

# Rothsay Foundation

we care



Trustees' Report 2022



Our purpose

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

<b>Trustees' report</b>	<b>2</b>
Chairman's report	2
The Rothesay Foundation	4
Achievements and performance	7
Financial review	14
Reserves policy	14
Key risks and uncertainties	15
Looking forward	15
Structure and governance	16
Board of Trustees	17





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

**James Dickson**  
Chairman, Rothesay Foundation



## Chairman's report

I am happy to say that the Rothesay Foundation has made very good progress throughout the year, significantly increasing the range of support it was able to provide and delivering its first nationwide activation to help pensioners living in deprivation: the 'Summer Cheer' campaign.

We are pleased with the results of the campaign – which provided pensioners who were solely reliant on the State Pension or benefits with a £30 voucher which could be used at Iceland Food stores, to help them with the cost of living – particularly that it also helped raise awareness of the additional benefits and support services that many pensioners are currently eligible for but not receiving, such as Pension Credit payments.

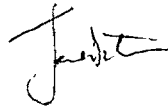
To achieve this, Age UK's information guide on claiming the right benefits in later life was sent to all 80,000 'Summer Cheer' campaign participants who received an Iceland voucher, as well as a further 5,000 who contacted the helpline once all of the available vouchers had been allocated. The guide will help some of the most vulnerable pensioners living in our country to better understand the range of benefits they could receive and provides practical guidance on how to access this support.

We are very conscious that the cost of living crisis continues to grow, particularly driven by greatly increased energy prices and global supply shortages. Accordingly, we plan 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 directly following 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.

Through conversations with our commercial and charity partners, as well as national media publications who share the Foundation's concerns, we are optimistic that this ambition can be achieved and we look forward to forging new campaigns and programmes of support in this area over the years ahead.

Finally, I would like to take this opportunity to give my thanks and warm wishes to our former Chair of Trustees, Ray King, who left the Foundation in the second half of the year following his decision to retire. Ray's contribution and support in setting up the Foundation, driving its continued growth and progress – particularly during the challenges of COVID-19 – has been critical to its success and we would like to thank him for all his work and wish him the very best in retirement.

With best wishes,



**James Dickson**  
Rothesay Foundation  
25 May 2023

# 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.

Rothesay is a purpose-built business, dedicated to protecting people's pensions. From its very first day, Rothesay has had a clear purpose: securing the future for every one of its policyholders.

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. In order 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.

As the cost of living crisis continues to push high numbers of pensioners living in the UK into poverty, Age UK's research,<sup>1</sup> showing that 770,000 pensioner households (single people or couples) were also missing out on Pension Credit payments (worth around £1.5 billion every year), was particularly concerning.

The Department of Work and Pensions states that claiming Pension Credit can be worth over £3,300 a year<sup>2</sup> for pensioners who are eligible to receive this extra financial 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 has therefore focused its efforts this year 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/cost-of-living-parliamentary-briefing--june-2022.pdf>

2 <https://www.gov.uk/government/news/eligible-pensioners-urged-to-claim-pension-credit-to-help-with-cost-of-living>



## Achievements and performance

Following the success of 'Winter Cheer', the pilot community campaign which took place in the London borough of Lambeth in late 2021, the Foundation expanded its partnership with Iceland Foods and Age UK to significantly increase its support for the growing number of pensioners living in poverty in the UK.

The 'Summer Cheer' campaign was rolled out in 269 Iceland stores from 1 August until 16 September. It provided local pension-age residents who relied solely on a state pension and benefits with a £30 voucher which could be used at Iceland Food stores for food and other essentials.

The campaign was designed to give participants some immediate financial support through the Iceland vouchers, while also providing them with information about the eligibility criteria for receiving Pension Credit (and other benefits) along with practical guidance on how to apply. In this way, the Foundation hopes to help campaign participants receive financial support over the long term too.

### Summer Cheer participant

“ I would like to say a big thank you to all concerned for providing me with my £30 Iceland voucher. My freezer has been running empty as I am on a pension of £125 a week and really struggling. I recently visited a food bank only to be told they could not help me as I am not on benefits. This is a wonderful thing you are doing to help us. ”

### Richard Walker, Managing Director of Iceland Foods, said:

“ Since the launch of the partnership last Christmas, the cost-of-living crisis has taken hold of the UK, and now more than ever, people are struggling to access the food they need. No one should ever have to worry about how they are going to eat or drink, and we hope that the support we can offer across the UK will help pensioners access and enjoy a worry-free meal during this difficult time. ”

## Achievements and performance continued

### Hannorah Lee, Director of Partnerships at Age UK said:

“ Many older people are really worried about soaring food and energy prices and are facing impossible choices such as whether they can afford to buy fresh food or turn their heating on during the colder weather. At the same time over £1.5 billion benefits go unclaimed by older people every year. We encourage any older person who is worried about money and thinks they might be entitled to some help to contact Age UK by calling its national advice line, free of charge, on 0800 169 65 65 (8am-7pm), visiting [www.ageuk.org.uk/money](http://www.ageuk.org.uk/money), or contacting their local Age UK for free information and advice. ”

### Addy Loudiadis, of the Rothesay Foundation, said:

“ We hope our vouchers will provide a small amount of relief to the growing number of older people living in real financial difficulty in the UK. Going forward, we are committed to working with brilliant partners like Iceland and Age UK to help as many pensioners as possible get access to their full benefit allowances. ”

### Summer Cheer participant

“ Just a note to say thank you so much to you and Iceland for sending me the £30 voucher – it will help me get some nourishing food, which I can eat during the winter. ”

Immediate Support: the £30 Iceland vouchers

- Iceland provided the £30 vouchers at zero profit.
- The Foundation initially purchased 40,000 vouchers at a cost of approximately £1m.
- The 269 participating Iceland stores were mapped against 16 areas nationwide which were identified by Rothesay's actuarial team as having some of the highest numbers of pensioners living in material deprivation in the country.
- The Foundation appointed a commercial fulfilment partner, responsible for handling calls to the campaign hotline and for sending out the vouchers to eligible campaign participants.

Long-Term Support: the Age UK Benefits Advice Guides.

The Foundation team:

- Worked with Age UK to develop the campaign call centre's script for call handlers, ensuring it was designed to best support the older population.
- Ensured that with each Iceland voucher, participants also received a copy of Age UK's information guide on financial advice and claiming benefits, to help older people and their carers understand what support they might be eligible for.
- Offered participants the opportunity to have their details saved by the Foundation so that they are included in future campaigns which might further help them.
- Delivered an extensive national and local media programme to raise awareness of the level of pensioner poverty in the UK, including Age UK's benefits guide and national advice line.

Following the scale of the response from eligible pensioners to the campaign over its first few weeks, the Foundation trustees approved a doubling of the Foundation's original commitment with a further approximately £1m of funding to purchase an additional 40,000 Iceland vouchers. Funding to cover additional costs, such as increasing our fulfilment partner's staffing levels, was also approved.

In total, the 'Summer Cheer' campaign successfully provided over 80,000 pensioners living in deprivation with a £30 voucher, giving them a small amount of relief as their living costs continued to increase. A further 5,000 additional Age UK benefits guides were provided once the campaign had closed, resulting in a total of 85,000 pensioners receiving information on applying for Pension Credit, along with the other benefits and support services they may be eligible for.

**Areas where the vouchers were made available to eligible pensioners included:**

- Glasgow
- Strathclyde
- Greater Manchester
- Liverpool
- Wirral
- Newcastle North
- Sunderland
- Huddersfield/Barnsley
- Sheffield
- Birmingham
- West Midlands
- Glamorgan
- Newport
- North Wales
- Lambeth

The Summer Cheer campaign provided 80,000 pensioners living in deprivation with a £30 voucher.

**Summer Cheer participant**

**“** My mother really appreciates your kind generosity which will help enormously during these financially challenging times. **”**

**Summer Cheer participant**

**“** I have today received the £30 voucher from you. I would just like to say a big thank you as this will help me out no end during these hard times. **”**





# Charity partners



## Summer Cheer – 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).

## Summer Cheer – partners continued

The logo for Iceland, featuring the word "Iceland" in a bold, red, sans-serif font, centered within a white rectangular box.

Iceland is recognised as the UK's leader in frozen food and operates over 950 stores across the country, together with a multi-award-winning online shopping service. It prides itself on being a convenient and friendly place to do the family's weekly shop, as well as meeting everyone's daily top-up shopping needs for fresh, chilled, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Always committed to doing the right thing for customers, communities and the environment, Iceland was a pioneer in removing artificial colours and flavours and non-essential preservatives from its own label food in the 1980s, and in banning genetically modified ingredients in the 1990s. In 2018 it committed to becoming the first major retailer, globally, to eliminate plastic packaging from all of its own label products by the end of 2023, and to remove palm oil as an ingredient from its own label range by the end of 2018.





## Our partners & charities



The Rothesay Foundation has supported Food Train with a £380,000 grant over two years from September 2020 (£98,000 in 2020, £190,000 in 2021 and £92,000 in 2022). These funds will facilitate expansion to the remaining 23 council districts of Scotland where Food Train is not currently operating, delivered by:

- A new team of four supported by the Food Train Head Office.
- A new digital platform that will facilitate the integration and management of Food Train's logistics and supply chain.

Today an estimated 10% of older people living in Scotland suffer from malnutrition and 4% need some form of ongoing care or support. Since 1995, Food Train has been making daily life easier for older people, providing vital services to those who are no longer able to manage independently, through age, ill health, frailty or disability. Food Train makes hundreds of grocery deliveries every week, ensuring those most in need have access to fresh groceries.

The Rothesay Foundation hope to continue to support and learn from Food Train as they expand their shopping service model in Scotland and develop their new technology platform. These learnings will be applied across the Foundation's other charitable initiatives wherever possible.

## 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 £2,051,000 (2021: £257,000). Expenditure on charitable activities in the year was £1,964,000 (2021: £315,000) which comprised of the second year grant to Food Train of £92,000, described on the previous page, and £1,872,000 for the Summer Cheer campaign (2021: Food Train £190,000 and GoodGym £125,000).

## Reserves policy

At 31 December 2022 the Foundation had net assets of £2,333,000 (2021: £1,862,000). 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 'Summer Cheer', 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 'Summer Cheer' campaign, including by following up with eligible campaign participants to offer them further support. Potential activations for this follow up programme include offering benefits eligibility checks and increasing the amount of expert support which is available to those in need.

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 'Summer Cheer' operating model so that it can deliver as effectively as possible going forward.

The Trustees also plan to appoint further independent Trustees to bring complementary skills and experience for 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 2022 and as at the date of this report are as follows:

	Appointed	Resigned
<b>Ray King</b>		30 June 2022
<b>Professor Dame Carol Black</b>		
<b>Tom Pearce</b>	19 April 2023	
<b>Terry Miller</b>	19 April 2023	
<b>Hilary Berg</b>	19 April 2023	
<b>Addy Loudiadis</b>		
<b>James Dickson</b>		

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 is 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. 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. Tom sits on the board of the Association of British Insurers.



### THERESE (TERRY) MILLER

Terry Miller is a non-executive director of Rothesay and the senior independent director of Galliford Try Plc, a non-executive director of Goldman Sachs International Bank and Goldman Sachs International, and a non-executive director and senior independent director of the Stelrad Group plc. During 2021, Terry was appointed as a non-executive director of the British Equestrian Federation. She was previously general counsel of the London Organising Committee of the Olympic and Paralympic Games (LOCOG), and a non-executive director of the British Olympic Association. Prior to her LOCOG appointment she was a partner of Goldman Sachs, most recently as international general counsel. Terry was awarded an OBE for services to the London 2012 Games in the 2013 New Year's Honours List.



### HILARY BERG

Hil 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 she's 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. Addy has now taken the role of Founder Director of Rothesay Limited. 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.

# Rothesay

Foundation

**Rothesay Foundation**

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