rothesay Foundation has made an initial grant of £50,000 (as part of a planned £150,000 commitment to support the programme over three years) to support EECF's Life Chances campaign which seeks to address the high levels of financial insecurity amongst older people in the East End of London. To tackle this critical issue, EECF launched a pilot programme in Tower Hamlets – where 44% of over-65s live in income deprived households compared to a national average of 14% – to increase uptake of pension credits and related benefits. Following completion of this initial 12-month programme, EECF wishes to increase reach within Tower Hamlets and expand delivery across Hackney and Newham, two other East End boroughs with high levels of pensioner poverty. Rothesay Foundation will receive reporting and metrics in 2024 to assess the outcome of the pilot.

Summary

Financial review

The Foundation is funded from donations from the Rothesay Limited Group. Total income for the year consisted of donations and donated services of £169,000 (2022: £2,051,000). Expenditure on charitable activities in the year was £260,777 (2022: £1,964,000) which comprised of funding for the Age UK benefits checks of £372,000, £50,000 for the East End Community Fund, partially offset by a refund from the 2022 Iceland Summer Cheer campaign of £161,000.

Reserves policy

At 31 December 2023 the Foundation had unrestricted net assets of £1,091,000 (2022: £2,333,000). These are held as cash.

The Trustees do not have a formal reserves policy. The Foundation operates from donations from the Rothesay Limited Group and the Trustees will not commit their resources beyond the level of donations received. The Trustees consider that there are no material uncertainties about the Foundation's ability to continue as a going concern due to the commitments made and support provided by the Rothesay Limited Group.

Key risks and uncertainties

Given the net assets of the Foundation and the support provided by the Rothesay Limited Group, there are no material risks and uncertainties in relation to the ongoing operation of the Foundation. The main risks therefore relate to the effectiveness of the charities to which grants are being made. This risk is managed by the Trustees through comprehensive analysis of the potential charity partners and active engagement once the Foundation has committed to providing grants.

Looking forward

Despite the very difficult financial position of many older people living in the UK and campaigns like the Age UK benefits check project, we know that the amount of unclaimed benefits which pensioners are eligible to receive each year is still very sizeable. If this financial support was able to be more effectively accessed, its potential to help the UK's elderly population would be huge.

The Trustees will continue to develop the Foundation's response to try to tackle this problem, building on the success of the benefits check campaign with Age UK. The next logical step is to ensure that more older people can access benefits checks. In addition those people who have had benefits identified but are not yet claiming are then supported through the process of applying and then actually receiving those benefits.

The Foundation will also continue to raise awareness of the number of pensioners living in poverty in the UK, the challenges they experience every day, and the barriers they face to receiving the level of Government support they are eligible for. It will continue to explore new ways in which the Foundation can bring together the charitable and commercial sectors to create innovative partnerships, while refining the benefits checks operating model so that it can deliver as effectively as possible going forward.

The Trustees also plan to appoint the first full time permanent employees to the Foundation and will continue to utilise Rothesay staff's expertise across operations, data analysis, digital technology and policymaking.

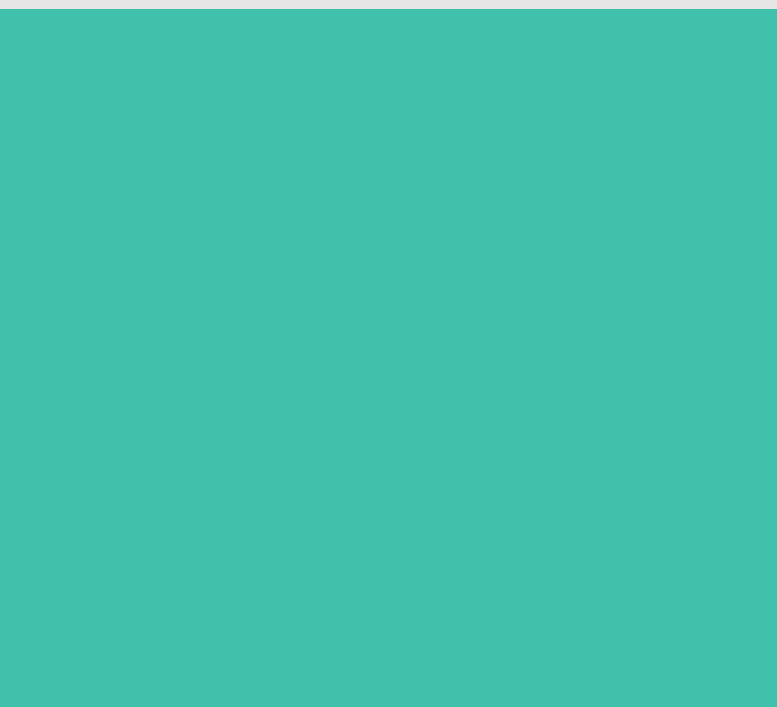
Structure and governance

The Rothesay Foundation is a registered charity (number 1189490) and was incorporated (company number 12263987) on 15 October 2019. It is governed by its Memorandum and Articles of Association dated 15 October 2019 as amended by special resolutions dated 29 April 2020 and 20 May 2021. The Foundation operates with support from the Rothesay Limited Group.

The Trustees of the Foundation since 1 January 2023 and as at the date of this report are as follows:

Professor Dame Carol Black
Tom Pearce
Terry Miller
Hilary Berg
Addy Loudiadis
James Dickson

Further details on the current Board of Trustees can be found on the following page.



Board of Trustees



James Dickson

James Dickson was, until January 2023, Rothesay's General Counsel and still acts as a specialist senior legal counsel advising on Rothesay's most significant transactions and strategic initiatives. He joined Rothesay in 2009 and until stepping down as General Counsel was responsible for the legal function and execution team. Prior to joining Rothesay, James was at Linklaters for 15 years (11 years as a partner) specialising in structured finance.



Thomas (Tom) Pearce

Tom Pearce is Co-Founder and Chief Executive Officer of Rothesay. Tom founded Rothesay with Addy Loudiadis in 2007 and was previously its Managing Director. Tom has overall responsibility for Rothesay's strategy and operational delivery, including Business Development, Financing, Investment Origination and Operations. Tom has been a Board Director of Rothesay since 2016 and he also sits on the board of the Association of British Insurers. Prior to founding Rothesay, Tom was part of the fixed income and investment banking team at Goldman Sachs with responsibility for pension fund and insurance company clients.



Therese (Terry) Miller CBE

Terry Miller is a Non-Executive Director of Rothesay, a non-executive director of Goldman Sachs International Bank, a non-executive director of Goldman Sachs International and Chair of the Audit Committee of the British Equestrian Federation. She was previously non-executive director and the senior independent director of Galliford Try Plc and of Stelrad Group Plc, general counsel of The London Organising Committee of the Olympic and Paralympic Games (LOCOG), a non-executive director of the British Olympic Association and a director and trustee of the Invictus Games Foundation. Prior to her LOCOG appointment, she was with Goldman Sachs for 17 years, most recently as a partner and international general counsel.



Board of Trustees continued



Hilary (Hil) Berg

Hil Berg has spent more than 25 years supporting corporate, public and third sector organisations to integrate purpose into strategy and to campaign for change, with a focus on climate and social justice, and collaborative social innovation. Hil's work has involved initiatives across the world and has won multiple industry awards. She has twice been named Outstanding UK Independent Consultant by the Chartered Institute of Public Relations (CIPR) and was one of the country's founding Chartered PR Practitioners. She has a Masters in PR and Communications for Social Change, with a research specialism in brand activism. Hil is currently head of strategy at M&C Saatchi Life – a global strategic and creative consultancy specialising in transformative sustainability. She was previously head of sustainability at Iceland Foods and director of communications and marketing at Alder Hey Hospital. She is a member of the Chartered Institute of Public Relations Global ESG Panel; an advisory board member for Business in the Community; and a trustee of Feeding Britain.



Professor Dame Carol Black

Professor Dame Carol Black is currently Chair of the British Library, the Centre for Ageing Better, and Think Ahead, the Government's fast stream training programme for Mental Health Social Workers. She co-chairs NHS England/Improvement's Expert Advisory Group on Employee Health and Wellbeing. She is a member of RAND Europe's Council of Advisers, and of the boards of the Institute for Employment Studies and UKActive. In 2022 she was appointed Independent Adviser to the Government on combatting misuse of drugs.



Antigone (Addy) Loudiadis

Addy Loudiadis is Rothesay's co-founder and former Chief Executive Officer from 2007 to 2022. As Founder Director, Addy is a Non-Executive member of the Board. Addy was previously a partner of Goldman Sachs and served as the co-head of the Investment Banking Division in Europe. Before moving to investment banking, she was head of European Fixed Income Sales at Goldman Sachs. Addy is also a former board member of the Association of British Insurers.



Rothsay

Foundation

Rothsay Foundation

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